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Babergh & Mid Suffolk Household Survey for Carter Jonas

February 2015

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### Introduction

### 1.1 Research Background & Objectives

To conduct a survey amongst residents in the Babergh and Mid Suffolk area to assess shopping habits for main food and grocery, top-up, non-food shopping and leisure activities.

#### 1.2 Research Methodology

A total of 1100 telephone interviews were conducted between Thursday 5th February 2015 and Monday 16th February 2015. Interviews were conducted using NEMS in-house CATI (Computer Assisted Telephone Interviewing) Unit. Respondents were contacted during the day and in the evening. All respondents were the main shopper in the household, determined using a preliminary filter question.

#### 1.3 Sampling

#### 1.3.1 Survey Area

The survey area was segmented into 11 zones, defined using postcode sectors. The zone details were:

| Zone  | Postcode Sectors                               | Number of<br>Interviews |
|-------|--|-------------------------|
| 1     | CO6 2, CO6 3, CO8 5, CO9 2, CO10 7, CO10 8     | 100                     |
| 2     | IP29 4, IP30 0                                 | 100                     |
| 3     | CO6 4, CO10 5, CO10 0, CO10 9                  | 100                     |
| 4     | CO10 1, CO10 2                                 | 100                     |
| 5     | CO6 5, IP7 5, IP7 6, IP7 7                     | 100                     |
| 6     | CO7 6, CO11 1, IP8 3,IP9 1, IP9 2              | 100                     |
| 7     | IP6 0, IP6 8, IP6 9, IP8 4, IP14 6             | 100                     |
| 8     | IP14 1, IP14 2, IP14 3, IP14 4, IP14 5         | 100                     |
| 9     | IP30 9, IP31 3                                 | 100                     |
| 10    | IP22 1, IP23 7, IP23 8                         | 100                     |
| 11    | IP13 7, IP13 8, IP20 0, IP20 9, IP21 4, IP21 5 | 100                     |
| Total |  | 1100                    |

#### 1.3.2 Telephone Numbers

All available telephone numbers are used to obtain the sample of interviews. This includes published telephone numbers (land-lines and some mobile numbers) but is supplemented with ex-directory numbers as the demographic profile of this sub-set is different to the demographics of the published numbers sample. Ex-directory numbers are randomly generated using the published numbers as a 'seed'. Business numbers are de-duped and excluded.

We don't screen against the TPS (Telephone Preference Service) database, again because the demographic profile of TPS registered numbers is slightly different to the rest of the population. In addition, there is no legal requirement to screen against TPS registered numbers; market research is not classified as unsolicited sales and marketing.

#### 1.3.3 Sample Profile

It should be noted that as per the survey's requirements, the profile of respondents is that of the main shopper / person responsible for most of the food shopping in the household. As such it will always differ from the demographic profile of all adults within the survey area. With any survey among the main shopper / person responsible for most of the food shopping in the household the profile is typically biased more towards females and older people. The age of the main shopper / person responsible for most of the food shopping in the household is becoming older due to the financial constraints on young people setting up home.

A number of measures are put in place to ensure the sample is representative of the profile of the person responsible for most of the food / shopping in the household.

First of all interviewing is normally spread over a relatively long period of time, certainly longer than the theoretical minimum time it would take. This allows us time to call back people who weren't in when we made the first phone call. If we only interview people who are at home the first time we call we over-represent people who stay at home the most; these people tend to be older / less economically active.

We also control the age profile of respondents; this is a two-stage process. First of all we look at the age profile of the survey area according to the latest Census figures. Using a by-product from additional data we collect from a weekly telephone survey of a representative sample of all adults across the country we know the age profile of the main-shopper in any given area. This information is from data based on in excess of 100,000 interviews and is regularly

updated and is therefore probably the most accurate and up to date information of its kind.

Stratified random sampling helps ensure that the sample is as representative as possible. While the system dials the next random selected number for interviewers, all calls are made by interviewers; no automated call handling systems are used.

#### 1.3.4 Time of Interviewing

Approximately two-thirds of all calls are made outside normal working hours.

#### 1.3.5 Monitoring of Calls

At least 5% of telephone interviews are randomly and remotely monitored by Team Leaders to ensure the interviewing is conducted to the requisite standard. Both the dialogue and on-screen entries are monitored and evaluated. Interviewers are offered re-training should these standards not be met.

#### 1.4 Weightings

To correct the small differences between the sample profile and population profile, the data was weighted. The population is of the main shopper in the household. Weightings have been applied to age bands based on an estimated age profile of main shoppers (see section 1.3.3 for details). The weighted totals differ occasionally from the adjusted population due to rounding error. Details of the age weightings are given in the table below:

| Age       | Main Shopper<br>Profile (%) | Interviews<br>Achieved | Age<br>Weightings |
|-----------|-----------------------------|------------------------|-------------------|
| 18-24     | 3.98%                       | 4                      | 10.9035           |
| 25-34     | 12.39%                      | 38                     | 3.5645            |
| 35-44     | 15.87%                      | 119                    | 1.4455            |
| 45-54     | 18.87%                      | 249                    | 0.8118            |
| 55-64     | 20.31%                      | 203                    | 1.0785            |
| 65+       | 28.58%                      | 463                    | 0.6572            |
| (Refused) | n/a                         | 24                     | 1.0000            |
| Total     |                             | 1100                   |                   |

Further weightings were then applied to adjust zone samples to be representative by population. Details of those weightings are given in the table below:

| Zone  | Population * | Interviews<br>Achieved | Interviews<br>Achieved<br>(Weighted<br>by Age) | Zone<br>Weightings |
|-------|--------------|------------------------|--|--------------------|
| 1     | 32611        | 100                    | 88   | 1.6892             |
| 2     | 8647         | 100                    | 99   | 0.3981             |
| 3     | 27684        | 100                    | 108  | 1.1684             |
| 4     | 12730        | 100                    | 99   | 0.5861             |
| 5     | 17472        | 100                    | 115  | 0.6925             |
| 6     | 29706        | 100                    | 92   | 1.4718             |
| 7     | 27618        | 100                    | 103  | 1.2222             |
| 8     | 34827        | 100                    | 108  | 1.4699             |
| 9     | 16363        | 100                    | 94   | 0.7935             |
| 10    | 12384        | 100                    | 85   | 0.6641             |
| 11    | 21276        | 100                    | 109  | 0.8897             |
| Total | 241318       | 1100                   |  |                    |

<sup>\*</sup> Source: Census 2011

#### 1.5 Statistical Accuracy

As with any data collection where a sample is being drawn to represent a population, there is potentially a difference between the response from the sample and the true situation in the population as a whole. Many steps have been taken to help minimise this difference (e.g. random sample selection, questionnaire construction etc) but there is always potentially a difference between the sample and population – this is known as the standard error.

The standard error can be estimated using statistical calculations based on the sample size, the population size and the level of response measured (as you would expect you can potentially get a larger error in a 50% response than say a 10% response simply because of the magnitude of the numbers).

To help understand the significance of this error, it is normally expressed as a confidence interval for the results. Clearly to have 100% accuracy of the results would require you to sample the entire population. The usual confidence interval used is 95% - this means that you can be confident that in 19 out of 20 instances the actual population behaviour will be within the confidence interval range.

For example, if 50% of a sample of 1100 answers "Yes" to a question, we can be 95% sure that between 47.0% and 53.0% of the population holds the same opinion (i.e. +/- 3.0%). The following is a guide showing confidence intervals attached to various sample sizes from the study:

| %ge Response | 95% confidence interval |
|--------------|-------------------------|
| 10%          | ±1.8%                   |
| 20%          | ±2.4%                   |
| 30%          | ±2.7%                   |
| 40%          | ±2.9%                   |
| 50%          | ±3.0%                   |

#### 1.6 Data Tables

Tables are presented in question order with the question number analysed shown at the top of the table. Those questions where the respondent is prompted with a list of possible answers are indicated in the question text with a suffix of [PR].

The sample size for each question and corresponding column criteria is shown at the base of each table. A description of the criteria determining to whom the question applies is shown in italics directly below the question text; if there is no such text evident then the question base is the full study sample. If the tabulated data is weighted (indicated in the header of the tabulations), in addition to the sample base, the weighted base is also shown at the bottom of each table.

Unless indicated otherwise in the footer of the tabulations, all percentages are calculated down the column. Arithmetic rounding to whole numbers may mean that columns of percentages do not sum to exactly 100%. Zero per cent denotes a percentage of less than 0.05%.

Percentages are calculated on the number of respondents and not the number of responses. This means that where more than one answer can be given to a question the sum of percentages may exceed 100%. All such multi-response questions are indicated in the tabulated by a suffix of [MR] on the question text.

Where appropriate to the question, means are shown at the bottom of response tables. These are calculated in one of two ways: if the data is captured to a coded response a weighted mean is calculated and the code weightings are shown as a prefix above the question text; if actual specific values were captured from respondents these individual numbers are used to calculate the mean.

# Appendix 1:

Data Tabulations

By Zone

|   | Total        |         | Zone 1       |        | Zone 2 | ;      | Zone         | 3      | Zone         | 4     | Zone     | 5     | Zone         | 6      | Zone    | 7      | Zone         | 8      | Zone         | 9      | Zone 1  | 10    | Zone 1       | 11     |  |
|---|--------------|---------|--------------|--------|--------|--------|--------------|--------|--------------|-------|----------|-------|--------------|--------|---------|--------|--------------|--------|--------------|--------|---------|-------|--------------|--------|--|
| 01 In which store or sho  | opping o     | entre   | e do you     | NOR    | MALLY  | shop   | at for a     | ll you | r house      | hold' | s main f | ood a | nd groo      | ery sl | hopping | g need | ds (i.e. p   | rimari | ily bulk     | trolle | y purch | ases) | ?            |        |  |
| ldi, Gipping Way,<br>STOWMARKET   | 0.1%         | 1       | 0.0%         | 0      | 0.0%   | 0      | 0.0%         | 0      | 0.0%         | 0     | 0.0%     | 0     | 0.0%         | 0      | 0.0%    | 0      | 1.0%         | 1      | 0.0%         | 0      | 0.0%    | 0     | 0.0%         | 0      |  |
| ldi, Girling Street,<br>SUDBURY   | 4.6%         | 51      | 12.0%        | 12     | 3.0%   | 3      | 13.0%        | 13     | 22.0%        | 22    | 1.0%     | 1     | 0.0%         | 0      | 0.0%    | 0      | 0.0%         | 0      | 0.0%         | 0      | 0.0%    | 0     | 0.0%         | 0      |  |
| di, HAVERHILL   | 0.3%         | 3       | 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      | 0.0%    | 0     | 0.0%         | 0      |  |
| di, Magdalen Street,<br>COLCHESTER                                      | 0.1%         | 1       | 0.0%         | 0      | 0.0%   | 0      | 0.0%         | 0      | 0.0%         | 0     | 0.0%     | 0     | 1.0%         | 1      | 0.0%    | 0      | 0.0%         | 0      | 0.0%         | 0      | 0.0%    | 0     | 0.0%         | 0      |  |
| sda Superstore, Meadow<br>Centre, Wilkes Way,<br>STOWMARKET             | 6.2%         | 68      | 0.0%         | 0      | 6.0%   | 6      | 0.0%         | 0      | 0.0%         | 0     | 2.0%     | 2     | 1.0%         | 1      | 8.0%    | 8      | 31.0%        | 31     | 16.0%        | 16     | 3.0%    | 3     | 1.0%         | 1      |  |
| sda superstore, Turner<br>Rise, COLCHESTER                              | 0.9%         | 10      | 5.0%         | 5      | 0.0%   | 0      | 4.0%         | 4      | 0.0%         | 0     | 0.0%     | 0     | 1.0%         | 1      | 0.0%    | 0      | 0.0%         | 0      | 0.0%         | 0      | 0.0%    | 0     | 0.0%         | 0      |  |
| o op, Church Street, EYE  | 0.5%         | 6       | 0.0%         | 0      | 0.0%   | 0      | 0.0%         | 0      | 0.0%         | 0     | 0.0%     | 0     | 0.0%         | 0      | 0.0%    | 0      |              | 0      | 0.0%         | 0      |         | 6     | 0.0%         | 0      |  |
| o-op, 100 East Street,<br>SUDBURY                                       | 0.2%         | 2       | 0.0%         | 0      | 0.0%   | 0      | 1.0%         | 1      | 1.0%         | 1     | 0.0%     | 0     | 0.0%         | 0      | 0.0%    | 0      | 0.0%         | 0      | 0.0%         | 0      | 0.0%    | 0     | 0.0%         | 0      |  |
| o-op, 2 High Street,<br>LAVENHAM  | 0.2%         | 2       | 0.0%         |        | 1.0%   | 1      | 0.0%         | 0      | 0.0%         |       | 0.0%     | 0     | 0.0%         | 0      |         |        | 1.0%         | 1      | 0.0%         | 0      |         | 0     | 0.0%         | 0      |  |
| o-op, 72 High Street,<br>HADLEIGH                                       | 1.9%         | 21      | 0.0%         |        | 0.0%   | 0      | 0.0%         | 0      | 0.0%         |       | 18.0%    | 18    | 2.0%         | 2      |         |        | 0.0%         | 0      | 0.0%         | 0      |         | 0     | 0.0%         | 0      |  |
| o-op, 80A High Street,<br>LAVENHAM                                      | 0.1%         | 1       | 0.0%         | 0      |        | 0      | 1.0%         | 1      | 0.0%         | 0     |          | 0     | 0.0%         | 0      |         |        | 0.0%         | 0      | 0.0%         | 0      |         | 0     | 0.0%         | 0      |  |
| o-op, Hall Street, LONG<br>MELFORD                                      | 0.1%         | 1       | 1.0%         | 1      |        | 0      | 0.0%         | 0      | 0.0%         | 0     |          | 0     | 0.0%         | 0      |         | 0      |              | 0      | 0.0%         | 0      |         | 0     | 0.0%         | 0      |  |
| o-op, MANNINGTREE   | 0.4%         | 4       | 0.0%         | 0      |        | 0      | 0.0%         | 0      | 0.0%         | 0     |          | 0     | 4.0%         | 4      | 0.0%    | 0      |              | 0      | 0.0%         | 0      |         | 0     | 0.0%         | 0      |  |
| o-op, Mildenhall Road,<br>BURY ST EDMUNDS                               | 0.2%         | 2       |              | 0      |        | 1      | 0.0%         | 0      |              | 0     |          | 0     | 0.0%         | 0      |         |        | 0.0%         | 0      | 1.0%         | 1      | 0.0%    | 0     | 0.0%         | 0      |  |
| o-op, NEEDHAM<br>MARKET   | 0.1%         | 1       | 0.0%         | 0      |        | 0      | 0.0%         | 0      | 0.0%         | 0     |          | 0     | 0.0%         | 0      |         | 1      | 0.0%         | 0      | 0.0%         | 0      |         | 0     | 0.0%         | 0      |  |
| o-op, The Street,<br>BRAMFORD   | 0.1%         | 1       | 0.0%         | 0      |        | 0      | 0.0%         | 0      | 0.0%         | 0     |          | 0     | 0.0%         | 0      |         | 1      | 0.0%         | 0      | 0.0%         | 0      |         | 0     | 0.0%         | 0      |  |
| o-op, The Street, CAPEL<br>ST MARY                                      | 0.5%         | 5       |              | 0      |        | 0      | 0.0%         | 0      | 0.0%         | 0     |          | 0     | 5.0%         | 5      | 0.0%    | 0      | 0.0%         | 0      | 0.0%         | 0      |         | 0     | 0.0%         | 0      |  |
| o-op Local, DEDHAM<br>dl, Bury Road,                                    | 0.1%<br>1.7% | 1<br>19 | 0.0%<br>1.0% | 0<br>1 |        | 0<br>4 | 0.0%<br>0.0% | 0      | 0.0%<br>0.0% | 0     |          | 0     | 0.0%<br>0.0% | 0      |         | 3      | 0.0%<br>5.0% | 0<br>5 | 0.0%<br>5.0% | 0<br>5 |         | 0     | 0.0%<br>1.0% | 0<br>1 |  |
| STOWMARKET<br>forrisons, 175 London<br>Road, HADLEIGH                   | 4.9%         | 54      | 0.0%         | 0      | 0.0%   | 0      | 3.0%         | 3      | 0.0%         | 0     | 46.0%    | 46    | 4.0%         | 4      | 1.0%    | 1      | 0.0%         | 0      | 0.0%         | 0      | 0.0%    | 0     | 0.0%         | 0      |  |
| orrisons, DISS  | 7.2%         | 79      | 0.0%         | 0      | 0.0%   | 0      | 0.0%         | 0      | 0.0%         | 0     | 0.0%     | 0     | 0.0%         | 0      | 3.0%    | 3      | 1.0%         | 1      | 1.0%         | 1      | 32.0%   | 32    | 42.0%        | 42     |  |
| orrisons, Dissorrisons, Sheringham Court, Milton Road South, STOWMARKET | 1.5%         | 17      | 0.0%         | 0      |        | 0      | 0.0%         | 0      | 0.0%         | 0     |          | 0     | 0.0%         | 0      |         |        | 11.0%        | 11     | 5.0%         | 5      |         | 0     | 0.0%         | 0      |  |
| orrisons, Sproughton<br>Road, IPSWICH                                   | 2.0%         | 22      | 0.0%         | 0      | 0.0%   | 0      | 1.0%         | 1      | 1.0%         | 1     | 1.0%     | 1     | 5.0%         | 5      | 13.0%   | 13     | 0.0%         | 0      | 1.0%         | 1      | 0.0%    | 0     | 0.0%         | 0      |  |
| bys of Wroxham, Great Eastern Road, SUDBURY                             | 0.1%         | 1       | 1.0%         | 1      | 0.0%   | 0      | 0.0%         | 0      | 0.0%         | 0     | 0.0%     | 0     | 0.0%         | 0      | 0.0%    | 0      | 0.0%         | 0      | 0.0%         | 0      | 0.0%    | 0     | 0.0%         | 0      |  |

|  |      |     |        |    |        |    |       |    |       |    |        |   |       |    |       |    |       |    |        |   |        |   |        |   | 1 001 001 7 2010 |
|--|------|-----|--------|----|--------|----|-------|----|-------|----|--------|---|-------|----|-------|----|-------|----|--------|---|--------|---|--------|---|------------------|
|  | Tota | 1   | Zone 1 | L  | Zone 2 | 2  | Zone  | 3  | Zone  | 4  | Zone 5 | 5 | Zone  | 6  | Zone  | 7  | Zone  | 8  | Zone 9 |   | Zone 1 | 0 | Zone 1 | 1 |                  |
| Sainsbury's Superstore,<br>11-14 Priory Walk,<br>COLCHESTER      | 0.5% | 6   | 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 | 0.0%   | 0 | 0.0%   | 0 |                  |
| Sainsbury's, Cornard Road,<br>SUDBURY                            | 3.3% | 36  | 7.0%   | 7  | 1.0%   | 1  | 14.0% | 14 | 13.0% | 13 | 1.0%   | 1 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |                  |
| Sainsbury's, Hadleigh Road, IPSWICH                              | 2.5% | 28  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 5.0%   | 5 | 13.0% | 13 | 9.0%  | 9  | 1.0%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |                  |
| Sainsbury's, HAVERHILL   | 0.4% | 4   | 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%   | 0 | 0.0%   | 0 |                  |
| Tesco Express, Crouch<br>Street, COLCHESTER                      | 0.1% | 1   | 1.0%   | 1  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |                  |
| Tesco Express, St Johns,<br>COLCHESTER                           | 0.1% | 1   | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0 | 1.0%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |                  |
| Tesco Metro, Kesgrave, IPSWICH                                   | 0.5% | 5   | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.0%   | 1 | 3.0%  | 3  | 1.0%  | 1  | 0.0%  | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |                  |
| Tesco Superstore,<br>Bedingfeld Way, BURY<br>ST. EDMUNDS         | 0.9% | 10  | 0.0%   | 0  | 4.0%   | 4  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 4.0%   | 4 | 2.0%   | 2 | 0.0%   | 0 |                  |
| Tesco Superstore, Cedars<br>Link Road,<br>STOWMARKET             | 4.3% | 47  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 2.0%   | 2 | 0.0%  | 0  | 10.0% | 10 | 34.0% | 34 | 0.0%   | 0 | 1.0%   | 1 | 0.0%   | 0 |                  |
| Tesco Superstore, St<br>Saviours Interchange,<br>BURY ST EDMUNDS | 1.8% | 20  | 0.0%   | 0  | 7.0%   | 7  | 1.0%  | 1  | 0.0%  | 0  | 0.0%   | 0 | 1.0%  | 1  | 0.0%  | 0  | 1.0%  | 1  | 9.0%   | 9 | 1.0%   | 1 | 0.0%   | 0 |                  |
| Tesco, BRAINTREE   | 0.1% | 1   | 1.0%   | 1  |        | 0  | 0.0%  | 0  | 0.0%  | 0  |        | 0 | 0.0%  | 0  | 0.0%  | 0  |       | 0  | 0.0%   | 0 |        | 0 | 0.0%   | 0 |                  |
| Tesco, Greenstead Road,<br>COLCHESTER                            | 0.2% | 2   | 0.0%   | 0  | 0.0%   | 0  | 1.0%  | 1  | 0.0%  | 0  | 0.0%   | 0 | 1.0%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |                  |
| Tesco, Woodhall Business<br>Park, Springlands Way,<br>SUDBURY    | 9.5% | 104 | 24.0%  | 24 | 6.0%   | 6  | 33.0% | 33 | 39.0% | 39 | 2.0%   | 2 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |                  |
| Waitrose, Robert Boby Way,<br>BURY ST EDMUNDS                    | 1.8% | 20  | 0.0%   | 0  | 10.0%  | 10 | 2.0%  | 2  | 0.0%  | 0  | 0.0%   | 0 | 0.0%  | 0  | 0.0%  | 0  | 1.0%  | 1  | 6.0%   | 6 | 1.0%   | 1 | 0.0%   | 0 |                  |
| Waitrose, Station Road,<br>SUDBURY                               | 4.7% | 52  | 8.0%   | 8  | 4.0%   | 4  | 14.0% | 14 | 21.0% | 21 | 5.0%   | 5 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |                  |
| Brantham   | 0.1% | 1   | 0.0%   | 0  |        | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0 | 0.0%  | 0  | 0.0%  | 0  |       | 0  | 0.0%   | 0 | 1.0%   | 1 | 0.0%   | 0 |                  |
| Bury St. Edmunds   | 0.3% | 3   | 0.0%   | 0  |        | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0 | 0.0%  | 0  | 0.0%  | 0  |       | 0  | 3.0%   | 3 | 0.0%   | 0 | 0.0%   | 0 |                  |
| Colchester   | 0.1% | 1   | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0 | 1.0%  | 1  | 0.0%  | 0  |       | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |                  |
| Debenham   | 0.2% | 2   | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0 | 0.0%  | 0  | 1.0%  | 1  | 0.0%  | 0  | 0.0%   | 0 | 1.0%   | 1 | 0.0%   | 0 |                  |
| Eye  | 0.1% | 1   | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0 | 1.0%   | 1 | 0.0%   | 0 |                  |
| Hadleigh   | 0.2% | 2   | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.0%   | 1 | 1.0%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |                  |
| Haverhill  | 0.1% | 1   | 1.0%   | 1  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |                  |
| Ipswich  | 0.4% | 4   | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 2.0%   | 2 | 1.0%  | 1  | 0.0%  | 0  | 1.0%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |                  |
| Needham Market   | 0.1% | 1   | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0 | 0.0%  | 0  | 1.0%  | 1  | 0.0%  | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |                  |
| Sudbury  | 0.1% | 1   | 0.0%   | 0  | 0.0%   | 0  | 1.0%  | 1  | 0.0%  | 0  | 0.0%   | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |                  |
| Stowmarket   | 0.3% | 3   | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.0%   | 1 | 2.0%   | 2 | 0.0%   | 0 |                  |
| Aldi, Mere Street, Diss  | 0.5% | 6   | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0 | 1.0%   | 1 | 5.0%   | 5 |                  |
| Aldi, Meredith Road,<br>Ipswich                                  | 0.5% | 6   | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0 | 1.0%  | 1  | 5.0%  | 5  | 0.0%  | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |                  |

|  |       |    |        |   |        |   |        |   |        | - | or Ca  | 11 11 | 1 901 | ius |       |    |       |   |        |   |         |   |         |   | February 2015 |
|--|-------|----|--------|---|--------|---|--------|---|--------|---|--------|-------|-------|-----|-------|----|-------|---|--------|---|---------|---|---------|---|---------------|
|  | Total |    | Zone 1 |   | Zone 2 |   | Zone 3 |   | Zone 4 |   | Zone 5 |       | Zone  | 6   | Zone  | 7  | Zone  | 8 | Zone 9 | ) | Zone 10 | 0 | Zone 11 | I |               |
| Aldi, Newmarket Road,<br>Dettingen Way, Bury St.<br>Edmunds          | 1.0%  | 11 | 1.0%   | 1 | 5.0%   | 5 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0     | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0 | 4.0%   | 4 | 1.0%    | 1 | 0.0%    | 0 |               |
| Asda Superstore, Drayton<br>High Road, Hellesdon,<br>Norwich         | 0.3%  | 3  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0     | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0 | 0.0%   | 0 | 0.0%    | 0 | 3.0%    | 3 |               |
| Asda Superstore, Stoke Park<br>Drive, Ipswich                        | 0.3%  | 3  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0     | 2.0%  | 2   | 0.0%  | 0  | 0.0%  | 0 | 0.0%   | 0 | 0.0%    | 0 | 1.0%    | 1 |               |
| Asda Superstore, Western<br>Way, Bury St. Edmunds                    | 0.6%  | 7  | 0.0%   | 0 | 4.0%   | 4 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0     | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0 | 2.0%   | 2 | 1.0%    | 1 | 0.0%    | 0 |               |
| Asda Superstore, Whitehouse Industrial Estate, Goddard Road, Ipswich | 2.0%  | 22 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 2.0%   | 2     | 4.0%  | 4   | 16.0% | 16 | 0.0%  | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |               |
| Budgens, Bullock Fair Close,<br>Harleston                            | 0.5%  | 6  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0     | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0 | 0.0%   | 0 | 0.0%    | 0 | 6.0%    | 6 |               |
| Co-op, Chancery Lane,<br>Debenham                                    | 0.1%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0     | 0.0%  | 0   | 1.0%  | 1  | 0.0%  | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |               |
| Co-op, High Street, Earls<br>Colne                                   | 0.1%  | 1  | 1.0%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0     | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |               |
| Co-op, Hillside Road East,<br>Bungay                                 | 0.2%  | 2  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0     | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0 | 0.0%   | 0 | 0.0%    | 0 | 2.0%    | 2 |               |
| Co-op, London Road,<br>Harleston                                     | 0.1%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0     | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0 | 0.0%   | 0 | 0.0%    | 0 | 1.0%    | 1 |               |
| Co-op, Market Hill, Clare  | 0.1%  | 1  | 1.0%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0     | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |               |
| Co-op, Market Hill,<br>Framlingham                                   | 0.5%  | 5  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0     | 0.0%  | 0   |       | 4  |       | 0 |        | 0 | 0.0%    | 0 | 1.0%    | 1 |               |
| Co-op, Norwich Road,<br>Barham, Claydon                              | 0.2%  | 2  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0     | 0.0%  | 0   | 2.0%  | 2  | 0.0%  | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |               |
| Co-op, Saxons Way,<br>Halesworth                                     | 0.1%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0     | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0 | 0.0%   | 0 | 0.0%    | 0 | 1.0%    | 1 |               |
| Co-op, The Street, Holbrook  | 0.3%  | 3  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0     | 3.0%  | 3   | 0.0%  | 0  | 0.0%  | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |               |
| Co-op, The Street,   | 0.4%  | 4  | 0.0%   | 0 | 0.0%   | ő | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0     | 0.0%  | 0   |       | 0  |       | 0 |        | 0 | 4.0%    | 4 | 0.0%    | ő |               |
| Rickinghall, Diss  | 0,5   | •  | 3.070  | Ü | 3.070  | Ü | 3.070  | • | 3.070  | Ü | 3.070  | ~     | 0.070 | Ü   | 0.070 | 3  | 0.070 | J | 0.070  | 9 | ,       | • | 5.070   | Ü |               |
| Co-op, The Street,<br>Wherstead, Holbrook                            | 0.1%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0     | 1.0%  | 1   | 0.0%  | 0  | 0.0%  | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |               |
| Co-op, The Street, Woolpit   | 0.1%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0     | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0 | 1.0%   | 1 | 0.0%    | 0 | 0.0%    | 0 |               |
| Iceland, Cornhill, Bury St.<br>Edmunds                               | 0.2%  | 2  | 0.0%   | 0 | 2.0%   | 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 |               |
| Iceland, North Street,<br>Sudbury                                    | 0.2%  | 2  | 0.0%   | 0 | 0.0%   | 0 | 2.0%   | 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 |               |
| Lidl, Handford Road,<br>Ipswich                                      | 0.2%  | 2  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0     | 1.0%  | 1   | 1.0%  | 1  | 0.0%  | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |               |
| Lidl, London Road, Ipswich   | 0.3%  | 3  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0     | 3.0%  | 3   | 0.0%  | 0  | 0.0%  | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |               |
| Local shops, Cockfield   | 0.1%  | 1  | 0.0%   | 0 | 1.0%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0     | 0.0%  | 0   |       | 0  |       | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |               |
| Local shops, Diss  | 0.4%  | 4  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0     | 0.0%  | 0   |       | 0  |       | 0 |        | 0 | 3.0%    | 3 | 1.0%    | 1 |               |
| Local shops, Framlingham   | 0.1%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0     | 0.0%  | 0   |       | 1  | 0.0%  | 0 |        | 0 | 0.0%    | 0 | 0.0%    | 0 |               |
| -  |       |    |        |   |        |   |        |   |        |   |        |       |       |     |       |    |       |   |        |   |         |   |         |   |               |

| Local shops, Harleston         0.2%         2         0.0%         0         0.0%  | 1.0% 1<br>0.0% 0           | 0.0% 0<br>1.0% 1<br>0.0% 0<br>0.0% 0 | Zone 10  0.0% 0 0.0% 0 0.0% 0 |          |  |
|--|----------------------------|--------------------------------------|-------------------------------|----------|--|
| Local shops, North Walsham 0.1% 1 0.0% 0 0.0 | 1.0% 1<br>0.0% 0<br>0.0% 0 | 1.0% 1<br>0.0% 0<br>0.0% 0           | 0.0%                          |          |  |
| Local shops, North Walsham 0.1% 1 0.0% 0 0.0 | 1.0% 1<br>0.0% 0<br>0.0% 0 | 1.0% 1<br>0.0% 0<br>0.0% 0           | 0.0%                          |          |  |
| Local shops, Tiptree, Essex 0.1% 1 1.0% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0  | 0.0% 0                     | 0.0% 0                               | 0.0%                          | 0.0%     |  |
| Local shops, Woodbridge 0.1% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0   |                            |                                      |                               | 0.0%     |  |
| $\frac{1}{2}$  | 0.0% 0                     |                                      | 0.0%                          | 1.0%     |  |
| Marks & Spencer, 0.2% 2 0.0% 0 0.0% 0 2.0% 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 Buttermarket, Bury St. Edmunds  |                            | 0.0% 0                               | 0.0%                          |          |  |
| Marks & Spencer, High 0.1% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.0% 1 0.0% 0 0.0% 0 Street, Colchester  | 0.0% 0                     | 0.0% 0                               | 0.0%                          | 0.0% 0   |  |
| Marks & Spencer, Westgate 0.1% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.0% 1 0.0% 0 0.0% 0 Street, Ipswich   | 0.0% 0                     | 0.0% 0                               | 0.0%                          | 0.0% 0   |  |
| Sainsbury's, Bedingfeld 6.2% 68 1.0% 1 33.0% 33 1.0% 1 0.0% 0 0.0% 0 1.0% 1 0.0% 0 1.0% 1 Way, Bury St. Edmunds  | 29.0% 29                   | 29.0% 29                             | 2.0% 2                        | 0.0%     |  |
| Sainsbury's, Brazen Gate, 0.2% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0%  | 0.0% 0                     | 0.0% 0                               | 0.0%                          | 2.0% 2   |  |
| Sainsbury's, Felixstowe 0.2% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.0% 1 1.0% 1 0.0% 0 Road, Ipswich   | 0.0% 0                     | 0.0% 0                               | 0.0%                          | 0.0% 0   |  |
| Sainsbury's, High Street, 0.2% 2 2.0% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0%  | 0.0% 0                     | 0.0% 0                               | 0.0%                          | 0.0% 0   |  |
| Sainsbury's, Western 0.5% 6 6.0% 6 0.0% 0 0. | 0.0% 0                     | 0.0% 0                               | 0.0%                          | 0.0% 0   |  |
| Tesco Extra, Anson Road, 0.5% 6 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 3.0% 3 0.0% 0 Martlesham Heath,  Ipswich   | 0.0% 0                     | 0.0% 0                               | 0.0%                          | 3.0% 3   |  |
| Tesco Extra, Copdock 2.5% 28 0.0% 0 0.0% 0 0.0% 0 0.0% 0 4.0% 4 22.0% 22 2.0% 2 0.0% 0 Interchange, Ipswich  | 0.0% 0                     | 0.0% 0                               | 0.0%                          | 0 0.0% 0 |  |
| Tesco Extra, Highwoods 0.4% 4 3.0% 3 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.0% 1 0.0% 0 0.0% 0 Square, Colchester   | 0.0% 0                     | 0.0% 0                               | 0.0%                          | 0.0% 0   |  |
| Tesco Superstore, George 0.3% 3 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0%  | 0.0% 0                     | 0.0% 0                               | 0.0%                          | 3.0% 3   |  |
| Tesco Superstore, Ipswich 0.3% 3 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0%  | 0.0% 0                     | 0.0% 0                               | 1.0% 1                        | 2.0% 2   |  |
| Tesco Superstore, 0.1% 1 0.0% 0 0.0%  | 0.0% 0                     | 0.0% 0                               | 1.0% 1                        | 0.0% 0   |  |
| Tesco Superstore, Victoria 3.2% 35 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 2.0% 2 1.0% 1   | 1.0% 1                     | 1.0% 1                               | 21.0% 21                      | 10.0% 10 |  |
| Road, Diss<br>Waitrose, Corn Exchange, 0.3% 3 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 2.0% 2 0.0% 0  | 1.0% 1                     | 1.0% 1                               | 0.0%                          | 0.0% 0   |  |
| Ipswich           Waitrose, Fred Archer Way,         0.1%         1         0.0%         0         0.0% <td>0.0% 0</td> <td>0.0% 0</td> <td>0.0%</td> <td>0.0% 0</td> <td></td>   | 0.0% 0                     | 0.0% 0                               | 0.0%                          | 0.0% 0   |  |
| Newmarket Waitrose, Futura Park, Crane 0.5% 5 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 2.0% 2 3.0% 3 0.0% 0  | 0.0% 0                     | 0.0% 0                               | 0.0%                          | 0.0% 0   |  |
| Boulevard, Ipswich Waitrose, Norwich Road, 0.1% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0   | 0.0% 0                     | 0.0% 0                               | 1.0% 1                        | 0.0% 0   |  |
| Wymondham Waitrose, St. Andrews 0.2% 2 1.0% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.0% 1 0.0% 0 0.0% 0 Avenue, Colchester  | 0.0% 0                     | 0.0% 0                               | 0.0%                          | 0.0% 0   |  |

|                       | Total        | l      | Zone      | 1       | Zone 2    | 2       | Zone   | 3     | Zone    | 4      | Zone  | e <b>5</b> | Zone  | 6   | Zone  | 7   | Zone  | 8   | Zone  | 9   | Zone  | 10  | Zone  | 11  |
|-----------------------|--------------|--------|-----------|---------|-----------|---------|--------|-------|---------|--------|-------|------------|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|
|                       |              |        |           |         |           |         |        |       |         |        |       |            |       |     |       |     |       |     |       |     |       |     |       |     |
| Internet / mail order | 6.8%         | 75     | 8.0%      | 8       | 7.0%      | 7       | 6.0%   | 6     | 3.0%    | 3      | 7.0%  | 7          | 7.0%  | 7   | 2.0%  | 2   | 7.0%  | 7   | 8.0%  | 8   | 11.0% | 11  | 9.0%  | 9   |
| (Don't know / varies) | 1.1%         | 12     | 0.0%      | 0       | 0.0%      | 0       | 0.0%   | 0     | 0.0%    | 0      | 0.0%  | 0          | 3.0%  | 3   | 0.0%  | 0   | 3.0%  | 3   | 1.0%  | 1   | 2.0%  | 2   | 3.0%  | 3   |
| Base:                 |              | 1100   |           | 100     |           | 100     |        | 100   |         | 100    |       | 100        |       | 100 |       | 100 |       | 100 |       | 100 |       | 100 |       | 100 |
|                       |              |        |           |         |           |         |        |       |         |        |       |            |       |     |       |     |       |     |       |     |       |     |       |     |
| Q01AWhich retailer do |              | -      |           |         |           | et / ho | me del | ivery | shoppin | g fror | n?    |            |       |     |       |     |       |     |       |     |       |     |       |     |
| Those who do their m  | iain fooa sh | opping | via the I | interne | t at Q01: |         |        |       |         |        |       |            |       |     |       |     |       |     |       |     |       |     |       |     |
| Asda                  | 13.3%        | 10     | 0.0%      | 0       | 42.9%     | 3       | 16.7%  | 1     | 0.0%    | 0      | 0.0%  | 0          | 14.3% | 1   | 0.0%  | 0   | 42.9% | 3   | 0.0%  | 0   | 0.0%  | 0   | 22.2% | 2   |
| Morrisons             | 0.0%         | 0      | 0.0%      | 0       | 0.0%      | 0       | 0.0%   | 0     | 0.0%    | 0      | 0.0%  | 0          | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Iceland               | 0.0%         | 0      | 0.0%      | 0       | 0.0%      | 0       | 0.0%   | 0     | 0.0%    | 0      | 0.0%  | 0          | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Sainsbury's           | 18.7%        | 14     | 0.0%      | 0       | 42.9%     | 3       | 16.7%  | 1     | 0.0%    | 0      | 14.3% | 1          | 0.0%  | 0   | 50.0% | 1   | 0.0%  | 0   | 50.0% | 4   | 18.2% | 2   | 22.2% | 2   |
| Tesco                 | 49.3%        | 37     | 87.5%     | 7       | 0.0%      | 0       | 66.7%  | 4     | 100.0%  | 3      | 28.6% | 2          | 71.4% | 5   | 0.0%  | 0   | 42.9% | 3   | 37.5% | 3   | 63.6% | 7   | 33.3% | 3   |
| Waitrose / Ocado      | 16.0%        | 12     | 12.5%     | 1       | 14.3%     | 1       | 0.0%   | 0     | 0.0%    | 0      | 57.1% | 4          | 14.3% | 1   | 50.0% | 1   | 14.3% | 1   | 12.5% | 1   | 18.2% | 2   | 0.0%  | 0   |
| Other                 | 0.0%         | 0      | 0.0%      | 0       | 0.0%      | 0       | 0.0%   | 0     | 0.0%    | 0      | 0.0%  | 0          | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| (Don't know / varies) | 2.7%         | 2      | 0.0%      | 0       | 0.0%      | 0       | 0.0%   | 0     | 0.0%    | 0      | 0.0%  | 0          | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 22.2% | 2   |
| Base:                 |              | 75     |           | 8       |           | 7       |        | 6     |         | 3      |       | 7          |       | 7   |       | 2   |       | 7   |       | 8   |       | 11  |       | 9   |

|   |       |     |        |    |       |         |       |   |        | 1 | or C  | ui u | 1 90  | iias |       |    |       |    |        |    |        |    |       |    | reditially 201 |
|---|-------|-----|--------|----|-------|---------|-------|---|--------|---|-------|------|-------|------|-------|----|-------|----|--------|----|--------|----|-------|----|----------------|
|   | Tota  | l   | Zone 1 | 1  | Zone  | 2       | Zone  | 3 | Zone 4 | 1 | Zone  | 5    | Zone  | 6    | Zone  | 7  | Zone  | 8  | Zone 9 | 9  | Zone 1 | 10 | Zone  | 11 |                |
| Q02 What do you like ab<br>Excluding those who do |       |     |        |    |       | et at Q | 01:   |   |        |   |       |      |       |      |       |    |       |    |        |    |        |    |       |    |                |
| Nothing / very little                             | 5.8%  | 59  | 2.2%   | 2  | 7.5%  | 7       | 3.2%  | 3 | 5.2%   | 5 | 5.4%  | 5    | 2.2%  | 2    | 9.2%  | 9  | 13.3% | 12 | 3.3%   | 3  | 5.7%   | 5  | 6.8%  | 6  |                |
| Attractive environment / nice                     | 3.6%  | 36  | 6.5%   | 6  | 1.1%  | 1       | 4.3%  | 4 | 5.2%   | 5 | 4.3%  | 4    | 0.0%  | 0    | 3.1%  | 3  | 2.2%  | 2  | 8.8%   | 8  | 3.4%   | 3  | 0.0%  | 0  |                |
| place   | 0.20/ | 2   | 1 10/  | 1  | 0.00/ | 0       | 0.00/ | 0 | 0.00/  | 0 | 0.00/ | 0    | 1 10/ | 1    | 0.00/ | 0  | 0.00/ | 0  | 0.00/  | 0  | 0.00/  | 0  | 0.00/ | 0  |                |
| Close to friends or relatives                     | 0.2%  | 120 | 1.1%   | 1  | 0.0%  | 0       | 0.0%  | 0 | 0.0%   | 0 | 0.0%  | 0    |       | 1    | 0.0%  | 0  | 0.0%  |    | 0.0%   | 0  | 0.0%   | 0  |       |    |                |
| Close to home                                     | 42.3% | 429 | 38.0%  |    | 38.7% | 36      | 35.1% |   | 44.3%  |   | 54.8% | 51   | 51.1% |      | 43.9% | 43 |       | 39 | 35.2%  | 32 | 46.0%  | 40 |       | 31 |                |
| Close to work                                     | 1.3%  | 13  | 1.1%   | 1  | 4.3%  | 4       | 1.1%  | 1 | 2.1%   | 2 | 1.1%  | 1    | 2.2%  | 2    | 1.0%  | 1  | 1.1%  | 1  | 0.0%   | 0  | 0.0%   | 0  |       | 0  |                |
| Compact   | 2.1%  | 21  | 1.1%   | 1  | 2.2%  | 2       | 4.3%  | 4 | 0.0%   | 0 | 1.1%  | 1    | 0.0%  | 0    | 1.0%  | 1  | 3.3%  | 3  | 4.4%   | 4  | 4.6%   | 4  | 1.1%  | 1  |                |
| Easy to get to by bike                            | 0.0%  | 0   | 0.0%   | 0  | 0.0%  | 0       | 0.0%  | 0 | 0.0%   | 0 | 0.0%  | 0    |       | 0    | 0.0%  | 0  |       | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  |                |
| Easy to get to by bus                             | 0.3%  | 3   | 0.0%   | 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  | 0.0%  | 0  |                |
| Easy to get to by car                             | 3.2%  | 32  | 1.1%   | 1  | 3.2%  | 3       | 6.4%  | 6 | 4.1%   | 4 | 2.2%  | 2    | 1.1%  | 1    | 5.1%  | 5  |       | 2  | 3.3%   | 3  | 2.3%   | 2  | 3.4%  | 3  |                |
| Easy to park                                      | 6.5%  | 66  | 7.6%   | 7  | 6.5%  | 6       | 8.5%  | 8 | 7.2%   | 7 | 4.3%  | 4    | 6.7%  | 6    | 2.0%  | 2  | 10.0% | 9  | 5.5%   | 5  | 5.7%   | 5  | 8.0%  | 7  |                |
| Good facilities                                   | 1.8%  | 18  | 0.0%   | 0  | 2.2%  | 2       | 1.1%  | 1 | 1.0%   | 1 | 0.0%  | 0    | 2.2%  | 2    | 1.0%  | 1  | 2.2%  | 2  | 2.2%   | 2  | 8.0%   | 7  | 0.0%  | 0  |                |
| Good food stores                                  | 3.5%  | 35  | 3.3%   | 3  | 3.2%  | 3       | 3.2%  | 3 | 3.1%   | 3 | 4.3%  | 4    | 4.4%  | 4    | 4.1%  | 4  | 2.2%  | 2  | 0.0%   | 0  | 8.0%   | 7  | 2.3%  | 2  |                |
| Good pubs, cafés or restaurants                   | 0.1%  | 1   | 0.0%   | 0  | 1.1%  | 1       | 0.0%  | 0 | 0.0%   | 0 | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  |                |
| Good range of non-food shops                      | 3.4%  | 34  | 1.1%   | 1  | 2.2%  | 2       | 3.2%  | 3 | 6.2%   | 6 | 1.1%  | 1    | 11.1% | 10   | 3.1%  | 3  | 0.0%  | 0  | 0.0%   | 0  | 2.3%   | 2  | 6.8%  | 6  |                |
| Makes a change from other places                  | 0.3%  | 3   | 0.0%   | 0  | 0.0%  | 0       | 0.0%  | 0 | 0.0%   | 0 | 0.0%  | 0    | 0.0%  | 0    | 1.0%  | 1  | 1.1%  | 1  | 0.0%   | 0  | 1.1%   | 1  | 0.0%  | 0  |                |
| Ouiet   | 2.6%  | 26  | 0.0%   | 0  | 4.3%  | 4       | 6.4%  | 6 | 3.1%   | 3 | 0.0%  | 0    | 3.3%  | 3    | 5.1%  | 5  | 1.1%  | 1  | 0.0%   | 0  | 2.3%   | 2  | 2.3%  | 2  |                |
| Safe and secure                                   | 0.2%  | 20  | 0.0%   | 0  |       | 0       | 0.4%  | 0 | 0.0%   | 0 | 0.0%  | 0    |       | 0    | 0.0%  | 0  |       | 0  | 1.1%   | 1  | 1.1%   | 1  | 0.0%  | 0  |                |
| The market (food / farmers'                       | 0.1%  | 1   | 0.0%   | 0  |       | 0       | 0.0%  | 0 | 1.0%   | 1 |       | 0    |       | 0    | 0.0%  | 0  |       | 0  | 0.0%   | 0  |        | 0  |       | 0  |                |
| market, other markets)                            | 1 10/ | 1.1 | 0.00/  | 0  | 1.10/ |         | 1.10/ |   | 1.00/  |   | 2.20/ | 2    | 0.00/ | 0    | 2.10/ | 3  | 0.00/ | 0  | 1 10/  |    | 1 10/  |    | 1.10/ | 1  |                |
| Traditional                                       | 1.1%  | 11  | 0.0%   | 0  |       | 1       | 1.1%  | 1 | 1.0%   | 1 | 2.2%  | 2    | 0.0%  | 0    |       | _  | 0.0%  |    | 1.1%   | 1  | 1.1%   | 1  | 1.1%  |    |                |
| Traffic free shopping centre                      | 0.1%  | 1   | 0.0%   | 0  |       | 0       | 0.0%  | 0 | 0.0%   | 0 | 0.0%  | 0    |       | 0    | 1.0%  | 1  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  |                |
| Other   | 2.0%  | 20  | 1.1%   | 1  | 3.2%  | 3       | 4.3%  | 4 | 1.0%   | 1 | 3.2%  | 3    | 1.1%  | 1    | 1.0%  | 1  | 2.2%  | 2  | 3.3%   | 3  | 1.1%   | 1  | 0.0%  | 0  |                |
| A specific shop                                   | 0.0%  | 0   | 0.0%   | 0  | 0.0%  | 0       | 0.0%  | 0 | 0.0%   | 0 | 0.0%  | 0    |       | 0    | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  |                |
| A specific attraction                             | 0.0%  | 0   | 0.0%   | 0  | 0.0%  | 0       | 0.0%  | 0 | 0.0%   | 0 | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  |                |
| Clean / tidy store                                | 0.6%  | 6   | 0.0%   | 0  | 0.0%  | 0       | 2.1%  | 2 | 1.0%   | 1 | 0.0%  | 0    |       | 1    | 0.0%  | 0  |       | 0  | 1.1%   | 1  | 1.1%   | 1  | 0.0%  | 0  |                |
| Familiarity / habit / always<br>shopped there     | 3.5%  | 35  | 6.5%   | 6  | 3.2%  | 3       | 2.1%  | 2 | 0.0%   | 0 | 2.2%  | 2    | 3.3%  | 3    | 6.1%  | 6  | 2.2%  | 2  | 4.4%   | 4  | 3.4%   | 3  | 4.5%  | 4  |                |
| Friendly / helpful staff                          | 3.2%  | 32  | 5.4%   | 5  | 2.2%  | 2       | 3.2%  | 3 | 4.1%   | 4 | 2.2%  | 2    | 0.0%  | 0    | 3.1%  | 3  | 2.2%  | 2  | 5.5%   | 5  | 1.1%   | 1  | 5.7%  | 5  |                |
| General convenience                               | 0.8%  | 8   | 0.0%   | 0  | 0.0%  | 0       | 3.2%  | 3 | 0.0%   | 0 | 0.0%  | 0    | 2.2%  | 2    | 0.0%  | 0  | 0.0%  | 0  | 2.2%   | 2  | 0.0%   | 0  | 1.1%  | 1  |                |
| Good company ethics<br>(Fairtrade etc.)           | 0.3%  | 3   | 0.0%   | 0  | 0.0%  | 0       | 0.0%  | 0 | 1.0%   | 1 | 0.0%  | 0    | 1.1%  | 1    | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 1.1%   | 1  | 0.0%  | 0  |                |
| Good internal layout                              | 1.4%  | 14  | 1.1%   | 1  | 3.2%  | 3       | 2.1%  | 2 | 1.0%   | 1 | 0.0%  | 0    | 0.0%  | 0    | 1.0%  | 1  | 1.1%  | 1  | 1.1%   | 1  | 1.1%   | 1  | 3.4%  | 3  |                |
| Good range / choice of food products              | 7.3%  | 74  | 10.9%  | 10 |       | 7       | 7.4%  | 7 | 8.2%   | 8 | 5.4%  | 5    | 6.7%  | 6    |       | 4  |       | 4  | 5.5%   | 5  |        | 3  | 17.0% | 15 |                |
| Good range of independent shops                   | 0.3%  | 3   | 0.0%   | 0  | 0.0%  | 0       | 0.0%  | 0 | 0.0%   | 0 | 1.1%  | 1    | 1.1%  | 1    | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 1.1%   | 1  | 0.0%  | 0  |                |
| Good special offers                               | 0.7%  | 7   | 1.1%   | 1  | 1.1%  | 1       | 0.0%  | 0 | 0.0%   | 0 | 0.0%  | 0    | 0.0%  | 0    | 1.0%  | 1  | 0.0%  | 0  | 2.2%   | 2  | 1.1%   | 1  | 1.1%  | 1  |                |
| Has a petrol station                              | 0.7%  | 4   | 1.1%   | 1  | 0.0%  | 0       | 0.0%  | 0 | 0.0%   | 0 | 2.2%  | 2    | 0.0%  | 0    | 0.0%  | 0  |       | 1  | 0.0%   | 0  |        | 0  |       | 0  |                |
|   | 1.0%  | 10  | 1.1%   | 1  | 1.1%  | 1       |       | 1 | 0.0%   | 0 | 2.2%  | 2    | 0.0%  | 0    | 2.0%  | 2  | 2.2%  | 2  | 0.0%   | 0  | 1.1%   | 1  | 0.0%  | 0  |                |
| Has everything I need                             |       |     |        |    |       | _       | 1.1%  | _ |        |   |       |      |       |      |       | 0  |       | _  |        |    |        | _  |       | 0  |                |
| Large / spacious store                            | 1.0%  | 10  | 1.1%   | 1  | 0.0%  | 0       | 3.2%  | 3 | 3.1%   | 3 | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | U  | 0.0%  | 0  | 0.0%   | 0  | 3.4%   | 3  | 0.0%  | U  |                |

|  | Tota   | ıl  | Zone  | 1                                     | Zone  | 2  | Zone   | 3                                     | Zone 4   | 1                                      | Zone  | 5  | Zone  | 6                          | Zone '  | 7  | Zone 8   | 3  | Zone 9   | )  | Zone 1  | 10                                    | Zone   | e 11   |
|--|--|---|---|---------------------------------------|---|--|--|---------------------------------------|--|--|---|--|---|----------------------------|---|--|--|--|--|--|---|---------------------------------------|--|--|
| Lower prices   | 11.3%  | 114   | 13.0%   | 12                                    | 11.8%   | 11   | 7.4%   | 7                                     | 18.6%  | 18                                     | 5.4%  | 5  | 11.1%   | 10                         | 8.2%  | 8  | 7.8%   | 7  | 16.5%  | 15   | 6.9%  | 6                                     | 17.0%  | 15   |
| Loyalty card scheme  | 0.8%   | 8   | 0.0%  | 0                                     | 1.1%  | 11   | 1.1%   | 1                                     | 0.0%   | 0                                      | 0.0%  | 0  | 0.0%  | 0                          | 0.0%  | 0  | 2.2%   | 2  | 0.0%   | 0  | 2.3%  | 2                                     | 2.3%   |  |
| Not too big / crowded  | 0.8%   | 8   | 2.2%  | 2                                     | 2.2%  | 2  | 1.1%   | 1                                     | 0.0%   | 0                                      | 1.1%  | 1  | 1.1%  | 1                          | 0.0%  | 0  | 0.0%   | 0  | 1.1%   | 1  | 0.0%  | 0                                     | 0.0%   |  |
| Preference for the retailer  | 1.8%   | 18  | 2.2%  | 2                                     | 3.2%  | 3  | 2.1%   | 2                                     | 0.0%   | 0                                      | 1.1%  | 1  | 0.0%  | 0                          | 2.0%  | 2  | 2.2%   | 2  | 3.3%   | 3  | 2.3%  | 2                                     | 1.1%   |  |
| Quality of food products   | 6.1%   | 62  | 8.7%  | 8                                     | 4.3%  | 4  | 8.5%   | 8                                     |  | 10                                     | 2.2%  | 2  | 5.6%  | 5                          | 5.1%  | 5  | 4.4%   | 4  | 6.6%   | 6  | 4.6%  | 4                                     | 6.8%   |  |
| alue for money   | 2.2%   | 22  | 3.3%  | 3                                     | 3.2%  | 3  | 3.2%   | 3                                     | 1.0%   | 1                                      | 1.1%  | 1  | 1.1%  | 1                          | 2.0%  | 2  | 2.2%   | 2  | 4.4%   | 4  | 0.0%  | 0                                     | 2.3%   |  |
| ork there / staff discount   | 0.9%   | 9   | 2.2%  | 2                                     | 0.0%  | 0  | 2.1%   | 2                                     | 1.0%   | 1                                      | 0.0%  | 0  | 0.0%  | 0                          | 0.0%  | 0  | 1.1%   | 1  | 2.2%   | 2  | 0.0%  | 0                                     |  |  |
| Oon't know)  | 1.5%   | 15  | 0.0%  | 0                                     | 0.0%  | 0  | 0.0%   | 0                                     | 2.1%   | 2                                      | 2.2%  | 2  | 1.1%  | 1                          | 1.0%  | 1  | 4.4%   | 4  | 2.2%   | 2  | 2.3%  | 2                                     | 1.1%   |  |
| se:  |  | 1013  |   | 92                                    |   | 93   |  | 94                                    |  | 97                                     |   | 93   |   | 90                         |   | 98   |  | 90   |  | 91   |   | 87                                    |  | 88   |
| 103 How do you norma   | •  | •   |   |                                       |   |  | •  |                                       |  |  |   |  |   |                            |   |  |  |  |  |  |   |                                       |  |  |
| Excluding those who a  | •  | •   |   |                                       |   |  | •  |                                       |  |  |   |  |   |                            |   |  |  |  |  |  |   |                                       |  |  |
| Excluding those who a  | •  | •   |   | g via t                               |   | et at Q                                    | •  | 67                                    | 50.5%  | 49                                     | 72.0%   | 67   | 83.3%   | 75                         | 82.7%   | 81   | 74.4%  | 67   | 81.3%  | 74   | 72.4%   | 63                                    | 86.4%  | 76   |
| Excluding those who as / van (as driver)   | o their ma   | iin food  | l shopping  | g via t                               | he Intern   | et at Q                                    | 01:  |                                       | 50.5%<br>21.6%   | 49<br>21                               | 72.0%<br>9.7%   | 67<br>9                                    | 83.3%<br>10.0%  |                            | 82.7%<br>12.2%  | 81<br>12                                   | 74.4%<br>13.3%   |  | 81.3%<br>18.7%   |  | 72.4%<br>19.5%  | 63<br>17                              | 86.4%<br>9.1%  |  |
| Excluding those who as van (as driver) van (as passenger)  | their ma<br>77.2%  | iin food<br>782                                 | l shopping<br>87.0%   | g via t<br>80                         | he Intern<br>89.2%  | et at Q                                    | <i>01:</i><br>71.3%  |                                       |  |  |   |  |   |                            |   |  |  |  |  |  |   |                                       |  | 8  |
| Excluding those who a  ' / van (as driver)  ' van (as passenger) s, minibus or coach   | 77.2%<br>13.4%   | iin food<br>782<br>136                          | 87.0%<br>9.8%   | g via t<br>80                         | he Intern<br>89.2%<br>7.5%  | et at Q<br>83<br>7                         | 71.3%<br>16.0%   |                                       | 21.6%  | 21                                     | 9.7%  |  | 10.0%   |                            | 12.2%   |  | 13.3%  |  | 18.7%  | 17   | 19.5%   |                                       | 9.1%   | 8  |
| Excluding those who a<br>r / van (as driver)<br>r / van (as passenger)<br>s, minibus or coach<br>ing park & ride facility<br>storcycle, scooter or | 77.2%<br>13.4%<br>1.5%   | 782<br>136<br>15                                | 87.0%<br>9.8%<br>2.2%   | 80<br>9<br>2                          | he Intern<br>89.2%<br>7.5%<br>2.2%                                    | 83<br>7<br>2                               | 71.3%<br>16.0%<br>7.4%   | 15<br>7                               | 21.6%<br>0.0%  | 21                                     | 9.7%<br>1.1%  | 9<br>1                                     | 10.0%<br>0.0%   | 9                          | 12.2%<br>1.0%   | 12<br>1                                    | 13.3%<br>1.1%  | 12<br>1                                    | 18.7%<br>0.0%  | 17<br>0                                    | 19.5%<br>1.1%   | 17<br>1                               | 9.1%<br>0.0%<br>0.0%   | 8<br>0<br>0                                    |
| Excluding those who a<br>' / van (as driver)<br>' / van (as passenger)<br>s, minibus or coach<br>ng park & ride facility                           | 77.2%<br>13.4%<br>1.5%<br>0.0%   | 782<br>136<br>15<br>0                           | 87.0%<br>9.8%<br>2.2%<br>0.0%   | 80<br>9<br>2<br>0                     | 89.2%<br>7.5%<br>2.2%<br>0.0%<br>0.0%                                 | 83<br>7<br>2<br>0                          | 71.3%<br>16.0%<br>7.4%<br>0.0%<br>0.0%                                 | 15<br>7<br>0<br>0                     | 21.6%<br>0.0%<br>0.0%  | 21<br>0<br>0                           | 9.7%<br>1.1%<br>0.0%  | 9<br>1<br>0                                | 10.0%<br>0.0%<br>0.0%   | 9<br>0<br>0                | 12.2%<br>1.0%<br>0.0%   | 12<br>1<br>0                               | 13.3%<br>1.1%<br>0.0%  | 12<br>1<br>0                               | 18.7%<br>0.0%<br>0.0%  | 17<br>0<br>0                               | 19.5%<br>1.1%<br>0.0%   | 17<br>1<br>0                          | 9.1%<br>0.0%<br>0.0%   | 8<br>0<br>0                                    |
| Excluding those who and a various (as driver) wan (as passenger) s, minibus or coaching park & ride facility torcycle, scooter or noped            | 77.2%<br>13.4%<br>1.5%<br>0.0%<br>0.0%                                 | 782<br>136<br>15<br>0                           | 87.0%<br>9.8%<br>2.2%<br>0.0%   | 80<br>9<br>2<br>0                     | 89.2%<br>7.5%<br>2.2%<br>0.0%<br>0.0%                                 | 83<br>7<br>2<br>0                          | 71.3%<br>16.0%<br>7.4%<br>0.0%   | 15<br>7<br>0<br>0                     | 21.6%<br>0.0%<br>0.0%<br>0.0%                                  | 21<br>0<br>0<br>0                      | 9.7%<br>1.1%<br>0.0%<br>0.0%  | 9<br>1<br>0<br>0                           | 10.0%<br>0.0%<br>0.0%<br>0.0%                                 | 9<br>0<br>0                | 12.2%<br>1.0%<br>0.0%<br>0.0%   | 12<br>1<br>0<br>0                          | 13.3%<br>1.1%<br>0.0%<br>0.0%  | 12<br>1<br>0<br>0                          | 18.7%<br>0.0%<br>0.0%<br>0.0%                                      | 17<br>0<br>0<br>0                          | 19.5%<br>1.1%<br>0.0%<br>0.0%   | 17<br>1<br>0                          | 9.1%<br>0.0%<br>0.0%<br>0.0%                                 | 8<br>0<br>0<br>0                               |
| Excluding those who a  / van (as driver)  / van (as passenger)  minibus or coach  g park & ride facility  orcycle, scooter or  oped  k             | 77.2%<br>13.4%<br>1.5%<br>0.0%<br>0.0%                                 | 782<br>136<br>15<br>0<br>0                      | 87.0%<br>9.8%<br>2.2%<br>0.0%<br>0.0%   | 80<br>9<br>2<br>0<br>0                | 89.2%<br>7.5%<br>2.2%<br>0.0%<br>0.0%                                 | 83<br>7<br>2<br>0<br>0                     | 71.3%<br>16.0%<br>7.4%<br>0.0%<br>0.0%                                 | 15<br>7<br>0<br>0                     | 21.6%<br>0.0%<br>0.0%<br>0.0%<br>25.8%                         | 21<br>0<br>0<br>0<br>0                 | 9.7%<br>1.1%<br>0.0%<br>0.0%<br>15.1%                                 | 9<br>1<br>0<br>0                           | 10.0%<br>0.0%<br>0.0%<br>0.0%<br>5.6%                         | 9<br>0<br>0                | 12.2%<br>1.0%<br>0.0%<br>0.0%<br>4.1%                                 | 12<br>1<br>0<br>0                          | 13.3%<br>1.1%<br>0.0%<br>0.0%<br>10.0%                               | 12<br>1<br>0<br>0                          | 18.7%<br>0.0%<br>0.0%<br>0.0%<br>0.0%                              | 17<br>0<br>0<br>0<br>0                     | 19.5%<br>1.1%<br>0.0%<br>0.0%<br>5.7%                                 | 17<br>1<br>0                          | 9.1%<br>0.0%<br>0.0%<br>0.0%<br>3.4%                         | 8<br>0<br>0<br>0                               |
| Excluding those who a<br>van (as driver)<br>van (as passenger)<br>minibus or coach<br>park & ride facility<br>rcycle, scooter or<br>ped            | 77.2%<br>13.4%<br>1.5%<br>0.0%<br>0.0%<br>6.9%<br>0.5%                 | 782<br>136<br>15<br>0<br>0                      | 87.0%<br>9.8%<br>2.2%<br>0.0%<br>0.0%<br>0.0%                                 | 80<br>9<br>2<br>0<br>0                | 89.2%<br>7.5%<br>2.2%<br>0.0%<br>0.0%<br>1.1%<br>0.0%                 | 83<br>7<br>2<br>0<br>0                     | 71.3%<br>16.0%<br>7.4%<br>0.0%<br>0.0%<br>4.3%<br>1.1%                 | 15<br>7<br>0<br>0<br>4<br>1           | 21.6%<br>0.0%<br>0.0%<br>0.0%<br>25.8%<br>2.1%                 | 21<br>0<br>0<br>0<br>25<br>2           | 9.7%<br>1.1%<br>0.0%<br>0.0%<br>15.1%<br>0.0%                         | 9<br>1<br>0<br>0<br>14<br>0                | 10.0%<br>0.0%<br>0.0%<br>0.0%<br>5.6%<br>1.1%                 | 9<br>0<br>0                | 12.2%<br>1.0%<br>0.0%<br>0.0%<br>4.1%<br>0.0%                         | 12<br>1<br>0<br>0<br>4<br>0                | 13.3%<br>1.1%<br>0.0%<br>0.0%<br>10.0%                               | 12<br>1<br>0<br>0<br>9                     | 18.7%<br>0.0%<br>0.0%<br>0.0%<br>0.0%                              | 17<br>0<br>0<br>0<br>0                     | 19.5%<br>1.1%<br>0.0%<br>0.0%<br>5.7%<br>1.1%                         | 17<br>1<br>0<br>0<br>5<br>1           | 9.1%<br>0.0%<br>0.0%<br>0.0%<br>0.0%<br>0.0%                 | 8<br>0<br>0<br>0<br>3<br>0<br>0                |
| excluding those who a<br>van (as driver)<br>van (as passenger)<br>minibus or coach<br>g park & ride facility<br>orcycle, scooter or<br>opped       | 77.2%<br>13.4%<br>1.5%<br>0.0%<br>0.0%<br>6.9%<br>0.5%<br>0.0%         | 782<br>136<br>15<br>0<br>0                      | 87.0%<br>9.8%<br>2.2%<br>0.0%<br>0.0%<br>0.0%                                 | 80<br>9<br>2<br>0<br>0                | 89.2%<br>7.5%<br>2.2%<br>0.0%<br>0.0%<br>1.1%<br>0.0%<br>0.0%         | 83<br>7<br>2<br>0<br>0                     | 71.3%<br>16.0%<br>7.4%<br>0.0%<br>0.0%<br>4.3%<br>1.1%<br>0.0%         | 15<br>7<br>0<br>0<br>4<br>1<br>0      | 21.6%<br>0.0%<br>0.0%<br>0.0%<br>25.8%<br>2.1%<br>0.0%         | 21<br>0<br>0<br>0<br>25<br>2<br>0      | 9.7%<br>1.1%<br>0.0%<br>0.0%<br>15.1%<br>0.0%<br>0.0%                 | 9<br>1<br>0<br>0<br>14<br>0<br>0           | 10.0%<br>0.0%<br>0.0%<br>0.0%<br>5.6%<br>1.1%<br>0.0%         | 9<br>0<br>0<br>0<br>5<br>1 | 12.2%<br>1.0%<br>0.0%<br>0.0%<br>0.0%<br>4.1%<br>0.0%<br>0.0%         | 12<br>1<br>0<br>0<br>4<br>0<br>0           | 13.3%<br>1.1%<br>0.0%<br>0.0%<br>0.0%<br>10.0%<br>0.0%               | 12<br>1<br>0<br>0<br>9<br>0                | 18.7%<br>0.0%<br>0.0%<br>0.0%<br>0.0%<br>0.0%<br>0.0%              | 17<br>0<br>0<br>0<br>0                     | 19.5%<br>1.1%<br>0.0%<br>0.0%<br>5.7%<br>1.1%<br>0.0%                 | 17<br>1<br>0<br>0<br>5<br>1<br>0      | 9.1%<br>0.0%<br>0.0%<br>0.0%<br>0.0%<br>0.0%                 | 8<br>0<br>0<br>0<br>3<br>0<br>0<br>1           |
| excluding those who a<br>van (as driver)<br>van (as passenger)<br>minibus or coach<br>g park & ride facility<br>reycle, scooter or<br>pped         | 77.2%<br>13.4%<br>1.5%<br>0.0%<br>0.0%<br>6.9%<br>0.5%<br>0.0%<br>0.4% | 782<br>136<br>15<br>0<br>0<br>70<br>5<br>0<br>4 | 87.0%<br>9.8%<br>2.2%<br>0.0%<br>0.0%<br>0.0%<br>0.0%<br>1.1%                 | 80<br>9<br>2<br>0<br>0<br>0           | 89.2%<br>7.5%<br>2.2%<br>0.0%<br>0.0%<br>1.1%<br>0.0%<br>0.0%<br>0.0% | 83<br>7<br>2<br>0<br>0<br>1<br>0<br>0      | 71.3%<br>16.0%<br>7.4%<br>0.0%<br>0.0%<br>4.3%<br>1.1%<br>0.0%<br>0.0% | 15<br>7<br>0<br>0<br>4<br>1<br>0      | 21.6%<br>0.0%<br>0.0%<br>0.0%<br>25.8%<br>2.1%<br>0.0%<br>0.0% | 21<br>0<br>0<br>0<br>25<br>2<br>0      | 9.7%<br>1.1%<br>0.0%<br>0.0%<br>15.1%<br>0.0%<br>0.0%<br>2.2%         | 9<br>1<br>0<br>0<br>14<br>0<br>0<br>2      | 10.0%<br>0.0%<br>0.0%<br>0.0%<br>5.6%<br>1.1%<br>0.0%<br>0.0% | 9<br>0<br>0<br>0<br>5<br>1 | 12.2%<br>1.0%<br>0.0%<br>0.0%<br>0.0%<br>4.1%<br>0.0%<br>0.0%<br>0.0% | 12<br>1<br>0<br>0<br>4<br>0<br>0           | 13.3%<br>1.1%<br>0.0%<br>0.0%<br>10.0%<br>0.0%<br>0.0%<br>0.0%       | 12<br>1<br>0<br>0<br>9<br>0<br>0           | 18.7%<br>0.0%<br>0.0%<br>0.0%<br>0.0%<br>0.0%<br>0.0%<br>0.0%      | 17<br>0<br>0<br>0<br>0                     | 19.5%<br>1.1%<br>0.0%<br>0.0%<br>5.7%<br>1.1%<br>0.0%<br>0.0%         | 17<br>1<br>0<br>0<br>5<br>1<br>0      | 9.1%<br>0.0%<br>0.0%<br>0.0%<br>3.4%<br>0.0%<br>0.0%<br>1.1% | 8<br>0<br>0<br>0<br>3<br>0<br>0<br>1<br>0      |
| Excluding those who a<br>van (as driver)<br>van (as passenger)<br>minibus or coach<br>g park & ride facility<br>reycle, scooter or<br>ped          | 77.2%<br>13.4%<br>1.5%<br>0.0%<br>0.0%<br>6.9%<br>0.5%<br>0.0%<br>0.4% | 782<br>136<br>15<br>0<br>0<br>70<br>5<br>0<br>4 | 87.0%<br>9.8%<br>2.2%<br>0.0%<br>0.0%<br>0.0%<br>0.0%<br>0.0%<br>0.0%<br>0.0% | 80<br>9<br>2<br>0<br>0<br>0<br>0<br>1 | he Intern  89.2% 7.5% 2.2% 0.0% 0.0%  1.1% 0.0% 0.0% 0.0% 0.0%        | 83<br>7<br>2<br>0<br>0<br>1<br>0<br>0<br>0 | 71.3%<br>16.0%<br>7.4%<br>0.0%<br>0.0%<br>4.3%<br>1.1%<br>0.0%<br>0.0% | 15<br>7<br>0<br>0<br>4<br>1<br>0<br>0 | 21.6%<br>0.0%<br>0.0%<br>0.0%<br>25.8%<br>2.1%<br>0.0%<br>0.0% | 21<br>0<br>0<br>0<br>25<br>2<br>0<br>0 | 9.7%<br>1.1%<br>0.0%<br>0.0%<br>15.1%<br>0.0%<br>0.0%<br>2.2%<br>0.0% | 9<br>1<br>0<br>0<br>14<br>0<br>0<br>2<br>0 | 10.0%<br>0.0%<br>0.0%<br>0.0%<br>5.6%<br>1.1%<br>0.0%<br>0.0% | 9<br>0<br>0<br>0<br>5<br>1 | 12.2%<br>1.0%<br>0.0%<br>0.0%<br>4.1%<br>0.0%<br>0.0%<br>0.0%<br>0.0% | 12<br>1<br>0<br>0<br>4<br>0<br>0<br>0<br>0 | 13.3%<br>1.1%<br>0.0%<br>0.0%<br>10.0%<br>0.0%<br>0.0%<br>0.0%<br>0. | 12<br>1<br>0<br>0<br>9<br>0<br>0<br>0<br>0 | 18.7%<br>0.0%<br>0.0%<br>0.0%<br>0.0%<br>0.0%<br>0.0%<br>0.0%<br>0 | 17<br>0<br>0<br>0<br>0<br>0<br>0<br>0<br>0 | 19.5%<br>1.1%<br>0.0%<br>0.0%<br>5.7%<br>1.1%<br>0.0%<br>0.0%<br>0.0% | 17<br>1<br>0<br>0<br>5<br>1<br>0<br>0 | 9.1%<br>0.0%<br>0.0%<br>0.0%<br>0.0%<br>0.0%<br>1.1%<br>0.0% | 8<br>0<br>0<br>0<br>3<br>0<br>0<br>1<br>0<br>0 |

### Babergh & Mid Suffolk Household Survey For Carter Jonas

Total Zone 1 Zone 2 Zone 3 Zone 4 Zone 5 Zone 6 Zone 7 Zone 8 Zone 9 Zone 10 Zone 11

Q04 When you visit (STORE MENTIONED AT Q01) for your main food shopping, do you combine your shopping with other activities (for example non-food shopping, leisure / entertainment, visiting restaurants, bars, banks, etc.)? [MR]

Excluding those who do their main food shopping via the Internet at Q01:

| Excluding those who t  | io ineir ma | un joo | a snoppin | g via i | ne miern | ei ai Ç | 01.   |    |       |    |       |    |       |    |       |    |       |    |       |    |       |    |       |    |
|--|-------------|--------|-----------|---------|----------|---------|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|
| Yes - non-food shopping  | 21.8%       | 221    | 26.1%     | 24      | 31.2%    | 29      | 27.7% | 26 | 21.6% | 21 | 19.4% | 18 | 15.6% | 14 | 11.2% | 11 | 18.9% | 17 | 20.9% | 19 | 24.1% | 21 | 23.9% | 21 |
| Yes - other food shopping  | 14.5%       | 147    | 18.5%     | 17      | 18.3%    | 17      | 11.7% | 11 | 22.7% | 22 | 7.5%  | 7  | 6.7%  | 6  | 3.1%  | 3  | 12.2% | 11 | 12.1% | 11 | 26.4% | 23 | 21.6% | 19 |
| Yes - bars / pubs  | 0.3%        | 3      | 1.1%      | 1       | 0.0%     | 0       | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.1%  | 1  | 1.1%  | 1  | 0.0%  | 0  |
| Yes - bingo  | 0.0%        | 0      | 0.0%      | 0       | 0.0%     | 0       | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Yes - cafés  | 3.2%        | 32     | 3.3%      | 3       | 7.5%     | 7       | 1.1%  | 1  | 3.1%  | 3  | 3.2%  | 3  | 6.7%  | 6  | 1.0%  | 1  | 0.0%  | 0  | 3.3%  | 3  | 3.4%  | 3  | 2.3%  | 2  |
| Yes - cinemas  | 0.1%        | 1      | 0.0%      | 0       | 0.0%     | 0       | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.1%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Yes - get petrol   | 8.3%        | 84     | 12.0%     | 11      | 6.5%     | 6       | 8.5%  | 8  | 1.0%  | 1  | 14.0% | 13 | 5.6%  | 5  | 8.2%  | 8  | 13.3% | 12 | 8.8%  | 8  | 12.6% | 11 | 1.1%  | 1  |
| Yes - go to park   | 0.1%        | 1      | 0.0%      | 0       | 0.0%     | 0       | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.1%  | 1  | 0.0%  | 0  |
| Yes - gyms / health and fitness  | 0.8%        | 8      | 0.0%      | 0       | 2.2%     | 2       | 1.1%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 3.3%  | 3  | 1.1%  | 1  | 1.1%  | 1  |
| Yes - library  | 0.5%        | 5      | 0.0%      | 0       | 1.1%     | 1       | 0.0%  | 0  | 1.0%  | 1  | 2.2%  | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.1%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Yes - markets  | 0.7%        | 7      | 0.0%      | 0       | 1.1%     | 1       | 0.0%  | 0  | 2.1%  | 2  | 0.0%  | 0  | 0.0%  | 0  | 2.0%  | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 2.3%  | 2  |
| Yes - meeting family   | 2.2%        | 22     | 4.3%      | 4       | 2.2%     | 2       | 2.1%  | 2  | 0.0%  | 0  | 1.1%  | 1  | 2.2%  | 2  | 4.1%  | 4  | 1.1%  | 1  | 3.3%  | 3  | 1.1%  | 1  | 2.3%  | 2  |
| Yes - meeting friends  | 0.9%        | 9      | 3.3%      | 3       | 1.1%     | 1       | 1.1%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 1.1%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 2.2%  | 2  | 0.0%  | 0  | 1.1%  | 1  |
| Yes - museums / art gallery  | 0.2%        | 2      | 0.0%      | 0       | 0.0%     | 0       | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.1%  | 1  | 1.1%  | 1  | 0.0%  | 0  |
| Yes - other service (e.g. travel agent, estate agent etc.)                   | 0.9%        | 9      | 1.1%      | 1       | 1.1%     | 1       | 0.0%  | 0  | 2.1%  | 2  | 1.1%  | 1  | 0.0%  | 0  | 2.0%  | 2  | 0.0%  | 0  | 1.1%  | 1  | 1.1%  | 1  | 0.0%  | 0  |
| Yes - personal service (e.g. hairdressers, beauty salon etc.)                | 1.3%        | 13     | 3.3%      | 3       | 1.1%     | 1       | 1.1%  | 1  | 1.0%  | 1  | 1.1%  | 1  | 0.0%  | 0  | 1.0%  | 1  | 1.1%  | 1  | 1.1%  | 1  | 1.1%  | 1  | 2.3%  | 2  |
| Yes - restaurants  | 0.5%        | 5      | 0.0%      | 0       | 1.1%     | 1       | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 2.0%  | 2  | 0.0%  | 0  | 1.1%  | 1  | 0.0%  | 0  | 1.1%  | 1  |
| Yes - swimming   | 0.6%        | 6      | 0.0%      | 0       | 1.1%     | 1       | 1.1%  | 1  | 1.0%  | 1  | 1.1%  | 1  | 0.0%  | 0  | 1.0%  | 1  | 0.0%  | 0  | 1.1%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Yes - theatre  | 0.0%        | 0      | 0.0%      | 0       | 0.0%     | 0       | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Yes - visiting services such<br>as banks and other<br>financial institutions | 9.3%        | 94     | 7.6%      | 7       | 10.8%    | 10      | 10.6% | 10 | 3.1%  | 3  | 18.3% | 17 | 4.4%  | 4  | 2.0%  | 2  | 11.1% | 10 | 5.5%  | 5  | 19.5% | 17 | 10.2% | 9  |
| Yes - work   | 3.2%        | 32     | 3.3%      | 3       | 6.5%     | 6       | 3.2%  | 3  | 4.1%  | 4  | 0.0%  | 0  | 4.4%  | 4  | 6.1%  | 6  | 2.2%  | 2  | 4.4%  | 4  | 0.0%  | 0  | 0.0%  | 0  |
| Yes - other  | 0.8%        | 8      | 0.0%      | 0       | 1.1%     | 1       | 1.1%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.0%  | 1  | 0.0%  | 0  | 1.1%  | 1  | 2.3%  | 2  | 2.3%  | 2  |
| No   | 51.6%       | 523    | 50.0%     | 46      | 36.6%    | 34      | 47.9% | 45 | 58.8% | 57 | 50.5% | 47 | 64.4% | 58 | 63.3% | 62 | 58.9% | 53 | 48.4% | 44 | 42.5% | 37 | 45.5% | 40 |
| Yes - medical appointment<br>(doctor, dentist, optician<br>etc.)             | 0.3%        | 3      | 1.1%      | 1       | 0.0%     | 0       | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.0%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.1%  | 1  |
| (Don't know)   | 0.5%        | 5      | 0.0%      | 0       | 0.0%     | 0       | 0.0%  | 0  | 0.0%  | 0  | 2.2%  | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.1%  | 1  | 0.0%  | 0  | 2.3%  | 2  |
| Base:  |             | 1013   |           | 92      |          | 93      |       | 94 |       | 97 |       | 93 |       | 90 |       | 98 |       | 90 |       | 91 |       | 87 |       | 88 |

#### Babergh & Mid Suffolk Household Survey For Carter Jonas

Total Zone 1 Zone 2 Zone 3 Zone 4 Zone 7 Zone 8 Zone 9 Zone 10 Zone 11 Zone 5 Zone 6 Q05 When you combine your trip with other activities, where do you normally go? Those who combine their main food shopping trip with another activity at 004 (excluding those who do their main food shopping via the Internet at 001): Bramford 0.2% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 2.0% 0.0% 0 16.5% 80 2.2% 69.5% 41 3 2 0.0% 0 0.0% 0 0.0% 0 10.8% 54.3% 25 8.0% 4 0.0% 0 6.1% 5.0% 4 Bury St. Edmunds 1 3 Capel St. Mary 0.6% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 9.4% 3 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 3 Colchester 2.1% 10 13.0% 6 0.0% 0 2.0% 0.0% 0 0.0% 0 9.4% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Copdock Mill 0.6% 3 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 9.4% 3 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Debenham 0.4% 2 0.0% 0 0.0% 0.0% 0.0% 0 0.0% 0 0.0% 0 5.6% 2 0.0% 0 0.0% 0.0% 0 0.0% 0 0 0 0 Eye 0.6% 3 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 6.0% 3 0.0% 0 33 27 Hadleigh 6.8% 0.0% 0 0.0% 0 4.1% 2 0.0% 0 61.4% 9.4% 3 2.8% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Halstead 0.2% 1 2.2% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.0% 5 8.7% 0 0.0% 2.2% Haverhill 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 Ipswich 8.7% 42 0.0% 0 0.0% 0 2.0% 1 2.5% 15.9% 7 43.8% 14 41.7% 15 5.4% 2 4.3% 2 0.0% 0 0.0% 0 0.4% 2 0.0% 0 1.7% 2.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Lavenham 2 0 0.0% 2 0.4% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 6.3% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Manningtree 0.2% 1 0.0% 0 0.0% 0.0% 0.0% 0 0 0.0% 0 0.0% 0.0% 0 2.2% Needham Market 0 0 0.0% 0 0 0.0% 0 0.0% Stowmarket 12.8% 62 0.0% 0 11.9% 7 0.0% 0.0% 0 9.1% 4 0.0% 0 30.6% 11 64.9% 24 30.4% 14 2.0% 1 2.2% 24.9% 121 65.2% 30 15.3% 9 83.7% 41 92.5% 37 9.1% 4 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Sudbury 0.2% 0 0.0% 0.0% 0 0.0% 0.0% 0 2.8% 0 Barham 1 0.0% 0 0 0.0% 0 1 0.0% 0 0.0% 0 0.0% 0 0.0% Beccles 0.4% 2 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 4.3% 2 Botesdale 0.2% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 2.0% 0.0% 0 2 Bungay 0.4% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 4.3% 2 0.2% 1 2.2% 0.0% 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 Clare 0 0 0 2 Claydon 0.4% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 5.6% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Diss 14.2% 69 0.0% 0 0.0% 0.0% 0.0% 0 0.0% 0 0.0% 0 5.6% 2 5.4% 2 4.3% 2 64.0% 32 67.4% 31 0.2% Felixstowe 0.0% 0 0.0% 0.0% 0.0% 0 0.0% 0 3.1% 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 1 0 0 0 Framlingham 0.6% 3 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 2.8% 1 0.0% 0 0.0% 0 2.0% 1 2.2% Halesworth 0.2% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 2.2% 0.8% 4 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 8.7% 4 Harleston 0.2% 0.0% 0.0% 0 0.0% 0.0% 0 Holbrook 1 0.0% 0 0 0.0% 0 0 0.0% 3.1% 0 0.0% 0 0 0.0% 0 0.0% 0.2% 1 2.2% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Leyton 0 0.2% 1 0.0% 0 1.7% 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Newmarket Norwich 0.8% 4 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 2.2% 2.0% 4.3% 2 0.2% 1 0 0.0% 0.0% 0 0 0.0% 0 0.0% 0 0.0% 0 0.0% 2.0% 0.0% Rickinghall 0.0% 0 0 0.0% 0.0% 0 0 Semer 0.2% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 2.3% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0 Thetford 0.2% 1 0.0% 0 0.0% 0.0% 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0.0% 2.0% 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 0.0% 0 Tolgate 1 0 0.0% 0 0 0 0.2% 0.0% 0 0.0% 2.2% Walsham 1 0.0% 0 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Woodbridge 0.2% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 2.2% 2.9% 14 2.2% 1 0.0% 0 0.0% 0 0.0% 0 2.3% 6.3% 2 2.8% 1 13.5% 5 0.0% 0 8.0% 4 0.0% 0 (Don't know / varies) 1 59 40 32 37 50 Base: 485 46 49 44 36 46 46

| COLCHESTER Add. Gipping Way. STOWMARKET Add. Gipping Way. STOWMARKET Add. Gipping Way. STOWMARKET Add. Gipping Way. STOWMARKET Add. Gipping Street. SUBILITY STOWMARKET Add. Gipping Street. STOWMARKET Add. Gipping Street. SUBILITY STOWMARKET Add. HAVERHILL STOWMARKET Add. HAVERHILL STOWMARKET Add. HAVERHILL STOWMARKET Add. Superstore. Meadow Cente. Wiles Way. STOWMARKET Add. Superstore. Meadow Cente. Miles Way. STOWMARKET Add. Superstore. Meadow Cente. Wiles Way. STOWMARKET Add. Superstore. Meadow Cente.  |                 | rebruary 20 |
|--|-----------------|-------------|
| Aidi, 84 London Road, COLCHESTER Aidi, Gipping Way, O.1% 1 0.0% 0 | Zone 10 Zone 11 |             |
| Add. Gipping Way, STOWMARKET Add. HAVERHILL O.3% 3 2 .0% 2 1 .0% 0 1 .0% 1 0.0% 0 0 |                 |             |
| Aldi, Gipping Way, STOWMARKET  Asia Superstore, Meadow 1,9% 21 0,0% 0 1,0% 1 0,0% 0 0,0 | 1.0% 1 0.0% 0   |             |
| SUDBURY   Alfi, HAVERHIL   | 0.0% 0 0.0% 0   |             |
| Asda Superstore, Meadow Centre, Wilsex Way, STOWMARKET  Asda superstore, Immer Rose, OLINES WILSEX WAY, STOWMARKET  Asda superstore, Immer Rose, COLINESTER  Asda superstore, Immer Rose, COLINESTER  Asda superstore, Immer Rose, COLINESTER  Co op. Church Street, EYE 0.5% 5 0.0% 0 0.0 | 0.0% 0 0.0% 0   |             |
| Certic, Wilkes Way, STOWMARKET  Asda superstore, Turner Rise, COLCHESTIGN  Asda superstore, Turner Rise, Colchestign, Turner Rise, C | 0.0% 0 0.0% 0   |             |
| Rise, COLCHESTER Co-op, Church Street, EYE Co-op, Lind East Street, Co-op, 100 | 2.0% 2 0.0% 0   |             |
| Co-op, 100 East Street, 0.5% 6 0.0% 0 0.0% 0 2.0% 2 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% SUDBURY SUDBURY Co-op, 2 High Street, 0.1% 1 0.0% 0 0.0% 0 1.0% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 1 0.0% 0 0.0% 1 0.0% 1 0.0% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 1 0.0% 0 0.0% 1 0.0% 1 0.0% 1 0.0% 0 0.0%  | 0.0% 0 0.0% 0   |             |
| SUDBURY  Co-op, 2 High Street, LAVENHAM  Co-op, 72 High Street, LAVENHAM  Co-op, 80A High Street, LAVENHAM   |                 |             |
| LAVENHAM  Co-op, 72 High Street, HADLEIGH  Co-op, 80A High Street, LAVENHAM  Co-op, 80A High Street, LAVENHAM  Co-op, HAISTEAD  Co-op, HAISTEAD  Co-op, HAISTEAD  Co-op, HAISTEAD  Co-op, HAISTEAD  Co-op, HAISTEAD  Co-op, NEEDHAM  Co-op, NE |                 |             |
| HADLEIGH Co-op, 80A High Street, LAVENHAM  Co-op, Hall Street, LONG MELFORD Co-op, Hall Street, LONG MELFORD  Co-op, Manning MARKET  Co-op, Manning MANNINGTREE  Morrisons, SUDBURY  Lid, Bury Road, STOWMARKET  Morrisons, LOSA  2.2%  24 0.0%  0 0.0 |                 |             |
| LÁVENHAM  Co-op, Hall Street, LONG MELFORD  Co-op, HALSTEAD  0.1% 1 0.0% 0 0.0% |                 |             |
| MELFORD Co-op, HALSTEAD 0.1% 1 1.0% 1 0.0% 0 |                 |             |
| Co-op, MANNINGTREE 0.1% 1 0.0% 0 0.0% |                 |             |
| Co-op, NEEDHAM  MARKET  Co-op, The Street, CAPEL  Co-op, The Street, CAPEL  ST MARY  Farmfoods Freezer Centres, Unit 3a, Sudbury Retail Park, Northern Road, Newton Road, SUDBURY  Lidl, Bury Road, STOWMARKET  Morrisons, 175 London  Road, HADLEIGH  Morrisons, DISS  2.9% 32 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0%  D.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0%  D.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0%  D.0% 0 0.0% 0 0.0% 0 0.0%  D.0% 0 0.0% 0 0.0% 0 0.0%  D.0% 0 0.0%  D.0 |                 |             |
| MÄRKET Co-op, The Street, CAPEL  |                 |             |
| ST MARY Farmfoods Freezer Centres,   |                 |             |
| Unit 3a, Sudbury Retail Park, Northern Road, Newton Road, SUDBURY  Lidl, Bury Road, STOWMARKET  Morrisons, 175 London Road, HADLEIGH  Morrisons, DISS  2.9%  2.9%  2.9%  2.0%  |                 |             |
| STOWMARKET  Morrisons, 175 London 2.5% 28 0.0% 0 0.0% 0 6.0% 6 1.0% 1 18.0% 18 3.0% 3 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% Road, HADLEIGH  Morrisons, DISS 2.9% 32 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 4.0% 4 3.0% 3 0.0% 0 16.0% 1 Morrisons, Sheringham 1.6% 18 0.0% 0 1.0% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 4.0% 4 12.0% 12 1.0% 1 0.0% Court, Milton Road South,   | 0.0% 0 0.0% 0   |             |
| Road, HADLEIGH  Morrisons, DISS 2.9% 32 0.0% 0 0.0% | 1.0% 1 1.0% 1   |             |
| Morrisons, Sheringham 1.6% 18 0.0% 0 1.0% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 4.0% 4 12.0% 12 1.0% 1 0.0% Court, Milton Road South,  | 0.0% 0 0.0% 0   |             |
| Court, Milton Road South,  |                 |             |
| STOWMARKET   | 0.0% 0 0.0% 0   |             |
| Morrisons, Sproughton 0.9% 10 0.0% 0 1.0% 1 0.0% 0 1.0% 1 0.0% 0 4.0% 4 4.0% 4 0.0% 0 0.0% 0 0.0% Road, IPSWICH  | 0.0% 0 0.0% 0   |             |
| Roys of Wroxham, Great 0.2% 2 0.0% 0 0.0% 0 1.0% 1 1.0% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% Eastern Road, SUDBURY   | 0.0% 0 0.0% 0   |             |

|  |              |    |              |   |              |    |       |    |              | 1  | UI C         | ui u | 1 90 | iias |      |   |       |     |              |    |              |   |        |   | February 2013 |
|--|--------------|----|--------------|---|--------------|----|-------|----|--------------|----|--------------|------|------|------|------|---|-------|-----|--------------|----|--------------|---|--------|---|---------------|
|  | Total        | l  | Zone 1       |   | Zone 2       | 2  | Zone  | 3  | Zone         | 4  | Zone         | 5    | Zone | 6    | Zone | 7 | Zone  | 8   | Zone 9       | ı  | Zone 1       | 0 | Zone 1 | 1 |               |
| Sainsbury's Superstore,<br>11-14 Priory Walk,<br>COLCHESTER      | 0.5%         | 5  | 3.0%         | 3 | 0.0%         | 0  | 0.0%  | 0  | 0.0%         | 0  | 1.0%         | 1    | 1.0% | 1    | 0.0% | 0 | 0.0%  | 0   | 0.0%         | 0  | 0.0%         | 0 | 0.0%   | 0 |               |
| Sainsbury's, Cornard Road, SUDBURY                               | 4.8%         | 53 | 7.0%         | 7 | 2.0%         | 2  | 26.0% | 26 | 12.0%        | 12 | 5.0%         | 5    | 0.0% | 0    | 0.0% | 0 | 0.0%  | 0   | 1.0%         | 1  | 0.0%         | 0 | 0.0%   | 0 |               |
| Sainsbury's, Hadleigh Road, IPSWICH                              | 1.5%         | 17 | 0.0%         | 0 | 0.0%         | 0  | 0.0%  | 0  | 0.0%         | 0  | 3.0%         | 3    | 8.0% | 8    | 5.0% | 5 | 1.0%  | 1   | 0.0%         | 0  | 0.0%         | 0 | 0.0%   | 0 |               |
| Sainsbury's, HAVERHILL   | 0.4%         | 4  | 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  | 0.0%         | 0 | 0.0%   | 0 |               |
| Sainsbury's, MILDENHALL  | 0.2%         | 2  | 0.0%         | 0 | 1.0%         | 1  | 0.0%  | 0  | 0.0%         | 0  | 0.0%         | 0    | 0.0% | 0    | 0.0% | 0 | 0.0%  | 0   | 1.0%         | 1  | 0.0%         | 0 | 0.0%   | 0 |               |
| Tesco Express, Crouch<br>Street, COLCHESTER                      | 0.1%         | 1  | 1.0%         | 1 | 0.0%         | 0  | 0.0%  | 0  | 0.0%         | 0  | 0.0%         | 0    | 0.0% | 0    | 0.0% | 0 | 0.0%  | 0   | 0.0%         | 0  | 0.0%         | 0 | 0.0%   | 0 |               |
| Tesco Metro, Kesgrave, IPSWICH                                   | 0.4%         | 4  | 0.0%         | 0 | 0.0%         | 0  | 0.0%  | 0  | 0.0%         | 0  | 1.0%         | 1    | 1.0% | 1    | 2.0% | 2 | 0.0%  | 0   | 0.0%         | 0  | 0.0%         | 0 | 0.0%   | 0 |               |
| Tesco Superstore,<br>Bedingfeld Way, BURY<br>ST. EDMUNDS         | 0.5%         | 6  | 0.0%         | 0 | 3.0%         | 3  | 0.0%  | 0  | 0.0%         | 0  | 0.0%         | 0    | 0.0% | 0    | 0.0% | 0 | 0.0%  | 0   | 2.0%         | 2  | 1.0%         | 1 | 0.0%   | 0 |               |
| Tesco Superstore, Cedars<br>Link Road,<br>STOWMARKET             | 3.0%         | 33 | 0.0%         | 0 | 1.0%         | 1  | 0.0%  | 0  | 0.0%         | 0  | 2.0%         | 2    | 0.0% | 0    | 6.0% | 6 | 14.0% | 14  | 7.0%         | 7  | 3.0%         | 3 | 0.0%   | 0 |               |
| Tesco Superstore, St<br>Saviours Interchange,<br>BURY ST EDMUNDS | 1.2%         | 13 | 1.0%         | 1 | 5.0%         | 5  | 0.0%  | 0  | 0.0%         | 0  | 0.0%         | 0    | 0.0% | 0    | 0.0% | 0 | 0.0%  | 0   | 7.0%         | 7  | 0.0%         | 0 | 0.0%   | 0 |               |
| Tesco, BRAINTREE   | 0.1%         | 1  | 0.0%         | 0 | 0.0%         | 0  | 0.0%  | 0  | 0.0%         | 0  | 1.0%         | 1    | 0.0% | 0    | 0.0% | 0 | 0.0%  | 0   | 0.0%         | 0  | 0.0%         | 0 | 0.0%   | 0 |               |
| Tesco, Greenstead Road,<br>COLCHESTER                            | 0.2%         | 2  | 0.0%         | 0 | 0.0%         | 0  | 0.0%  | 0  | 0.0%         | 0  | 0.0%         | 0    | 2.0% | 2    | 0.0% | 0 | 0.0%  | 0   | 0.0%         | 0  | 0.0%         | 0 | 0.0%   | 0 |               |
| Tesco, Woodhall Business<br>Park, Springlands Way,<br>SUDBURY    | 4.3%         | 47 | 9.0%         | 9 | 6.0%         | 6  | 16.0% | 16 | 15.0%        | 15 | 1.0%         | 1    | 0.0% | 0    | 0.0% | 0 | 0.0%  | 0   | 0.0%         | 0  | 0.0%         | 0 | 0.0%   | 0 |               |
| Waitrose, Robert Boby Way,<br>BURY ST EDMUNDS                    | 2.3%         | 25 | 1.0%         | 1 | 10.0%        | 10 | 0.0%  | 0  | 0.0%         | 0  | 1.0%         | 1    | 0.0% | 0    | 0.0% | 0 | 1.0%  | 1   | 10.0%        | 10 | 2.0%         | 2 | 0.0%   | 0 |               |
| Waitrose, Station Road,<br>SUDBURY                               | 4.7%         | 52 | 9.0%         | 9 | 2.0%         | 2  | 17.0% | 17 | 15.0%        | 15 | 8.0%         | 8    | 1.0% | 1    | 0.0% | 0 | 0.0%  | 0   | 0.0%         | 0  | 0.0%         | 0 | 0.0%   | 0 |               |
| Bury St. Edmunds   | 0.4%         | 4  | 0.0%         | 0 | 1.0%         | 1  | 1.0%  | 1  | 0.0%         | 0  | 0.0%         | 0    | 0.0% | 0    | 0.0% | 0 | 0.0%  | 0   | 2.0%         | 2  | 0.0%         | 0 | 0.0%   | 0 |               |
| Cedars Park  | 0.1%         | 1  | 0.0%         | 0 | 0.0%         | 0  | 0.0%  | 0  | 0.0%         | 0  | 0.0%         | 0    | 0.0% | 0    | 0.0% | 0 | 0.0%  | 0   | 0.0%         | 0  | 1.0%         | 1 | 0.0%   | 0 |               |
| Colchester   | 0.2%         | 2  | 1.0%         | 1 | 0.0%         | 0  | 0.0%  | 0  | 0.0%         | 0  | 0.0%         | 0    | 1.0% | 1    | 0.0% | 0 | 0.0%  | 0   | 0.0%         | 0  | 0.0%         | 0 | 0.0%   | 0 |               |
| Copdock Mill   | 0.1%         | 1  | 0.0%         | 0 | 0.0%         | 0  |       | 0  | 0.0%         | 0  | 0.0%         | 0    | 1.0% | 1    | 0.0% | 0 |       | 0   | 0.0%         | 0  | 0.0%         | 0 | 0.0%   | 0 |               |
| Debenham   | 0.3%         | 3  | 0.0%         | 0 | 0.0%         | 0  | 0.0%  | 0  | 0.0%         | 0  | 0.0%         | 0    | 0.0% | 0    | 2.0% | 2 |       | 0   | 0.0%         | 0  | 1.0%         | 1 | 0.0%   | 0 |               |
| Dedham   | 0.1%         | 1  | 0.0%         | 0 | 0.0%         | 0  | 0.0%  | 0  | 0.0%         | 0  | 0.0%         | 0    | 1.0% | 1    | 0.0% | 0 |       | 0   | 0.0%         | 0  | 0.0%         | 0 | 0.0%   | 0 |               |
| Eye  | 0.1%         | 1  | 0.0%         | 0 | 0.0%         | 0  | 0.0%  | 0  | 0.0%         | 0  | 0.0%         | 0    | 0.0% | 0    |      | 0 |       | 0   | 0.0%         | 0  | 1.0%         | 1 | 0.0%   | 0 |               |
| Hadleigh   | 0.3%         | 3  | 0.0%         | 0 | 0.0%         | 0  | 0.0%  | 0  | 0.0%         | 0  | 2.0%         | 2    | 1.0% | 1    | 0.0% | 0 |       | 0   | 0.0%         | 0  | 0.0%         | 0 | 0.0%   | 0 |               |
| Haverhill  | 0.1%         | 1  | 1.0%         | 1 | 0.0%         | 0  |       | 0  | 0.0%         | 0  | 0.0%         | 0    | 0.0% | 0    | ,    | 0 |       | 0   | 0.0%         | 0  | 0.0%         | 0 | 0.0%   | 0 |               |
| Ipswich  | 0.9%         | 10 | 0.0%         | 0 | 0.0%         | 0  | 0.0%  | 0  | 0.0%         | 0  | 1.0%         | 1    | 3.0% | 3    | 3.0% | 3 |       | 0   | 0.0%         | 0  | 3.0%         | 3 | 0.0%   | 0 |               |
| Lavenham   | 0.1%         | 1  | 0.0%         | 0 | 1.0%         | 1  | 0.0%  | 0  | 0.0%         | 0  | 0.0%         | 0    | 0.0% | 0    |      | 0 |       | 0   | 0.0%         | 0  | 0.0%         | 0 | 0.0%   | 0 |               |
| Manningtree  | 0.1%         | 1  | 0.0%         | 0 | 0.0%         | 0  |       | 0  | 0.0%         | 0  | 0.0%         | 0    | 1.0% | 1    | 0.0% | 0 |       | 0   | 0.0%         | 0  | 0.0%         | 0 | 0.0%   | 0 |               |
| Needham Market   | 0.2%         | 2  | 0.0%         | 0 | 1.0%         | 1  | 0.0%  | 0  | 0.0%         | 0  | 0.0%         | 0    | 0.0% | 0    |      | 1 | 0.0%  | 0   | 0.0%         | 0  | 0.0%         | 0 | 0.0%   | 0 |               |
| Sudbury<br>Stowmarket  | 0.5%<br>0.3% | 5  | 1.0%<br>0.0% | 1 | 0.0%<br>0.0% | 0  |       | 1  | 3.0%<br>0.0% | 3  | 0.0%<br>0.0% | 0    | 0.0% | 0    |      | 0 |       | 0 2 | 0.0%<br>1.0% | 1  | 0.0%<br>0.0% | 0 | 0.0%   | 0 |               |
| Stowillarket   | 0.5%         | 3  | 0.0%         | U | 0.0%         | U  | 0.0%  | U  | 0.0%         | U  | 0.0%         | U    | 0.0% | U    | 0.0% | U | 2.0%  | 2   | 1.0%         | 1  | 0.0%         | U | 0.0%   | U |               |

|   |       |    |        |   |        |   |        |   |        |   |        |   |        |   |        |   |        |   |        |   |         |   |        |   | 1 cordary 2012 |
|---|-------|----|--------|---|--------|---|--------|---|--------|---|--------|---|--------|---|--------|---|--------|---|--------|---|---------|---|--------|---|----------------|
|   | Total |    | Zone 1 |   | Zone 2 |   | Zone 3 |   | Zone 4 |   | Zone 5 |   | Zone 6 |   | Zone 7 |   | Zone 8 | 8 | Zone 9 |   | Zone 10 | ) | Zone 1 | 1 |                |
| Street / Farmers' Markets in  | 0.2%  | 2  | 0.0%   | 0 | 1.0%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 1.0%   | 1 | 0.0%   | 0 | 0.0%    | 0 | 0.0%   | 0 |                |
| Stowmarket Street / Farmers' Markets in                               | 0.5%  | 5  | 0.0%   | 0 | 0.0%   | 0 | 2.0%   | 2 | 3.0%   | 3 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%   | 0 |                |
| Sudbury   |       |    |        |   |        |   |        | _ |        |   |        |   |        |   |        |   |        |   |        |   |         |   |        |   |                |
| Aldi, Mere Street, Diss   | 1.4%  | 15 | 0.0%   | 0 |        | 0 | 0.0%   | 0 | 0.0%   | 0 |        | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 8.0%    | 8 | 7.0%   | 7 |                |
| Aldi, Meredith Road,<br>Ipswich                                       | 0.1%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 1.0%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%   | 0 |                |
| Aldi, Newmarket Road,<br>Dettingen Way, Bury St.<br>Edmunds           | 1.2%  | 13 | 0.0%   | 0 | 7.0%   | 7 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 5.0%   | 5 | 1.0%    | 1 | 0.0%   | 0 |                |
| Andrews Quality Butchers,<br>High Street, Hadleigh                    | 0.3%  | 3  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 3.0%   | 3 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%   | 0 |                |
| Asda Superstore, Acle New<br>Road, Runham Vauxhall,<br>Great Yarmouth | 0.1%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 1.0%   | 1 |                |
| Asda Superstore, Stoke Park<br>Drive, Ipswich                         | 0.4%  | 4  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 3.0%   | 3 | 1.0%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%   | 0 |                |
| Asda Superstore, Western<br>Way, Bury St. Edmunds                     | 0.9%  | 10 | 0.0%   | 0 | 6.0%   | 6 | 0.0%   | 0 | 1.0%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 3.0%   | 3 | 0.0%    | 0 | 0.0%   | 0 |                |
| Asda Superstore, Whitehouse Industrial Estate, Goddard Road, Inswich  | 0.7%  | 8  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 2.0%   | 2 | 2.0%   | 2 | 3.0%   | 3 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 1.0%   | 1 |                |
| Budgens, Bullock Fair Close,<br>Harleston                             | 0.5%  | 6  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 6.0%   | 6 |                |
| Co-op, Broad Street, Eye  | 0.2%  | 2  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 1.0%    | 1 | 1.0%   | 1 |                |
| Co-op, Fiveways Retail Park,<br>Peartree Road, Stanway,<br>Colchester | 0.1%  | 1  | 1.0%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%   | 0 |                |
| Co-op, High Street, Earls<br>Colne                                    | 0.1%  | 1  | 1.0%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%   | 0 |                |
| Co-op, Market Hill, Clare   | 0.1%  | 1  | 1.0%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%   | 0 |                |
| Co-op, Market Hill,<br>Framlingham                                    | 0.2%  | 2  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 1.0%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 1.0%   | 1 |                |
| Co-op, Sheldrake Drive,<br>Ipswich                                    | 0.1%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 1.0%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%   | 0 |                |
| Co-op, The Street, Holbrook   | 0.1%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 1.0%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%   | 0 |                |
| Co-op, The Street,<br>Rickinghall, Diss                               | 0.2%  | 2  |        | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 2.0%    | 2 | 0.0%   | 0 |                |
| Hollow Trees Farm Shop,<br>Semer, Ipswich                             | 0.1%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 1.0%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%   | 0 |                |
| Iceland, North Street,<br>Sudbury                                     | 0.8%  | 9  | 0.0%   | 0 | 1.0%   | 1 | 2.0%   | 2 | 5.0%   | 5 | 1.0%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%   | 0 |                |
| Lidl, Copenhagen Way,<br>Norwich                                      | 0.1%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 1.0%   | 1 |                |
| Lidl, Handford Road,<br>Ipswich                                       | 0.1%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 1.0%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%   | 0 |                |

|  |              |    |              |   |        |    |              |   |              |   | _            |   |              |   |        |   |              |   |              |   |              |   |              |   |  |
|--|--------------|----|--------------|---|--------|----|--------------|---|--------------|---|--------------|---|--------------|---|--------|---|--------------|---|--------------|---|--------------|---|--------------|---|--|
|  | Tota         | l  | Zone 1       |   | Zone 2 | ,  | Zone 3       |   | Zone 4       |   | Zone         | 5 | Zone 6       |   | Zone 7 | 1 | Zone 8       |   | Zone 9       |   | Zone 10      | ) | Zone 1       | 1 |  |
|  |              |    |              |   |        |    |              |   |              |   |              |   |              |   |        |   |              |   |              |   |              |   |              |   |  |
| Lidl, Holt Road, Cromer  | 0.1%         | 1  | 0.0%         | 0 | 0.00   | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 |        | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 1.0%         | 1 |  |
| Lidl, London Road, Ipswich   | 0.3%<br>0.3% | 3  | 0.0%<br>0.0% | 0 |        | 0  | 0.0%<br>0.0% | 0 | 0.0%<br>0.0% | 0 | 0.0%<br>0.0% | 0 | 2.0%<br>0.0% | 2 |        | 1 | 0.0%<br>0.0% | 0 | 0.0%<br>0.0% | 0 | 0.0%<br>0.0% | 0 | 0.0%<br>3.0% | 0 |  |
| Local shops, Beccles<br>Local shops, Diss                              | 0.3%         | 2  |              | 0 |        | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 2.0%   | 2 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 |  |
| Local shops, Earls Colne   | 0.2%         | 1  | 1.0%         | 1 | 0.0%   | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%   | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 |  |
| Local shops, East Bergholt   | 0.1%         | 2  |              | 0 |        | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 2.0%         | 2 | 0.0%   | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 |  |
| Local shops, Harleston   | 0.1%         | 1  | 0.0%         | 0 | 0.00   | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 |        | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 1.0%         | 1 |  |
| Local shops, Mundesley   | 0.1%         | 1  | 0.0%         | 0 | 0.0%   | 0  | 0.0%         | 0 | 0.0%         | 0 | 1.0%         | 1 | 0.0%         | 0 | 0.0%   | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 |  |
| Local shops, Norwich   | 0.1%         | 1  | 0.0%         | 0 |        | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%   | 0 | 0.0%         | 0 | 0.0%         | 0 | 1.0%         | 1 | 0.0%         | Ö |  |
| Local shops, Shotley   | 0.1%         | 1  | 0.0%         | 0 |        | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 1.0%         | 1 | 0.0%   | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 |  |
| Local shops, Stowupland  | 0.1%         | 1  | 0.0%         | 0 |        | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%   | 0 | 0.0%         | 0 | 1.0%         | 1 | 0.0%         | 0 | 0.0%         | 0 |  |
| Local shops, Tharston  | 0.1%         | 1  | 0.0%         | 0 | 0.0%   | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%   | 0 | 0.0%         | 0 | 1.0%         | 1 | 0.0%         | 0 | 0.0%         | 0 |  |
| Local shops,   | 0.1%         | 1  | 0.0%         | 0 | 0.0%   | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%   | 0 | 0.0%         | 0 | 1.0%         | 1 | 0.0%         | 0 | 0.0%         | 0 |  |
| Walsham-le-Willows   |              |    |              |   |        |    |              |   |              |   |              |   |              |   |        |   |              |   |              |   |              |   |              |   |  |
| Local shops, Woodbridge  | 0.1%         | 1  | 0.0%         | 0 | 0.0%   | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%   | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 1.0%         | 1 |  |
| Marks & Spencer,<br>Buttermarket, Bury St.<br>Edmunds                  | 0.5%         | 5  | 1.0%         | 1 | 3.0%   | 3  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%   | 0 | 0.0%         | 0 | 1.0%         | 1 | 0.0%         | 0 | 0.0%         | 0 |  |
| Marks & Spencer, Martlesham Heath Retail Park, Beardmore Park, Ipswich | 0.1%         | 1  | 0.0%         | 0 | 0.0%   | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%   | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 1.0%         | 1 |  |
| Marks & Spencer, Westgate<br>Street, Ipswich                           | 0.1%         | 1  | 0.0%         | 0 | 0.0%   | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 1.0%   | 1 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 |  |
| Morrisons, Iconfield Park,<br>Garland Road, Harwich                    | 0.1%         | 1  | 0.0%         | 0 | 0.0%   | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 1.0%         | 1 | 0.0%   | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 |  |
| Sainsbury's, Bedingfeld<br>Way, Bury St. Edmunds                       | 2.1%         | 23 | 0.0%         | 0 | 10.0%  | 10 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%   | 0 | 4.0%         | 4 | 8.0%         | 8 | 1.0%         | 1 | 0.0%         | 0 |  |
| Sainsbury's, Brazen Gate,<br>Norwich                                   | 0.3%         | 3  |              |   | 0.0%   | 0  | 0.0%         | 0 |              | 0 |              | 0 | 0.0%         | 0 |        | 0 | 0.0%         | 0 | 0.0%         | 0 | 2.0%         | 2 |              | 1 |  |
| Sainsbury's, Felixstowe Road, Ipswich                                  | 0.5%         | 6  | 0.0%         | 0 |        | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 3.0%         | 3 |        | 0 | 1.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 |  |
| Sainsbury's, Forest Retail<br>Park, London Road,<br>Thetford           |              | 1  |              | U |        |    |              | 0 |              | U | 0.0%         |   |              | 0 |        |   | 0.0%         |   | 0.0%         | U |              | 1 | 0.0%         |   |  |
| Sainsbury's, High Street,<br>Halstead                                  | 0.1%         | 1  | 1.0%         | 1 |        | 0  | 0.0%         | 0 |              | 0 |              | 0 | 0.0%         | 0 |        | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 |  |
| Sainsbury's, Pound Lane,<br>Norwich                                    | 0.1%         | 1  | 0.0%         | 0 |        | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 |        | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 |              | 1 |  |
| Sainsbury's, Western<br>Approach, Stanway,<br>Colchester               | 0.4%         | 4  | 2.0%         | 2 | 0.0%   | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 2.0%         | 2 | 0.0%   | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 |  |
| Tesco Extra, Copdock<br>Interchange, Ipswich                           | 1.6%         | 18 | 1.0%         | 1 | 0.0%   | 0  | 0.0%         | 0 | 0.0%         | 0 | 2.0%         | 2 | 7.0%         | 7 |        | 7 | 1.0%         | 1 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 |  |
| Tesco Extra, Highwoods<br>Square, Colchester                           | 0.1%         | 1  | 1.0%         | 1 | 0.0%   | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 |        | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 |  |
| Tesco Superstore, Cangle   | 0.2%         | 2  | 1.0%         | 1 | 0.0%   | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 1.0%         | 1 | 0.0%   | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 |  |

|   | Tota      | ıl     | Zone      | 1       | Zone      | 2   | Zone   | 3      | Zone   | 4     | Zone   | 5   | Zone  | 6   | Zone  | 7   | Zone  | 8   | Zone  | 9   | Zone  | 10  | Zone   | 11  |
|---|-----------|--------|-----------|---------|-----------|-----|--------|--------|--------|-------|--------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|--------|-----|
| Road. Haverhill   |           |        |           |         |           |     |        |        |        |       |        |     |       |     |       |     |       |     |       |     |       |     |        |     |
| Tesco Superstore, George                                  | 0.1%      | 1      | 0.0%      | 0       | 0.0%      | 0   | 0.0%   | 0      | 0.0%   | 0     | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 1.0%   | 1   |
| Westwood Way, Beccles                                     | 0.170     | •      | 0.070     | Ü       | 0.070     | Ů   | 0.070  | Ů      | 0.070  | Ü     | 0.070  | Ü   | 0.070 | ·   | 0.070 | Ů   | 0.070 | Ů   | 0.070 | Ü   | 0.070 | Ü   | 1.070  |     |
| Tesco Superstore, Ipswich<br>Road, Norwich                | 0.3%      | 3      | 0.0%      | 0       | 0.0%      | 0   | 0.0%   | 0      | 0.0%   | 0     | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 1.0%  | 1   | 2.0%   | 2   |
| Tesco Superstore, Victoria<br>Road, Diss                  | 2.5%      | 27     | 0.0%      | 0       | 0.0%      | 0   | 0.0%   | 0      | 0.0%   | 0     | 0.0%   | 0   | 0.0%  | 0   | 2.0%  | 2   | 0.0%  | 0   | 1.0%  | 1   | 10.0% | 10  | 14.0%  | 14  |
| Waitrose, Church Street,<br>Saxmundham                    | 0.1%      | 1      | 0.0%      | 0       | 0.0%      | 0   | 0.0%   | 0      | 0.0%   | 0     | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 1.0%   | 1   |
| Waitrose, Eaton Centre,<br>Church Lane, Eaton,<br>Norwich | 0.2%      | 2      | 0.0%      | 0       | 0.0%      | 0   | 0.0%   | 0      | 0.0%   | 0     | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 2.0%   | 2   |
| Waitrose, Futura Park, Crane<br>Boulevard, Ipswich        | 0.2%      | 2      | 0.0%      | 0       | 0.0%      | 0   | 0.0%   | 0      | 0.0%   | 0     | 1.0%   | 1   | 0.0%  | 0   | 1.0%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%   | 0   |
| Waitrose, Norwich Road,<br>Wymondham                      | 0.1%      | 1      | 0.0%      | 0       | 0.0%      | 0   | 0.0%   | 0      | 0.0%   | 0     | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 1.0%   | 1   |
| Waitrose, St. Andrews<br>Avenue, Colchester               | 0.1%      | 1      | 0.0%      | 0       | 0.0%      | 0   | 0.0%   | 0      | 0.0%   | 0     | 0.0%   | 0   | 1.0%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%   | 0   |
| Internet / mail order                                     | 1.6%      | 18     | 3.0%      | 3       | 3.0%      | 3   | 0.0%   | 0      | 0.0%   | 0     | 2.0%   | 2   | 0.0%  | 0   | 2.0%  | 2   | 2.0%  | 2   | 0.0%  | 0   | 5.0%  | 5   | 1.0%   | 1   |
| (Don't know / varies)                                     | 1.5%      | 17     | 0.0%      | 0       | 2.0%      | 2   | 0.0%   | 0      | 0.0%   | 0     | 1.0%   | 1   | 3.0%  | 3   |       | 1   | 3.0%  | 3   | 4.0%  | 4   | 2.0%  | 2   | 1.0%   | 1   |
| (Nowhere else)  | 37.9%     | 417    | 40.0%     | 40      | 32.0%     | 32  | 30.0%  | 30     | 45.0%  | 45    | 28.0%  | 28  | 39.0% | 39  | 44.0% | 44  | 41.0% | 41  | 36.0% | 36  | 42.0% | 42  | 40.0%  | 40  |
| Base:   |           | 1100   |           | 100     |           | 100 |        | 100    |        | 100   |        | 100 |       | 100 |       | 100 |       | 100 |       | 100 |       | 100 |        | 100 |
| Q06AWhich internet / hon                                  |           | •      |           | -       |           | -   | our ma | in foo | d shop | ping? |        |     |       |     |       |     |       |     |       |     |       |     |        |     |
| Those who do their mai                                    | n food sh | opping | via the I | Interne | t at Q06: | •   |        |        |        |       |        |     |       |     |       |     |       |     |       |     |       |     |        |     |
| Asda  | 11.1%     | 2      | 0.0%      | 0       | 0.0%      | 0   | 0.0%   | 0      | 0.0%   | 0     | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 50.0% | 1   | 0.0%  | 0   | 20.0% | 1   | 0.0%   | 0   |
| Sainsbury's   | 16.7%     | 3      | 0.0%      | 0       | 33.3%     | 1   | 0.0%   | 0      | 0.0%   | 0     | 0.0%   | 0   | 0.0%  | 0   | 50.0% | 1   | 0.0%  | 0   | 0.0%  | 0   | 20.0% | 1   | 0.0%   | 0   |
| Tesco   | 38.9%     | 7      | 100.0%    | 3       | 0.0%      | 0   | 0.0%   | 0      | 0.0%   | 0     | 100.0% | 2   | 0.0%  | 0   | 50.0% | 1   | 50.0% | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%   | 0   |
| Waitrose / Ocado  | 27.8%     | 5      | 0.0%      | 0       | 66.7%     | 2   | 0.0%   | 0      | 0.0%   | 0     | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 60.0% | 3   | 0.0%   | 0   |
| (Don't know / varies)                                     | 5.6%      | 1      | 0.0%      | 0       | 0.0%      | 0   | 0.0%   | 0      | 0.0%   | 0     | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 100.0% | 1   |
| Base:   |           | 18     |           | 3       |           | 3   |        | 0      |        | 0     |        | 2   |       | 0   |       | 2   |       | 2   |       | 0   |       | 5   |        | 1   |

Total

Zone 1

Zone 2

Zone 3

Zone 4

February 2015

### **Babergh & Mid Suffolk Household Survey For Carter Jonas**

Zone 6

Zone 7

Zone 8

Zone 9

Zone 10

Zone 11

to buy bread, milk, etc.,

Zone 5

| on a day-to-day basi  | s)?          |         |              |   |              |   |              |    |              |    |              |    |              |    |              |     |               |         |              |   |              |    |              |   |
|---|--------------|---------|--------------|---|--------------|---|--------------|----|--------------|----|--------------|----|--------------|----|--------------|-----|---------------|---------|--------------|---|--------------|----|--------------|---|
| Aldi, 84 London Road,<br>COLCHESTER   | 0.1%         | 1       | 0.0%         | 0 | 0.0%         | 0 | 1.0%         | 1  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0   | 0.0%          | 0       | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0 |
| Aldi, Girling Street,<br>SUDBURY  | 1.8%         | 20      | 2.0%         | 2 | 0.0%         | 0 | 5.0%         | 5  | 13.0%        | 13 | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0   | 0.0%          | 0       | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0 |
| Aldi, HAVERHILL<br>Asda Superstore, Meadow<br>Centre, Wilkes Way,<br>STOWMARKET                       | 0.1%<br>1.5% | 1<br>17 | 1.0%<br>0.0% | 1 | 0.0%<br>1.0% | 0 | 0.0%<br>1.0% | 0  | 0.0%<br>0.0% | 0  | 0.0%<br>1.0% | 0  | 0.0%<br>1.0% | 0  | 0.0%<br>2.0% | 0 2 | 0.0%<br>11.0% | 0<br>11 | 0.0%<br>0.0% | 0 | 0.0%<br>0.0% | 0  | 0.0%<br>0.0% | 0 |
| Asda superstore, Turner<br>Rise, COLCHESTER   | 0.4%         | 4       | 2.0%         | 2 | 0.0%         | 0 | 2.0%         | 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 |
| Co op, Church Street, EYE   | 1.5%         | 16      | 1.0%         | 1 | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0   | 1.0%          | 1       | 0.0%         | 0 | 14.0%        | 14 | 0.0%         | 0 |
| Co-op, 100 East Street,<br>SUDBURY  | 0.8%         | 9       | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0  | 9.0%         | 9  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0   | 0.0%          | 0       | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0 |
| Co-op, 2 High Street,<br>LAVENHAM   | 0.5%         | 6       | 0.0%         | 0 | 1.0%         | 1 | 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 |
| Co-op, 4 & 5 Acacia Court,<br>BRANTHAM  | 0.4%         | 4       | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 4.0%         | 4  | 0.0%         | 0   | 0.0%          | 0       | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0 |
| Co-op, 72 High Street,<br>HADLEIGH  | 2.5%         | 27      | 0.0%         | 0 | 0.0%         | 0 | 1.0%         | 1  | 0.0%         | 0  | 25.0%        | 25 | 1.0%         | 1  | 0.0%         | 0   | 0.0%          | 0       | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0 |
| Co-op, 80A High Street,<br>LAVENHAM   | 0.3%         | 3       | 0.0%         | 0 | 2.0%         | 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  | 1.0%         | 1 |
| Co-op, Hall Street, LONG<br>MELFORD   | 1.3%         | 14      | 3.0%         | 3 | 1.0%         | 1 | 10.0%        | 10 | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0   | 0.0%          | 0       | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0 |
| Co-op, MANNINGTREE  | 0.5%         | 6       | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 6.0%         | 6  | 0.0%         | 0   | 0.0%          | 0       | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0 |
| Co-op, Mildenhall Road,<br>BURY ST EDMUNDS  | 0.7%         | 8       | 0.0%         | 0 | 1.0%         | 1 | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0   | 0.0%          | 0       | 7.0%         | 7 | 0.0%         | 0  | 0.0%         | 0 |
| Co-op, NEEDHAM<br>MARKET  | 0.5%         | 6       | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0  | 1.0%         | 1  | 0.0%         | 0  | 5.0%         | 5   | 0.0%          | 0       | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0 |
| Co-op, The Drift, Canhams<br>Road, GREAT<br>CORNARD   | 0.4%         | 4       | 0.0%         | 0 | 0.0%         | 0 | 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 |
| Co-op, The Street,<br>BRAMFORD  | 0.5%         | 5       | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 1.0%         | 1  | 4.0%         | 4   | 0.0%          | 0       | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0 |
| Co-op, The Street, CAPEL<br>ST MARY   | 1.2%         | 13      | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 13.0%        | 13 | 0.0%         | 0   | 0.0%          | 0       | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0 |
| Co-op Local, DEDHAM   | 0.6%         | 7       | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 3.0%         | 3  | 4.0%         | 4   | 0.0%          | 0       | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0 |
| Farmfoods Freezer Centres,<br>Unit 3a, Sudbury Retail<br>Park, Northern Road,<br>Newton Road, SUDBURY | 0.5%         | 6       | 0.0%         | 0 | 0.0%         | 0 | 3.0%         | 3  | 1.0%         | 1  | 1.0%         | 1  | 0.0%         | 0  | 0.0%         | 0   | 0.0%          | 0       | 1.0%         | 1 | 0.0%         | 0  | 0.0%         | 0 |
| Lidl, Bury Road,<br>STOWMARKET  | 0.8%         | 9       | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0   | 7.0%          | 7       | 2.0%         | 2 | 0.0%         | 0  | 0.0%         | 0 |
| McColls,19 Market Hill<br>SUDBURY   | 0.1%         | 1       | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0  | 1.0%         | 1  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0   | 0.0%          | 0       | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0 |

|  |              |        |              |   |              |   |              |    |              | 1  | or C         | ai u | 1 90         | iias |     |       |   |              |    |              |    |              |   |              |   | rebluary 2015 |
|--|--------------|--------|--------------|---|--------------|---|--------------|----|--------------|----|--------------|------|--------------|------|-----|-------|---|--------------|----|--------------|----|--------------|---|--------------|---|---------------|
|  | Total        | l      | Zone 1       |   | Zone 2       |   | Zone 3       | }  | Zone 4       | 4  | Zone         | 5    | Zone         | 6    | Z   | one 7 |   | Zone 8       | 3  | Zone 9       |    | Zone 10      | ) | Zone 11      | l |               |
| Morrisons, 175 London<br>Road, HADLEIGH                          | 2.3%         | 25     | 0.0%         | 0 | 0.0%         | 0 | 3.0%         | 3  | 0.0%         | 0  | 22.0%        | 22   | 0.0%         | 0    | 0.0 | 0%    | 0 | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0 |               |
| Morrisons, DISS  | 0.8%         | 9      | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0    | 0.0%         | 0    | 0.0 | 0%    | 0 | 1.0%         | 1  | 0.0%         | 0  | 2.0%         | 2 | 6.0%         | 6 |               |
| Morrisons, Sheringham<br>Court, Milton Road South,<br>STOWMARKET | 0.5%         | 5      | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0  |              | 0    | 0.0%         | 0    | 0.0 | 0%    | 0 | 4.0%         | 4  | 0.0%         | 0  | 1.0%         | 1 | 0.0%         | 0 |               |
| Morrisons, Sproughton<br>Road, IPSWICH                           | 0.3%         | 3      | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0    | 1.0%         | 1    | 2.0 | 0%    | 2 | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0 |               |
| Roys of Wroxham, Great<br>Eastern Road, SUDBURY                  | 0.3%         | 3      | 1.0%         | 1 | 0.0%         | 0 | 1.0%         | 1  | 1.0%         | 1  | 0.0%         | 0    | 0.0%         | 0    | 0.0 | 0%    | 0 | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0 |               |
| Sainsbury's Superstore,<br>11-14 Priory Walk,<br>COLCHESTER      | 0.3%         | 3      | 2.0%         | 2 | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0  | 1.0%         | 1    | 0.0%         | 0    | 0.0 | 0%    | 0 | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0 |               |
| Sainsbury's, Cornard Road,<br>SUDBURY                            | 1.5%         | 17     | 2.0%         | 2 | 1.0%         | 1 | 7.0%         | 7  | 7.0%         | 7  | 0.0%         | 0    | 0.0%         | 0    | 0.0 | 0%    | 0 | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0 |               |
| Sainsbury's, Hadleigh Road,<br>IPSWICH                           | 0.7%         | 8      | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0    | 4.0%         | 4    | 3.0 | 0%    | 3 | 1.0%         | 1  | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0 |               |
| Sainsbury's, HAVERHILL   | 0.2%         | 2      | 2.0%         | 2 | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0    | 0.0%         | 0    | 0.0 | 0%    | 0 | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0 |               |
| Tesco Metro, Kesgrave,<br>IPSWICH                                | 0.2%         | 2      | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0    | 2.0%         | 2    |     | 0%    | 0 | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0 |               |
| Tesco Superstore,<br>Bedingfeld Way, BURY<br>ST. EDMUNDS         | 0.1%         | 1      | 0.0%         | 0 | 1.0%         | 1 | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0    | 0.0%         | 0    | 0.0 | 0%    | 0 | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0 |               |
| Tesco Superstore, Cedars<br>Link Road,<br>STOWMARKET             | 1.4%         | 15     | 0.0%         | 0 | 1.0%         | 1 | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0    | 0.0%         | 0    | 1.0 | 0%    | 1 | 11.0%        | 11 | 2.0%         | 2  | 0.0%         | 0 | 0.0%         | 0 |               |
| Tesco Superstore, St<br>Saviours Interchange,<br>BURY ST EDMUNDS | 0.5%         | 6      | 0.0%         | 0 | 3.0%         | 3 | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0    | 0.0%         | 0    | 0.0 | 0%    | 0 | 0.0%         | 0  | 3.0%         | 3  | 0.0%         | 0 | 0.0%         | 0 |               |
| Tesco, BRAINTREE   | 0.1%         | 1      | 1.0%         | 1 | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0    | 0.0%         | 0    |     |       | 0 | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0 |               |
| Tesco, Greenstead Road,<br>COLCHESTER                            | 0.1%         | 1      | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0    | 1.0%         | 1    | 0.0 | 0%    | 0 | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0 |               |
| Tesco, Woodhall Business<br>Park, Springlands Way,<br>SUDBURY    | 2.4%         | 26     | 5.0%         | 5 | 4.0%         | 4 | 5.0%         | 5  | 12.0%        | 12 | 0.0%         | 0    | 0.0%         | 0    | 0.0 | 0%    | 0 | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0 |               |
| Waitrose, Robert Boby Way,<br>BURY ST EDMUNDS                    | 0.8%         | 9      | 0.0%         | 0 | 6.0%         | 6 | 1.0%         | 1  | 0.0%         | 0  | 0.0%         | 0    | 0.0%         | 0    | 0.0 | 0%    | 0 | 0.0%         | 0  | 2.0%         | 2  | 0.0%         | 0 | 0.0%         | 0 |               |
| Waitrose, Station Road,<br>SUDBURY                               | 2.5%         | 28     | 2.0%         | 2 | 1.0%         | 1 | 13.0%        | 13 | 12.0%        | 12 | 0.0%         | 0    | 0.0%         | 0    | 0.0 | 0%    | 0 | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0 |               |
| Bury St. Edmunds   | 1.6%         | 18     | 0.0%         | 0 | 4.0%         | 4 | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0    | 0.0%         | 0    | 0.0 | 0%    | 0 | 0.0%         | 0  | 12.0%        | 12 | 1.0%         | 1 | 1.0%         | 1 |               |
| Debenham   | 0.5%         | 5      | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0  | ,.           | 0    | 0.0%         | 0    |     |       | 3 | 0.0%         | 0  | 0.0%         | 0  | 2.0%         | 2 | 0.0%         | 0 |               |
| Dedham   | 0.3%         | 3      | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0  |              | 0    | 3.0%         | 3    |     |       | 0 | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0 |               |
| Eye  | 0.2%         | 2      | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0  |              | 0    | 0.0%         | 0    |     |       | 0 | 0.0%         | 0  | 0.0%         | 0  | 2.0%         | 2 | 0.0%         | 0 |               |
| Hadleigh   | 1.2%         | 13     | 0.0%         | 0 | 0.0%         | 0 | 1.0%         | 1  | 0.0%         |    | 11.0%        | 11   | 1.0%         | 1    | 0.0 |       | 0 | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0 |               |
| Halstead   | 0.5%         | 5<br>9 | 3.0%         | 3 | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0 2  | 0.0%         | 0    |     |       | 0 | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0 | 2.0%         | 2 |               |
| Ipswich<br>Lavenham  | 0.8%<br>0.1% | 1      | 0.0%<br>0.0% | 0 | 0.0%<br>0.0% | 0 | 0.0%<br>1.0% | 1  | 0.0%<br>0.0% | 0  | 2.0%<br>0.0% | 0    | 4.0%<br>0.0% | 0    | ٥.٠ |       | 3 | 0.0%<br>0.0% | 0  | 0.0%<br>0.0% | 0  | 0.0%<br>0.0% | 0 | 0.0%<br>0.0% | 0 |               |
| Lavelliani   | 0.170        | 1      | 0.070        | U | 0.070        | U | 1.070        | 1  | 0.070        | U  | 0.070        | U    | 0.070        | U    | 0.0 | J /U  | J | 0.070        | U  | 0.070        | U  | 0.070        | U | 0.070        | J |               |

|   | Total        |     | Zone 1       |   | Zone 2 |   | Zone 3       |   | Zone 4       |   | Zone 5       |   | Zone 6       |     | Zone 7       |   | Zone 8       |   | Zone 9       |    | Zone 1       | 0 | Zone 1       | 1  |  |
|---|--------------|-----|--------------|---|--------|---|--------------|---|--------------|---|--------------|---|--------------|-----|--------------|---|--------------|---|--------------|----|--------------|---|--------------|----|--|
| Y M 10 1  | 0.20/        | 2   | 2.00/        | 2 | 0.00/  | 0 | 0.00/        | 0 | 0.00/        | 0 | 0.00/        | 0 | 0.00/        | 0   | 0.00/        | 0 | 0.00/        | 0 | 0.00/        | 0  | 0.00/        | 0 | 0.00/        | 0  |  |
| Long Melford<br>Manningtree   | 0.2%<br>0.2% | 2 2 | 2.0%<br>0.0% | 2 |        | 0 | 0.0%<br>0.0% | 0 | 0.0%<br>0.0% | 0 | 0.0%<br>0.0% | 0 | 0.0%<br>2.0% | 0 2 | 0.0%<br>0.0% | 0 | 0.0%<br>0.0% | 0 | 0.0%<br>0.0% | 0  | 0.0%<br>0.0% | 0 | 0.0%<br>0.0% | 0  |  |
| Needham Market  | 0.2%         | 4   | 0.0%         | 0 |        | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0   | 4.0%         | 4 | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0  |  |
| Sudbury   | 1.0%         | 11  | 0.0%         | 0 | 0.0%   | 0 | 4.0%         | 4 | 7.0%         | 7 | 0.0%         | 0 | 0.0%         | 0   | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0  |  |
| Stowmarket  | 0.8%         | 9   | 0.0%         | 0 |        | 2 | 0.0%         | 0 | 0.0%         | ó | 0.0%         | 0 | 0.0%         | 0   | 0.0%         | 0 | 7.0%         | 7 | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0  |  |
| Street / Farmers' Markets in<br>Stowmarket                                    | 0.1%         | 1   | 0.0%         | 0 |        | 0 | 0.0%         | 0 | 0.0%         | 0 |              | 0 | 0.0%         | 0   | 0.0%         | 0 | 1.0%         | 1 | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0  |  |
| Street / Farmers' Markets in Sudbury  | 0.3%         | 3   | 0.0%         | 0 | 0.0%   | 0 | 1.0%         | 1 | 2.0%         | 2 | 0.0%         | 0 | 0.0%         | 0   | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0  |  |
| Aldi, Hines Road, Ipswich   | 0.1%         | 1   | 0.0%         | 0 |        | 0 | 0.0%         | 0 | 0.0%         | 0 | 1.0%         | 1 | 0.0%         | 0   | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0  |  |
| Aldi, Mere Street, Diss   | 0.3%         | 3   | 0.0%         | 0 | 0.0%   | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0   | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0  | 2.0%         | 2 | 1.0%         | 1  |  |
| Aldi, Newmarket Road,<br>Dettingen Way, Bury St.<br>Edmunds                   | 0.5%         | 5   | 0.0%         | 0 | 4.0%   | 4 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0   | 0.0%         | 0 | 1.0%         | 1 | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0  |  |
| Andrews Quality Butchers,<br>High Street, Hadleigh                            | 0.1%         | 1   | 0.0%         | 0 |        | 0 | 0.0%         | 0 | 0.0%         | 0 | 1.0%         | 1 | 0.0%         | 0   | 0.0%         |   | 0.0%         | 0 | 0.0%         | 0  |              | 0 | 0.0,0        | 0  |  |
| Asda Superstore, Stoke Park<br>Drive, Ipswich                                 | 0.2%         | 2   | 0.0%         | 0 |        | 0 | 0.0%         | 0 | 0.0%         | 0 |              | 0 | 2.0%         | 2   | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0  |  |
| Asda Superstore, Western Way, Bury St. Edmunds                                | 0.3%         | 3   | 0.0%         | 0 | 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 | 0.0%         | 0  |  |
| Asda Superstore,<br>Whitehouse Industrial<br>Estate, Goddard Road,<br>Ipswich | 0.4%         | 4   | 0.0%         | 0 | 0.0%   | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0   | 4.0%         | 4 | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0  |  |
| Budgens, Bullock Fair Close,<br>Harleston                                     | 1.2%         | 13  | 0.0%         | 0 | 0.0%   | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0   | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0 | 13.0%        | 13 |  |
| Budgens, The Street, East<br>Bergholt   | 0.1%         | 1   | 0.0%         | 0 | 0.0%   | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 1.0%         | 1   | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0  |  |
| Co-op, Ashfield Road,<br>Elmswell   | 1.3%         | 14  | 0.0%         | 0 | 0.0%   | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0   | 0.0%         | 0 | 1.0%         | 1 | 13.0%        | 13 | 0.0%         | 0 | 0.0%         | 0  |  |
| Co-op, Broad Street, Eye  | 0.3%         | 3   | 0.0%         | 0 | 0.0%   | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0   | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0  | 3.0%         | 3 | 0.0%         | 0  |  |
| Co-op, Chancery Lane,<br>Debenham   | 0.5%         | 5   | 0.0%         | 0 | 0.0%   | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0   | 4.0%         | 4 | 0.0%         | 0 | 0.0%         | 0  | 1.0%         | 1 | 0.0%         | 0  |  |
| Co-op, Chapel Road, West<br>Bergholt  | 0.5%         | 5   | 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  |  |
| Co-op, Colchester Road,<br>Ipswich  | 0.1%         | 1   | 0.0%         | 0 |        | 0 | 0.0%         | 0 | 0.0%         | 0 |              | 0 | 0.0%         | 0   | 1.0%         | 1 | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0  |  |
| Co-op, Combs Lane, Combs<br>Ford, Stowmarket                                  | 0.1%         | 1   | 0.0%         | 0 |        | 0 | 0.0%         | 0 |              | 0 |              | 0 | 0.0%         | 0   | 0.0%         |   | 1.0%         | 1 | 0.0%         | 0  |              | 0 | 0.0%         | 0  |  |
| Co-op, Fircroft Road,<br>Ipswich  | 0.1%         | 1   | 0.0%         | 0 |        | 0 | 0.0%         | 0 | 0.0%         | 0 |              | 0 | 0.0%         | 0   | 1.0%         |   | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0  |  |
| Co-op, Fiveways Retail Park,<br>Peartree Road, Stanway,<br>Colchester         | 0.1%         | 1   | 1.0%         | 1 | 0.0%   | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0   | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0  |  |
| Co-op, Greenways<br>Neighbourhood Centre,<br>Ravenswood, Ipswich              | 0.1%         | 1   | 0.0%         | 0 | 0.0%   | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0   | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0 | 1.0%         | 1  |  |

|  |              |    |              |    |              |   |              |   |              | _ | <b>-</b>     |   | - 00         |   |              |   |              |   |              |   |              |    |              |   | residury 2010 |
|--|--------------|----|--------------|----|--------------|---|--------------|---|--------------|---|--------------|---|--------------|---|--------------|---|--------------|---|--------------|---|--------------|----|--------------|---|---------------|
|  | Total        |    | Zone 1       | 1  | Zone 2       | 2 | Zone 3       |   | Zone 4       |   | Zone 5       | 5 | Zone 6       |   | Zone 7       |   | Zone 8       | 3 | Zone 9       |   | Zone 10      | 0  | Zone 11      | L |               |
| Co-op, High Street, Earls                            | 0.5%         | 5  | 4.0%         | 4  | 0.0%         | 0 | 0.0%         | 0 | 1.0%         | 1 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0 |               |
| Colne  | 0.070        |    |              | •  | 0.070        |   | 0.070        |   | 1.070        | • | 0.070        | Ü | 0.070        | Ü | 0.070        |   | 0.070        | Ü | 0.070        |   | 0.070        |    | 0.070        |   |               |
| Co-op, High Street, Laxfield                         | 0.2%         | 2  | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0  | 2.0%         | 2 |               |
| Co-op, Hillside Road East,<br>Bungay                 | 0.1%         | 1  | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0  | 1.0%         | 1 |               |
| Co-op, London Road,<br>Harleston                     | 0.2%         | 2  | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0  | 2.0%         | 2 |               |
| Co-op, Market Hill, Clare                            | 0.9%         | 10 | 10.0%        | 10 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0 |               |
| Co-op, Market Hill,                                  | 0.4%         | 4  | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 1.0%         | 1 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0  | 3.0%         | 3 |               |
| Framlingham  |              |    |              |    |              |   |              |   |              |   |              |   |              |   |              |   |              |   |              |   |              |    |              |   |               |
| Co-op, Market Place,                                 | 0.2%         | 2  | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0  | 2.0%         | 2 |               |
| Harleston  | 0.50/        | _  | 0.00/        |    | 0.004        |   | 0.00/        |   | 0.004        |   | 0.004        |   | 0.00/        |   | <b>5</b> 00/ | _ | 0.004        |   | 0.00/        |   | 0.00/        | _  | 0.00/        |   |               |
| Co-op, Norwich Road,                                 | 0.6%         | 7  | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 7.0%         | 7 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0 |               |
| Barham, Claydon                                      | 0.407        |    | 0.00/        |    | 0.004        |   | 0.00/        |   | 0.004        |   | 0.004        |   | 0.00/        |   | 0.00/        |   | 0.004        |   | 4.00/        |   | 0.00/        | _  | 0.00/        |   |               |
| Co-op, Old Street, Haughley                          | 0.4%         | 4  | 0.0%         | 0  | 0.0.0        | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 |              | 0 | 0.0%         | 0 |              | 4 | 0.0%         | 0  | 0.0%         | 0 |               |
| Co-op, Selkirk Road,                                 | 0.1%         | 1  | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 1.0%         | 1 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0 |               |
| Ipswich  | 0.20/        | 2  | 0.00/        | 0  | 0.00/        | 0 | 0.00/        | 0 | 0.00/        | 0 | 0.00/        | 0 | 2.00/        | 2 | 0.00/        | 0 | 0.00/        | 0 | 0.00/        | 0 | 0.00/        | 0  | 0.00/        | 0 |               |
| Co-op, Sprites Lane,                                 | 0.2%         | 2  | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 2.0%         | 2 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0 |               |
| Laburnam Close, Ipswich Co-op, The Street, Holbrook  | 0.5%         | 5  | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 5.0%         | 5 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0 |               |
| Co-op, The Street, Holbrook Co-op, The Street, Long  | 0.3%         | 1  | 0.0%         | 0  |              | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 |              | 0 | 0.0%         | 0 |              | 0 | 0.0%         | 0  |              | 1 |               |
| Stratton   | 0.170        | 1  | 0.0%         | U  | 0.0%         | U | 0.0%         | U | 0.0%         | U | 0.070        | U | 0.0%         | U | 0.0%         | U | 0.070        | U | 0.0%         | U | 0.070        | U  | 1.070        | 1 |               |
| Co-op, The Street,                                   | 1.5%         | 17 | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 1.0%         | 1 | 16.0%        | 16 | 0.0%         | 0 |               |
| Rickinghall, Diss                                    | 1.570        | 1, | 0.070        | Ü  | 0.070        | U | 0.070        | U | 0.070        | Ü | 0.070        | U | 0.070        | U | 0.070        | Ü | 0.070        | Ü | 1.070        | 1 | 10.070       | 10 | 0.070        | Ü |               |
| Co-op, The Street,                                   | 0.2%         | 2  | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 2.0%         | 2 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0 |               |
| Wherstead, Holbrook                                  |              | _  | 0.070        |    |              | - |              | - | ,.           | - |              |   |              | _ | ,.           |   |              |   |              | - |              |    | ,.           |   |               |
| Co-op, The Street, Woolpit                           | 0.7%         | 8  | 0.0%         | 0  | 1.0%         | 1 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 7.0%         | 7 | 0.0%         | 0  | 0.0%         | 0 |               |
| Co-op, Thoroughfare,<br>Woodbridge                   | 0.1%         | 1  | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0  | 1.0%         | 1 |               |
| Hollow Trees Farm Shop,<br>Semer, Ipswich            | 0.3%         | 3  | 0.0%         | 0  | 0.0%         | 0 | 1.0%         | 1 | 0.0%         | 0 | 2.0%         | 2 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0 |               |
| Iceland, Cornhill, Bury St.                          | 0.1%         | 1  | 0.0%         | 0  | 1.0%         | 1 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0 |               |
| Edmunds  |              |    |              |    |              |   |              |   |              |   |              |   |              |   |              |   |              |   |              |   |              |    |              |   |               |
| Iceland, High Street,                                | 0.1%         | 1  | 1.0%         | 1  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0 |               |
| Haverhill  | 0.20/        | 2  | 0.00/        | 0  | 0.00/        |   | 2.00/        | 2 | 1.00/        |   | 0.00/        | 0 | 0.00/        |   | 0.00/        | 0 | 0.00/        |   | 0.00/        |   | 0.00/        | 0  | 0.00/        | 0 |               |
| Iceland, North Street,                               | 0.3%         | 3  | 0.0%         | 0  | 0.0%         | 0 | 2.0%         | 2 | 1.0%         | 1 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0 |               |
| Sudbury  | 0.2%         | 2  | 0.0%         | 0  | 0.0%         | 0 | 0.00/        | 0 | 0.0%         | 0 | 0.00/        | 0 | 1.0%         | 1 | 1.0%         | 1 | 0.00/        | 0 | 0.0%         | 0 | 0.0%         | 0  | 0.00/        | 0 |               |
| Lidl, Handford Road,<br>Ipswich                      |              |    |              |    |              |   | 0.0%         | 0 |              |   |              |   |              | 1 |              | _ | 0.0%         |   |              | 0 |              | 0  |              |   |               |
| Lidl, London Road, Ipswich                           | 0.1%         | 1  | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 1.0%         | 1 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0 |               |
| Local shops, Bacton                                  | 0.2%         | 2  | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 2.0%         | 2 | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0 |               |
| Local shops, Beccles                                 | 0.3%         | 3  | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0  | 3.0%         | 3 |               |
| Local shops, Bildeston                               | 0.3%         | 3  | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 3.0%         | 3 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0 |               |
| Local shops, Boxford                                 | 0.2%         | 2  | 0.0%         | 0  | 0.0%         | 0 | 2.0%         | 2 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0  | 0.0%         |   |               |
| Local shops, Cavendish<br>Local shops, Chelmondiston | 0.1%<br>0.1% | 1  | 1.0%<br>0.0% | 1  | 0.0%<br>0.0% | 0 | 0.0%<br>0.0% | 0 | 0.0%<br>0.0% | 0 | 0.0%<br>0.0% | 0 | 0.0%<br>1.0% | 0 | 0.0%<br>0.0% | 0 | 0.0%<br>0.0% | 0 | 0.0%<br>0.0% | 0 | 0.0%<br>0.0% | 0  | 0.0%<br>0.0% | 0 |               |
| Local shops, Cockfield                               | 0.1%         | 3  | 0.0%         | 0  | 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  | 0.0%         | 0 |               |
| Local shops, Cockheid                                | 0.570        | 3  | 0.070        | U  | 3.070        | 3 | 0.070        | U  | 0.070        | U |               |

|  | Total        | l      | Zone 1       | l  | Zone 2 |   | Zone 3       |   | Zone 4       |   | Zone 5       | ; | Zone 6       | , | Zone 7       |   | Zone 8       | 3 | Zone 9       |   | Zone 1       | 0 | Zone 1       | 1      |  |
|--|--------------|--------|--------------|----|--------|---|--------------|---|--------------|---|--------------|---|--------------|---|--------------|---|--------------|---|--------------|---|--------------|---|--------------|--------|--|
|  |              |        | 0.5          | _  |        | _ |              | _ |              | _ |              |   |              | _ |              | _ |              |   |              |   |              |   |              |        |  |
| Local shops, Combs Ford                          | 0.1%         | 1      | 0.0%         | 0  |        | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 1.0%         | 1 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0      |  |
| Local shops, Dickleburgh                         | 0.1%         | 1      | 0.0%         | 0  |        | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 1.0%         | 1 3    |  |
| Local shops, Diss                                | 0.5%         | 6      |              | 0  |        | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 3.0%         | 3 | 3.0%         | 0      |  |
| Local shops, East Bergholt                       | 0.4%         | 4      | 0.0%         | 0  |        | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 4.0%         | 4 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | -      |  |
| Local shops, Elmswell                            | 0.4%         | 4<br>1 | 0.0%         | 0  |        | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 4.0%         | 4 | 0.0%         | 0 | 0.0%         | 0<br>1 |  |
| Local shops, Fressingfield                       | 0.1%<br>0.1% | 1      | 0.0%<br>0.0% | 0  | 0.00,0 | 0 | 0.0%<br>0.0% | 0 | 0.0%<br>1.0% | 1 | 1.0%<br>0.0% | 0      |  |
| Local shops, Gislingham                          | 0.1%         | 10     |              | 10 |        | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0      |  |
| Local shops, Glemsford<br>Local shops, Harleston | 1.0%         | 11     | 0.0%         | 0  |        | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 11.0%        | 11     |  |
| Local shops, Hitcham                             | 0.1%         | 11     | 0.0%         | 0  |        | 0 | 0.0%         | 0 | 0.0%         | 0 | 1.0%         | 1 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0      |  |
| Local shops, Holbrook                            | 0.1%         | 1      | 0.0%         | 0  |        | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 1.0%         | 1 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0      |  |
| * '  | 0.1%         | 1      | 0.0%         | 0  | 0.0%   | 0 | 0.0%         | 0 | 0.0%         | 0 |              | 0 | 0.0%         | 0 | 0.0%         | 0 | 1.0%         | 1 | 0.0%         |   | 0.0%         | 0 | 0.0%         | 0      |  |
| Local shops, Horley<br>Local shops, Hoxne        | 0.1%         | 1      | 0.0%         | 0  |        | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%<br>0.0% | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 1.0%         | 1      |  |
| Local shops, Hoxne Local shops, Lawshall         | 0.1%         | 4      | 0.0%         | 0  |        | 4 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0      |  |
| Local shops, Mendlesham                          | 0.4%         | 2      | 0.0%         | 0  |        | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 2.0%         | 2 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0      |  |
| Local shops, Metfield                            | 0.2%         | 1      | 0.0%         | 0  | 0.00,0 | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 1.0%         | 1      |  |
| Local shops, Monks Eleigh                        | 0.1%         | 1      | 0.0%         | 0  |        | 0 | 0.0%         | 0 | 0.0%         | 0 | 1.0%         | 1 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0      |  |
| Local shops, Mundesley                           | 0.1%         | 1      | 0.0%         | 0  |        | 0 | 0.0%         | 0 | 0.0%         | 0 | 1.0%         | 1 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0      |  |
| Local shops, Norton                              | 0.1%         | 1      | 0.0%         | 0  |        | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 1.0%         | 1 | 0.0%         | 0 | 0.0%         | 0      |  |
| Local shops, Otley                               | 0.1%         | 1      | 0.0%         | 0  |        | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 1.0%         | 1 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0      |  |
| Local shops, Rattlesden                          | 0.1%         | 1      | 0.0%         | 0  | 1.0%   | 1 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0      |  |
| Local shops, Radiesden Local shops, Redgrave     | 0.1%         | 2      | 0.0%         | 0  |        | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 2.0%         | 2 | 0.0%         | 0      |  |
| Local shops, Rickinghall                         | 0.1%         | 1      | 0.0%         | 0  |        | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 1.0%         | 1 | 0.0%         | 0      |  |
| Local shops, Rougham                             | 0.1%         | 1      | 0.0%         | 0  |        | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 1.0%         | 1 | 0.0%         | 0 | 0.0%         | 0      |  |
| Local shops, Sicklesmere                         | 0.1%         | 2      |              | 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      |  |
| Local shops, Stanton                             | 0.1%         | 1      | 0.0%         | 0  |        | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 1.0%         | 1      |  |
| Local shops, Stradbroke                          | 0.3%         | 3      | 0.0%         | 0  |        | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 1.0%         | 1 | 2.0%         | 2      |  |
| Local shops, Tharston                            | 0.1%         | 1      | 0.0%         | 0  |        | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 1.0%         | 1 | 0.0%         | 0 | 0.0%         | 0      |  |
| Local shops, Thorndon                            | 0.2%         | 2      | 0.0%         | 0  | 0.00,0 | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 2.0%         | 2 | 0.0%         | ő      |  |
| Local shops,                                     | 0.1%         | 1      | 0.0%         | 0  |        | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 1.0%         | 1 | 0.0%         | 0 | 0.0%         | Ö      |  |
| Walsham-le-Willows                               | 01170        | •      | 0.070        |    | 0.070  | 0 | 0.070        | Ü | 0.070        |   | 0.070        |   | 0.070        | Ü | 0.070        |   | 0.070        |   | 11070        | • | 0.070        |   | 0.070        | Ü      |  |
| Local shops, Westley                             | 0.1%         | 1      | 0.0%         | 0  | 0.0%   | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 1.0%         | 1 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0      |  |
| Local shops, Woodbridge                          | 0.1%         | 1      | 0.0%         | 0  | 0.00,0 | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 1.0%         | 1 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | ő      |  |
| Local shops, Woolpit                             | 0.2%         | 2      | 0.0%         | 0  |        | 1 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 1.0%         | 1 | 0.0%         | 0 | 0.0%         | 0      |  |
| Marks & Spencer,                                 | 0.2%         | 2      |              | 0  |        | 1 | 1.0%         | 1 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | Ö      |  |
| Buttermarket, Bury St.                           |              | _      |              | -  |        | _ |              | _ |              | - |              | - |              |   | ,.           |   |              | - |              | - |              | - |              |        |  |
| Edmunds  |              |        |              |    |        |   |              |   |              |   |              |   |              |   |              |   |              |   |              |   |              |   |              |        |  |
| Marks & Spencer, Westgate                        | 0.2%         | 2      | 0.0%         | 0  | 0.0%   | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 1.0%         | 1 | 1.0%         | 1 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0      |  |
| Street, Ipswich                                  |              | _      |              |    |        | - |              | - |              |   |              | - |              | _ |              |   |              |   |              | - |              |   |              | -      |  |
| Morrisons, Iconfield Park,                       | 0.1%         | 1      | 0.0%         | 0  | 0.0%   | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 1.0%         | 1 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0      |  |
| Garland Road, Harwich                            |              |        |              |    |        |   |              |   |              |   |              |   |              |   |              |   |              |   |              |   |              |   |              |        |  |
| Sainsbury's, Bedingfeld                          | 1.0%         | 11     | 0.0%         | 0  | 7.0%   | 7 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 4.0%         | 4 | 0.0%         | 0 | 0.0%         | 0      |  |
| Way, Bury St. Edmunds                            |              |        |              |    |        |   |              |   |              |   |              |   |              |   |              |   |              |   |              |   |              |   |              |        |  |
| Sainsbury's, High Street,                        | 0.3%         | 3      | 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 | 0.0%         | 0 | 0.0%         | 0      |  |
| Halstead   |              |        |              |    |        |   |              |   |              |   |              |   |              |   |              |   |              |   |              |   |              |   |              |        |  |
| Sainsbury's, Western                             | 0.1%         | 1      | 1.0%         | 1  | 0.0%   | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0      |  |
| Approach, Stanway,                               |              |        |              |    |        |   |              |   |              |   |              |   |              |   |              |   |              |   |              |   |              |   |              |        |  |
| II , , ,   |              |        |              |    |        |   |              |   |              |   |              |   |              |   |              |   |              |   |              |   |              |   |              |        |  |

|   | Tota  | l    | Zone  | 1   | Zone 2 | 2   | Zone    | 3       | Zone   | 4     | Zone  | 5   | Zone  | 6   | Zone   | 7   | Zone   | 8   | Zone  | 9   | Zone  | 10  | Zone  | 11  |
|---|-------|------|-------|-----|--------|-----|---------|---------|--------|-------|-------|-----|-------|-----|--------|-----|--------|-----|-------|-----|-------|-----|-------|-----|
| Colchester  |       |      |       |     |        |     |         |         |        |       |       |     |       |     |        |     |        |     |       |     |       |     |       |     |
| Spar, Bells Lane, Glemsford                         | 0.1%  | 1    | 1.0%  | 1   | 0.0%   | 0   | 0.0%    | 0       | 0.0%   | 0     | 0.0%  | 0   | 0.0%  | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Spar, Church Street,                                | 0.2%  | 2    | 0.0%  | 0   | 0.0%   | 0   | 0.0%    | 0       | 0.0%   | 0     | 0.0%  | 0   | 0.0%  | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 2.0%  | 2   |
| Stradbroke, Eye                                     |       |      |       |     |        |     |         |         |        |       |       |     |       |     |        |     |        |     |       |     |       |     |       |     |
| Spar, High Street,                                  | 0.1%  | 1    | 0.0%  | 0   | 0.0%   | 0   | 0.0%    | 0       | 0.0%   | 0     | 0.0%  | 0   | 0.0%  | 0   | 0.0%   | 0   | 1.0%   | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Mundesley   |       |      |       |     |        |     |         |         |        |       |       |     |       |     |        |     |        |     |       |     |       |     |       |     |
| Street / Farmers' Markets in                        | 0.1%  | 1    | 0.0%  | 0   | 0.0%   | 0   | 0.0%    | 0       | 0.0%   | 0     | 0.0%  | 0   | 0.0%  | 0   | 1.0%   | 1   | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Woodbridge  | 0.2%  | 2    | 0.0%  | 0   | 0.0%   | 0   | 0.0%    | 0       | 0.0%   | 0     | 0.0%  | 0   | 2.0%  | 2   | 0.0%   | 0   | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Tesco Extra, Copdock<br>Interchange, Ipswich        | 0.2%  | 2    | 0.0%  | U   | 0.0%   | U   | 0.0%    | U       | 0.0%   | U     | 0.0%  | U   | 2.0%  | 2   | 0.0%   | U   | 0.0%   | U   | 0.0%  | U   | 0.0%  | U   | 0.0%  | U   |
| Tesco Superstore, Cangle                            | 0.1%  | 1    | 1.0%  | 1   | 0.0%   | 0   | 0.0%    | 0       | 0.0%   | 0     | 0.0%  | 0   | 0.0%  | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Road. Haverhill                                     | 0.170 | •    | 1.070 | •   | 0.070  | Ů   | 0.070   | Ů       | 0.070  | Ü     | 0.070 | Ü   | 0.070 | Ů   | 0.070  | Ü   | 0.070  | Ü   | 0.070 | Ü   | 0.070 | · · | 0.070 | Ů   |
| Tesco Superstore, Ipswich                           | 0.1%  | 1    | 0.0%  | 0   | 0.0%   | 0   | 0.0%    | 0       | 0.0%   | 0     | 0.0%  | 0   | 0.0%  | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 1.0%  | 1   |
| Road, Norwich                                       |       |      |       |     |        |     |         |         |        |       |       |     |       |     |        |     |        |     |       |     |       |     |       |     |
| Tesco Superstore, Victoria                          | 0.4%  | 4    | 0.0%  | 0   | 0.0%   | 0   | 0.0%    | 0       | 0.0%   | 0     | 0.0%  | 0   | 0.0%  | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%  | 0   | 4.0%  | 4   | 0.0%  | 0   |
| Road, Diss  |       |      |       |     |        |     |         |         |        |       |       |     |       |     |        |     |        |     |       |     |       |     |       |     |
| Waitrose, Corn Exchange,                            | 0.1%  | 1    | 0.0%  | 0   | 0.0%   | 0   | 0.0%    | 0       | 0.0%   | 0     | 0.0%  | 0   | 1.0%  | 1   | 0.0%   | 0   | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Ipswich   | 0.1%  | 1    | 0.0%  | 0   | 1.0%   | 1   | 0.00/   | 0       | 0.0%   | 0     | 0.00/ | 0   | 0.0%  | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Waitrose, Fred Archer Way,<br>Newmarket             | 0.1%  | 1    | 0.0%  | U   | 1.0%   | 1   | 0.0%    | U       | 0.0%   | U     | 0.0%  | U   | 0.0%  | U   | 0.0%   | U   | 0.0%   | U   | 0.0%  | U   | 0.0%  | U   | 0.0%  | U   |
| Waitrose, Futura Park, Crane                        | 0.1%  | 1    | 0.0%  | 0   | 0.0%   | 0   | 0.0%    | 0       | 0.0%   | 0     | 0.0%  | 0   | 1.0%  | 1   | 0.0%   | 0   | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Boulevard, Ipswich                                  | 0.170 | •    | 0.070 | Ü   | 0.070  |     | 0.070   | Ü       | 0.070  |       | 0.070 | Ü   | 11070 | •   | 0.070  |     | 0.070  |     | 0.070 |     | 0.070 |     | 0.070 | Ü   |
| Internet / mail order                               | 0.2%  | 2    | 0.0%  | 0   | 0.0%   | 0   | 0.0%    | 0       | 0.0%   | 0     | 0.0%  | 0   | 0.0%  | 0   | 1.0%   | 1   | 1.0%   | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| (Don't know / varies)                               | 2.5%  | 28   | 0.0%  | 0   | 4.0%   | 4   | 0.0%    | 0       | 0.0%   | 0     | 0.0%  | 0   | 4.0%  | 4   | 2.0%   | 2   | 7.0%   | 7   | 5.0%  | 5   | 4.0%  | 4   | 2.0%  | 2   |
| (Don't do top-up shopping)                          | 32.5% | 357  | 33.0% | 33  | 38.0%  | 38  | 25.0%   | 25      | 33.0%  | 33    | 26.0% | 26  | 23.0% | 23  | 41.0%  | 41  | 38.0%  | 38  | 28.0% | 28  | 38.0% | 38  | 34.0% | 34  |
| Base:   |       | 1100 |       | 100 |        | 100 |         | 100     |        | 100   |       | 100 |       | 100 |        | 100 |        | 100 |       | 100 |       | 100 |       | 100 |
|   |       |      |       |     |        |     |         |         |        |       |       |     |       |     |        |     |        |     |       |     |       |     |       |     |
| Q07AWhich retailer do yo<br>Those who do their top- | •     | -    |       | •   |        |     | nome de | elivery | shoppi | ng fr | om?   |     |       |     |        |     |        |     |       |     |       |     |       |     |
| Asda  | 50.0% | 1    | 0.0%  | 0   | 0.0%   | 0   | 0.0%    | 0       | 0.0%   | 0     | 0.0%  | 0   | 0.0%  | Ω   | 0.0%   | 0   | 100.0% | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Other   | 50.0% | 1    | 0.0%  | 0   |        | 0   | 0.0%    | 0       | 0.0%   | 0     |       | 0   | 0.0%  |     | 100.0% | 1   | 0.0%   | 0   | 0.0%  | 0   |       | 0   |       | 0   |
| Base:   |       | 2    |       | 0   |        | 0   |         | 0       | ~.~,   | 0     |       | 0   | /0    | 0   |        | 1   | /9     | 1   |       | 0   |       | 0   |       | 0   |
| Dasc.   |       | 2    |       | U   |        | U   |         | U       |        | U     |       | U   |       | U   |        | 1   |        | 1   |       | U   |       | U   |       | U   |

#### Babergh & Mid Suffolk Household Survey For Carter Jonas

Total Zone 2 Zone 7 Zone 1 Zone 3 Zone 4 Zone 6 Zone 8 Zone 9 Zone 10 Zone 11 Zone 5 Q08 Of all the money you spend on your main and top-up food shopping, what share goes to your main food shopping? Those who do top-up shopping at Q07: 1% - 5% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0.0% 0.0% 0.0% 0 0.0% 0 6% - 10% 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0 0.0% 0 0 0.0% 0.0% 0 0 0.0% 0.0% 11% - 15% 0.0% 0 0.0% 0 0 0.0% 0.0% 0 0.0% 0 0 0.0% 0 0.0% 0 0 1.4% 16% - 20% 0.4% 3 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 1.6% 0.0% 0 1.5% 21% - 25% 0.3% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.7% 1.6% 0.0% 0 0.0% 0 0.0% 0 1 26% - 30% 0.8% 6 0.0% 0 0.0% 0 1.3% 1.5% 0.0% 0 1.3% 3.4% 2 0.0% 0 0.0% 0.0% 0 1.5% 0 31% - 35% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 36% - 40% 0.8% 6 0.0% 0 1.6% 0.0% 0 1.5% 1.4% 1 0.0% 0 1.7% 1 1.6% 1.4% 0.0% 0 0.0% 0 41% - 45% 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0.0% 0 0.0% 0 7.7% 57 10.4% 7 9.7% 7 7 3 7 2 46% - 50% 9.3% 9.0% 6 13.5% 10 9.1% 5.1% 1.6% 1.4% 1 11.3% 3.0% 0 0 51% - 55% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 56% - 60% 8.1% 60 9.0% 6 3.2% 2 10.7% 6.0% 4 17.6% 13 6.5% 5 8.5% 5 6.5% 5.6% 4.8% 3 9.1% 6 0.8% 0.0% 1.3% 0.0% 0 0.0% 0 0.0% 0 1.5% 1 0 1.5% 1.6% 1.4% 1 1.6% 0.0% 0 61% - 65% 6 1 66% - 70% 11.3% 84 13.4% 9 6.5% 4 13.3% 10 11.9% 8 8.1% 6 20.8% 16 6.8% 4 8.1% 5 15.3% 11 6.5% 4 10.6% 7 7 5.3% 5 71% - 75% 9.6% 71 10.4% 9.7% 4 6.0% 4 14.9% 11 9.1% 7 8.5% 9.7% 6 12.5% 9 9.7% 9.1% 6 76% - 80% 23.4% 174 19.4% 13 22.6% 14 29.3% 22 29.9% 20 17.6% 13 23.4% 18 32.2% 19 17.7% 11 15.3% 11 25.8% 16 25.8% 17 81% - 85% 3.5% 26 4.5% 3 4.8% 3 1.3% 1 4.5% 3 2.7% 2 3.9% 3 0.0% 6.5% 6.9% 5 3.2% 2 0.0% 0 0 4 86% - 90% 15.7% 117 17.9% 12 21.0% 13 9.3% 7 9.0% 9.5% 7 15.6% 12 13.6% 8 17.7% 11 19.4% 14 17.7% 11 24.2% 16 3 91% - 95% 5.1% 38 1.5% 1 9.7% 6 4.0% 3 4.5% 3 4.1% 3.9% 3 5.1% 3 8.1% 5 5.6% 6.5% 4 4.5% 3 2 0 2 2 0.0% 96% - 100% 2.2% 16 3.0% 2 3.2% 2 5.3% 4 0.0% 0 2.7% 0.0% 1.7% 1 1.6% 1 2.8% 3.2% 0 10.0% 10 5.2% 7 74 9.0% 6 8.1% 5 8.0% 6 14.9% 8.1% 6 4 11.9% 7 16.1% 10 9.7% 7 9.7% 6 10.6% (Don't know) 3 0 (Refused) 0.4% 0.0% 0 0.0% 0 1.3% 1 0.0% 0 0.0% 1.3% 1 0.0% 0 0.0% 0 1.4% 1 0.0% 0 0.0% 0 Mean: 75.67 75.33 79.04 74.66 73.95 71.84 74.79 74.10 77.33 78.00 77.54 76.75

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Base:

743

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|  | Total        | l      | Zone 1       |        | Zone 2       |        | Zone 3       |        | Zone 4       | ı      | Zone 5       | 5   | Zone         | 5     | Zone 7       | 7      | Zone         | 8     | Zone 9       |   | Zone 1       | 0      | Zone 1       | 1 |
|--|--------------|--------|--------------|--------|--------------|--------|--------------|--------|--------------|--------|--------------|-----|--------------|-------|--------------|--------|--------------|-------|--------------|---|--------------|--------|--------------|---|
| 09 In addition to (STOR  Those who do top-up sh  |              |        | D AT Q0      | 7), is | there ar     | ny otł | ner store    | that   | you reg      | ularly | y use for    | you | · housel     | old's | small s      | cale 1 | top-up f     | ood s | hoppingʻ     | ? |              |        |              |   |
| ldi, Girling Street,<br>SUDBURY  | 1.3%         | 10     | 6.0%         | 4      | 0.0%         | 0      | 2.7%         | 2      | 6.0%         | 4      | 0.0%         | 0   | 0.0%         | 0     | 0.0%         | 0      | 0.0%         | 0     | 0.0%         | 0 | 0.0%         | 0      | 0.0%         | 0 |
| di, HAVERHILL<br>da Superstore, Meadow<br>Centre, Wilkes Way,<br>STOWMARKET  | 0.1%<br>0.8% | 1<br>6 | 1.5%<br>0.0% | 1      |              | 0      | 0.0%<br>0.0% | 0      | 0.0%<br>0.0% | 0      | 0.0%<br>0.0% | 0   | 0.0%<br>0.0% | 0     | 0.0%<br>0.0% | 0      | 0.0%<br>4.8% | 0 3   | 0.0%<br>1.4% | 0 | 0.0%<br>3.2% | 0 2    | 0.0%<br>0.0% | 0 |
| sda superstore, Turner<br>Rise, COLCHESTER   | 0.1%         | 1      | 1.5%         | 1      | 0.0%         | 0      | 0.0%         | 0      | 0.0%         | 0      | 0.0%         | 0   | 0.0%         | 0     | 0.0%         | 0      | 0.0%         | 0     | 0.0%         | 0 | 0.0%         | 0      | 0.0%         | 0 |
| op, Church Street, EYE<br>-op, 100 East Street,<br>SUDBURY   | 0.1%<br>1.1% | 1<br>8 | 0.0%<br>0.0% | 0      |              | 0      | 0.0%<br>5.3% | 0<br>4 | 0.0%<br>6.0% | 0<br>4 | 0.0%<br>0.0% | 0   | 0.0%<br>0.0% | 0     | 0.0%<br>0.0% | 0      | 0.0%<br>0.0% | 0     | 0.0%<br>0.0% | 0 |              | 1<br>0 | 0.0%<br>0.0% | 0 |
| o-op, 2 High Street,<br>LAVENHAM   | 0.3%         | 2      | 0.0%         | 0      | 1.6%         | 1      | 1.3%         | 1      | 0.0%         | 0      | 0.0%         | 0   | 0.0%         | 0     | 0.0%         | 0      | 0.0%         | 0     | 0.0%         | 0 | 0.0%         | 0      | 0.0%         | 0 |
| op, 4 & 5 Acacia Court,<br>BRANTHAM  | 0.1%         | 1      | 0.0%         |        | 0.0%         | 0      | 0.0%         | 0      | 0.0%         | 0      | 0.0%         | 0   | 1.3%         | 1     | 0.0%         |        | 0.0%         | 0     | 0.0%         | 0 |              | 0      | 0.0%         | 0 |
| op, 72 High Street,<br>IADLEIGH  | 0.9%         | 7      | 0.0%         |        | 0.0%         | 0      | 1.3%         | 1      | 0.0%         | 0      |              | 6   | 0.0%         | 0     | 0.0%         |        | 0.0%         | 0     | 0.0%         | 0 | 0.0%         | 0      | 0.0%         | 0 |
| op, 80A High Street,<br>AVENHAM  | 0.1%         | 1      | 0.0%         |        | 1.6%         | 1      | 0.0%         | 0      | 0.0%         | 0      | 0.0%         | 0   | 0.0%         | 0     | 0.0%         | 0      |              | 0     | 0.0%         | 0 |              | 0      | 0.0%         | 0 |
| op, Hall Street, LONG<br>MELFORD   | 0.1%         | 1      | 1.5%         | 1      | 0.070        | 0      | 0.0%         | 0      | 0.0%         | 0      |              | 0   | 0.0%         | 0     | 0.0%         | 0      |              | 0     | 0.0%         | 0 |              | 0      | 0.0%         | 0 |
| op, HALSTEAD   | 0.3%         | 2      | 1.5%         | 1      | 0.0%         | 0      | 0.0%         | 0      | 0.0%         | 0      | 0.0%         | 0   | 0.0%         | 0     | 0.0%         | 0      |              | 0     | 0.0%         | 0 |              | 0      | 1.5%         | 1 |
| op, MANNINGTREE  | 0.1%         | 1      | 0.0%         | 0      |              | 0      | 0.0%         | 0      | 0.0%         | 0      | 0.0%         | 0   | 1.3%         | 1     | 0.0%         | 0      |              | 0     | 0.0%         | 0 | 0.0%         | 0      | 0.0%         | 0 |
| op, Mildenhall Road,<br>URY ST EDMUNDS   | 0.1%         | 1      | 0.0%         |        | 0.0%         | 0      | 0.0%         | 0      | 0.0%         | 0      |              | 0   | 0.0%         | 0     | 0.0%         |        | 0.0%         | 0     | 1.4%         | 1 |              | 0      | 0.0%         | 0 |
| op, The Street,<br>BRAMFORD  | 0.1%         | 1      | 0.0%         |        | 0.0%         | 0      | 0.0%         | 0      | 0.0%         | 0      |              | 0   | 1.3%         | 1     | 0.0%         |        | 0.0%         | 0     | 0.0%         | 0 |              | 0      |              | 0 |
| op, The Street, CAPEL T MARY   | 0.1%         | 1      | 0.0%         | 0      |              | 0      | 0.0%         | 0      | 0.0%         | 0      |              | 0   | 1.3%         | 1     | 0.0%         |        | 0.0%         | 0     | 0.0%         | 0 |              | 0      | 0.0%         | 0 |
| -op Local, DEDHAM<br>rmfoods Freezer Centres,<br>Unit 3a, Sudbury Retail<br>Park, Northern Road,<br>Newton Road, SUDBURY | 0.1%<br>0.7% | 1<br>5 | 0.0%<br>0.0% | 0      | 0.0%<br>1.6% | 0      | 0.0%<br>4.0% | 0 3    | 0.0%<br>1.5% | 0      | 0.0%<br>0.0% | 0   | 0.0%<br>0.0% | 0     | 1.7%<br>0.0% | 1 0    | 0.0%<br>0.0% | 0     | 0.0%<br>0.0% | 0 | 0.0%<br>0.0% | 0      | 0.0%<br>0.0% | 0 |
| dl, Bury Road,<br>STOWMARKET   | 0.5%         | 4      | 0.0%         | 0      | 0.0%         | 0      | 0.0%         | 0      | 0.0%         | 0      | 0.0%         | 0   | 0.0%         | 0     | 1.7%         | 1      | 3.2%         | 2     | 1.4%         | 1 | 0.0%         | 0      | 0.0%         | 0 |
| rrisons, 175 London<br>Road, HADLEIGH  | 0.7%         | 5      | 0.0%         | 0      | 0.0%         | 0      | 1.3%         | 1      | 0.0%         |        | 4.1%         | 3   | 1.3%         | 1     | 0.0%         |        | 0.0%         | 0     | 0.0%         | 0 |              | 0      |              | 0 |
| rrisons, DISS  | 0.5%         | 4      | 0.0%         | 0      |              | 0      | 0.0%         | 0      | 0.0%         | 0      | 0.0%         | 0   | 0.0%         | 0     | 0.0%         | 0      |              | 0     | 0.0%         | 0 |              | 3      | 1.5%         | 1 |
| rrisons, Sheringham<br>Court, Milton Road South,<br>TOWMARKET  | 0.8%         | 6      | 0.0%         | 0      | 0.0%         | 0      | 0.0%         | 0      | 1.5%         | 1      | 0.0%         | 0   | 0.0%         | 0     | 0.0%         | 0      | 8.1%         | 5     | 0.0%         | 0 | 0.0%         | 0      | 0.0%         | 0 |
| orrisons, Sproughton<br>Road, IPSWICH  | 0.1%         | 1      | 0.0%         | 0      | 1.6%         | 1      | 0.0%         | 0      | 0.0%         | 0      | 0.0%         | 0   | 0.0%         | 0     | 0.0%         | 0      | 0.0%         | 0     | 0.0%         | 0 | 0.0%         | 0      | 0.0%         | 0 |

|  | Total | l  | Zone 1 |   | Zone 2 |   | Zone 3 |   | Zone 4 | ı | Zone 5 | 5 | Zone ( | 5 | Zone 7 | • | Zone 8 | 3 | Zone 9 |   | Zone 10 | 0 | Zone 1 | 1 |  |
|--|-------|----|--------|---|--------|---|--------|---|--------|---|--------|---|--------|---|--------|---|--------|---|--------|---|---------|---|--------|---|--|
|  |       |    |        |   |        |   |        |   |        |   |        |   |        |   |        |   |        |   |        |   |         |   |        |   |  |
| Roys of Wroxham, Great<br>Eastern Road, SUDBURY                  | 0.3%  | 2  | 1.5%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 1.5%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%   | 0 |  |
| Sainsbury's Superstore,<br>11-14 Priory Walk,<br>COLCHESTER      | 0.1%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 1.3%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%   | 0 |  |
| Sainsbury's, Cornard Road, SUDBURY                               | 1.5%  | 11 | 0.0%   | 0 | 0.0%   | 0 | 9.3%   | 7 | 6.0%   | 4 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%   | 0 |  |
| Sainsbury's, Hadleigh Road, IPSWICH                              | 0.8%  | 6  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 1.4%   | 1 | 3.9%   | 3 | 1.7%   | 1 | 1.6%   | 1 | 0.0%   | 0 | 0.0%    | 0 | 0.0%   | 0 |  |
| Sainsbury's, HAVERHILL   | 0.1%  | 1  | 1.5%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%   | 0 |  |
| Tesco Express, Bromley<br>Road, COLCHESTER                       | 0.1%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 1.3%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%   | 0 |  |
| Tesco Express, St Johns,<br>COLCHESTER                           | 0.1%  | 1  | 1.5%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%   | 0 |  |
| Tesco Metro, Kesgrave,<br>IPSWICH                                | 0.1%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 1.4%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%   | 0 |  |
| Tesco Superstore, Cedars<br>Link Road,<br>STOWMARKET             | 0.1%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 1.7%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%   | 0 |  |
| Tesco Superstore, St<br>Saviours Interchange,<br>BURY ST EDMUNDS | 0.4%  | 3  | 1.5%   | 1 | 3.2%   | 2 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%   | 0 |  |
| Tesco, Woodhall Business<br>Park, Springlands Way,<br>SUDBURY    | 1.5%  | 11 | 3.0%   | 2 | 1.6%   | 1 | 6.7%   | 5 | 4.5%   | 3 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%   | 0 |  |
| Waitrose, Robert Boby Way,<br>BURY ST EDMUNDS                    | 0.4%  | 3  | 0.0%   | 0 | 1.6%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 1.6%   | 1 | 1.4%   | 1 | 0.0%    | 0 | 0.0%   | 0 |  |
| Waitrose, Station Road,<br>SUDBURY                               | 1.5%  | 11 | 4.5%   | 3 | 0.0%   | 0 | 2.7%   | 2 | 9.0%   | 6 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%   | 0 |  |
| Bury St. Edmunds   | 0.9%  | 7  | 0.0%   | 0 | 3.2%   | 2 | 1.3%   | 1 | 1.5%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 4.2%   | 3 | 0.0%    | 0 | 0.0%   | 0 |  |
| Capel St. Mary   | 0.1%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 1.3%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%   | 0 |  |
| Debenham   | 0.1%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 1.3%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%   | 0 |  |
| Dedham   | 0.1%  | 1  | 0.0%   | 0 |        | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 1.7%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%   | 0 |  |
| Eye  | 0.9%  | 7  | 0.0%   | 0 |        | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   |   | 11.3%   | 7 | 0.0%   | 0 |  |
| Hadleigh   | 1.6%  | 12 | 0.0%   | 0 |        | 0 | 2.7%   | 2 | 0.0%   | 0 | 12.2%  | 9 | 1.3%   | 1 | 0.0%   | 0 |        | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%   | 0 |  |
| Haverhill  | 0.1%  | 1  | 1.5%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%   | 0 |  |
| Ipswich  | 0.3%  | 2  | 0.0%   | 0 |        | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 1.3%   | 1 | 0.0%   | 0 |        | 1 | 0.0%   | 0 | 0.0%    | 0 | 0.0%   | ő |  |
| Long Melford   | 0.3%  | 2  | 0.0%   | 0 |        | 0 | 2.7%   | 2 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |        | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%   | 0 |  |
| Manningtree  | 0.3%  | 2  | 0.0%   | 0 |        | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 2.6%   | 2 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%   | 0 |  |
| Needham Market   | 0.3%  | 1  | 0.0%   | 0 |        | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 1.7%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%   | 0 |  |
|  | 2.2%  | 16 |        | 1 | 0.0%   | 0 |        |   | 11.9%  | 8 |        | 2 |        | 0 | 0.0%   | 0 |        | 0 |        | 0 | 0.0%    | 0 | 0.0%   | 0 |  |
| Sudbury  |       |    | 1.5%   | 1 |        |   | 6.7%   |   |        | - | 2.7%   |   | 0.0%   |   |        |   |        | - | 0.0%   |   |         |   |        |   |  |
| Stowmarket   | 1.2%  | 9  | 0.0%   | 0 |        | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   |   | 14.5%  | 9 | 0.0%   | 0 | 0.0%    | 0 | 0.0%   | 0 |  |
| Street / Farmers' Markets in<br>Sudbury                          | 0.7%  | 5  | 1.5%   | 1 |        | 0 | 0.0%   | 0 | 6.0%   | 4 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |        | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%   | 0 |  |
| Aldi, Hines Road, Ipswich  | 0.1%  | 1  | 0.0%   | 0 |        | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 1.7%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%   | 0 |  |
| Aldi, Mere Street, Diss  | 0.1%  | 1  | 0.0%   | 0 |        | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |        | 0 | 0.0%   | 0 | 0.0%    | 0 | 1.5%   | 1 |  |
| Aldi, Meredith Road,   | 0.4%  | 3  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 1.4%   | 1 | 1.3%   | 1 | 1.7%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%   | 0 |  |
|  |       |    |        |   |        |   |        |   |        |   |        |   |        |   |        |   |        |   |        |   |         |   |        |   |  |

|   |              |     |              |   |              |     |              |   |              | 1 | or Ca        |   | 1 9011       | us |              |   |              |   |              |   |              |   |              |   | February 2015 |
|---|--------------|-----|--------------|---|--------------|-----|--------------|---|--------------|---|--------------|---|--------------|----|--------------|---|--------------|---|--------------|---|--------------|---|--------------|---|---------------|
|   | Total        |     | Zone 1       |   | Zone 2       |     | Zone 3       |   | Zone 4       |   | Zone 5       |   | Zone 6       |    | Zone 7       |   | Zone 8       |   | Zone 9       |   | Zone 10      | ) | Zone 11      |   |               |
| Ipswich   |              |     |              |   |              |     |              |   |              |   |              |   |              |    |              |   |              |   |              |   |              |   |              |   |               |
| Aldi, Newmarket Road,<br>Dettingen Way, Bury St.<br>Edmunds                   | 0.3%         | 2   | 0.0%         | 0 | 0.0%         | 0   | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0 | 1.6%         | 1 | 1.4%         | 1 | 0.0%         | 0 | 0.0%         | 0 |               |
| Andrews Quality Butchers,<br>High Street, Hadleigh                            | 0.4%         | 3   | 0.0%         | 0 | 0.0%         | 0   | 0.0%         | 0 | 0.0%         | 0 | 4.1%         | 3 | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 |               |
| Asda Superstore, Stoke Park<br>Drive, Ipswich                                 | 0.1%         | 1   | 0.0%         | 0 | 0.0%         | 0   | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 1.3%         | 1  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 |               |
| Asda Superstore, Western<br>Way, Bury St. Edmunds                             | 0.3%         | 2   | 0.0%         | 0 | 3.2%         | 2   | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 |               |
| Asda Superstore,<br>Whitehouse Industrial<br>Estate, Goddard Road,<br>Ipswich | 0.1%         | 1   | 0.0%         | 0 | 0.0%         | 0   | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 1.3%         | 1  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 |               |
| Budgens, Bullock Fair Close,<br>Harleston                                     | 0.3%         | 2   | 0.0%         | 0 | 0.0%         | 0   | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 3.0%         | 2 |               |
| Co-op, Ashfield Road,<br>Elmswell   | 0.1%         | 1   | 0.0%         | 0 | 1.6%         | 1   | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0  | 0.0%         |   | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 |               |
| Co-op, Combs Lane, Combs<br>Ford, Stowmarket                                  | 0.5%         | 4   | 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 | 0.0%         | 0 | 0.0%         | 0 |               |
| Co-op, Hillside Road East,<br>Bungay  | 0.1%         | 1   | 0.0%         | 0 |              | 0   | 0.0%         | 0 | 0.0%         | 0 |              | 0 | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 1.5%         | 1 |               |
| Co-op, London Road,<br>Harleston  | 0.3%         | 2   | 0.0%         | 0 |              | 0   | 0.0%         | 0 | 0.0%         | 0 |              | 0 | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 3.0%         | 2 |               |
| Co-op, Norwich Road,<br>Barham, Claydon                                       | 0.1%         | 1   | 0.0%         | 0 |              | 0   | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0  | 1.7%         | 1 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 |               |
| Co-op, Sheldrake Drive, Ipswich   | 0.1%         | 1   | 0.0%         | 0 |              | 0   | 0.0%         | 0 | 0.0%         | 0 |              | 0 | 0.0%         | 0  |              | 1 | 0.0%         | 0 | 0.0%         | 0 |              | 0 | 0.0%         | 0 |               |
| Co-op, The Street, Rickinghall, Diss  | 0.1%         | 1   | 0.0%         | 0 |              | 0   | 0.0%         | 0 | 0.0%         | 0 |              | 0 | 0.0%         | 0  | 0.0%         |   | 0.0%         | 0 | 0.0%         | 0 |              | 1 | 0.0%         | 0 |               |
| Co-op, The Street, Woolpit<br>Farmfoods, Barton Road,<br>Bury St. Edmunds     | 0.1%<br>0.3% | 1 2 | 0.0%<br>0.0% | 0 |              | 1 2 | 0.0%<br>0.0% | 0 | 0.0%<br>0.0% | 0 | 0.0%<br>0.0% | 0 | 0.0%<br>0.0% | 0  | 0.0%<br>0.0% | 0 | 0.0%<br>0.0% | 0 | 0.0%<br>0.0% | 0 | 0.0%<br>0.0% | 0 | 0.0%<br>0.0% | 0 |               |
| Hollow Trees Farm Shop,<br>Semer, Ipswich                                     | 0.3%         | 2   | 0.0%         | 0 | 0.0%         | 0   | 0.0%         | 0 | 0.0%         | 0 | 2.7%         | 2 | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 |               |
| Iceland, High Street,<br>Haverhill  | 0.1%         | 1   | 1.5%         | 1 | 0.0%         | 0   | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 |               |
| Iceland, North Street,<br>Sudbury   | 0.1%         | 1   | 0.0%         | 0 | 0.0%         | 0   | 0.0%         | 0 | 1.5%         | 1 | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 |               |
| Iceland, Taylors Square,<br>Beccles   | 0.1%         | 1   | 0.0%         | 0 | 0.0%         | 0   | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 1.5%         | 1 |               |
| Lidl, Handford Road,<br>Ipswich   | 0.1%         | 1   | 1.5%         | 1 | 0.0%         | 0   | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 |               |
| Local shops, Acton  | 0.1%         | 1   | 0.0%         | 0 | 0.0%         | 0   | 1.3%         | 1 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 |               |
| Local shops, Beccles  | 0.1%         | 1   | 0.0%         | 0 | 0.0%         | 0   | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 1.5%         | 1 |               |
| Local shops, Bungay   | 0.1%<br>0.1% | 1   | 0.0%<br>1.5% | 0 | 0.0%<br>0.0% | 0   | 0.0%<br>0.0% | 0 | 0.0%<br>0.0% | 0 | 0.0%<br>0.0% | 0 | 0.0%<br>0.0% | 0  | 0.0%         | 0 | 0.0%<br>0.0% | 0 | 0.0%<br>0.0% | 0 | 0.0%<br>0.0% | 0 | 1.5%<br>0.0% | 1 |               |
| Local shops, Colne Engaine,   | 0.1%         | 1   | 1.3%         | 1 | 0.0%         | U   | 0.0%         | U | 0.0%         | U | 0.0%         | U | 0.0%         | U  | 0.0%         | U | 0.0%         | U | 0.0%         | U | 0.0%         | U | 0.0%         | U |               |
|   |              |     |              |   |              |     |              |   |              |   |              |   |              |    |              |   |              |   |              |   |              |   |              |   |               |

|   | Total  |   | Zone 1 |   | Zone 2 |   | Zone 3 | , | Zone 4 | ļ | Zone  | 5 | Zone 6 | 5 | Zone 7 | , | Zone 8 | 3 | Zone 9 |   | Zone 10 | ) | Zone 11 | Į. |  |
|---|--------|---|--------|---|--------|---|--------|---|--------|---|-------|---|--------|---|--------|---|--------|---|--------|---|---------|---|---------|----|--|
|   |        |   |        |   |        |   |        |   |        |   |       |   |        |   |        |   |        |   |        |   |         |   |         |    |  |
| Essex   |        | _ |        |   |        |   |        |   |        |   |       |   |        |   |        |   |        |   |        |   |         | _ |         |    |  |
| Local shops, Diss                               | 0.7%   | 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 | 8.1%    | 5 | 0.0%    | 0  |  |
| Local shops, East Bergholt                      | 0.3%   | 2 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%  | 0 | 2.6%   | 2 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0  |  |
| Local shops, Elmswell                           | 0.3%   | 2 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%  | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 2.8%   | 2 | 0.0%    | 0 | 0.0%    | 0  |  |
| Local shops, Framlingham                        | 0.1%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%  | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 1.5%    | 1  |  |
| Local shops, Fressingfield                      | 0.1%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%  | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 1.5%    | 1  |  |
| Local shops, Glemsford                          | 0.3%   | 2 | 3.0%   | 2 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%  | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0  |  |
| Local shops, Harleston                          | 0.4%   | 3 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%  | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 4.5%    | 3  |  |
| Local shops, Ickworth                           | 0.1%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%  | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 1.4%   | 1 | 0.0%    | 0 | 0.0%    | 0  |  |
| Local shops, Lawshall                           | 0.1%   | 1 | 0.0%   | 0 | 1.6%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%  | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0  |  |
| Local shops, Mendlesham                         | 0.1%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%  | 0 | 0.0%   | 0 | 0.0%   | 0 | 1.6%   | 1 | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0  |  |
| Local shops, Mistley                            | 0.1%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%  | 0 | 1.3%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0  |  |
| Local shops, Nayland                            | 0.1%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 1.3%   | 1 | 0.0%   | 0 | 0.0%  | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0  |  |
| Local shops, Norwich                            | 0.1%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%  | 0 | 0.0%   | 0 | 1.7%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0  |  |
| Local shops, Old Newton                         | 0.1%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%  | 0 | 0.0%   | 0 | 0.0%   | 0 | 1.6%   | 1 | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0  |  |
| Local shops, Pulham St.                         | 0.1%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%  | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 1.5%    | 1  |  |
| Mary  | 0.20/  | • | 0.004  |   | 0.00/  |   | 0.00/  |   | 0.004  |   | 0.00/ |   | 0.00/  |   | 0.004  |   | 0.00/  |   | 0.00/  |   | 2.20/   | • | 0.00/   |    |  |
| Local shops, Rickinghall                        | 0.3%   | 2 | 0.0%   | 0 |        | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%  | 0 | 0.0%   | 0 |        | 0 | 0.0%   | 0 | 0.0%   | 0 | 3.2%    | 2 | 0.0%    | 0  |  |
| Local shops, Rougham                            | 0.1%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%  | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 1.4%   | 1 | 0.0%    | 0 | 0.0%    | 0  |  |
| Local shops, Semer                              | 0.1%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 1.4%  | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0  |  |
| Local shops, Stradbroke                         | 0.3%   | 2 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%  | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 3.0%    | 2  |  |
| Local shops, Thorndon                           | 0.1%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%  | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 1.6%    | 1 | 0.0%    | 0  |  |
| Local shops, Woodbridge                         | 0.1%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%  | 0 | 0.0%   | 0 | 1.7%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0  |  |
| Local shops, Woolpit                            | 0.3%   | 2 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%  | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 2.8%   | 2 | 0.0%    | 0 | 0.0%    | 0  |  |
| Marks & Spencer Simply Food, Sweetbriar Retail  | 0.1%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%  | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 1.5%    | 1  |  |
| Park, Norwich                                   |        |   |        |   |        |   |        |   |        |   |       |   |        |   |        |   |        |   |        |   |         |   |         |    |  |
| Marks & Spencer, Buttermarket, Bury St. Edmunds | 0.8%   | 6 | 0.0%   | 0 | 1.6%   | 1 | 1.3%   | 1 | 0.0%   | 0 | 0.0%  | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 5.6%   | 4 | 0.0%    | 0 | 0.0%    | 0  |  |
| Sainsbury's, Bedingfeld                         | 0.3%   | 2 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%  | 0 | 0.0%   | 0 | 0.0%   | 0 | 1.6%   | 1 | 1.4%   | 1 | 0.0%    | 0 | 0.0%    | 0  |  |
| Way, Bury St. Edmunds                           | 0.570  | _ | 0.070  | O | 0.070  | J | 0.070  | J | 0.070  | J | 0.070 | J | 0.070  | J | 0.070  | J | 1.070  |   | 1.7/0  |   | 0.070   | J | 0.070   | U  |  |
| Sainsbury's, High Street,                       | 0.1%   | 1 | 1.5%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%  | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0  |  |
| Halstead  | 0.170  | 1 | 1.570  | • | 0.070  | J | 0.070  | 3 | 0.070  | 3 | 0.070 | 3 | 0.070  | 3 | 0.070  | 0 | 0.070  | 0 | 3.070  | 3 | 0.070   | 3 | 0.070   | Ü  |  |
| Sainsbury's, Western                            | 0.1%   | 1 | 1.5%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%  | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0  |  |
| Approach, Stanway,                              | 0.170  | • | 1.570  | - | 0.070  | Ü | 0.070  |   | 0.070  | Ü | 0.070 | Ü | 0.070  |   | 0.070  |   | 0.070  | Ü | 0.070  | Ü | 0.070   | Ü | 0.070   | Ü  |  |
| Colchester                                      |        |   |        |   |        |   |        |   |        |   |       |   |        |   |        |   |        |   |        |   |         |   |         |    |  |
| Tesco Express, Bramford                         | 0.1%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%  | 0 | 1.3%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0  |  |
| Road, Ipswich                                   | 0.170  |   | 0.070  | 0 | 0.070  | Ü | 0.070  | U | 0.070  | U | 0.070 | v | 1.5/0  | 1 | 0.070  | U | 0.070  | U | 0.070  | Ü | 0.070   | U | 0.070   |    |  |
| Tesco Express, Cornhill,                        | 0.1%   | 1 | 0.0%   | 0 | 1.6%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%  | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0  |  |
| Bury St. Edmunds                                | 0.170  |   | 0.070  | 0 | 1.070  | 1 | 0.070  | U | 0.070  | U | 0.070 | v | 0.070  | Ü | 0.070  | U | 0.070  | U | 0.070  | Ü | 0.070   | U | 0.070   |    |  |
| Tesco Express, Norwich                          | 0.1%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%  | 0 | 0.0%   | 0 | 1.7%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0  |  |
| Road, Ipswich                                   | 0.170  | 1 | 3.070  | 0 | 0.070  | J | 0.070  | 3 | 0.070  | 3 | 0.070 | 0 | 0.070  | 0 | 1.770  | • | 0.070  | 3 | 3.070  | 3 | 0.070   | 3 | 0.070   | Ü  |  |
| Fesco Express, Stamford Court, Horringer Road,  | 0.1%   | 1 | 0.0%   | 0 | 1.6%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%  | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0  |  |
| Bury St. Edmunds Fesco Extra, Copdock           | 0.4%   | 3 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 1.5%   | 1 | 0.0%  | 0 | 1.3%   | 1 | 1.7%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0  |  |
| resco Entra, Copulock                           | O.+ 70 | 3 | 0.070  | U | 0.070  | U | 0.070  | U | 1.570  | 1 | 0.070 | U | 1.570  | 1 | 1.770  | 1 | 0.070  | U | 0.070  | U | 0.070   | U | 0.070   | U  |  |
|   |        |   |        |   |        |   |        |   |        |   |       |   |        |   |        |   |        |   |        |   |         |   |         |    |  |

by Zone

# Babergh & Mid Suffolk Household Survey For Carter Jonas

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|   | Tota          | 1         | Zone          | 1       | Zone          | 2  | Zone 3 | 3       | Zone 4        | ļ       | Zone          | 5       | Zone (        | 6       | Zone '        | 7       | Zone 8        | 3       | Zone 9        | )       | Zone 1        | 0       | Zone 1        | 1       |
|---|---------------|-----------|---------------|---------|---------------|----|--------|---------|---------------|---------|---------------|---------|---------------|---------|---------------|---------|---------------|---------|---------------|---------|---------------|---------|---------------|---------|
| Interchange, Ipswich<br>(Don't know / varies)<br>(Nowhere else) | 3.4%<br>58.5% | 25<br>435 | 6.0%<br>53.7% | 4<br>36 | 3.2%<br>64.5% | 40 | 0.0%   | 0<br>34 | 1.5%<br>40.3% | 1<br>27 | 1.4%<br>59.5% | 1<br>44 | 5.2%<br>66.2% | 4<br>51 | 0.0%<br>76.3% | 0<br>45 | 6.5%<br>45.2% | 4<br>28 | 8.3%<br>65.3% | 6<br>47 | 4.8%<br>59.7% | 3<br>37 | 0.0%<br>69.7% | 0<br>46 |
| Base:   |               | 743       |               | 67      |               | 62 |        | 75      |               | 67      |               | 74      |               | 77      |               | 59      |               | 62      |               | 72      |               | 62      |               | 66      |

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|  | Tota  | l      | Zone     | 1     | Zone 2    | 2    | Zone   | 3     | Zone      | 4     | Zone     | 5      | Zone   | 6     | Zone    | 7     | Zone      | 8    | Zone    | 9     | Zone 1   | 10    | Zone 1    | 1         |                |
|--|-------|--------|----------|-------|-----------|------|--------|-------|-----------|-------|----------|--------|--------|-------|---------|-------|-----------|------|---------|-------|----------|-------|-----------|-----------|----------------|
| 210 In which ONE town<br>clothing and footwe                                 |       | reesta | anding s | store | or retail | park | do you | do mo | ost of yo | ur ho | ouseholo | d's sh | opping | for m | en's, w | omen' | s, childr | en's | and bab | y clo | thing an | d foo | twear (fa | ashion it | tems - not spo |
| Sesco Extra, Copdock Interchange, Ipswich                                    | 0.4%  | 4      | 0.0%     | 0     | 0.0%      | 0    | 0.0%   | 0     | 0.0%      | 0     | 0.0%     | 0      | 4.0%   | 4     | 0.0%    | 0     | 0.0%      | 0    | 0.0%    | 0     | 0.0%     | 0     | 0.0%      | 0         |                |
| opdock Mill Interchange, Ipswich   | 0.1%  | 1      | 0.0%     | 0     | 0.0%      | 0    | 0.0%   | 0     | 0.0%      | 0     | 1.0%     | 1      | 0.0%   | 0     | 0.0%    | 0     | 0.0%      | 0    | 0.0%    | 0     | 0.0%     | 0     | 0.0%      | 0         |                |
| Voodhall Business Park,<br>Drury Drive, Sudbury                              | 0.1%  | 1      | 1.0%     | 1     | 0.0%      | 0    | 0.0%   | 0     | 0.0%      | 0     | 0.0%     | 0      | 0.0%   | 0     | 0.0%    | 0     | 0.0%      | 0    | 0.0%    | 0     | 0.0%     | 0     | 0.0%      | 0         |                |
| Braintree  | 1.0%  | 11     | 5.0%     | 5     | 0.0%      | 0    | 1.0%   | 1     | 2.0%      | 2     | 1.0%     | 1      | 1.0%   | 1     | 1.0%    | 1     | 0.0%      | 0    | 0.0%    | 0     | 0.0%     | 0     | 0.0%      | 0         |                |
| ury St Edmunds   | 26.7% | 294    | 27.0%    | 27    | 68.0%     | 68   | 38.0%  | 38    | 26.0%     | 26    | 9.0%     | 9      | 1.0%   | 1     | 10.0%   | 10    | 26.0%     | 26   | 64.0%   | 64    | 22.0%    | 22    | 3.0%      | 3         |                |
| olchester  | 6.5%  | 72     | 22.0%    | 22    | 0.0%      | 0    | 19.0%  | 19    | 14.0%     | 14    | 4.0%     | 4      | 13.0%  | 13    | 0.0%    | 0     | 0.0%      | 0    | 0.0%    | 0     | 0.0%     | 0     | 0.0%      | 0         |                |
| ye .   | 0.2%  | 2      | 0.0%     | 0     | 0.0%      | 0    | 0.0%   | 0     | 0.0%      | 0     | 0.0%     | 0      | 0.0%   | 0     | 0.0%    | 0     | 0.0%      | 0    | 0.0%    | 0     | 2.0%     | 2     | 0.0%      | 0         |                |
| adleigh  | 0.3%  | 3      | 0.0%     | 0     | 0.0%      | 0    | 0.0%   | 0     | 0.0%      | 0     | 1.0%     | 1      | 1.0%   | 1     | 1.0%    | 1     | 0.0%      | 0    | 0.0%    | 0     | 0.0%     | 0     | 0.0%      | 0         |                |
| alstead  | 0.1%  | 1      | 0.0%     | 0     | 0.0%      | 0    | 0.0%   | 0     | 0.0%      | 0     | 0.0%     | 0      | 0.0%   | 0     | 0.0%    | 0     | 0.0%      | 0    | 0.0%    | 0     | 0.0%     | 0     | 1.0%      | 1         |                |
| averhill   | 0.1%  | 1      | 1.0%     | 1     | 0.0%      | 0    | 0.0%   | 0     | 0.0%      | 0     | 0.0%     | 0      | 0.0%   | 0     | 0.0%    | 0     | 0.0%      | 0    | 0.0%    | 0     | 0.0%     | 0     | 0.0%      | 0         |                |
| swich  | 21.0% | 231    | 0.0%     | 0     | 1.0%      | 1    | 5.0%   | 5     | 3.0%      | 3     | 55.0%    | 55     | 49.0%  | 49    | 56.0%   | 56    | 33.0%     | 33   | 1.0%    | 1     | 19.0%    | 19    | 9.0%      | 9         |                |
| ong Melford  | 0.2%  | 2      | 0.0%     | 0     | 1.0%      | 1    | 0.0%   | 0     | 1.0%      | 1     | 0.0%     | 0      | 0.0%   | 0     | 0.0%    | 0     | 0.0%      | 0    | 0.0%    | 0     | 0.0%     | 0     | 0.0%      | 0         |                |
| edham Market   | 0.1%  | 1      | 0.0%     | 0     | 0.0%      | 0    | 0.0%   | 0     | 0.0%      | 0     | 0.0%     | 0      | 0.0%   | 0     | 1.0%    | 1     | 0.0%      | 0    | 0.0%    | 0     | 0.0%     | 0     | 0.0%      | 0         |                |
| owmarket   | 3.0%  | 33     | 0.0%     | 0     | 2.0%      | 2    | 0.0%   | 0     | 0.0%      | 0     | 1.0%     | 1      | 0.0%   | 0     | 4.0%    | 4     | 18.0%     | 18   | 6.0%    | 6     | 2.0%     | 2     | 0.0%      | 0         |                |
| dbury  | 6.6%  | 73     | 14.0%    | 14    | 2.0%      | 2    | 17.0%  | 17    | 36.0%     | 36    | 3.0%     | 3      | 1.0%   | 1     | 0.0%    | 0     | 0.0%      | 0    | 0.0%    | 0     | 0.0%     | 0     | 0.0%      | 0         |                |
| reet Market in Stowmarket  | 0.1%  | 1      | 0.0%     | 0     | 0.0%      | 0    | 0.0%   | 0     | 0.0%      | 0     | 0.0%     | 0      | 0.0%   | 0     | 0.0%    | 0     | 1.0%      | 1    | 0.0%    | 0     | 0.0%     | 0     | 0.0%      | 0         |                |
| reet Market in Sudbury   | 0.2%  | 2      | 1.0%     | 1     | 0.0%      | 0    | 0.0%   | 0     | 1.0%      | 1     | 0.0%     | 0      | 0.0%   | 0     | 0.0%    | 0     | 0.0%      | 0    | 0.0%    | 0     | 0.0%     | 0     | 0.0%      | 0         |                |
| oroad  | 0.1%  | 1      | 0.0%     | 0     | 1.0%      | 1    | 0.0%   | 0     | 0.0%      | 0     | 0.0%     | 0      | 0.0%   | 0     | 0.0%    | 0     | 0.0%      | 0    | 0.0%    | 0     | 0.0%     | 0     | 0.0%      | 0         |                |
| sda Superstore,<br>Whitehouse Industrial<br>Estate, Goddard Road,<br>Ipswich | 0.1%  | 1      | 0.0%     | 0     | 0.0%      | 0    | 0.0%   | 0     | 0.0%      | 0     | 1.0%     | 1      | 0.0%   | 0     | 0.0%    | 0     | 0.0%      | 0    | 0.0%    | 0     | 0.0%     | 0     | 0.0%      | 0         |                |
| eccles   | 0.1%  | 1      | 0.0%     | 0     | 0.0%      | 0    | 0.0%   | 0     | 0.0%      | 0     | 0.0%     | 0      | 0.0%   | 0     | 0.0%    | 0     | 0.0%      | 0    | 0.0%    | 0     | 0.0%     | 0     | 1.0%      | 1         |                |
| mbridge  | 1.3%  | 14     | 3.0%     | 3     | 6.0%      | 6    | 1.0%   | 1     | 2.0%      | 2     | 0.0%     | 0      | 0.0%   | 0     | 1.0%    | 1     | 0.0%      | 0    | 1.0%    | 1     | 0.0%     | 0     | 0.0%      | 0         |                |
| entral London  | 0.5%  | 6      | 0.0%     | 0     | 0.0%      | 0    | 1.0%   | 1     | 0.0%      | 0     | 1.0%     | 1      | 2.0%   | 2     | 0.0%    | 0     | 0.0%      | 0    | 0.0%    | 0     | 0.0%     | 0     | 2.0%      | 2         |                |
| nelmsford  | 0.3%  | 3      | 2.0%     | 2     | 0.0%      | 0    | 0.0%   | 0     | 0.0%      | 0     | 0.0%     | 0      | 1.0%   | 1     | 0.0%    | 0     | 0.0%      | 0    | 0.0%    | 0     | 0.0%     | 0     | 0.0%      | 0         |                |
| SS   | 1.5%  | 17     | 0.0%     | 0     | 0.0%      | 0    | 0.0%   | 0     | 0.0%      | 0     | 0.0%     | 0      | 0.0%   | 0     | 0.0%    | 0     | 0.0%      | 0    | 0.0%    | 0     | 9.0%     | 9     | 8.0%      | 8         |                |
| teter  | 0.1%  | 1      | 0.0%     | 0     | 0.0%      | 0    | 1.0%   | 1     | 0.0%      | 0     | 0.0%     | 0      | 0.0%   | 0     | 0.0%    | 0     | 0.0%      | 0    | 0.0%    | 0     | 0.0%     | 0     | 0.0%      | 0         |                |
| lixstowe   | 0.5%  | 6      | 0.0%     | 0     | 0.0%      | 0    | 0.0%   | 0     | 0.0%      | 0     | 1.0%     | 1      | 4.0%   | 4     | 1.0%    | 1     | 0.0%      | 0    | 0.0%    | 0     | 0.0%     | 0     | 0.0%      | 0         |                |
| amlingham  | 0.1%  | 1      | 0.0%     | 0     | 0.0%      | 0    | 0.0%   | 0     | 0.0%      | 0     | 0.0%     | 0      | 0.0%   | 0     | 1.0%    | 1     | 0.0%      | 0    | 0.0%    | 0     | 0.0%     | 0     | 0.0%      | 0         |                |
| reat Yarmouth  | 0.2%  | 2      | 0.0%     | 0     | 0.0%      | 0    | 0.0%   | 0     | 0.0%      | 0     | 0.0%     | 0      | 0.0%   | 0     | 0.0%    | 0     | 0.0%      | 0    | 0.0%    | 0     | 1.0%     | 1     | 1.0%      | 1         |                |
| eenhithe   | 0.1%  | 1      | 1.0%     | 1     | 0.0%      | 0    | 0.0%   | 0     | 0.0%      | 0     | 0.0%     | 0      | 0.0%   | 0     | 0.0%    | 0     | 0.0%      | 0    | 0.0%    | 0     | 0.0%     | 0     | 0.0%      | 0         |                |
| rleston  | 0.4%  | 4      | 0.0%     | 0     | 0.0%      | 0    | 0.0%   | 0     | 0.0%      | 0     | 0.0%     | 0      | 0.0%   | 0     | 0.0%    | 0     | 0.0%      | 0    | 0.0%    | 0     | 0.0%     | 0     | 4.0%      | 4         |                |
| westoft  | 0.2%  | 2      | 0.0%     | 0     | 0.0%      | 0    | 0.0%   | 0     | 0.0%      | 0     | 0.0%     | 0      | 0.0%   | 0     | 0.0%    | 0     | 0.0%      | 0    | 0.0%    | 0     | 0.0%     | 0     | 2.0%      | 2         |                |
| artlesham  | 0.1%  | 1      | 0.0%     | 0     | 0.0%      | 0    | 0.0%   | 0     | 0.0%      | 0     | 0.0%     | 0      | 0.0%   | 0     | 1.0%    | 1     | 0.0%      | 0    | 0.0%    | 0     | 0.0%     | 0     | 0.0%      | 0         |                |
| wmarket  | 0.1%  | 1      | 0.0%     | 0     | 0.0%      | 0    | 0.0%   | 0     | 0.0%      | 0     | 0.0%     | 0      | 1.0%   | 1     | 0.0%    | 0     | 0.0%      | 0    | 0.0%    | 0     | 0.0%     | 0     | 0.0%      | 0         |                |
| orwich   | 8.4%  | 92     | 0.0%     | 0     | 1.0%      | 1    | 0.0%   | 0     | 0.0%      | 0     | 0.0%     | 0      | 2.0%   | 2     | 5.0%    | 5     | 3.0%      | 3    | 3.0%    | 3     | 24.0%    | 24    | 54.0%     | 54        |                |
| nsomes Euro Retail Park,<br>Central Avenue, Ipswich                          | 0.1%  | 1      | 0.0%     | 0     | 0.0%      | 0    | 0.0%   | 0     | 0.0%      | 0     | 0.0%     | 0      | 1.0%   | 1     | 0.0%    | 0     | 0.0%      | 0    | 0.0%    | 0     | 0.0%     | 0     | 0.0%      | 0         |                |
| insbury's, Cornard Road,<br>Sudbury  | 0.3%  | 3      | 0.0%     | 0     | 0.0%      | 0    | 2.0%   | 2     | 1.0%      | 1     | 0.0%     | 0      | 0.0%   | 0     | 0.0%    | 0     | 0.0%      | 0    | 0.0%    | 0     | 0.0%     | 0     | 0.0%      | 0         |                |

## Babergh & Mid Suffolk Household Survey For Carter Jonas

|  | Tota  | l    | Zone  | 1   | Zone  | 2   | Zone  | 3   | Zone  | 4   | Zone  | 5   | Zone  | 6   | Zone  | 7   | Zone  | 8   | Zone  | 9   | Zone 1 | 10  | Zone  | 11  |
|--|-------|------|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|--------|-----|-------|-----|
|  |       |      |       |     |       |     |       |     |       |     |       |     |       |     |       |     |       |     |       |     |        |     |       |     |
| Stradbroke                                 | 0.1%  | 1    | 1.0%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%   | 0   | 0.0%  | 0   |
| Street market in Diss                      | 0.1%  | 1    | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 1.0%   | 1   | 0.0%  | 0   |
| Tesco Superstore, Woodhall                 | 0.2%  | 2    | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 2.0%  | 2   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%   | 0   | 0.0%  | 0   |
| Business Park,<br>Springlands Way, Sudbury |       |      |       |     |       |     |       |     |       |     |       |     |       |     |       |     |       |     |       |     |        |     |       |     |
| Thetford                                   | 0.1%  | 1    | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 1.0%   | 1   | 0.0%  | 0   |
| West Thurrock                              | 0.1%  | 1    | 1.0%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%   | 0   | 0.0%  | 0   |
| Woodbridge                                 | 0.3%  | 3    | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 1.0%  | 1   | 2.0%  | 2   | 0.0%  | 0   | 0.0%  | 0   | 0.0%   | 0   | 0.0%  | 0   |
| Internet / catalogue                       | 13.6% | 150  | 18.0% | 18  | 15.0% | 15  | 12.0% | 12  | 12.0% | 12  | 17.0% | 17  | 11.0% | 11  | 12.0% | 12  | 11.0% | 11  | 18.0% | 18  | 13.0%  | 13  | 11.0% | 11  |
| (Don't know)                               | 2.4%  | 26   | 1.0%  | 1   | 2.0%  | 2   | 1.0%  | 1   | 0.0%  | 0   | 3.0%  | 3   | 4.0%  | 4   | 1.0%  | 1   | 4.0%  | 4   | 5.0%  | 5   | 3.0%   | 3   | 2.0%  | 2   |
| (Don't do this type of shopping)           | 2.2%  | 24   | 2.0%  | 2   | 1.0%  | 1   | 2.0%  | 2   | 0.0%  | 0   | 2.0%  | 2   | 3.0%  | 3   | 3.0%  | 3   | 4.0%  | 4   | 2.0%  | 2   | 3.0%   | 3   | 2.0%  | 2   |
| Base:                                      |       | 1100 |       | 100 |       | 100 |       | 100 |       | 100 |       | 100 |       | 100 |       | 100 |       | 100 |       | 100 |        | 100 |       | 100 |

Q10AWhich internet / home delivery retailer do you also use for your household's shopping for men's, women's, children's and baby clothing and footwear (fashion items - not sports clothing and footwear)?

Those who do most of their clothing and footwear via the Internet at Q10:

| Amazon                | 4.7%  | 7   | 5.6%  | 1  | 6.7%  | 1  | 0.0%  | 0  | 16.7% | 2  | 5.9%  | 1  | 9.1%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 9.1%  | 1  |
|-----------------------|-------|-----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|
| Asda                  | 0.7%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 9.1%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Debenhams             | 3.3%  | 5   | 5.6%  | 1  | 0.0%  | 0  | 8.3%  | 1  | 8.3%  | 1  | 5.9%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 7.7%  | 1  | 0.0%  | 0  |
| Ebay                  | 2.0%  | 3   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 5.9%  | 1  | 9.1%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 5.6%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Ebuyer                | 0.7%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 9.1%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| John Lewis            | 2.0%  | 3   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 8.3%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 5.6%  | 1  | 7.7%  | 1  | 0.0%  | 0  |
| Littlewoods           | 0.7%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 7.7%  | 1  | 0.0%  | 0  |
| Marks & Spencer       | 11.3% | 17  | 11.1% | 2  | 0.0%  | 0  | 8.3%  | 1  | 0.0%  | 0  | 17.6% | 3  | 18.2% | 2  | 16.7% | 2  | 18.2% | 2  | 0.0%  | 0  | 30.8% | 4  | 9.1%  | 1  |
| Next                  | 8.0%  | 12  | 0.0%  | 0  | 6.7%  | 1  | 16.7% | 2  | 0.0%  | 0  | 0.0%  | 0  | 9.1%  | 1  | 0.0%  | 0  | 27.3% | 3  | 11.1% | 2  | 7.7%  | 1  | 18.2% | 2  |
| Sainsbury's           | 0.7%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 8.3%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Tesco                 | 1.3%  | 2   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 8.3%  | 1  | 0.0%  | 0  | 9.1%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Other                 | 24.0% | 36  | 27.8% | 5  | 13.3% | 2  | 8.3%  | 1  | 41.7% | 5  | 11.8% | 2  | 27.3% | 3  | 33.3% | 4  | 27.3% | 3  | 33.3% | 6  | 15.4% | 2  | 27.3% | 3  |
| Cotton Traders        | 4.0%  | 6   | 11.1% | 2  | 6.7%  | 1  | 16.7% | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 5.6%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Hotter Shoes          | 3.3%  | 5   | 5.6%  | 1  | 0.0%  | 0  | 8.3%  | 1  | 8.3%  | 1  | 11.8% | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Very                  | 2.0%  | 3   | 5.6%  | 1  | 0.0%  | 0  | 8.3%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 8.3%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| (Don't know / varies) | 31.3% | 47  | 27.8% | 5  | 66.7% | 10 | 25.0% | 3  | 8.3%  | 1  | 41.2% | 7  | 18.2% | 2  | 33.3% | 4  | 9.1%  | 1  | 38.9% | 7  | 23.1% | 3  | 36.4% | 4  |
| Base:                 |       | 150 |       | 18 |       | 15 |       | 12 |       | 12 |       | 17 |       | 11 |       | 12 |       | 11 |       | 18 |       | 13 |       | 11 |

|  |       |     |       |    |       |    |       |       |       | F  | or Ca  | arte | er Jor | ıas |        |    |        |    |        |    |        |    |        |    | February 2015 |
|--|-------|-----|-------|----|-------|----|-------|-------|-------|----|--------|------|--------|-----|--------|----|--------|----|--------|----|--------|----|--------|----|---------------|
|  | Tota  | 1   | Zone  | 1  | Zone  | 2  | Zone  | 3     | Zone  | 4  | Zone : | 5    | Zone   | 6   | Zone 7 | 7  | Zone 8 |    | Zone 9 | )  | Zone 1 | .0 | Zone 1 | 1  |               |
| Q11 How do you normal Those who buy clothing | •     | •   |       |    |       |    |       | T Q10 | 0)?   |    |        |      |        |     |        |    |        |    |        |    |        |    |        |    |               |
| Car / van (as driver)                        | 72.7% | 654 | 78.5% | 62 | 82.9% | 68 | 71.8% | 61    | 53.4% | 47 | 71.8%  | 56   | 65.9%  | 54  | 77.4%  | 65 | 71.6%  | 58 | 80.0%  | 60 | 69.1%  | 56 | 78.8%  | 67 |               |
| Car / van (as passenger)                     | 10.3% | 93  | 7.6%  | 6  | 9.8%  | 8  | 10.6% | 9     | 11.4% | 10 | 7.7%   | 6    | 8.5%   | 7   | 7.1%   | 6  | 16.0%  | 13 | 14.7%  | 11 | 14.8%  | 12 | 5.9%   | 5  |               |
| Bus, minibus or coach                        | 10.6% | 95  | 10.1% | 8  | 6.1%  | 5  | 12.9% | 11    | 13.6% | 12 | 16.7%  | 13   | 14.6%  | 12  | 10.7%  | 9  | 6.2%   | 5  | 5.3%   | 4  | 12.3%  | 10 | 7.1%   | 6  |               |
| Using park & ride facility                   | 2.0%  | 18  | 0.0%  | 0  | 1.2%  | 1  | 0.0%  | 0     | 0.0%  | 0  | 2.6%   | 2    | 6.1%   | 5   | 3.6%   | 3  | 2.5%   | 2  | 0.0%   | 0  | 2.5%   | 2  | 3.5%   | 3  |               |
| Motorcycle, scooter or moped                 | 0.1%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0     | 0.0%  | 0  | 0.0%   | 0    | 1.2%   | 1   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |               |
| Walk   | 3.0%  | 27  | 1.3%  | 1  | 0.0%  | 0  | 2.4%  | 2     | 21.6% | 19 | 0.0%   | 0    | 0.0%   | 0   | 0.0%   | 0  | 3.7%   | 3  | 0.0%   | 0  | 1.2%   | 1  | 1.2%   | 1  |               |
| Taxi   | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0     | 0.0%  | 0  | 0.0%   | 0    | 0.0%   | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |               |
| Train  | 1.1%  | 10  | 1.3%  | 1  | 0.0%  | 0  | 2.4%  | 2     | 0.0%  | 0  | 1.3%   | 1    | 3.7%   | 3   | 1.2%   | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 2.4%   | 2  |               |
| Bicycle                                      | 0.2%  | 2   | 1.3%  | 1  | 0.0%  | 0  | 0.0%  | 0     | 0.0%  | 0  | 0.0%   | 0    | 0.0%   | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 1.2%   | 1  |               |
| Mobility scooter / wheelchair                | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0     | 0.0%  | 0  | 0.0%   | 0    | 0.0%   | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |               |
| Other  | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0     | 0.0%  | 0  | 0.0%   | 0    | 0.0%   | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |               |
| (Don't know)                                 | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0     | 0.0%  | 0  | 0.0%   | 0    | 0.0%   | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |               |
| Base:  |       | 900 |       | 79 |       | 82 |       | 85    |       | 88 |        | 78   |        | 82  |        | 84 |        | 81 |        | 75 |        | 81 |        | 85 |               |

|   | Tota  | ıl   | Zone  | 1     | Zone     | 2     | Zone     | 3      | Zone    | 4      | Zone     | 5     | Zone   | e 6     | Zone   | 7       | Zone     | 8     | Zone     | 9     | Zone  | 10    | Zone   | 11      |                      |
|---|-------|------|-------|-------|----------|-------|----------|--------|---------|--------|----------|-------|--------|---------|--------|---------|----------|-------|----------|-------|-------|-------|--------|---------|----------------------|
| Q12 Where do you norm use, etc.) (Excluding                                   |       |      |       | house | hold's s | shopp | oing for | recore | ding me | dia fo | r pictur | es an | d soun | d (e.g. | record | s, pre- | -recorde | d and | l unreco | orded | CDs & | DVDs, | unexpo | osed fi | lms for photographic |
| Currys PC World, London<br>Road / Copdock                                     | 0.2%  | 2    | 0.0%  | 0     | 0.0%     | 0     | 0.0%     | 0      | 1.0%    | 1      | 1.0%     | 1     | 0.0%   | 0       | 0.0%   | 0       | 0.0%     | 0     | 0.0%     | 0     | 0.0%  | 0     | 0.0%   | 0       |                      |
| Interchange, Ipswich<br>Tesco Extra, Copdock<br>Interchange, Ipswich          | 0.6%  | 7    | 0.0%  | 0     | 0.0%     | 0     | 0.0%     | 0      | 0.0%    | 0      | 1.0%     | 1     | 4.0%   | 4       | 2.0%   | 2       | 0.0%     | 0     | 0.0%     | 0     | 0.0%  | 0     | 0.0%   | 0       |                      |
| Woodhall Business Park, Drury Drive, Sudbury                                  | 0.2%  | 2    | 0.0%  | 0     | 0.0%     | 0     | 0.0%     | 0      | 2.0%    | 2      | 0.0%     | 0     | 0.0%   | 0       | 0.0%   | 0       | 0.0%     | 0     | 0.0%     | 0     | 0.0%  | 0     | 0.0%   | 0       |                      |
| Bury St Edmunds   | 6.9%  | 76   | 6.0%  | 6     | 23.0%    | 23    | 5.0%     | 5      | 7.0%    | 7      | 0.0%     | 0     | 0.0%   | 0       | 1.0%   | 1       | 4.0%     | 4     | 24.0%    | 24    | 6.0%  | 6     | 0.0%   | 0       |                      |
| Colchester  | 1.4%  | 15   | 8.0%  | 8     | 0.0%     | 0     | 3.0%     | 3      | 0.0%    | 0      | 1.0%     | 1     | 3.0%   | 3       |        | 0       |          | 0     | 0.0%     | 0     | 0.0%  | 0     | 0.0%   | 0       |                      |
| Eye   | 0.1%  | 1    | 0.0%  | 0     | 0.0%     | 0     | 0.0%     | 0      | 0.0%    | 0      | 0.0%     | 0     | 0.0%   | 0       |        | 0       |          | 0     | 0.0%     | 0     | 1.0%  | 1     | 0.0%   | 0       |                      |
| Hadleigh  | 0.1%  | 6    | 0.0%  | 0     | 0.0%     | 0     | 1.0%     | 1      | 0.0%    | 0      | 4.0%     | 4     | 1.0%   | 1       | 0.0%   | 0       | 0.0%     | 0     | 0.0%     | 0     | 0.0%  | 0     | 0.0%   | 0       |                      |
| $\varepsilon$   |       |      |       |       |          |       |          | _      |         |        |          |       |        | _       |        |         |          |       |          |       |       |       |        | 0       |                      |
| Haverhill   | 0.2%  | 2    | 2.0%  | 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%   |         |                      |
| Ipswich   | 4.5%  | 49   | 0.0%  | 0     | 0.0%     | 0     | 0.0%     | 0      | 2.0%    | 2      | 9.0%     | 9     | 16.0%  | 16      |        | 12      | 5.0%     | 5     | 0.0%     | 0     | 4.0%  | 4     | 1.0%   | 1       |                      |
| Stowmarket  | 2.5%  | 27   | 0.0%  | 0     | 1.0%     | 1     | 0.0%     | 0      | 0.0%    | 0      | 1.0%     | 1     | 0.0%   | 0       |        | 3       |          | 16    | 5.0%     | 5     | 1.0%  | 1     | 0.0%   | 0       |                      |
| Sudbury   | 3.5%  | 38   | 7.0%  | 7     | 0.0%     | 0     |          | 11     | 19.0%   | 19     | 1.0%     | 1     | 0.0%   | 0       |        | 0       |          | 0     | 0.0%     | 0     | 0.0%  | 0     | 0.0%   | 0       |                      |
| Aldi, Girling Street, Sudbury   | 0.1%  | 1    | 0.0%  | 0     | 0.0%     | 0     | 0.0%     | 0      | 1.0%    | 1      | 0.0%     | 0     | 0.0%   | 0       | 0.0,0  | 0       |          | 0     | 0.0%     | 0     | 0.0%  | 0     | 0.0%   | 0       |                      |
| Asda Superstore,<br>Whitehouse Industrial<br>Estate, Goddard Road,<br>Ipswich | 0.1%  | 1    | 0.0%  | 0     | 0.0%     | 0     | 0.0%     | 0      | 0.0%    | 0      | 0.0%     | 0     | 1.0%   | 1       | 0.0%   | 0       | 0.0%     | 0     | 0.0%     | 0     | 0.0%  | 0     | 0.0%   | 0       |                      |
| Beccles   | 0.1%  | 1    | 0.0%  | 0     | 0.0%     | 0     | 0.0%     | 0      | 0.0%    | 0      | 0.0%     | 0     | 0.0%   | 0       | 0.0%   | 0       | 0.0%     | 0     | 0.0%     | 0     | 0.0%  | 0     | 1.0%   | 1       |                      |
| Cambridge   | 0.1%  | 1    | 0.0%  | 0     | 0.0%     | 0     | 0.0%     | 0      | 0.0%    | 0      | 0.0%     | 0     | 0.0%   | 0       | 0.0%   | 0       | 0.0%     | 0     | 1.0%     | 1     | 0.0%  | 0     | 0.0%   | 0       |                      |
| Diss  | 0.7%  | 8    | 0.0%  | 0     | 0.0%     | 0     | 0.0%     | 0      | 0.0%    | 0      | 0.0%     | 0     | 0.0%   | 0       |        | 0       |          | 0     | 0.0%     | 0     | 1.0%  | 1     | 7.0%   | 7       |                      |
| Martlesham  | 0.1%  | 1    | 0.0%  | 0     | 0.0%     | 0     | 0.0%     | 0      | 0.0%    | 0      | 0.0%     | 0     | 0.0%   | 0       | 0.0%   | 0       |          | 0     | 0.0%     | 0     | 0.0%  | 0     | 1.0%   | 1       |                      |
| Morrisons, Sproughton<br>Road, Ipswich  | 0.2%  | 2    | 0.0%  | 0     |          | 0     | 0.0%     | 0      | 0.0%    | 0      | 0.0%     | 0     | 0.0%   | 0       |        | 2       |          | 0     | 0.0%     | 0     | 0.0%  | 0     | 0.0%   | 0       |                      |
| Norwich   | 1.4%  | 15   | 1.0%  | 1     | 0.0%     | 0     | 0.0%     | 0      | 0.0%    | 0      | 0.0%     | 0     | 0.0%   | 0       | 1.0%   | 1       | 0.0%     | 0     | 0.0%     | 0     | 4.0%  | 4     | 9.0%   | 9       |                      |
| Sainsbury's, Cornard Road,<br>Sudbury   | 0.1%  | 1    | 0.0%  | 0     | 0.0%     | 0     | 1.0%     | 1      | 0.0%    | 0      | 0.0%     | 0     | 0.0%   | 0       |        | 0       |          | 0     | 0.0%     | 0     | 0.0%  | 0     | 0.0%   | 0       |                      |
| Tesco Superstore, Woodhall<br>Business Park,<br>Springlands Way, Sudbury      | 0.8%  | 9    | 1.0%  | 1     | 0.0%     | 0     | 3.0%     | 3      | 5.0%    | 5      | 0.0%     | 0     | 0.0%   | 0       | 0.0%   | 0       | 0.0%     | 0     | 0.0%     | 0     | 0.0%  | 0     | 0.0%   | 0       |                      |
| Tesco, Woodhall Business<br>Park, Springlands Way,<br>Sudbury                 | 0.4%  | 4    | 0.0%  | 0     | 0.0%     | 0     | 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       |                      |
| West Thurrock   | 0.1%  | 1    | 1.0%  | 1     | 0.0%     | 0     | 0.0%     | 0      | 0.0%    | 0      | 0.0%     | 0     | 0.0%   | 0       | 0.0%   | 0       | 0.0%     | 0     | 0.0%     | 0     | 0.0%  | 0     | 0.0%   | 0       |                      |
| Internet / catalogue  | 31.3% | 344  | 30.0% | 30    | 31.0%    | 31    | 31.0%    | 31     | 29.0%   | 29     | 35.0%    | 35    | 33.0%  | 33      | 27.0%  | 27      | 39.0%    | 39    | 22.0%    | 22    | 32.0% | 32    | 35.0%  | 35      |                      |
| (Don't know)  | 1.2%  | 13   | 2.0%  | 2     | 1.0%     | 1     | 3.0%     | 3      | 1.0%    | 1      | 1.0%     | 1     | 0.0%   | 0       |        | 2       |          | 1     | 1.0%     | 1     | 1.0%  | 1     | 0.0%   | 0       |                      |
| (Don't do this type of shopping)  | 43.0% | 473  | 42.0% |       | 44.0%    | 44    |          |        | 33.0%   |        | 46.0%    | 46    |        |         | 50.0%  |         | 35.0%    | 35    |          |       | 50.0% |       | 46.0%  | 46      |                      |
| Base:   |       | 1100 |       | 100   |          | 100   |          | 100    |         | 100    |          | 100   |        | 100     |        | 100     |          | 100   |          | 100   |       | 100   |        | 100     |                      |

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| Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | Zone 10 | Zone 11 |
|-------|--------|--------|--------|--------|--------|--------|--------|--------|--------|---------|---------|
|       |        |        |        |        |        |        |        |        |        |         |         |

Q12AWhich internet / home delivery retailer do you also use for your household's shopping for recording media for pictures and sound (e.g. records, pre-recorded and unrecorded CDs & DVDs, unexposed films for photographic use, etc.) (Excluding video games)?

Those who buy recording media products via the Internet at Q12:

| Amazon                | 83.4% | 287 | 96.7% | 29 | 74.2% | 23 | 77.4% | 24 | 79.3% | 23 | 74.3% | 26 | 84.8% | 28 | 85.2% | 23 | 87.2% | 34 | 81.8% | 18 | 90.6% | 29 | 85.7% | 30 |
|-----------------------|-------|-----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|
| Asda                  | 0.6%  | 2   | 0.0%  | 0  | 0.0%  | 0  | 3.2%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 2.6%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Ebay                  | 1.5%  | 5   | 0.0%  | 0  | 6.5%  | 2  | 0.0%  | 0  | 3.4%  | 1  | 2.9%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 2.9%  | 1  |
| HMV                   | 0.6%  | 2   | 0.0%  | 0  | 3.2%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 3.0%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Tesco                 | 0.3%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 3.2%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Other                 | 1.2%  | 4   | 0.0%  | 0  | 3.2%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 3.7%  | 1  | 0.0%  | 0  | 4.5%  | 1  | 0.0%  | 0  | 2.9%  | 1  |
| Itunes                | 1.2%  | 4   | 3.3%  | 1  | 0.0%  | 0  | 3.2%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 4.5%  | 1  | 3.1%  | 1  | 0.0%  | 0  |
| Play.com              | 1.5%  | 5   | 0.0%  | 0  | 3.2%  | 1  | 3.2%  | 1  | 6.9%  | 2  | 0.0%  | 0  | 3.0%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| (Don't know / varies) | 9.9%  | 34  | 0.0%  | 0  | 9.7%  | 3  | 9.7%  | 3  | 10.3% | 3  | 22.9% | 8  | 9.1%  | 3  | 11.1% | 3  | 10.3% | 4  | 9.1%  | 2  | 6.3%  | 2  | 8.6%  | 3  |
| Base:                 |       | 344 |       | 30 |       | 31 |       | 31 |       | 29 |       | 35 |       | 33 |       | 27 |       | 39 |       | 22 |       | 32 |       | 35 |

|   | Tota      | 1      | Zone      | 1    | Zone     | 2    | Zone         | 3     | Zone 4               | 4     | Zone    | 5     | Zone     | 6     | Zone    | 7     | Zone     | 8     | Zone 9    | 9     | Zone 1 | 10     | Zone 1    | 11          |             |
|---|-----------|--------|-----------|------|----------|------|--------------|-------|----------------------|-------|---------|-------|----------|-------|---------|-------|----------|-------|-----------|-------|--------|--------|-----------|-------------|-------------|
| Q13 Where do you norma  | ally do r | nost ( | of your h | ouse | hold's s | hopp | ing for a    | audio | visual, <sub> </sub> | ohoto | graphic | , com | puter it | ems ( | such as | stere | os, radi | os, T | /s, softv | vare, | camera | s, kin | dles, ipa | ads, teleph | ones, etc.) |
| Currys PC World, London<br>Road / Copdock<br>Interchange, Ipswich   | 4.9%      | 54     | 0.0%      | 0    | 0.0%     | 0    | 2.0%         | 2     | 0.0%                 | 0     | 23.0%   | 23    | 12.0%    | 12    | 14.0%   | 14    | 3.0%     | 3     | 0.0%      | 0     | 0.0%   | 0      | 0.0%      | 0           |             |
| urrys, Shawlands Retail Park, Newton Road, Sudbury  | 0.6%      | 7      | 0.0%      | 0    | 0.0%     | 0    | 1.0%         | 1     | 5.0%                 | 5     | 0.0%    | 0     | 0.0%     | 0     | 1.0%    | 1     | 0.0%     | 0     | 0.0%      | 0     | 0.0%   | 0      | 0.0%      | 0           |             |
| eather & Black, Copdock Interchange, Ipswich  | 0.1%      | 1      | 0.0%      | 0    | 0.0%     | 0    | 0.0%         | 0     | 0.0%                 | 0     | 0.0%    | 0     | 0.0%     | 0     | 0.0%    | 0     | 1.0%     | 1     | 0.0%      | 0     | 0.0%   | 0      | 0.0%      | 0           |             |
| esco Extra, Copdock<br>Interchange, Ipswich   | 0.5%      | 6      | 0.0%      | 0    | 0.0%     | 0    | 0.0%         | 0     | 0.0%                 | 0     | 2.0%    | 2     | 2.0%     | 2     | 1.0%    | 1     | 0.0%     | 0     | 0.0%      | 0     | 1.0%   | 1      | 0.0%      | 0           |             |
| ppdock Mill Interchange,<br>Ipswich   | 1.5%      | 17     | 0.0%      | 0    |          | 0    | 1.0%         | 1     | 2.0%                 | 2     |         | 4     | 3.0%     | 3     | 5.0%    | 5     | 0.0%     | 0     | 0.0%      | 0     |        | 2      | 0.0%      | 0           |             |
| nawlands Retail Park,<br>Newton Road, Sudbury   | 0.3%      | 3      | 1.0%      | 1    | 0.0%     | 0    | 1.0%         | 1     | 1.0%                 | 1     | 0.0%    | 0     | 0.0%     | 0     | 0.0%    | 0     | 0.0%     | 0     | 0.0%      | 0     | 0.0%   | 0      | 0.0%      | 0           |             |
| oodhall Business Park, Drury Drive, Sudbury raintree  | 0.3%      | 3      | 0.0%      | 0    | 0.0%     | 0    | 3.0%<br>0.0% | 3     | 0.0%                 | 0     | 0.0%    | 0     | 0.0%     | 0     | 0.0%    | 0     | 0.0%     | 0     | 0.0%      | 0     | 0.0%   | 0      | 0.0%      | 0           |             |
| arry St Edmunds   | 12.7%     | 140    | 13.0%     | 13   | 54.0%    | 54   | 9.0%         | 9     | 7.0%                 | 7     | 1.0%    | 1     | 0.0%     | 0     | 0.0%    | 0     | 5.0%     | 5     | 44.0%     | 44    | 6.0%   | 6      | 1.0%      | 1           |             |
| chester   | 4.8%      |        | 27.0%     | 27   | 0.0%     | 0    | 14.0%        | 14    | 7.0%                 | 7     | 0.0%    | 0     | 5.0%     | 5     | 0.0%    | 0     | 0.0%     | 0     | 0.0%      | 0     | 0.0%   | 0      | 0.0%      | 0           |             |
| benham  | 0.1%      | 1      | 0.0%      | 0    | 0.0%     | 0    | 0.0%         | 0     | 0.0%                 | 0     | 0.0%    | 0     | 0.0%     | 0     | 1.0%    | 1     | 0.0%     | 0     | 0.0%      | 0     | 0.0%   | 0      | 0.0%      | 0           |             |
| dleigh  | 0.1%      | 8      | 0.0%      | 0    | 0.0%     | 0    | 0.0%         | 0     | 0.0%                 | 0     | 6.0%    | 6     | 1.0%     | 1     | 1.0%    | 1     | 0.0%     | 0     | 0.0%      | 0     | 0.0%   | 0      | 0.0%      | 0           |             |
| lstead  | 0.1%      | 1      | 0.0%      | 0    | 0.0%     | 0    | 1.0%         | 1     | 0.0%                 | 0     | 0.0%    | 0     | 0.0%     | 0     | 0.0%    | 0     | 0.0%     | 0     | 0.0%      | 0     | 0.0%   | 0      | 0.0%      | 0           |             |
| verhill   | 0.1%      | 3      | 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     | 0.0%   | 0      | 0.0%      | 0           |             |
| swich   | 7.9%      | 87     | 1.0%      | 1    | 0.0%     | 0    | 3.0%         | 3     | 1.0%                 | -     | 16.0%   | 16    | 22.0%    | 22    | 19.0%   |       | 15.0%    | 15    | 2.0%      | 2     | 7.0%   | 7      | 1.0%      | 1           |             |
| owmarket  | 3.7%      | 41     | 0.0%      | 0    | 4.0%     | 4    | 0.0%         | 0     | 0.0%                 | 0     | 1.0%    | 1     | 0.0%     | 0     | 8.0%    |       | 22.0%    | 22    | 5.0%      | 5     | 1.0%   | 1      | 0.0%      | 0           |             |
| dbury   | 6.8%      | 75     | 15.0%     | 15   | 2.0%     | 2    | 21.0%        | 21    | 34.0%                | 34    | 3.0%    | 3     | 0.0%     | 0     | 0.0%    | 0     | 0.0%     | 0     | 0.0%      | 0     | 0.0%   | 0      | 0.0%      | 0           |             |
| Model of the control | 0.2%      | 2      | 0.0%      | 0    | 0.0%     | 0    | 0.0%         | 0     | 0.0%                 | 0     | 1.0%    | 1     | 0.0%     | 0     | 1.0%    | 1     | 0.0%     | 0     | 0.0%      | Ö     | 0.0%   | 0      | 0.0%      | 0           |             |
| otesdale  | 0.1%      | 1      | 0.0%      | 0    | 0.0%     | 0    | 0.0%         | 0     | 0.0%                 | 0     | 0.0%    | 0     | 0.0%     | 0     | 0.0%    | 0     | 0.0%     | 0     | 0.0%      | 0     | 1.0%   | 1      | 0.0%      | 0           |             |
| mbridge   | 1.3%      | 14     | 5.0%      | 5    | 1.0%     | 1    | 0.0%         | 0     | 3.0%                 | 3     | 0.0%    | 0     | 0.0%     | 0     | 0.0%    | 0     | 1.0%     | 1     | 4.0%      | 4     | 0.0%   | 0      | 0.0%      | 0           |             |
| ntral London  | 0.1%      | 1      | 0.0%      | 0    | 0.0%     | 0    | 1.0%         | 1     | 0.0%                 | 0     | 0.0%    | 0     | 0.0%     | 0     | 0.0%    | Ō     | 0.0%     | 0     | 0.0%      | 0     | 0.0%   | 0      | 0.0%      | 0           |             |
| are   | 0.1%      | 1      | 1.0%      | 1    | 0.0%     | 0    | 0.0%         | 0     | 0.0%                 | 0     | 0.0%    | 0     | 0.0%     | 0     | 0.0%    | 0     | 0.0%     | 0     | 0.0%      | 0     | 0.0%   | 0      | 0.0%      | 0           |             |
| omet, Anglia Parkway<br>South, Bury Road, Ipswich   | 0.1%      | 1      | 0.0%      | 0    |          | 0    | 0.0%         | 0     | 0.0%                 | 0     | 1.0%    | 1     | 0.0%     | 0     | 0.0%    | 0     | 0.0%     | 0     | 0.0%      | 0     | 0.0%   | 0      | 0.0%      | 0           |             |
| SS  | 3.5%      | 38     | 0.0%      | 0    | 0.0%     | 0    | 0.0%         | 0     | 0.0%                 | 0     | 0.0%    | 0     | 0.0%     | 0     | 2.0%    | 2     | 1.0%     | 1     | 0.0%      | 0     | 20.0%  | 20     | 15.0%     | 15          |             |
| eat Yarmouth  | 0.1%      | 1      | 0.0%      | 0    | 0.0%     | 0    | 0.0%         | 0     | 0.0%                 | 0     | 0.0%    | 0     | 0.0%     | 0     | 0.0%    | 0     | 0.0%     | 0     | 0.0%      | 0     | 0.0%   | 0      | 1.0%      | 1           |             |
| eenhithe  | 0.1%      | 1      | 0.0%      | 0    | 0.0%     | 0    | 1.0%         | 1     | 0.0%                 | 0     | 0.0%    | 0     | 0.0%     | 0     | 0.0%    | 0     | 0.0%     | 0     | 0.0%      | 0     | 0.0%   | 0      | 0.0%      | 0           |             |
| lesworth  | 0.1%      | 1      | 0.0%      | 0    | 0.0%     | 0    | 0.0%         | 0     | 0.0%                 | 0     | 0.0%    | 0     | 0.0%     | 0     | 0.0%    | 0     | 0.0%     | 0     | 0.0%      | 0     | 0.0%   | 0      | 1.0%      | 1           |             |
| rleston   | 0.4%      | 4      | 0.0%      | 0    | 0.0%     | 0    | 0.0%         | 0     | 0.0%                 | 0     | 0.0%    | 0     | 0.0%     | 0     | 0.0%    | 0     | 0.0%     | 0     | 0.0%      | 0     | 0.0%   | 0      | 4.0%      | 4           |             |
| hn Lewis, Futura Park,<br>Ransomes Way, Crane<br>Boulevard, Ipswich   | 0.3%      | 3      | 0.0%      | 0    | 0.0%     | 0    | 1.0%         | 1     | 0.0%                 | 0     | 1.0%    | 1     | 0.0%     | 0     | 1.0%    | 1     | 0.0%     | 0     | 0.0%      | 0     | 0.0%   | 0      | 0.0%      | 0           |             |
| owestoft  | 0.1%      | 1      | 0.0%      | 0    | 0.0%     | 0    | 0.0%         | 0     | 0.0%                 | 0     | 0.0%    | 0     | 0.0%     | 0     | 0.0%    | 0     | 0.0%     | 0     | 0.0%      | 0     | 0.0%   | 0      | 1.0%      | 1           |             |

## Babergh & Mid Suffolk Household Survey For Carter Jonas

|  | Tota  | ıl   | Zone  | 1   | Zone  | 2   | Zone  | 3   | Zone  | 4   | Zone  | 5   | Zone  | 6   | Zone  | e <b>7</b> | Zone  | 8   | Zone  | 9   | Zone  | 10  | Zone  | 11  |
|--|-------|------|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|------------|-------|-----|-------|-----|-------|-----|-------|-----|
|  |       |      |       |     |       |     |       |     |       |     |       |     |       |     |       |            |       |     |       |     |       |     |       |     |
| Martlesham   | 0.3%  | 3    | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 1.0%  | 1          | 0.0%  | 0   | 1.0%  | 1   | 0.0%  | 0   | 1.0%  | 1   |
| Norwich  | 4.3%  | 47   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 1.0%  | 1   | 0.0%  | 0   | 3.0%  | 3          | 0.0%  | 0   | 2.0%  | 2   | 8.0%  | 8   | 33.0% | 33  |
| Ransomes Euro Retail Park,<br>Central Avenue, Ipswich                    | 0.1%  | 1    | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 1.0%  | 1   | 0.0%  | 0          | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Sainsbury's, Cornard Road,<br>Sudbury                                    | 0.1%  | 1    | 0.0%  | 0   | 0.0%  | 0   | 1.0%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0          | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Tesco Superstore, Woodhall<br>Business Park,<br>Springlands Way, Sudbury | 0.3%  | 3    | 0.0%  | 0   | 1.0%  | 1   | 0.0%  | 0   | 2.0%  | 2   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0          | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Tesco, Woodhall Business<br>Park, Springlands Way,<br>Sudbury            | 0.1%  | 1    | 0.0%  | 0   | 0.0%  | 0   | 1.0%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0          | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Warren Heath   | 0.1%  | 1    | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 1.0%  | 1          | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Woodbridge   | 0.1%  | 1    | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0          | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 1.0%  | 1   |
| Woolpit  | 0.2%  | 2    | 0.0%  | 0   | 1.0%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0          | 0.0%  | 0   | 1.0%  | 1   | 0.0%  | 0   | 0.0%  | 0   |
| Internet / catalogue   | 22.1% | 243  | 20.0% | 20  | 24.0% | 24  | 27.0% | 27  | 17.0% | 17  | 20.0% | 20  | 25.0% | 25  | 22.0% | 22         | 24.0% | 24  | 19.0% | 19  | 25.0% | 25  | 20.0% | 20  |
| (Don't know)   | 4.2%  | 46   | 3.0%  | 3   | 1.0%  | 1   | 4.0%  | 4   | 1.0%  | 1   | 5.0%  | 5   | 6.0%  | 6   | 3.0%  | 3          | 4.0%  | 4   | 4.0%  | 4   | 10.0% | 10  | 5.0%  | 5   |
| (Don't do this type of shopping)   | 16.5% | 181  | 10.0% | 10  | 12.0% | 12  | 8.0%  | 8   | 20.0% | 20  | 15.0% | 15  | 23.0% | 23  | 16.0% | 16         | 24.0% | 24  | 18.0% | 18  | 19.0% | 19  | 16.0% | 16  |
| Base:  |       | 1100 |       | 100 |       | 100 |       | 100 |       | 100 |       | 100 |       | 100 |       | 100        |       | 100 |       | 100 |       | 100 |       | 100 |

Q13AWhich internet / home delivery retailer do you also use for your household's shopping for audio visual, photographic, computer items (such as stereos, radios, TVs, software, cameras, kindles, ipads, telephones, etc.)?

Those who buy audio / visual equipment via the Internet at Q13:

| Amazon                | 38.7% | 94  | 25.0% | 5  | 37.5% | 9  | 44.4% | 12 | 47.1% | 8  | 25.0% | 5  | 52.0% | 13 | 50.0% | 11 | 41.7% | 10 | 31.6% | 6  | 28.0% | 7  | 40.0% | 8  |
|-----------------------|-------|-----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|
| AO.com                | 1.6%  | 4   | 5.0%  | 1  | 0.0%  | 0  | 7.4%  | 2  | 0.0%  | 0  | 0.0%  | 0  | 4.0%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Argos                 | 3.7%  | 9   | 5.0%  | 1  | 4.2%  | 1  | 3.7%  | 1  | 0.0%  | 0  | 10.0% | 2  | 0.0%  | 0  | 9.1%  | 2  | 4.2%  | 1  | 0.0%  | 0  | 4.0%  | 1  | 0.0%  | 0  |
| Asda                  | 0.4%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 4.2%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Currys                | 7.8%  | 19  | 5.0%  | 1  | 12.5% | 3  | 3.7%  | 1  | 11.8% | 2  | 15.0% | 3  | 12.0% | 3  | 4.5%  | 1  | 4.2%  | 1  | 0.0%  | 0  | 8.0%  | 2  | 10.0% | 2  |
| Ebay                  | 1.6%  | 4   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 5.0%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 10.5% | 2  | 0.0%  | 0  | 5.0%  | 1  |
| Ebuyer                | 0.4%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 4.2%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| John Lewis            | 12.3% | 30  | 15.0% | 3  | 12.5% | 3  | 3.7%  | 1  | 0.0%  | 0  | 10.0% | 2  | 8.0%  | 2  | 9.1%  | 2  | 4.2%  | 1  | 26.3% | 5  | 32.0% | 8  | 15.0% | 3  |
| Littlewoods           | 0.8%  | 2   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 5.9%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 4.5%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| PC World              | 0.4%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 3.7%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Sainsbury's           | 0.4%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 5.9%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Tesco                 | 1.6%  | 4   | 5.0%  | 1  | 4.2%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 8.3%  | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Other                 | 2.1%  | 5   | 0.0%  | 0  | 0.0%  | 0  | 11.1% | 3  | 5.9%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 5.0%  | 1  |
| Apple                 | 1.6%  | 4   | 0.0%  | 0  | 0.0%  | 0  | 3.7%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 4.0%  | 1  | 4.5%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 4.0%  | 1  | 0.0%  | 0  |
| Co-op                 | 0.4%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 4.2%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Very                  | 0.4%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 5.9%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| (Don't know / varies) | 25.5% | 62  | 40.0% | 8  | 29.2% | 7  | 18.5% | 5  | 17.6% | 3  | 35.0% | 7  | 20.0% | 5  | 18.2% | 4  | 25.0% | 6  | 31.6% | 6  | 24.0% | 6  | 25.0% | 5  |
| Base:                 |       | 243 |       | 20 |       | 24 |       | 27 |       | 17 |       | 20 |       | 25 |       | 22 |       | 24 |       | 19 |       | 25 |       | 20 |

|   | Tota  | ıl  | Zone  | 1  | Zone 2 | 2  | Zone  | 3  | Zone         | 4     | Zone      | 5      | Zone    | 6     | Zone    | 7     | Zone      | 8       | Zone 9   | 9     | Zone 1   | 10    | Zone 1   | 11      |                     |
|---|-------|-----|-------|----|--------|----|-------|----|--------------|-------|-----------|--------|---------|-------|---------|-------|-----------|---------|----------|-------|----------|-------|----------|---------|---------------------|
| Q14 Where do you norm   | •     |     | -     |    |        |    | _     |    |              | estic | electrica | al goo | ds incl | uding | small d | lomes | tic elect | rical a | applianc | es (s | uch as i | rons, | kettles, | fans, o | coffee makers, food |
| Currys PC World, London<br>Road / Copdock<br>Interchange, Ipswich             | 5.9%  | 65  | 1.0%  | 1  | 0.0%   | 0  | 1.0%  | 1  | 2.0%         | 2     | 24.0%     | 24     | 14.0%   | 14    | 15.0%   | 15    | 6.0%      | 6       | 1.0%     | 1     | 0.0%     | 0     | 1.0%     | 1       |                     |
| Currys, Shawlands Retail Park, Newton Road, Sudbury                           | 1.0%  | 11  | 2.0%  | 2  | 0.0%   | 0  | 4.0%  | 4  | 5.0%         | 5     | 0.0%      | 0      | 0.0%    | 0     | 0.0%    | 0     | 0.0%      | 0       | 0.0%     | 0     | 0.0%     | 0     | 0.0%     | 0       |                     |
| Homebase, Waldingfield<br>Road, Sudbury                                       | 0.1%  | 1   | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 1.0%         | 1     | 0.0%      | 0      | 0.0%    | 0     | 0.0%    | 0     | 0.0%      | 0       | 0.0%     | 0     | 0.0%     | 0     | 0.0%     | 0       |                     |
| Tesco Extra, Copdock<br>Interchange, Ipswich                                  | 0.8%  | 9   |       | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%         | 0     | 1.0%      | 1      | 6.0%    | 6     | 1.0%    | 1     | 0.0%      | 0       | 0.0%     | 0     | 1.0%     | 1     | 0.0%     | 0       |                     |
| Copdock Mill Interchange, Ipswich   | 2.0%  | 22  |       |    | 0.0%   | 0  | 2.0%  | 2  | 2.0%         | 2     |           | 3      | 6.0%    | 6     | 6.0%    |       | 0.0%      | 0       | 1.0%     | 1     |          |       | 1.0%     | 1       |                     |
| Shawlands Retail Park,<br>Newton Road, Sudbury<br>Woodhall Business Park,     | 0.3%  | 3   | 0.0%  | 0  |        | 0  | 1.0%  | 1  | 2.0%<br>0.0% | 0     | 0.0%      | 0      | 0.0%    | 0     | 0.0%    | 0     |           | 0       | 0.0%     | 0     | 0.0%     | 0     | 0.0%     | 0       |                     |
| Drury Drive, Sudbury<br>Braintree   | 0.1%  | 1   | 0.0%  | 0  |        | 0  | 0.0%  | 0  | 0.0%         | 0     | 1.0%      | 1      | 0.0%    | 0     | 0.0%    | 0     | 0.0%      | 0       | 0.0%     | 0     | 0.0%     | 0     | 0.0%     | 0       |                     |
| Bury St Edmunds   | 14.0% | 154 | 11.0% | 11 | 64.0%  | 64 | 7.0%  | 7  | 7.0%         | 7     | 2.0%      | 2      | 0.0%    | 0     | 0.0%    | 0     | 4.0%      | 4       | 53.0%    | 53    | 6.0%     | 6     | 0.0%     | 0       |                     |
| Colchester  | 4.5%  | 50  | 25.0% | 25 | 0.0%   | 0  | 10.0% | 10 | 8.0%         | 8     | 0.0%      | 0      | 7.0%    | 7     | 0.0%    | 0     | 0.0%      | 0       | 0.0%     | 0     | 0.0%     | 0     | 0.0%     | 0       |                     |
| Debenham  | 0.1%  | 1   | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%         | 0     | 0.0%      | 0      | 0.0%    | 0     | 1.0%    | 1     | 0.0%      | 0       | 0.0%     | 0     | 0.0%     | 0     | 0.0%     | 0       |                     |
| Eye   | 0.1%  | 1   | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%         | 0     | 0.0%      | 0      | 0.0%    | 0     | 0.0%    | 0     | 0.0%      | 0       | 0.0%     | 0     | 1.0%     | 1     | 0.0%     | 0       |                     |
| Hadleigh  | 2.0%  | 22  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%         |       | 16.0%     | 16     | 5.0%    | 5     | 1.0%    | 1     | 0.0%      | 0       | 0.0%     | 0     | 0.0%     | 0     | 0.0%     | 0       |                     |
| Halstead  | 0.4%  | 4   | 2.0%  | 2  | 0.0%   | 0  | 1.0%  | 1  | 0.0%         | 0     | 0.0%      | 0      | 0.0%    | 0     | 0.0%    | 0     | 0.0%      | 0       | 0.0%     | 0     | 0.0%     | 0     | 1.0%     | 1       |                     |
| Haverhill   | 0.3%  | 3   | 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     | 0.0%     | 0     | 0.0%     | 0       |                     |
| Ipswich   | 7.5%  | 82  | 2.0%  | 2  | 0.0%   | 0  | 1.0%  | 1  | 1.0%         |       | 15.0%     | 15     | 23.0%   |       | 23.0%   | 23    | 6.0%      | 6       | 6.0%     | 6     | 3.0%     | 3     | 2.0%     | 2       |                     |
| Stowmarket  | 6.5%  | 71  | 1.0%  | 1  | 5.0%   | 5  | 0.0%  | 0  | 0.0%         | 0     | 0.0%      | 0      | 0.0%    | 0     |         |       | 43.0%     | 43      | 11.0%    | 11    | 1.0%     | 1     | 0.0%     | 0       |                     |
| Sudbury   | 9.1%  | 100 |       | 24 | 2.0%   | 2  | 29.0% | 29 | 42.0%        | 42    | 3.0%      | 3      | 0.0%    | 0     | 0.0%    | 0     |           | 0       | 0.0%     | 0     | 0.0%     | 0     | 0.0%     | 0       |                     |
| Asda Superstore,<br>Whitehouse Industrial<br>Estate, Goddard Road,<br>Ipswich | 0.2%  | 2   | 0.0%  | 0  | 1.0%   | 1  | 0.0%  | 0  | 0.0%         | 0     | 1.0%      | 1      | 0.0%    | 0     | 0.0%    | 0     | 0.0%      | 0       | 0.0%     | 0     | 0.0%     | 0     | 0.0%     | 0       |                     |
| B&Q, Woodhall Business<br>Park, Eastern Bypass,<br>Sudbury                    | 0.1%  | 1   | 0.0%  | 0  | 0.0%   | 0  | 1.0%  | 1  | 0.0%         | 0     | 0.0%      | 0      | 0.0%    | 0     | 0.0%    | 0     | 0.0%      | 0       | 0.0%     | 0     | 0.0%     | 0     | 0.0%     | 0       |                     |
| Bacton  | 0.2%  | 2   | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%         | 0     | 0.0%      | 0      | 0.0%    | 0     | 1.0%    | 1     | 0.0%      | 0       | 0.0%     | 0     | 1.0%     | 1     | 0.0%     | 0       |                     |
| Beccles   | 0.1%  | 1   | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%         | 0     | 0.0%      | 0      | 0.0%    | 0     | 0.0%    | 0     | 0.0%      | 0       | 0.0%     | 0     | 0.0%     | 0     | 1.0%     | 1       |                     |
| Buckton   | 0.1%  | 1   | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%         | 0     | 0.0%      | 0      | 0.0%    | 0     | 0.0%    | 0     | 0.0%      | 0       | 0.0%     | 0     | 1.0%     | 1     | 0.0%     | 0       |                     |
| Cambridge   | 0.7%  | 8   | 1.0%  | 1  | 2.0%   | 2  | 0.0%  | 0  | 1.0%         | 1     | 0.0%      | 0      | 0.0%    | 0     | 0.0%    | 0     | 0.0%      | 0       | 4.0%     | 4     | 0.0%     | 0     | 0.0%     | 0       |                     |
| Clare   | 0.1%  | 1   | 1.0%  | 1  | 0.0%   | 0  | 0.0%  | 0  | 0.0%         | 0     | 0.0%      | 0      | 0.0%    | 0     | 0.0%    | 0     | 0.0%      | 0       | 0.0%     | 0     | 0.0%     | 0     | 0.0%     | 0       |                     |
| Diss  | 3.9%  | 43  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%         | 0     | 0.0%      | 0      | 0.0%    | 0     | 0.0%    | 0     | 0.0%      | 0       | 0.0%     |       | 24.0%    | 24    | 19.0%    | 19      |                     |
| Earls Colne   | 0.1%  | 1   | 1.0%  | 1  | 0.0%   | 0  | 0.0%  | 0  | 0.0%         | 0     | 0.0%      | 0      | 0.0%    | 0     | 0.0%    | 0     | 0.0%      | 0       | 0.0%     | 0     | 0.0%     | 0     | 0.0%     | 0       |                     |
| Framlingham   | 0.1%  | 1   | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%         | 0     | 0.0%      | 0      | 0.0%    | 0     | 1.0%    | 1     | 0.0%      | 0       | 0.0%     | 0     | 0.0%     | 0     | 0.0%     | 0       |                     |
| Greenhithe  | 0.1%  | 1   | 0.0%  | 0  | 0.0%   | 0  | 1.0%  | 1  | 0.0%         | 0     | 0.0%      | 0      | 0.0%    | 0     | 0.0%    | 0     | 0.0%      | 0       | 0.0%     | 0     | 0.0%     | 0     | 0.0%     | 0       |                     |
| Halesworth  | 0.1%  | 1   | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%         | 0     | 0.0%      | 0      | 0.0%    | 0     | 0.0%    | 0     | 0.0%      | 0       | 0.0%     | 0     | 0.0%     | 0     | 1.0%     | 1       |                     |

|  | Total | 1    | Zone  | 1   | Zone 2 | 2   | Zone  | 3   | Zone  | 4   | Zone  | 5   | Zone  | 6   | Zone  | 7   | Zone  | 8   | Zone  | 9   | Zone  | 10  | Zone 1 | 11  |
|--|-------|------|-------|-----|--------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|--------|-----|
| Harleston  | 0.7%  | Q    | 0.0%  | 0   | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 8.0%   | 8   |
| John Lewis, Futura Park,<br>Ransomes Way, Crane<br>Boulevard, Ipswich    | 0.4%  | 4    | 0.0%  | 0   |        | 0   | 1.0%  | 1   | 0.0%  | 0   |       | 1   | 0.0%  | 0   |       | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |        | 1   |
| Leiston  | 0.1%  | 1    | 0.0%  | 0   | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 1.0%   | 1   |
| Lowestoft  | 0.1%  | 1    | 0.0%  | 0   | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 1.0%   | 1   |
| Martlesham   | 0.4%  | 4    | 0.0%  | 0   | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 2.0%  | 2   | 0.0%  | 0   | 1.0%  | 1   | 0.0%  | 0   | 1.0%   | 1   |
| Melksham   | 0.1%  | 1    | 0.0%  | 0   | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 1.0%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%   | 0   |
| Morrisons, Sproughton<br>Road, Ipswich                                   | 0.1%  | 1    | 0.0%  | 0   | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 1.0%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%   | 0   |
| Norwich  | 4.3%  | 47   | 0.0%  | 0   | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 3.0%  | 3   | 0.0%  | 0   | 3.0%  | 3   | 8.0%  | 8   | 33.0%  | 33  |
| Ransomes Euro Retail Park,<br>Central Avenue, Ipswich                    | 0.1%  | 1    | 0.0%  | 0   | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 1.0%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%   | 0   |
| Sainsbury's, Cornard Road,<br>Sudbury                                    | 0.2%  | 2    | 0.0%  | 0   | 0.0%   | 0   | 2.0%  | 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   |
| Stanton  | 0.1%  | 1    | 0.0%  | 0   | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 1.0%  | 1   | 0.0%  | 0   | 0.0%   | 0   |
| Tesco Superstore, Woodhall<br>Business Park,<br>Springlands Way, Sudbury | 0.5%  | 5    | 0.0%  | 0   | 0.0%   | 0   | 0.0%  | 0   | 4.0%  | 4   | 1.0%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%   | 0   |
| Woodbridge   | 0.1%  | 1    | 0.0%  | 0   | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 1.0%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%   | 0   |
| Woolpit  | 0.1%  | 1    | 0.0%  | 0   | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 1.0%  | 1   | 0.0%  | 0   | 0.0%   | 0   |
| Internet / catalogue   | 21.8% | 240  | 19.0% | 19  | 22.0%  | 22  | 31.0% | 31  | 17.0% | 17  | 13.0% | 13  | 23.0% | 23  | 22.0% | 22  | 26.0% | 26  | 13.0% | 13  | 33.0% | 33  | 21.0%  | 21  |
| (Don't know)   | 4.6%  | 51   | 3.0%  | 3   | 2.0%   | 2   | 4.0%  | 4   | 0.0%  | 0   | 8.0%  | 8   | 8.0%  | 8   | 3.0%  | 3   | 6.0%  | 6   | 2.0%  | 2   | 10.0% | 10  | 5.0%   | 5   |
| (Don't do this type of shopping)   | 6.1%  | 67   | 4.0%  | 4   | 2.0%   | 2   | 3.0%  | 3   | 8.0%  | 8   | 11.0% | 11  | 6.0%  | 6   | 8.0%  | 8   | 9.0%  | 9   | 3.0%  | 3   | 10.0% | 10  | 3.0%   | 3   |
| Base:  |       | 1100 |       | 100 |        | 100 |       | 100 |       | 100 |       | 100 |       | 100 |       | 100 |       | 100 |       | 100 |       | 100 |        | 100 |
|  |       |      |       |     |        |     |       |     |       |     |       |     |       |     |       |     |       |     |       |     |       |     |        |     |

#### Babergh & Mid Suffolk Household Survey For Carter Jonas

Total Zone 1 Zone 2 Zone 3 Zone 4 Zone 5 Zone 6 Zone 7 Zone 8 Zone 9 Zone 10 Zone 11

Q14AWhich internet / home delivery retailer do you also use for your household's shopping for all other domestic electrical goods including small domestic electrical appliances (such as irons, kettles, fans, coffee makers, food mixers) and white goods (fridges, freezers, dishwashers) and smaller etc)?

Those who buy domestic electrical goods via the Internet at Q14:

| Amazon                | 20.8% | 50  | 21.1% | 4  | 13.6% | 3  | 12.9% | 4  | 29.4% | 5  | 23.1% | 3  | 30.4% | 7  | 27.3% | 6  | 19.2% | 5  | 7.7%  | 1  | 21.2% | 7  | 23.8% | 5  |
|-----------------------|-------|-----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|
| AO.com                | 10.8% | 26  | 0.0%  | 0  | 9.1%  | 2  | 19.4% | 6  | 11.8% | 2  | 0.0%  | 0  | 8.7%  | 2  | 13.6% | 3  | 15.4% | 4  | 0.0%  | 0  | 12.1% | 4  | 14.3% | 3  |
| Argos                 | 7.5%  | 18  | 15.8% | 3  | 9.1%  | 2  | 12.9% | 4  | 5.9%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 4.5%  | 1  | 7.7%  | 2  | 15.4% | 2  | 6.1%  | 2  | 4.8%  | 1  |
| Asda                  | 0.8%  | 2   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 3.8%  | 1  | 7.7%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| ASOS                  | 0.4%  | 1   | 0.0%  | 0  | 4.5%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| B&Q                   | 0.4%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 4.3%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Boots                 | 0.8%  | 2   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 5.9%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 4.8%  | 1  |
| Currys                | 12.1% | 29  | 0.0%  | 0  | 13.6% | 3  | 12.9% | 4  | 11.8% | 2  | 7.7%  | 1  | 21.7% | 5  | 18.2% | 4  | 3.8%  | 1  | 15.4% | 2  | 15.2% | 5  | 9.5%  | 2  |
| Homebase              | 0.4%  | 1   | 0.0%  | 0  | 4.5%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| John Lewis            | 15.8% | 38  | 26.3% | 5  | 27.3% | 6  | 16.1% | 5  | 5.9%  | 1  | 15.4% | 2  | 0.0%  | 0  | 18.2% | 4  | 7.7%  | 2  | 23.1% | 3  | 21.2% | 7  | 14.3% | 3  |
| Littlewoods           | 0.4%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 3.0%  | 1  | 0.0%  | 0  |
| Sainsbury's           | 0.8%  | 2   | 0.0%  | 0  | 4.5%  | 1  | 0.0%  | 0  | 5.9%  | 1  | 0.0%  | 0  |       | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |       | 0  |
| Tesco                 | 1.3%  | 3   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 5.9%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 7.7%  | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Other                 | 4.6%  | 11  | 5.3%  | 1  | 4.5%  | 1  | 12.9% | 4  | 5.9%  | 1  | 0.0%  | 0  | 4.3%  | 1  | 4.5%  | 1  | 3.8%  | 1  | 0.0%  | 0  | 3.0%  | 1  | 0.0%  | 0  |
| Со-ор                 | 1.7%  | 4   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |       | 2  | 0.0%  | 0  | 7.7%  | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| (Don't know / varies) | 21.3% | 51  | 31.6% | 6  |       | 2  | 12.9% | 4  | 11.8% | 2  | 53.8% | 7  | 21.7% | 5  | 13.6% | 3  | 23.1% | 6  | 30.8% | 4  | 40.00 | 6  | 28.6% | 6  |
| P                     |       | 240 |       | 10 |       | 22 |       | 21 |       | 17 |       | 12 |       | 22 |       | 22 |       | 20 |       | 12 |       | 22 |       | 21 |
| Base:                 |       | 240 |       | 19 |       | 22 |       | 31 |       | 17 |       | 13 |       | 23 |       | 22 |       | 26 |       | 13 |       | 33 |       | 21 |

Total Zone 1 Zone 2 Zone 3 Zone 4 Zone 7 Zone 8 Zone 9 Zone 10 Zone 11 Zone 5 Zone 6 Q15 Where do you normally do most of your household's shopping for books (incl. dictionaries, encyclopaedias, text books, guidebooks and musical scores) and stationary (incl. writing pads, envelopes pens, diaries, etc.) and drawing materials? Tesco Extra, Copdock 0.6% 0.0% 0.0% 0 0.0% 0 0.0% 2.0% 2 3.0% 3 2.0% 2 0.0% 0 0.0% 0.0% 0 0.0% 0 Interchange, Ipswich 0.2% Copdock Mill Interchange. 2 0.0% 0 0.0% 0.0% 0 0.0% 0 1.0% 1 1.0% 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 Ipswich Woodhall Business Park, 0.2% 2 0.0% 0 0.0% 0 1.0% 1.0% 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1 Drury Drive, Sudbury Bury St Edmunds 11.6% 128 6.0% 6 45.0% 45 8.0% 5.0% 5 0.0% 0 1.0% 0.0% 0 7.0% 48.0% 48 8.0% 8 0.0% 0 23 0.0% 0 0 Colchester 2.1% 14.0% 14 0.0% 0 3.0% 3 0.0% 6.0% 6 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 3 Debenham 0.3% 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 3.0% 3 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0 0.0% 0 Eve 0.1% 1 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.0% 0.0% Hadleigh 2.5% 27 0.0% 0 0.0% 0 1.0% 1 0.0% 0 24.0% 24 2.0% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Halstead 0.1% 1 1.0% 1 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0.0% 0 0.0% 0 0 0 0 0.5% 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% 0.0% Haverhill 6 8.5% 93 0.0% 0 0.0% 2.0% 2 0.0% 0 12.0% 12 39.0% 39 29.0% 29 7.0% 1.0% 2.0% 2 1.0% **Ipswich** 0 7 1 0.2% 2 0 0 Long Melford 1.0% 0.0% 0 1.0% 1 0.0% 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% Needham Market 0.1% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.0% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 5.4% 59 0.0% 0 2.0% 2 0.0% 0.0% 0 1.0% 0.0% 0 9.0% 9 34.0% 9.0% 4.0% 0.0% 0 Stowmarket 0 1 34 9 4 5.0% Sudbury 11.4% 125 27.0% 27 5 33.0% 33 55.0% 55 5.0% 5 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Street Market in Sudbury 0.1% 1 0.0% 0 0.0% 0 0.0% 0 1.0% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Asda Superstore, 0.2% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 2.0% 2 0.0% 0.0% 0.0% 0 0.0% 0 Whitehouse Industrial Estate, Goddard Road, Ipswich 0 0.2% 0.0% 0 2 0.0% 0 0 0.0% 0 0.0% 0.0% 0 0.0% 0.0% 0 0.0% 0.0% 0 0.0% 0 2.0% 2 Beccles Bungay 0.1% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.0% 2 Cambridge 0.5% 5 2.0% 0.0% 0 1.0% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 2.0% 2 0.0% 0 0.0% 0 Central London 0.3% 3 0.0% 0 0.0% 0 1.0% 0.0% 0 1.0% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.0% 0.0% 0 1 0.2% 2 2.0% 2 0.0% 0.0% 0.0% 0.0% 0 0 0.0% 0.0% 0.0% 0.0% 0 0.0% 0 Clare 0 0 0 0.0% 0 0 0 Claydon 0.1% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.0% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Diss 4.6% 51 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 3.0% 3 1.0% 0.0% 0 21.0% 21 26.0% 26 Felixstowe 0.3% 3 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 1.0% 2.0% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0 0.1% 1 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 1.0% 0.0% 0 0.0% 0.0% 0 0.0% 0 Framlingham 0 1 0 Glemsford 0.1% 1 1.0% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0 0 0.0% Halesworth 0.1% 1 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0.0% 0.0% 0 0.0% 0.0% 0 1.0% 0.0% 0 0.0% 0.5% 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0.0% 0 6.0% Harleston 6 0 0 0 0 6 0.2% 2 0.0% 0 2 0.0% 0 Holbrook 0.0% 0 0 0.0% 0 0.0% 0 0.0% 2.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Morrisons, Sproughton 0.1% 1 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 1.0% 1 0.0% 0.0% 0 0.0% 0 0.0% Road, Ipswich 1.7% 19 0 0.0% 0.0% 0 0 0.0% 13 Norwich 0.0% 0 0.0% 0 0.0% 0.0% 0.0% 0 0.0% 0 6.0% 6 13.0% 1.0% Ransomes Euro Retail Park, 0.1% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1 Central Avenue, Ipswich Rickinghall 0.1% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.0% 0.0% 0 0.2% 0 0 0.0% 0.0% 0 Sainsbury's, Cornard Road, 2 0.0% 0 0.0% 0 1.0% 1.0% 0.0% 0.0% 0 0 0.0% 0 0.0% 0 0.0% Sudbury

## Babergh & Mid Suffolk Household Survey For Carter Jonas

|  | Tota  | 1    | Zone  | 1   | Zone  | 2   | Zone  | 3   | Zone  | 4   | Zone  | 5   | Zone  | 6   | Zone  | 7   | Zone  | 8   | Zone  | 9   | Zone 1 | 10  | Zone  | 11  |
|--|-------|------|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|--------|-----|-------|-----|
| Tesco Superstore, Woodhall<br>Business Park,                                   | 0.6%  | 7    | 0.0%  | 0   | 0.0%  | 0   | 2.0%  | 2   | 5.0%  | 5   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%   | 0   | 0.0%  | 0   |
| Springlands Way, Sudbury<br>Tesco, Woodhall Business<br>Park, Springlands Way, | 0.1%  | 1    | 0.0%  | 0   | 0.0%  | 0   | 1.0%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%   | 0   | 0.0%  | 0   |
| Sudbury<br>West Suffolk Council libary<br>van                                  | 0.1%  | 1    | 0.0%  | 0   | 1.0%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%   | 0   | 0.0%  | 0   |
| West Thurrock  | 0.1%  | 1    | 1.0%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%   | 0   | 0.0%  | 0   |
| Winchester   | 0.1%  | 1    | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 1.0%   | 1   | 0.0%  | 0   |
| Woodbridge   | 0.5%  | 6    | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 2.0%  | 2   | 3.0%  | 3   | 0.0%  | 0   | 0.0%  | 0   | 0.0%   | 0   | 1.0%  | 1   |
| Woolpit  | 0.3%  | 3    | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 1.0%  | 1   | 2.0%  | 2   | 0.0%   | 0   | 0.0%  | 0   |
| Internet / catalogue   | 28.0% | 308  | 27.0% | 27  | 23.0% | 23  | 30.0% | 30  | 27.0% | 27  | 28.0% | 28  | 29.0% | 29  | 30.0% | 30  | 31.0% | 31  | 16.0% | 16  | 35.0%  | 35  | 32.0% | 32  |
| (Don't know)   | 1.5%  | 17   | 2.0%  | 2   | 1.0%  | 1   | 0.0%  | 0   | 1.0%  | 1   | 2.0%  | 2   | 0.0%  | 0   | 3.0%  | 3   | 2.0%  | 2   | 3.0%  | 3   | 3.0%   | 3   | 0.0%  | 0   |
| (Don't do this type of shopping)   | 15.4% | 169  | 10.0% | 10  | 23.0% | 23  | 15.0% | 15  | 4.0%  | 4   | 24.0% | 24  | 14.0% | 14  | 10.0% | 10  | 17.0% | 17  | 19.0% | 19  | 17.0%  | 17  | 16.0% | 16  |
| Base:  |       | 1100 |       | 100 |       | 100 |       | 100 |       | 100 |       | 100 |       | 100 |       | 100 |       | 100 |       | 100 |        | 100 |       | 100 |

Q15AWhich internet / home delivery retailer do you also use for your household's shopping for books (incl. dictionaries, encyclopaedias, text books, guidebooks and musical scores) and stationery (incl. writing pads, envelopes pens, diaries, etc.) and drawing materials?

Those who buy books and stationery via the Internet at Q15:

| Amazon                | 82.8% | 255 | 88.9% | 24 | 82.6% | 19 | 80.0% | 24 | 92.6% | 25 | 85.7% | 24 | 89.7% | 26 | 76.7% | 23 | 80.6% | 25 | 62.5% | 10 | 88.6% | 31 | 75.0% | 24 |
|-----------------------|-------|-----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|
| Ebay                  | 0.6%  | 2   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 3.3%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 3.1%  | 1  |
| John Lewis            | 0.3%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 6.3%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Tesco                 | 0.6%  | 2   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 3.3%  | 1  | 0.0%  | 0  | 6.3%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| WHSmith               | 0.3%  | 1   | 3.7%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Other                 | 5.2%  | 16  | 0.0%  | 0  | 8.7%  | 2  | 6.7%  | 2  | 0.0%  | 0  | 3.6%  | 1  | 3.4%  | 1  | 10.0% | 3  | 3.2%  | 1  | 12.5% | 2  | 2.9%  | 1  | 9.4%  | 3  |
| Play.com              | 0.3%  | 1   | 0.0%  | 0  | 4.3%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| The Book People       | 1.9%  | 6   | 3.7%  | 1  | 0.0%  | 0  | 3.3%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 12.5% | 2  | 0.0%  | 0  | 6.3%  | 2  |
| (Don't know / varies) | 7.8%  | 24  | 3.7%  | 1  | 4.3%  | 1  | 10.0% | 3  | 7.4%  | 2  | 10.7% | 3  | 6.9%  | 2  | 6.7%  | 2  | 16.1% | 5  | 0.0%  | 0  | 8.6%  | 3  | 6.3%  | 2  |
| Base:                 |       | 308 |       | 27 |       | 23 |       | 30 |       | 27 |       | 28 |       | 29 |       | 30 |       | 31 |       | 16 |       | 35 |       | 32 |

|  | Total     |        | Zone 1    | 1    | Zone     | 2    | Zone    | 3    | Zone     | 1      | Zone 5 | ;   | Zone     | 6    | Zone '   | 7     | Zone    | 8      | Zone 9  | )    | Zone 1  | 10     | Zone 1   | 1               |      |
|--|-----------|--------|-----------|------|----------|------|---------|------|----------|--------|--------|-----|----------|------|----------|-------|---------|--------|---------|------|---------|--------|----------|-----------------|------|
| 116 Where do you norma   | ally do m | nost c | of your h | ouse | hold's s | hopp | ing for | game | s & toys | ; pets | and pe | pro | ducts; h | obby | items; s | sport | equipme | ent an | d campi | ng g | oods; b | icycle | s; and n | nusical instrum | ents |
| urrys PC World, London<br>Road / Copdock<br>Interchange, Ipswich | 0.1%      | 1      | 0.0%      | 0    | 0.0%     | 0    | 0.0%    | 0    | 0.0%     | 0      | 0.0%   | 0   | 0.0%     | 0    | 0.0%     | 0     | 0.0%    | 0      | 0.0%    | 0    | 0.0%    | 0      | 1.0%     | 1               |      |
| Interchange, ipswich  Iothercare, Copdock  Interchange, Ipswich  | 0.1%      | 1      | 0.0%      | 0    | 0.0%     | 0    | 0.0%    | 0    | 0.0%     | 0      | 1.0%   | 1   | 0.0%     | 0    | 0.0%     | 0     | 0.0%    | 0      | 0.0%    | 0    | 0.0%    | 0      | 0.0%     | 0               |      |
| ts at Home, Shawlands<br>Retail Park, Newton Road,<br>Sudbury    | 0.8%      | 9      | 0.0%      | 0    | 0.0%     | 0    | 4.0%    | 4    | 4.0%     | 4      | 1.0%   | 1   | 0.0%     | 0    | 0.0%     | 0     | 0.0%    | 0      | 0.0%    | 0    | 0.0%    | 0      | 0.0%     | 0               |      |
| sco Extra, Copdock<br>Interchange, Ipswich                       | 0.5%      | 5      | 0.0%      | 0    | 0.0%     | 0    | 0.0%    | 0    | 0.0%     | 0      | 0.0%   | 0   | 4.0%     | 4    | 1.0%     | 1     | 0.0%    | 0      | 0.0%    | 0    | 0.0%    | 0      | 0.0%     | 0               |      |
| bys R Us, London Road /<br>Copdock Interchange,<br>Ipswich       | 1.5%      | 17     | 0.0%      | 0    | 1.0%     | 1    | 0.0%    | 0    | 0.0%     | 0      | 4.0%   | 4   | 5.0%     | 5    | 2.0%     | 2     | 3.0%    | 3      | 1.0%    | 1    | 1.0%    | 1      | 0.0%     | 0               |      |
| ppdock Mill Interchange,  Ipswich                                | 0.5%      | 5      | 0.0%      | 0    | 0.0%     | 0    | 0.0%    | 0    | 0.0%     | 0      | 0.0%   | 0   | 3.0%     | 3    | 0.0%     | 0     | 1.0%    | 1      | 1.0%    | 1    | 0.0%    | 0      | 0.0%     | 0               |      |
| awlands Retail Park,<br>Newton Road, Sudbury                     | 0.3%      | 3      | 1.0%      | 1    | 0.0%     | 0    | 0.0%    | 0    | 2.0%     | 2      | 0.0%   | 0   | 0.0%     | 0    | 0.0%     | 0     | 0.0%    | 0      | 0.0%    | 0    | 0.0%    | 0      | 0.0%     | 0               |      |
| oodhall Business Park,<br>Drury Drive, Sudbury                   | 0.1%      | 1      | 0.0%      | 0    | 0.0%     | 0    | 0.0%    | 0    | 0.0%     | 0      | 1.0%   | 1   | 0.0%     | 0    | 0.0%     | 0     | 0.0%    | 0      | 0.0%    | 0    | 0.0%    | 0      | 0.0%     | 0               |      |
| aintree  | 0.1%      | 1      | 0.0%      | 0    | 0.0%     | 0    | 0.0%    | 0    | 1.0%     | 1      | 0.0%   | 0   | 0.0%     | 0    | 0.0%     | 0     | 0.0%    | 0      | 0.0%    | 0    | 0.0%    | 0      | 0.0%     | 0               |      |
| ry St Edmunds  | 8.8%      | 97     | 4.0%      |      | 35.0%    | 35   | 7.0%    | 7    | 4.0%     | 4      | 0.0%   | 0   | 0.0%     | 0    | 1.0%     | 1     | 8.0%    | 8      | 36.0%   | 36   | 2.0%    | 2      | 0.0%     | 0               |      |
| chester  | 2.7%      |        | 13.0%     | 13   | 0.0%     | 0    | 7.0%    | 7    | 4.0%     | 4      | 1.0%   | 1   | 5.0%     | 5    | 0.0%     | 0     | 0.0%    | 0      | 0.0%    | 0    | 0.0%    | 0      | 0.0%     | 0               |      |
| odock Mill   | 0.1%      | 1      | 0.0%      | 0    | 0.0%     | 0    | 0.0%    | 0    | 0.0%     | 0      | 0.0%   | 0   | 1.0%     | 1    | 0.0%     | 0     | 0.0%    | 0      | 0.0%    | 0    | 0.0%    | 0      | 0.0%     | 0               |      |
| benham   | 0.1%      | 1      | 0.0%      | 0    | 0.0%     | 0    | 0.0%    | 0    | 0.0%     | 0      | 0.0%   | 0   | 0.0%     | 0    | 1.0%     | 1     | 0.0%    | 0      | 0.0%    | 0    | 0.0%    | 0      | 0.0%     | 0               |      |
| dleigh   | 1.6%      | 18     | 0.0%      | 0    | 0.0%     | 0    | 0.0%    | 0    | 0.0%     |        | 17.0%  | 17  | 0.0%     | 0    | 1.0%     | 1     | 0.0%    | 0      | 0.0%    | 0    | 0.0%    | 0      | 0.0%     | 0               |      |
| lstead   | 0.3%      | 3      | 2.0%      | 2    | 0.0%     | 0    | 0.0%    | 0    | 0.0%     | 0      | 0.0%   | 0   | 0.0%     | 0    | 1.0%     | 1     | 0.0%    | 0      | 0.0%    | 0    | 0.0%    | 0      | 0.0%     | 0               |      |
| verhill  | 0.2%      | 2      | 2.0%      | 2    | 0.0%     | 0    | 0.0%    | 0    | 0.0%     | 0      | 0.0%   | 0   | 0.0%     | 0    | 0.0%     | 0     | 0.0%    | 0      | 0.0%    | 0    | 0.0%    | 0      | 0.0%     | 0               |      |
| wich   | 7.4%      | 81     | 0.0%      | 0    | 0.0%     | 0    | 3.0%    | 3    | 3.0%     |        | 16.0%  | 16  | 19.0%    | 19   | 18.0%    | 18    | 9.0%    | 9      | 1.0%    | 1    | 8.0%    | 8      | 4.0%     | 4               |      |
| enham  | 0.1%      | 1      | 0.0%      | 0    | 0.0%     | 0    | 1.0%    | 1    | 0.0%     | 0      | 0.0%   | 0   | 0.0%     | 0    | 0.0%     | 0     | 0.0%    | 0      | 0.0%    | 0    | 0.0%    | 0      | 0.0%     | 0               |      |
| ng Melford   | 0.1%      | 1      | 1.0%      | 1    | 0.0%     | 0    | 0.0%    | 0    | 0.0%     | 0      | 0.0%   | 0   | 0.0%     | 0    | 0.0%     | 0     | 0.0%    | 0      | 0.0%    | 0    | 0.0%    | 0      | 0.0%     | 0               |      |
| nningtree  | 0.2%      | 2      | 0.0%      | 0    | 0.0%     | 0    | 0.0%    | 0    | 0.0%     | 0      | 0.0%   | 0   | 2.0%     | 2    | 0.0%     | 0     | 0.0%    | 0      | 0.0%    | 0    | 0.0%    | 0      | 0.0%     | 0               |      |
| edham  | 0.1%      | 1      | 0.0%      | 0    | 0.0%     | 0    | 0.0%    | 0    | 0.0%     | 0      | 0.0%   | 0   | 0.0%     | 0    | 1.0%     | 1     | 0.0%    | 0      | 0.0%    | 0    | 0.0%    | 0      | 0.0%     | 0               |      |
| edham Market   | 0.4%      | 4      | 0.0%      | 0    | 0.0%     | 0    | 0.0%    | 0    | 0.0%     | 0      | 0.0%   | 0   | 1.0%     | 1    | 3.0%     | 3     | 0.0%    | 0      | 0.0%    | 0    | 0.0%    | 0      | 0.0%     | 0               |      |
| wmarket  | 3.5%      | 39     | 0.0%      | 0    | 3.0%     | 3    | 0.0%    | 0    | 0.0%     | 0      | 2.0%   | 2   | 0.0%     | 0    | 3.0%     | 3     | 24.0%   | 24     | 5.0%    | 5    | 2.0%    | 2      | 0.0%     | 0               |      |
| lbury  | 6.6%      |        | 18.0%     | 18   | 3.0%     | 3    | 26.0%   | 26   | 26.0%    | 26     | 0.0%   | 0   | 0.0%     | 0    | 0.0%     | 0     | 0.0%    | 0      | 0.0%    | 0    | 0.0%    | 0      | 0.0%     | 0               |      |
| oad  | 0.1%      | 1      | 0.0%      | 0    | 0.0%     | 0    | 0.0%    | 0    | 0.0%     | 0      | 0.0%   | 0   | 0.0%     | 0    | 1.0%     | 1     | 0.0%    | 0      | 0.0%    | 0    | 0.0%    | 0      | 0.0%     | 0               |      |
| gay  | 0.1%      | 1      | 0.0%      | 0    | 0.0%     | 0    | 0.0%    | 0    | 0.0%     | 0      | 0.0%   | 0   | 0.0%     | 0    | 0.0%     | 0     | 0.0%    | 0      | 0.0%    | 0    | 0.0%    | 0      | 1.0%     | 1               |      |
| nbridge  | 0.2%      | 2      | 1.0%      | 1    | 0.0%     | 0    | 0.0%    | 0    | 0.0%     | 0      | 0.0%   | 0   | 0.0%     | 0    | 0.0%     | 0     | 0.0%    | 0      | 1.0%    | 1    | 0.0%    | 0      | 0.0%     | 0               |      |
| terton   | 0.1%      | 1      | 0.0%      | 0    | 0.0%     | 0    | 0.0%    | 0    | 0.0%     | 0      | 0.0%   | 0   | 1.0%     | 1    | 0.0%     | 0     | 0.0%    | 0      | 0.0%    | 0    | 0.0%    | 0      | 0.0%     | 0               |      |
| tral London  | 0.1%      | 1      | 0.0%      | 0    | 0.0%     | 0    | 0.0%    | 0    | 0.0%     | 0      | 0.0%   | 0   | 0.0%     | 0    | 0.0%     | 0     | 0.0%    | 0      | 0.0%    | 0    | 1.0%    | 1      | 0.0%     | 0               |      |
| re   | 0.1%      | 1      | 1.0%      | 1    | 0.0%     | 0    | 0.0%    | 0    | 0.0%     | 0      | 0.0%   | 0   | 0.0%     | 0    | 0.0%     | 0     | 0.0%    | 0      | 0.0%    | 0    | 0.0%    | 0      | 0.0%     | 0               |      |
| ıydon  | 0.1%      | 1      | 0.0%      | 0    | 0.0%     | 0    | 0.0%    | 0    | 0.0%     | 0      | 0.0%   | 0   | 0.0%     | 0    | 1.0%     | 1     | 0.0%    | 0      | 0.0%    | 0    | 0.0%    | 0      | 0.0%     | 0               |      |
| SS 1' 1  | 3.3%      | 36     | 0.0%      | 0    | 0.0%     | 0    | 0.0%    | 0    | 0.0%     | 0      | 0.0%   | 0   | 0.0%     | 0    | 1.0%     | 1     | 1.0%    | 1      | 0.0%    |      | 13.0%   | 13     | 21.0%    | 21              |      |
| amlingham  | 0.1%      | 1      | 0.0%      | 0    | 0.0%     | 0    | 0.0%    | 0    | 0.0%     | 0      | 0.0%   | 0   | 0.0%     | 0    | 0.0%     | 0     | 0.0%    | 0      | 0.0%    | 0    | 0.0%    | 0      | 1.0%     | 1               |      |
| eat Yeldham  | 0.1%      | 1      | 0.0%      | 0    | 0.0%     | 0    | 1.0%    | 1    | 0.0%     | 0      | 0.0%   | 0   | 0.0%     | 0    | 0.0%     | 0     | 0.0%    | 0      | 0.0%    | 0    | 0.0%    | 0      | 0.0%     | 0               |      |

|  | Tota  | ıl   | Zone  | 1   | Zone  | 2   | Zone  | 3   | Zone  | 4   | Zone  | 5   | Zone  | 6   | Zone  | 7   | Zone  | e 8 | Zoi   | ne 9 | 2    | Zone 10 |     | Zone 1 | 1   |
|--|-------|------|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|------|------|---------|-----|--------|-----|
| Harleston  | 0.7%  | 8    | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.09  | 6 (  | ) (  | 0.0%    | 0   | 8.0%   | 8   |
| Harlow   | 0.1%  | 1    | 1.0%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |       | 0   |       |      |      | 0.0%    | 0   | 0.0%   | 0   |
| Hungerford   | 0.1%  | 1    | 0.0%  | 0   | 0.0%  | 0   | 1.0%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |       | 0   |       |      |      | 0.0%    | 0   | 0.0%   | 0   |
| Lowestoft  | 0.1%  | 2    | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |       | 0   |       |      |      | 0.0%    | 0   | 2.0%   | 2   |
| Marks Tey  | 0.1%  | 1    | 1.0%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |       | 0   |       |      |      | 0.0%    | 0   | 0.0%   | 0   |
| Martlesham Heath Retail<br>Park, Beardmore Park,<br>Ipswich              | 0.1%  | 1    | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |       | 0   |       |      |      | 1.0%    | 1   | 0.0%   | 0   |
| Newmarket  | 0.1%  | 1    | 0.0%  | 0   | 1.0%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.09  | ó (  | ) (  | 0.0%    | 0   | 0.0%   | 0   |
| Norwich  | 2.4%  | 26   |       | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 1.0%  | 1   | 0.0%  | 0   |       |      |      | 8.0%    | -   | 17.0%  | 17  |
| Old Newton   | 0.1%  | 1    | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |       | 1   | 0.09  |      |      | 0.0%    | 0   | 0.0%   | 0   |
| Pets at Home, Beardmore<br>Park, Martlesham Heath,<br>Ipswich            | 0.1%  | 1    | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 1.0%  | 1   | 0.0%  | 0   |       | 0   | 0.09  | 6 (  |      | 0.0%    | 0   | 0.0%   | 0   |
| Ransomes Euro Retail Park,<br>Central Avenue, Ipswich                    | 0.2%  | 2    | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 1.0%  | 1   | 0.0%  | 0   | 1.0%  | 1   | 0.0%  | 0   | 0.09  | ó (  | ) (  | 0.0%    | 0   | 0.0%   | 0   |
| Sainsbury's, Cornard Road,<br>Sudbury                                    | 0.1%  | 1    | 0.0%  | 0   | 0.0%  | 0   | 1.0%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.09  | ó (  | О (  | 0.0%    | 0   | 0.0%   | 0   |
| Semer  | 0.1%  | 1    | 0.0%  | 0   | 1.0%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.09  | ó (  | ) (  | 0.0%    | 0   | 0.0%   | 0   |
| Street market in Pulham  | 0.1%  | 1    | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.09  | 6 (  | ) (  | 0.0%    | 0   | 1.0%   | 1   |
| Tesco Superstore, Woodhall<br>Business Park,<br>Springlands Way, Sudbury | 0.4%  | 4    | 0.0%  | 0   | 0.0%  | 0   | 3.0%  | 3   | 1.0%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 6 (  | ) (  | 0.0%    | 0   | 0.0%   | 0   |
| Tesco, Woodhall Business<br>Park, Springlands Way,<br>Sudbury            | 0.2%  | 2    | 0.0%  | 0   | 0.0%  | 0   | 2.0%  | 2   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.09  | 6 (  | ) (  | 0.0%    | 0   | 0.0%   | 0   |
| Tiptree, Essex   | 0.1%  | 1    | 1.0%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.09  | ó (  | ) (  | 0.0%    | 0   | 0.0%   | 0   |
| Woodbridge   | 0.2%  | 2    | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 2.0%  | 2   |       | 0   | 0.09  | 6 (  | ) (  | 0.0%    | 0   | 0.0%   | 0   |
| Woolpit  | 0.1%  | 1    | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |       | 0   | 1.09  | ó í  | 1 (  | 0.0%    | 0   | 0.0%   | 0   |
| Internet / catalogue   | 18.2% | 200  | 25.0% | 25  | 19.0% | 19  | 16.0% | 16  | 15.0% | 15  | 21.0% | 21  | 20.0% | 20  | 16.0% | 16  | 18.0% | 18  | 13.09 | ó 13 | 3 22 | 2.0%    | 22  | 15.0%  | 15  |
| (Don't know)   | 1.6%  | 18   | 3.0%  | 3   | 1.0%  | 1   | 1.0%  | 1   | 0.0%  | 0   | 2.0%  | 2   | 2.0%  | 2   | 0.0%  | 0   | 4.0%  | 4   | 1.09  | ó .  | 1 :  | 3.0%    | 3   | 1.0%   | 1   |
| (Don't do this type of shopping)   | 34.6% | 381  | 26.0% | 26  | 36.0% | 36  | 27.0% | 27  | 40.0% | 40  | 33.0% | 33  | 36.0% | 36  | 45.0% | 45  | 31.0% | 31  | 40.09 | ó 40 | 39   | 9.0%    | 39  | 28.0%  | 28  |
| Base:  |       | 1100 |       | 100 |       | 100 |       | 100 |       | 100 |       | 100 |       | 100 |       | 100 |       | 100 |       | 100  | C    |         | 100 |        | 100 |

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|   | Tota  | ıl  | Zone  | 1  | Zone 2 | 2   | Zone 3 |    | Zone 4 | ı     | Zone      | 5     | Zone    | 6     | Zone     | 7    | Zone 8    | 8      | Zone    | 9      | Zone 1  | .0    | Zone 1  | 1               |       |
|---|-------|-----|-------|----|--------|-----|--------|----|--------|-------|-----------|-------|---------|-------|----------|------|-----------|--------|---------|--------|---------|-------|---------|-----------------|-------|
| Q16AWhich internet /  <br>musical instrume<br>Those who buy gam | ents? | •   |       | •  |        | -   |        |    |        | pping | ı for gar | nes 8 | toys; p | ets a | nd pet p | rodu | cts; hobl | by ite | ms; spc | ort eq | uipment | and ( | camping | goods; bicycles | ; and |
| Amazon  | 53.5% | 107 | 48.0% | 12 | 47.4%  | 9 5 | 50.0%  | 8  | 46.7%  | 7     | 38.1%     | 8     | 75.0%   | 15    | 56.3%    | 9    | 55.6%     | 10     | 38.5%   | 5      | 63.6%   | 14    | 66.7%   | 10              |       |
| Argos   | 3.5%  | 7   | 4.0%  | 1  | 15.8%  | 3   | 6.3%   | 1  | 6.7%   | 1     | 0.0%      | 0     | 0.0%    | 0     | 0.0%     | 0    | 0.0%      | 0      | 0.0%    | 0      | 4.5%    | 1     | 0.0%    | 0               |       |
| Asda  | 1.5%  | 3   | 4.0%  | 1  | 0.0%   | 0   | 0.0%   | 0  | 0.0%   | 0     | 0.0%      | 0     | 5.0%    | 1     | 0.0%     | 0    | 0.0%      | 0      | 0.0%    | 0      | 0.0%    | 0     | 6.7%    | 1               |       |
| Ebay  | 7.0%  | 14  | 8.0%  | 2  | 10.5%  | 2   | 6.3%   | 1  | 6.7%   | 1     | 4.8%      | 1     | 0.0%    | 0     | 25.0%    | 4    | 5.6%      | 1      | 7.7%    | 1      | 4.5%    | 1     | 0.0%    | 0               |       |
| ohn Lewis   | 0.5%  | 1   | 0.0%  | 0  | 0.0%   | 0   | 0.0%   | 0  | 0.0%   | 0     | 0.0%      | 0     | 0.0%    | 0     | 0.0%     | 0    | 0.0%      | 0      | 7.7%    | 1      | 0.0%    | 0     | 0.0%    | 0               |       |
| Геѕсо   | 1.5%  | 3   | 0.0%  | 0  | 0.0%   | 0   | 6.3%   | 1  | 0.0%   | 0     | 4.8%      | 1     | 5.0%    | 1     | 0.0%     | 0    | 0.0%      | 0      | 0.0%    | 0      | 0.0%    | 0     | 0.0%    | 0               |       |
| Γoys R Us   | 1.0%  | 2   | 0.0%  | 0  | 0.0%   | 0   | 0.0%   | 0  | 0.0%   | 0     | 4.8%      | 1     | 0.0%    | 0     | 0.0%     | 0    | 0.0%      | 0      | 7.7%    | 1      | 0.0%    | 0     | 0.0%    | 0               |       |
| Other   | 10.0% | 20  | 20.0% | 5  | 10.5%  | 2 2 | 25.0%  | 4  | 0.0%   | 0     | 4.8%      | 1     | 5.0%    | 1     | 12.5%    | 2    | 0.0%      | 0      | 0.0%    | 0      | 18.2%   | 4     | 6.7%    | 1               |       |
| Sports Direct   | 3.0%  | 6   | 0.0%  | 0  | 0.0%   | 0   | 0.0%   | 0  | 6.7%   | 1     | 9.5%      | 2     | 0.0%    | 0     | 0.0%     | 0    | 11.1%     | 2      | 0.0%    | 0      | 0.0%    | 0     | 6.7%    | 1               |       |
| Don't know / varies)  | 18.5% | 37  | 16.0% | 4  | 15.8%  | 3   | 6.3%   | 1  | 33.3%  | 5     | 33.3%     | 7     | 10.0%   | 2     | 6.3%     | 1    | 27.8%     | 5      | 38.5%   | 5      | 9.1%    | 2     | 13.3%   | 2               |       |
| Base:   |       | 200 |       | 25 |        | 19  |        | 16 |        | 15    |           | 21    |         | 20    |          | 16   |           | 18     |         | 13     |         | 22    |         | 15              |       |

|  | Tota      | ıl     | Zone      | 1     | Zone     | 2    | Zone 3    | 3      | Zone 4    | 4      | Zone 5    | 5     | Zone    | 6     | Zone    | 7      | Zone       | 8      | Zone    | 9     | Zone 1    | 10      | Zone 1 | 11 |
|--|-----------|--------|-----------|-------|----------|------|-----------|--------|-----------|--------|-----------|-------|---------|-------|---------|--------|------------|--------|---------|-------|-----------|---------|--------|----|
| Q17 Where do you norma   | ally do r | most o | of your h | nouse | hold's s | hopp | ing for f | urnitı | ıre, carp | ets, e | other flo | or co | verings | and l | househo | old te | xtiles (ir | nclude | s beds, | sofas | s, tables | s, etc) | ?      |    |
| Carpetright, Shawlands<br>Retail Park, Newton Road,<br>Sudbury | 2.1%      | 23     | 2.0%      | 2     | 1.0%     | 1    | 8.0%      | 8      | 11.0%     | 11     | 1.0%      | 1     | 0.0%    | 0     | 0.0%    | 0      | 0.0%       | 0      | 0.0%    | 0     | 0.0%      | 0       | 0.0%   | 0  |
| Feather & Black, Copdock<br>Interchange, Ipswich               | 0.2%      | 2      | 0.0%      | 0     | 0.0%     | 0    | 0.0%      | 0      | 0.0%      | 0      | 1.0%      | 1     | 0.0%    | 0     | 0.0%    | 0      | 0.0%       | 0      | 0.0%    | 0     | 1.0%      | 1       | 0.0%   | 0  |
| Homebase, Waldingfield<br>Road, Sudbury                        | 0.1%      | 1      | 0.0%      | 0     | 0.0%     | 0    | 0.0%      | 0      | 1.0%      | 1      | 0.0%      | 0     | 0.0%    | 0     | 0.0%    | 0      | 0.0%       | 0      | 0.0%    | 0     | 0.0%      | 0       | 0.0%   | 0  |
| Copdock Mill Interchange, Ipswich                              | 2.5%      | 27     | 0.0%      | 0     | 0.0%     | 0    | 2.0%      | 2      | 0.0%      | 0      | 6.0%      | 6     | 6.0%    | 6     | 6.0%    | 6      | 2.0%       | 2      | 1.0%    | 1     | 3.0%      | 3       | 1.0%   | 1  |
| Shawlands Retail Park,<br>Newton Road, Sudbury                 | 0.6%      | 7      | 1.0%      | 1     | 0.0%     | 0    | 2.0%      | 2      | 4.0%      | 4      | 0.0%      | 0     | 0.0%    | 0     | 0.0%    | 0      | 0.0%       | 0      | 0.0%    | 0     | 0.0%      | 0       | 0.0%   | 0  |
| Woodhall Business Park,<br>Drury Drive, Sudbury                | 0.4%      | 4      | 0.0%      | 0     | 0.0%     | 0    | 2.0%      | 2      | 2.0%      | 2      | 0.0%      | 0     | 0.0%    | 0     | 0.0%    | 0      | 0.0%       | 0      | 0.0%    | 0     | 0.0%      | 0       | 0.0%   | 0  |
| Braintree  | 0.4%      | 4      | 1.0%      | 1     | 0.0%     | 0    | 0.0%      | 0      | 3.0%      | 3      | 0.0%      | 0     | 0.0%    | 0     | 0.0%    | 0      | 0.0%       | 0      | 0.0%    | 0     | 0.0%      | 0       | 0.0%   | 0  |
| Bramford   | 0.3%      | 3      | 0.0%      | 0     | 0.0%     | 0    | 0.0%      | 0      | 0.0%      | 0      | 0.0%      | 0     | 1.0%    | 1     | 1.0%    | 1      | 0.0%       | 0      | 0.0%    | 0     | 0.0%      | 0       | 1.0%   | 1  |
| Bury St Edmunds  | 18.5%     | 204    | 23.0%     |       | 57.0%    | 57   | 18.0%     |        | 13.0%     | 13     | 3.0%      | 3     | 0.0%    | 0     | 5.0%    | 5      | 15.0%      | 15     | 56.0%   |       | 12.0%     | 12      | 2.0%   | 2  |
| Colchester   | 6.4%      | 70     | 28.0%     | 28    | 0.0%     | 0    | 13.0%     |        | 16.0%     | 16     | 0.0%      | 0     | 8.0%    | 8     | 3.0%    | 3      | 1.0%       | 13     | 0.0%    | 0     | 0.0%      | 0       | 1.0%   | 1  |
| Eye  | 0.4%      | 4      | 0.0%      | 0     | 0.0%     | 0    | 0.0%      | 0      | 1.0%      | 10     | 0.0%      | 0     | 0.0%    | 0     | 1.0%    | 1      | 0.0%       | 0      | 0.0%    | 0     | 2.0%      | 2       | 0.0%   | 0  |
| Great Conard   | 0.2%      | 2      | 0.0%      | 0     | 0.0%     | 0    | 1.0%      | 1      | 1.0%      | 1      | 0.0%      | 0     | 0.0%    | 0     | 0.0%    | 0      | 0.0%       | 0      | 0.0%    | 0     | 0.0%      | 0       | 0.0%   | 0  |
| Hadleigh   | 2.1%      | 23     | 0.0%      | 0     | 0.0%     | 0    | 0.0%      | 0      | 0.0%      | _      | 22.0%     | 22    | 1.0%    | 1     | 0.0%    | 0      | 0.0%       | 0      | 0.0%    | 0     | 0.0%      | 0       | 0.0%   | 0  |
| Ipswich  | 12.1%     | 133    | 0.0%      | 0     | 1.0%     | 1    | 2.0%      | 2      | 3.0%      |        | 28.0%     | 28    | 41.0%   |       | 27.0%   | 27     | 25.0%      | 25     | 0.0%    | 0     | 4.0%      | 4       | 2.0%   | 2  |
| Long Melford   | 0.1%      | 133    | 0.0%      | 0     | 0.0%     | 0    | 1.0%      | 1      | 0.0%      | 0      | 0.0%      | 0     | 0.0%    | 0     | 0.0%    | 0      | 0.0%       | 0      | 0.0%    | 0     | 0.0%      | 0       | 0.0%   | 0  |
| Needham  | 0.1%      | 1      | 0.0%      | 0     | 0.0%     | 0    | 0.0%      | 0      | 0.0%      | 0      | 0.0%      | 0     | 0.0%    | 0     | 1.0%    | 1      | 0.0%       | 0      | 0.0%    | 0     | 0.0%      | 0       | 0.0%   | 0  |
| Needham Market   | 0.1%      | 2      | 0.0%      | 0     | 0.0%     | 0    | 0.0%      | 0      | 0.0%      | 0      | 0.0%      | 0     | 0.0%    | 0     | 2.0%    | 2      | 0.0%       | 0      | 0.0%    | 0     | 0.0%      | 0       | 0.0%   | 0  |
| Stowmarket   | 2.0%      | 22     | 0.0%      | 0     | 2.0%     | 2    | 0.0%      | 0      | 0.0%      | 0      | 0.0%      | 0     | 0.0%    | 0     | 3.0%    | 3      | 13.0%      | 13     | 3.0%    | 3     | 1.0%      | 1       | 0.0%   | 0  |
| Sudbury  | 4.9%      | 54     | 13.0%     | 13    | 5.0%     | 5    | 13.0%     | -      | 22.0%     | 22     | 1.0%      | 1     | 0.0%    | 0     | 0.0%    | 0      | 0.0%       | 0      | 0.0%    | 0     | 0.0%      | 0       | 0.0%   | 0  |
| Anglia Retail Park, Bury<br>Road, Ipswich                      | 0.2%      | 2      | 0.0%      | 0     | 0.0%     | 0    | 0.0%      | 0      | 0.0%      | 0      | 0.0%      | 0     | 0.0%    | 0     | 2.0%    | 2      | 0.0%       | 0      | 0.0%    | 0     | 0.0%      | 0       | 0.0%   | 0  |
| Bainbridge   | 0.1%      | 1      | 0.0%      | 0     | 0.0%     | 0    | 0.0%      | 0      | 0.0%      | 0      | 0.0%      | 0     | 0.0%    | 0     | 0.0%    | 0      | 0.0%       | 0      | 1.0%    | 1     | 0.0%      | 0       | 0.0%   | 0  |
| Beccles  | 0.1%      | 1      | 0.0%      | 0     | 0.0%     | 0    | 0.0%      | 0      | 0.0%      | 0      | 0.0%      | 0     | 0.0%    | 0     | 0.0%    | 0      | 0.0%       | 0      | 0.0%    | 0     | 0.0%      | 0       | 1.0%   | 1  |
| Buckton  | 0.1%      | 1      | 0.0%      | 0     | 0.0%     | 0    | 0.0%      | 0      | 0.0%      | 0      | 0.0%      | 0     | 0.0%    | 0     | 0.0%    | 0      | 1.0%       | 1      | 0.0%    | 0     | 0.0%      | 0       | 0.0%   | 0  |
| Bungay   | 0.1%      | 3      | 0.0%      | 0     | 0.0%     | 0    | 0.0%      | 0      | 0.0%      | 0      | 0.0%      | 0     | 0.0%    | 0     | 0.0%    | 0      | 0.0%       | 0      | 0.0%    | 0     | 0.0%      | 0       | 3.0%   | 3  |
| Cambridge  | 0.7%      | 8      | 2.0%      | 2     | 2.0%     | 2    | 0.0%      | 0      | 2.0%      | 2      | 0.0%      | 0     | 0.0%    | 0     | 0.0%    | 0      |            | 0      | 2.0%    | 2     | 0.0%      | 0       | 0.0%   | 0  |
| Carpetright, Anglia Parkway<br>North, Ipswich                  | 0.3%      | 3      | 0.0%      | 0     | 0.0%     | 0    | 0.0%      | 0      | 0.0%      | 0      | 0.0%      | 0     | 1.0%    | 1     | 2.0%    | 2      | 0.0%       | 0      | 0.0%    | 0     | 0.0%      | 0       | 0.0%   | 0  |
| Central London   | 0.3%      | 3      | 0.0%      | 0     | 2.0%     | 2    | 0.0%      | 0      | 0.0%      | 0      | 0.0%      | 0     | 1.0%    | 1     | 0.0%    | 0      | 0.0%       | 0      | 0.0%    | 0     | 0.0%      | 0       | 0.0%   | 0  |
| Diss   | 4.1%      | 45     | 0.0%      | 0     | 0.0%     | 0    | 0.0%      | 0      | 0.0%      | 0      | 0.0%      | 0     | 0.0%    | 0     | 2.0%    | 2      | 0.0%       | 0      | 0.0%    |       | 20.0%     | 20      | 23.0%  | 23 |
| Earls Colne  | 0.1%      | 1      | 1.0%      | 1     | 0.0%     | 0    | 0.0%      | 0      | 0.0%      | 0      | 0.0%      | 0     | 0.0%    | 0     | 0.0%    | 0      | 0.0%       | 0      | 0.0%    | 0     | 0.0%      | 0       | 0.0%   | 0  |
| Futura Park, Crane   | 0.1%      | 1      | 0.0%      | 0     | 0.0%     | 0    | 0.0%      | 0      | 0.0%      | 0      | 0.0%      | 0     | 0.0%    | 0     | 0.0%    | 0      | 0.0%       | 0      | 0.0%    | 0     | 0.0%      | 0       | 1.0%   | 1  |
| Boulevard, Ipswich   |           |        |           |       |          |      |           |        |           |        |           |       |         |       |         |        |            |        |         |       |           |         |        |    |
| Glemsford  | 0.1%      | 1      | 1.0%      | 1     | 0.0%     | 0    | 0.0%      | 0      | 0.0%      | 0      | 0.0%      | 0     | 0.0%    | 0     | 0.0%    | 0      | 0.0%       | 0      | 0.0%    | 0     | 0.0%      | 0       | 0.0%   | 0  |
| Great Yarmouth   | 0.1%      | 1      | 0.0%      | 0     |          | 1    | 0.0%      | 0      | 0.0%      | 0      | 0.0%      | 0     | 0.0%    | 0     | 0.0%    | 0      | 0.0%       | 0      | 0.0%    | 0     | 0.0%      | 0       | 0.0%   | 0  |
| Greenhithe   | 0.1%      | 1      | 0.0%      | 0     | 0.0%     | 0    | 0.0%      | 0      | 0.0%      | 0      | 0.0%      | 0     | 1.0%    | 1     | 0.0%    | 0      | 0.0%       | 0      | 0.0%    | 0     | 0.0%      | 0       | 0.0%   | 0  |
| Harleston  | 0.1%      | 1      | 0.0%      | 0     | 0.0%     | 0    | 0.0%      | 0      | 0.0%      | 0      | 0.0%      | 0     | 0.0%    | 0     | 0.0%    | 0      | 0.0%       | 0      | 0.0%    | 0     | 0.0%      | 0       | 1.0%   | 1  |
| John Lewis, Futura Park,                                       | 0.1%      | - 1    | 0.0%      | 0     | 0.0%     | 0    | 0.0%      | 0      | 0.0%      | 0      | 1.0%      | 1     | 0.0%    | 0     | 0.0%    | 0      | 0.0%       | 0      | 0.0%    | 0     | 0.0%      | 0       | 0.0%   | 0  |

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## Babergh & Mid Suffolk Household Survey For Carter Jonas

|                            | Tota         | ıl      | Zone       | 1       | Zone       | 2        | Zone              | 3    | Zone     | 4    | Zone      | 5       | Zone      | 6      | Zone      | 7    | Zone      | 8      | Zone    | 9     | Zone      | 10   | Zone    | 11                  |
|----------------------------|--------------|---------|------------|---------|------------|----------|-------------------|------|----------|------|-----------|---------|-----------|--------|-----------|------|-----------|--------|---------|-------|-----------|------|---------|---------------------|
| Ransomes Way, Crane        |              |         |            |         |            |          |                   |      |          |      |           |         |           |        |           |      |           |        |         |       |           |      |         |                     |
| Boulevard, Ipswich         |              |         |            |         |            |          |                   |      |          |      |           |         |           |        |           |      |           |        |         |       |           |      |         |                     |
| Lowestoft                  | 0.3%         | 3       | 0.0%       | 0       | 0.0%       | 0        | 0.0%              | 0    | 0.0%     | 0    | 0.0%      | 0       | 0.0%      | 0      | 0.0%      | 0    | 0.0%      | 0      | 0.0%    | 0     | 0.0%      | 0    | 3.0%    | 3                   |
| Martlesham                 | 0.3%         | 3       | 0.0%       | 0       | 0.0%       | 0        | 0.0%              | 0    | 0.0%     | 0    | 0.0%      | 0       |           | 1      | 2.0%      | 2    |           | 0      | 0.0%    | 0     |           | 0    |         | 0                   |
| Mellis Village             | 0.4%         | 4       | 0.0%       | 0       | 0.0%       | 0        | 1.0%              | 1    | 0.0%     | 0    | 0.0%      | 0       |           | 0      |           | 0    |           | 1      | 1.0%    | 1     | 0.0%      | 0    |         | 1                   |
| Newmarket                  | 0.2%         | 2       | 0.0%       | 0       | 2.0%       | 2        | 0.0%              | 0    | 0.0%     | 0    | 0.0%      | 0       | 0.0%      | 0      |           | 0    |           | 0      | 0.0%    | 0     | 0.0%      | 0    |         | 0                   |
| Norwich                    | 3.4%         | 37      | 0.0%       | 0       | 0.0%       | 0        | 0.0%              | 0    | 0.0%     | 0    | 0.0%      | 0       |           | 0      |           | 1    | 0.0%      | 0      | 3.0%    | 3     | 8.0%      | 8    |         | 25                  |
| Onehouse                   | 0.1%         | 1       | 0.0%       | 0       | 0.0%       | 0        | 0.0%              | 0    | 0.0%     | 0    | 0.0%      | 0       | 0.0%      | 0      |           | 0    |           | 0      | 1.0%    | 1     | 0.0%      | 0    |         | 0                   |
| Ransomes Euro Retail Park, | 0.2%         | 2       |            | 0       | 0.0%       | 0        | 0.0%              | 0    | 1.0%     | 1    | 0.0%      | 0       |           | 0      |           | 1    | 0.0%      | 0      | 0.0%    | 0     | 0.0%      | 0    |         | ő                   |
| Central Avenue, Ipswich    |              | _       |            | ,       |            | ,        |                   | ,    |          | •    |           | Ü       |           |        |           | •    |           | ,      |         | Ü     |           | ·    | /0      | -                   |
| Sainsbury's, Cornard Road, | 0.1%         | 1       | 0.0%       | 0       | 1.0%       | 1        | 0.0%              | 0    | 0.0%     | 0    | 0.0%      | 0       | 0.0%      | 0      | 0.0%      | 0    | 0.0%      | 0      | 0.0%    | 0     | 0.0%      | 0    | 0.0%    | 0                   |
| Sudbury                    |              |         |            |         |            |          |                   |      |          |      |           |         |           |        |           |      |           |        |         |       |           |      |         |                     |
| Stonham Aspal              | 0.1%         | 1       | 0.0%       | 0       | 0.0%       | 0        | 0.0%              | 0    | 0.0%     | 0    | 0.0%      | 0       | 0.0%      | 0      | 0.0%      | 0    | 0.0%      | 0      | 0.0%    | 0     | 0.0%      | 0    | 1.0%    | 1                   |
| Street market in Wickham   | 0.1%         | 1       | 0.0%       | 0       | 0.0%       | 0        | 0.0%              | 0    | 0.0%     | 0    | 0.0%      | 0       |           | 0      |           | 1    | 0.0%      | 0      | 0.0%    | 0     | 0.0%      | 0    |         | 0                   |
| Walton                     | 0.1%         | 1       | 0.0%       | 0       | 0.0%       | 0        | 0.0%              | 0    | 0.0%     | 0    | 0.0%      | 0       | 1.0%      | 1      | 0.0%      | 0    |           | 0      | 0.0%    | 0     | 0.0%      | 0    |         | 0                   |
| Welwyn Garden City         | 0.1%         | 1       | 1.0%       | 1       | 0.0%       | 0        | 0.0%              | 0    | 0.0%     | 0    | 0.0%      | 0       | 0.0%      | 0      | 0.0%      | 0    |           | 0      | 0.0%    | 0     | 0.0%      | 0    |         | 0                   |
| West Thurrock              | 0.7%         | 8       | 1.0%       | 1       | 0.0%       | 0        | 1.0%              | 1    | 3.0%     | 3    | 1.0%      | 1       | 2.0%      | 2      | 0.0%      | 0    | 0.0%      | 0      | 0.0%    | 0     | 0.0%      | 0    | 0.0%    | 0                   |
| Witham                     | 0.1%         | 1       | 0.0%       | 0       | 0.0%       | 0        | 0.0%              | 0    | 1.0%     | 1    | 0.0%      | 0       | 0.0%      | 0      | 0.0%      | 0    | 0.0%      | 0      | 0.0%    | 0     | 0.0%      | 0    | 0.0%    | 0                   |
| Woodbridge                 | 0.5%         | 5       | 0.0%       | 0       | 0.0%       | 0        | 0.0%              | 0    | 0.0%     | 0    | 0.0%      | 0       | 2.0%      | 2      | 3.0%      | 3    | 0.0%      | 0      | 0.0%    | 0     | 0.0%      | 0    | 0.0%    | 0                   |
| Internet / catalogue       | 6.5%         | 72      | 7.0%       | 7       | 8.0%       | 8        | 11.0%             | 11   | 3.0%     | 3    | 6.0%      | 6       | 6.0%      | 6      | 6.0%      | 6    | 5.0%      | 5      | 9.0%    | 9     | 6.0%      | 6    | 5.0%    | 5                   |
| (Don't know)               | 8.4%         | 92      | 3.0%       | 3       | 5.0%       | 5        | 8.0%              | 8    | 2.0%     | 2    | 11.0%     | 11      | 13.0%     | 13     | 9.0%      | 9    | 9.0%      | 9      | 5.0%    | 5     | 16.0%     | 16   | 11.0%   | 11                  |
| (Don't do this type of     | 18.5%        | 204     | 16.0%      | 16      | 13.0%      | 13       | 17.0%             | 17   | 11.0%    | 11   | 19.0%     | 19      | 15.0%     | 15     | 22.0%     | 22   | 28.0%     | 28     | 18.0%   | 18    | 27.0%     | 27   | 18.0%   | 18                  |
| shopping)                  |              |         |            |         |            |          |                   |      |          |      |           |         |           |        |           |      |           |        |         |       |           |      |         |                     |
| Base:                      |              | 1100    |            | 100     |            | 100      |                   | 100  |          | 100  |           | 100     |           | 100    |           | 100  |           | 100    |         | 100   |           | 100  |         | 100                 |
| Juse.                      |              | 1100    |            | 100     |            | 100      |                   | 100  |          | 100  |           | 100     |           | 100    |           | 100  |           | 100    |         | 100   |           | 100  |         | 100                 |
| Q17AWhich internet / ho    |              | -       |            | -       |            | -        |                   |      | ld's sho | ppin | g for fur | rniture | e, carpet | s, otl | her floor | cove | erings an | ıd hoı | usehold | texti | les (incl | udes | beds, s | ofas, tables, etc)? |
| Those who buy furniti      | ire, carpet: | s ana o | ther flooi | r cover | ıngs via i | tne Inte | ernet at <b>Q</b> | )17: |          |      |           |         |           |        |           |      |           |        |         |       |           |      |         |                     |
| Amazon                     | 13.9%        | 10      | 0.0%       | 0       | 25.0%      | 2        | 0.0%              | 0    | 0.0%     | 0    | 0.0%      | 0       |           | 1      | 33.3%     |      | 20.0%     |        | 11.1%   | 1     | 33.3%     | 2    |         | 1                   |
| Asda                       | 1.4%         | 1       | 0.0%       | 0       | 0.0%       | 0        | 0.0%              | 0    | 33.3%    | 1    | 0.0%      | 0       | 0.0.0     | 0      | 0.0%      | 0    |           | 0      | 0.0%    | 0     |           | 0    |         | 0                   |
| B&Q                        | 1.4%         | 1       | 0.0%       | 0       | 0.0%       | 0        | 9.1%              | 1    | 0.0%     | 0    | 0.0%      | 0       |           | 0      | 0.0%      | 0    |           | 0      | 0.0%    | 0     | 0.0%      | 0    |         | 0                   |
| Ebay                       | 8.3%         | 6       | 0.0%       | 0       | 0.0%       | 0        | 9.1%              | 1    | 0.0%     | 0    | 0.0%      | 0       |           | 0      | 0.0%      | 0    |           |        | 11.1%   | 1     | 16.7%     | 1    | 20.0%   | 1                   |
| John Lewis                 | 11.1%        | 8       | 14.3%      | 1       | 12.5%      | 1        | 9.1%              | 1    | 0.0%     | 0    | 0.0%      | 0       |           | 1      | 0.0%      | 0    |           | 0      |         | 2     | 33.3%     | 2    |         | 0                   |
| Littlewoods                | 1.4%         | 1       | 0.0%       | 0       | 0.0%       | 0        | 0.0%              | 0    | 0.0%     | 0    | 0.0%      | 0       | 0.0%      | 0      | 0.0%      | 0    | 0.0%      | 0      | 0.0%    | 0     | 16.7%     | 1    | 0.0%    | 0                   |
| Marks & Spencer            | 1.4%         | 1       | 0.0%       | 0       | 0.0%       | 0        | 9.1%              | 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                   |
| Next                       | 8.3%         | 6       | 28.6%      | 2       | 0.0%       | 0        | 18.2%             | 2    | 0.0%     | 0    | 16.7%     | 1       | 0.0%      | 0      | 0.0%      | 0    | 0.0%      | 0      | 11.1%   | 1     | 0.0%      | 0    | 0.0%    | 0                   |
| Other                      | 18.1%        | 13      | 28.6%      | 2       | 25.0%      | 2        | 9.1%              | 1    | 0.0%     | 0    | 0.0%      | 0       | 0.0%      | 0      | 66.7%     | 4    | 40.0%     | 2      | 0.0%    | 0     | 0.0%      | 0    | 40.0%   | 2                   |
| Very                       | 1.4%         | 1       | 0.0%       | 0       | 0.0%       | 0        | 0.0%              | 0    | 33.3%    | 1    | 0.0%      | 0       | 0.0%      | 0      | 0.0%      | 0    | 0.0%      | 0      | 0.0%    | 0     | 0.0%      | 0    | 0.0%    | 0                   |
| (Don't know / varies)      | 33.3%        | 24      | 28.6%      | 2       | 37.5%      | 3        | 36.4%             | 4    | 33.3%    | 1    | 83.3%     | 5       | 66.7%     | 4      | 0.0%      | 0    | 0.0%      | 0      | 44.4%   | 4     | 0.0%      | 0    | 20.0%   | 1                   |

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Base:

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#### Babergh & Mid Suffolk Household Survey For Carter Jonas

Zone 2 Zone 11 Total Zone 1 Zone 3 Zone 4 Zone 5 Zone 7 Zone 8 Zone 9 Zone 10 Zone 6 Q18 Where do you normally do most of your household's shopping for DIY goods, decorating supplies and garden products (such as drills, lawn mowers, hammers, hedge cutters, garden tools, plants, shrubs etc)? Carpetright, Shawlands 0.1% 0.0% 0 0.0% 0 0.0% 1.0% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 Retail Park, Newton Road, Sudbury 0.2% 0 0.0% 0 Currys PC World, London 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.0% 0.0% 0 1.0% 0.0% 0 0.0% Road / Copdock Interchange, Ipswich Feather & Black, Copdock 0.1% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.0% 1 0.0% 0 0.0% 0.0% 0 0.0% 0 Interchange, Ipswich Homebase, Waldingfield 8.9% 98 16.0% 16 5.0% 5 34.0% 34 40.0% 40 3.0% 3 0.0% 0 0.0% 0.0% 0.0% 0.0% 0 0.0% 0 Road, Sudbury Tesco Extra, Copdock 0.1% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.0% 0.0% 0 0.0% 0.0% 0 0.0% 0.0% 0 0.0% 0 Interchange, Inswich Toys R Us, London Road / 0.2% 0 2 0.0% 0 1.0% 0.0% 0 0.0% 0 1.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 1 1 Copdock Interchange, Ipswich Copdock Mill Interchange. 4.5% 50 0.0% 0 0.0% 0.0% 0 1.0% 1 10.0% 10 8.0% 8 12.0% 12 6.0% 0.0% 0 10.0% 10 3.0% 3 0 6 **Ipswich** Shawlands Retail Park. 1.5% 17 7.0% 7 0.0% 0 2.0% 2 8.0% 8 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 Newton Road, Sudbury Woodhall Business Park, 2.4% 26 2.0% 0.0% 0 8.0% 8 15.0% 15 1.0% 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Drury Drive, Sudbury 0.0% Bramford 0.1% 1 0.0% 0 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.0% Brantham 0.1% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.0% 1 0.0% 0 0.0% 0 2.0% 65.0% 0 0.0% 8.0% 72 10.0% 2 14.6% 161 2 65 2.0% 2 0.0% 0 0.0% 0 0.0% 0 8 72.0% 10 2.0% Bury St Edmunds 0.2% 2 0 Capel St Mary 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.0% 1 1.0% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 9 Colchester 3.5% 39 23.0% 23 0.0% 0 6.0% 6 1.0% 1 0.0% 0 9.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Debenham 0.1% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1 0.5% 5 0.0% 0 0.0% 0.0% 0.0% 0.0% 0 0.0% 0 0.0% 0.0% 0.0% 5.0% 5 0.0% 0 Eye 0 0 0 0 Hadleigh 3.5% 38 0.0% 0 2.0% 2 0.0% 0 0.0% 0 31.0% 31 4.0% 4 1.0% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Halstead 0.2% 2 2.0% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 7 0 Haverhill 0.6% 7.0% 7 0.0% 0 0.0% 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 27 12 7 155 0.0% 0.0% 0 0.0% 0.0% 0 18.0% 18 45.0% 45 27.0% 45.0% 45 1.0% 1 12.0% 7.0% **Ipswich** 14.1% 0 Long Melford 0.4% 4 1.0% 1 2.0% 2 1.0% 1 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1 0 0.0% 0.0% 0 Manningtree 0.1% 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 1.0% 1 0 0.0% 0 0.0% 0 0.0% 0.0% 0 1.0% 0 Needham 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% 1 0 1 0 0 0.4% 4 0.0% 0.0% 0.0% 1.0% 0.0% 0 3.0% 0.0% 0.0% 0.0% 0 Needham Market 0 0 0.0% 0 0 3 0 0.0% 0 0 0 0 Stowmarket 1.4% 15 0.0% 0 4.0% 4 0.0% 0 0.0% 0 0.0% 0 0.0% 4.0% 4 5.0% 5 1.0% 1.0% 1 0.0% Sudbury 6.5% 71 22.0% 22 2.0% 2 28.0% 28 16.0% 16 3.0% 3 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.7% 8 0 0.0% 0 0.0% 0.0% 0.0% 0 0.0% 0 8.0% 8 0.0% 0.0% 0 0.0% 0 Anglia Retail Park, Bury 0.0% 0 0 0 0 0.0% Road, Ipswich B&Q, Anglia Parkway 3.6% 40 0.0% 0 1.0% 1 0.0% 0 0.0% 0 4.0% 4 5.0% 5 20.0% 20 8.0% 8 1.0% 1 1.0% 1 0.0% 0 South, Bury Road, Ipswich B&O, The Sandlings, Euro 0.7% 0.0% 1.0% 0.0% 8 0.0% 0 0.0% 0 0 0.0% 0 0.0% 0 5.0% 5 0.0% 0 0 1.0% 1.0% Retail Park, Warren Heath,

|  | Tota  | al   | Zone | 1   | Zone | 2   | Zone | 3   | Zone  | 4   | Zone  | 5   | Zone  | 6   | Zone  | 7   | Zone  | 8   | Zone 9 | 9   | Zone 1 | 10  | Zone 1 | 11  |  |
|--|-------|------|------|-----|------|-----|------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|--------|-----|--------|-----|--------|-----|--|
| Ipswich  |       |      |      |     |      |     |      |     |       |     |       |     |       |     |       |     |       |     |        |     |        |     |        |     |  |
| B&Q, Woodhall Business<br>Park, Eastern Bypass,<br>Sudbury | 1.3%  | 14   | 3.0% | 3   | 0.0% | 0   | 6.0% | 6   | 5.0%  | 5   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   |  |
| Bacton   | 0.4%  | 4    | 0.0% | 0   | 1.0% | 1   | 0.0% | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 2.0%  | 2   | 0.0%   | 0   | 1.0%   | 1   | 0.0%   | 0   |  |
| Badley   | 0.1%  | 1    | 0.0% | 0   | 0.0% | 0   | 0.0% | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 1.0%  | 1   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   |  |
| Bedford  | 0.1%  | 1    | 0.0% | 0   | 0.0% | 0   | 0.0% | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%   | 0   | 1.0%   | 1   | 0.0%   | 0   |  |
| Brettenham   | 0.1%  | 1    | 0.0% | 0   | 0.0% | 0   | 0.0% | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%   | 0   | 0.0%   | 0   | 1.0%   | 1   |  |
| Buckton  | 0.1%  | 1    | 0.0% | 0   | 0.0% | 0   | 0.0% | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 1.0%  | 1   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   |  |
| Chilton Industrial Estate,<br>Sudbury                      | 0.1%  | 1    | 0.0% | 0   | 0.0% | 0   | 0.0% | 0   | 1.0%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   |  |
| Clare  | 0.1%  | 1    | 1.0% | 1   | 0.0% | 0   | 0.0% | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   |  |
| Cotton   | 0.1%  | 1    | 0.0% | 0   | 0.0% | 0   | 0.0% | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%   | 0   | 1.0%   | 1   | 0.0%   | 0   |  |
| Diss   | 2.6%  | 29   | 0.0% | 0   | 0.0% | 0   | 0.0% | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 1.0%  | 1   | 0.0%  | 0   | 0.0%   | 0   | 18.0%  | 18  | 10.0%  | 10  |  |
| ramlingham   | 0.4%  | 4    | 0.0% | 0   | 0.0% | 0   | 0.0% | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 3.0%  | 3   | 0.0%  | 0   | 0.0%   | 0   | 1.0%   | 1   | 0.0%   | 0   |  |
| Ialesworth   | 0.2%  | 2    | 0.0% | 0   | 0.0% | 0   | 0.0% | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%   | 0   | 0.0%   | 0   | 2.0%   | 2   |  |
| Iarleston  | 1.3%  | 14   | 0.0% | 0   | 0.0% | 0   | 0.0% | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%   | 0   | 0.0%   | 0   | 14.0%  | 14  |  |
| Homebase, Felixstowe Road,<br>Warren Heath, Ipswich        | 0.2%  | 2    | 0.0% | 0   | 0.0% | 0   | 0.0% | 0   | 0.0%  | 0   | 0.0%  | 0   | 1.0%  | 1   | 1.0%  | 1   | 0.0%  | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   |  |
| Leyton   | 0.1%  | 1    | 1.0% | 1   | 0.0% | 0   | 0.0% | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   |  |
| Lowestoft  | 0.2%  | 2    | 0.0% | 0   | 0.0% | 0   | 0.0% | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%   | 0   | 0.0%   | 0   | 2.0%   | 2   |  |
| Morrisons, Sproughton<br>Road, Ipswich                     | 0.1%  | 1    | 0.0% | 0   | 0.0% | 0   | 0.0% | 0   | 0.0%  | 0   | 0.0%  | 0   | 1.0%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   |  |
| Mundford   | 0.1%  | 1    | 0.0% | 0   | 0.0% | 0   | 0.0% | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 1.0%   | 1   | 0.0%   | 0   | 0.0%   | 0   |  |
| Vorwich  | 3.6%  | 40   | 0.0% | 0   | 0.0% | 0   | 0.0% | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%   | 0   | 6.0%   | 6   | 34.0%  | 34  |  |
| Orwell Retail Park, Ranelagh<br>Road, Ipswich              | 0.2%  | 2    | 0.0% | 0   | 0.0% | 0   | 0.0% | 0   | 0.0%  | 0   | 0.0%  | 0   | 2.0%  | 2   | 0.0%  | 0   | 0.0%  | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   |  |
| ulham St. Mary   | 0.1%  | 1    | 0.0% | 0   | 0.0% | 0   | 0.0% | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |       | 0   | 0.0%  | 0   | 0.0%   | 0   | 0.0%   | 0   | 1.0%   | 1   |  |
| Rickinghall  | 0.2%  | 2    | 0.0% | 0   | 0.0% | 0   | 0.0% | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%   | 0   | 2.0%   | 2   | 0.0%   | 0   |  |
| Thetford   | 0.1%  | 1    | 0.0% | 0   | 0.0% | 0   | 0.0% | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |       | 0   | 1.0%   | 1   | 0.0%   | 0   | 0.0%   | 0   |  |
| Tostock  | 0.1%  | 1    | 0.0% | 0   | 0.0% | 0   | 0.0% | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 1.0%   | 1   | 0.0%   | 0   | 0.0%   | 0   |  |
| Voodbridge   | 0.2%  | 2    | 0.0% | 0   | 0.0% | 0   | 0.0% | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 1.0%  | 1   | 0.0%  | 0   | 0.0%   | 0   | 0.0%   | 0   | 1.0%   | 1   |  |
| Voolpit  | 0.1%  | 1    | 0.0% | 0   | 0.0% | 0   | 0.0% | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 1.0%   | 1   | 0.0%   | 0   | 0.0%   | 0   |  |
| nternet / catalogue  | 1.8%  | 20   | 2.0% | 2   | 1.0% | 1   | 1.0% | 1   | 1.0%  | 1   | 3.0%  | 3   | 1.0%  | 1   | 2.0%  | 2   | 2.0%  | 2   | 2.0%   | 2   | 2.0%   | 2   | 3.0%   | 3   |  |
| Don't know)  | 4.5%  | 49   | 2.0% | 2   | 7.0% | 7   | 4.0% | 4   | 1.0%  | 1   | 5.0%  | 5   | 5.0%  | 5   | 1.0%  | 1   | 5.0%  | 5   | 7.0%   | 7   | 7.0%   | 7   | 5.0%   | 5   |  |
| Don't do this type of shopping)                            | 12.5% | 138  | 9.0% | 9   | 9.0% | 9   | 8.0% | 8   | 10.0% | 10  | 18.0% | 18  | 11.0% | 11  | 13.0% | 13  | 15.0% | 15  | 11.0%  | 11  | 21.0%  | 21  | 13.0%  | 13  |  |
| Base:  |       | 1100 |      | 100 |      | 100 |      | 100 |       | 100 |       | 100 |       | 100 |       | 100 |       | 100 |        | 100 |        | 100 |        | 100 |  |
|  |       |      |      |     |      |     |      |     |       |     |       |     |       |     |       |     |       |     |        |     |        |     |        |     |  |

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|  | Total      | Zone    | 1 Zone 2 | Zone 3   | Zone 4   | Zone 5        | Zone 6       | Zone 7         | Zone 8              | Zone 9         | Zone 10          | Zone 11                            |
|--|------------|---------|----------|----------|----------|---------------|--------------|----------------|---------------------|----------------|------------------|------------------------------------|
| Q18AWhich internet / he<br>garden tools, plan<br>Those who buy DIY g | ts, shrubs | etc)?   | •        | •        | •        | oping for DIY | goods, decor | ating supplies | and garden <b>լ</b> | oroducts (such | n as drills, law | vn mowers, hammers, hedge cutters, |
| Amazon   | 10.0%      | 2 0.0%  | 0 0.0%   | 0 0.0%   | 0 0.0%   | 0 33.3%       | 1 0.0%       | 0 0.0%         | 0 0.0%              | 0 0.0%         | 0 0.0%           | 0 33.3% 1                          |
| B&Q  | 20.0%      | 4 0.0%  | 0 0.0%   | 0 0.0%   | 0 100.0% | 1 0.0%        | 0 100.0%     | 1 50.0%        | 1 50.0%             | 1 0.0%         | 0 0.0%           | 0 0.0% 0                           |
| Boots  | 5.0%       | 1 0.0%  | 0 0.0%   | 0 0.0%   | 0 0.0%   | 0 0.0%        | 0 0.0%       | 0 0.0%         | 0 0.0%              | 0 0.0%         | 0 0.0%           | 0 33.3% 1                          |
| Currys   | 5.0%       | 1 50.0% | 1 0.0%   | 0 0.0%   | 0 0.0%   | 0 0.0%        | 0 0.0%       | 0 0.0%         | 0 0.0%              | 0 0.0%         | 0 0.0%           | 0 0.0% 0                           |
| Ebay   | 5.0%       | 1 0.0%  | 0 0.0%   | 0 0.0%   | 0 0.0%   | 0 0.0%        | 0 0.0%       | 0 0.0%         | 0 0.0%              | 0 0.0%         | 0 50.0%          | 1 0.0% 0                           |
| John Lewis   | 5.0%       | 1 0.0%  | 0 0.0%   | 0 0.0%   | 0 0.0%   | 0 0.0%        | 0 0.0%       | 0 0.0%         | 0 0.0%              | 0 50.0%        | 1 0.0%           | 0 0.0% 0                           |
| Other  | 20.0%      | 4 0.0%  | 0 0.0%   | 0 100.0% | 1 0.0%   | 0 33.3%       | 1 0.0%       | 0 0.0%         | 0 0.0%              | 0 0.0%         | 0 50.0%          | 1 33.3% 1                          |
| (Don't know / varies)  | 30.0%      | 6 50.0% | 1 100.0% | 1 0.0%   | 0 0.0%   | 0 33.3%       | 1 0.0%       | 0 50.0%        | 1 50.0%             | 1 50.0%        | 1 0.0%           | 0 0.0% 0                           |
| Base:  |            | 20      | 2        | 1        | 1        | 1             | 3            | 1              | 2                   | 2              | 2                | 2 3                                |

|   | Tota  | ıl  | Zone  | 1  | Zone  | 2  | Zone  | 3  | Zone  | 4  | Zone 5 | 5  | Zone  | 6  | Zone  | 7  | Zone  | 8  | Zone     | 9      | Zone 1   | 10    | Zone 1   | 11       |                  |
|---|-------|-----|-------|----|-------|----|-------|----|-------|----|--------|----|-------|----|-------|----|-------|----|----------|--------|----------|-------|----------|----------|------------------|
| Q19 Where do you norm non-electric appliar                                    |       |     |       |    |       |    |       |    |       |    |        |    |       |    |       |    |       |    | azors, h | air dr | yers, cu | rling | tongs, e | electric | : toothbrishes), |
| Currys PC World, London<br>Road / Copdock<br>Interchange, Ipswich             | 0.2%  | 2   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.0%   | 1  | 0.0%  | 0  | 1.0%  | 1  | 0.0%  | 0  | 0.0%     | 0      | 0.0%     | 0     | 0.0%     | 0        |                  |
| Tesco Extra, Copdock Interchange, Ipswich                                     | 1.6%  | 18  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 2.0%   | 2  | 13.0% | 13 | 3.0%  | 3  | 0.0%  | 0  | 0.0%     | 0      | 0.0%     | 0     | 0.0%     | 0        |                  |
| Copdock Mill Interchange, Ipswich   | 0.1%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 1.0%  | 1  | 0.0%  | 0  | 0.0%     | 0      | 0.0%     | 0     | 0.0%     | 0        |                  |
| Woodhall Business Park,<br>Drury Drive, Sudbury                               | 0.3%  | 3   | 1.0%  | 1  | 0.0%  | 0  | 1.0%  | 1  | 1.0%  | 1  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%     | 0      | 0.0%     | 0     | 0.0%     | 0        |                  |
| Bramford  | 0.2%  | 2   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 1.0%  | 1  | 0.0%  | 0  | 0.0%     | 0      | 0.0%     | 0     | 1.0%     | 1        |                  |
| Bury St Edmunds   | 15.6% | 172 | 2.0%  | 2  | 73.0% | 73 | 5.0%  | 5  | 1.0%  | 1  | 4.0%   | 4  | 1.0%  | 1  | 1.0%  | 1  | 6.0%  | 6  | 71.0%    | 71     | 8.0%     | 8     | 0.0%     | 0        |                  |
| Capel St Mary   | 0.2%  | 2   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 2.0%  | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%     | 0      | 0.0%     | 0     | 0.0%     | 0        |                  |
| Colchester  | 2.8%  | 31  | 20.0% | 20 | 0.0%  | 0  | 5.0%  | 5  | 0.0%  | 0  | 0.0%   | 0  | 6.0%  | 6  | 0.0%  | 0  | 0.0%  | 0  | 0.0%     | 0      | 0.0%     | 0     | 0.0%     | 0        |                  |
| Debenham  | 0.2%  | 2   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  |       | 1  | 0.0%  | 0  | 0.0%     | 0      | 1.0%     | 1     | 0.0%     | 0        |                  |
| Eye   | 1.0%  | 11  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%     | 0      | 11.0%    | 11    | 0.0%     | 0        |                  |
| Hadleigh  | 5.5%  | 60  | 0.0%  | 0  | 0.0%  | 0  | 2.0%  | 2  | 0.0%  | 0  | 54.0%  | 54 | 2.0%  | 2  | 2.0%  | 2  | 0.0%  | 0  | 0.0%     | 0      | 0.0%     | 0     | 0.0%     | 0        |                  |
| Halstead  | 0.4%  | 4   | 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     | 0.0%     | 0        |                  |
| Haverhill   | 0.7%  | 8   | 8.0%  | 8  | 0.0%  | Õ  | 0.0%  | 0  | 0.0%  | 0  |        | 0  | 0.0%  | 0  |       | 0  |       | 0  | 0.0%     | 0      | 0.0%     | 0     | 0.0%     | 0        |                  |
| Ipswich   | 11.2% | 123 | 0.0%  | 0  | 0.0%  | 0  | 3.0%  | 3  | 1.0%  | 1  | 19.0%  | 19 | 47.0% | 47 | 44.0% | 44 | 4.0%  | 4  | 1.0%     | 1      | 2.0%     | 2     | 2.0%     | 2        |                  |
| Lavenham  | 0.2%  | 2   | 0.0%  | 0  | 1.0%  | 1  | 1.0%  | 1  | 0.0%  | 0  |        | 0  | 0.0%  | 0  |       | 0  | 0.0%  | 0  | 0.0%     | 0      | 0.0%     | 0     | 0.0%     | 0        |                  |
| Manningtree   | 0.5%  | 5   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 5.0%  | 5  |       | 0  |       | 0  | 0.0%     | 0      | 0.0%     | 0     | 0.0%     | Ő        |                  |
| Needham   | 0.1%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  |       | 1  | 0.0%  | 0  | 0.0%     | 0      | 0.0%     | 0     | 0.0%     | 0        |                  |
| Needham Market  | 0.2%  | 2   | 0.0%  | 0  | 1.0%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  |       | 1  | 0.0%  | 0  | 0.0%     | 0      | 0.0%     | 0     | 0.0%     | 0        |                  |
| Stowmarket  | 10.2% | 112 | 0.0%  | 0  | 8.0%  | 8  | 0.0%  | 0  | 0.0%  | 0  | 4.0%   | 4  | 0.0%  | 0  | 16.0% | 16 | 66.0% | 66 | 14.0%    | 14     | 4.0%     | 4     | 0.0%     | 0        |                  |
| Sudbury   | 17.5% | 193 | 43.0% | 43 | 6.0%  | 6  | 59.0% | 59 | 78.0% | 78 | 7.0%   | 7  | 0.0%  | 0  | 0.0%  | 0  |       | 0  | 0.0%     | 0      | 0.0%     | 0     | 0.0%     | 0        |                  |
| Aldi, Girling Street, Sudbury   | 0.3%  | 3   | 0.0%  | 0  | 0.0%  | 0  | 1.0%  | 1  | 2.0%  | 2  | 0.0%   | Ó  | 0.0%  | 0  |       | 0  |       | 0  | 0.0%     | 0      | 0.0%     | 0     | 0.0%     | Ő        |                  |
| Asda Superstore,<br>Whitehouse Industrial<br>Estate, Goddard Road,<br>Ipswich | 0.4%  | 4   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  |       | 4  |       | 0  | 0.0%     | 0      | 0.0%     | 0     | 0.0%     | 0        |                  |
| Beccles   | 0.4%  | 4   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%     | 0      | 0.0%     | 0     | 4.0%     | 4        |                  |
| Bishop's Stortford  | 0.1%  | 1   | 1.0%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%     | 0      | 0.0%     | 0     | 0.0%     | 0        |                  |
| Botesdale   | 0.1%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%     | 0      | 1.0%     | 1     | 0.0%     | 0        |                  |
| Bungay  | 0.1%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%     | 0      | 0.0%     | 0     | 1.0%     | 1        |                  |
| Cambridge   | 0.2%  | 2   | 0.0%  | 0  | 1.0%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.0%     | 1      | 0.0%     | 0     | 0.0%     | 0        |                  |
| Central London  | 0.2%  | 2   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 1.0%  | 1  | 1.0%  | 1  | 0.0%  | 0  | 0.0%     | 0      | 0.0%     | 0     | 0.0%     | 0        |                  |
| Chelmsford  | 0.1%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 1.0%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%     | 0      | 0.0%     | 0     | 0.0%     | 0        |                  |
| Clare   | 0.1%  | 1   | 1.0%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  |       | 0  |       | 0  | 0.0%     | 0      | 0.0%     | 0     | 0.0%     | 0        |                  |
| Diss  | 8.8%  | 97  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 5.0%  | 5  | 2.0%  | 2  | 2.0%     | 2      | 44.0%    | 44    | 44.0%    | 44       |                  |
| Felixstowe  | 0.2%  | 2   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 1.0%  | 1  |       | 1  | 0.0%  | 0  | 0.0%     | 0      | 0.0%     | 0     | 0.0%     | 0        |                  |
| Framlingham   | 0.3%  | 3   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  |       | 3  |       | 0  | 0.0%     | 0      | 0.0%     | 0     | 0.0%     | 0        |                  |
| Futura Park, Crane<br>Boulevard, Ipswich                                      | 0.1%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |        | 0  | 0.0%  | 0  |       | 1  | 0.0%  | 0  | 0.0%     | 0      | 0.0%     | 0     |          | 0        |                  |
| Halesworth  | 0.1%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%     | 0      | 0.0%     | 0     | 1.0%     | 1        |                  |

## Babergh & Mid Suffolk Household Survey For Carter Jonas

|                            | Tota | l    | Zone  | 1   | Zone | 2   | Zone | 3   | Zone | 4   | Zone | 5   | Zone | 6   | Zone | 7   | Zone  | 8   | Zone | 9   | Zone  | 10  | Zone  | 11  |
|----------------------------|------|------|-------|-----|------|-----|------|-----|------|-----|------|-----|------|-----|------|-----|-------|-----|------|-----|-------|-----|-------|-----|
|                            |      |      |       |     |      |     |      |     |      |     |      |     |      |     |      |     |       |     |      |     |       |     |       |     |
| Harleston                  | 1.7% | 19   | 0.0%  | 0   | 0.0% | 0   | 0.0% | 0   | 0.0% | 0   | 0.0% | 0   | 0.0% | 0   | 0.0% | 0   | 0.0%  | 0   | 0.0% | 0   | 0.0%  | 0   | 19.0% | 19  |
| Holbrook                   | 0.1% | 1    | 0.0%  | 0   | 0.0% | 0   | 0.0% | 0   | 0.0% | 0   | 0.0% | 0   | 1.0% | 1   | 0.0% | 0   | 0.0%  | 0   | 0.0% | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Martlesham                 | 0.2% | 2    | 0.0%  | 0   | 0.0% | 0   | 0.0% | 0   | 0.0% | 0   | 0.0% | 0   | 0.0% | 0   | 1.0% | 1   | 0.0%  | 0   | 0.0% | 0   | 0.0%  | 0   | 1.0%  | 1   |
| Martlesham Heath           | 0.1% | 1    | 0.0%  | 0   | 0.0% | 0   | 0.0% | 0   | 0.0% | 0   | 0.0% | 0   | 0.0% | 0   | 0.0% | 0   | 0.0%  | 0   | 0.0% | 0   | 0.0%  | 0   | 1.0%  | 1   |
| Morrisons, Sproughton      | 0.4% | 4    | 0.0%  | 0   | 0.0% | 0   | 0.0% | 0   | 0.0% | 0   | 0.0% | 0   | 1.0% | 1   | 3.0% | 3   | 0.0%  | 0   | 0.0% | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Road, Ipswich              |      |      |       |     |      |     |      |     |      |     |      |     |      |     |      |     |       |     |      |     |       |     |       |     |
| Norwich                    | 1.5% | 17   | 0.0%  | 0   | 0.0% | 0   | 0.0% | 0   | 0.0% | 0   | 0.0% | 0   | 0.0% | 0   | 1.0% | 1   | 0.0%  | 0   | 0.0% | 0   | 4.0%  | 4   | 12.0% | 12  |
| Sainsbury's, Cornard Road, | 0.2% | 2    | 0.0%  | 0   | 0.0% | 0   | 2.0% | 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   |
| Sudbury                    |      |      |       |     |      |     |      |     |      |     |      |     |      |     |      |     |       |     |      |     |       |     |       |     |
| Sprowston                  | 0.1% | 1    | 0.0%  | 0   | 0.0% | 0   | 0.0% | 0   | 0.0% | 0   | 0.0% | 0   | 1.0% | 1   | 0.0% | 0   | 0.0%  | 0   | 0.0% | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Tesco Superstore, Woodhall | 1.5% | 16   | 2.0%  | 2   | 0.0% | 0   | 7.0% | 7   | 7.0% | 7   | 0.0% | 0   | 0.0% | 0   | 0.0% | 0   | 0.0%  | 0   | 0.0% | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Business Park,             |      |      |       |     |      |     |      |     |      |     |      |     |      |     |      |     |       |     |      |     |       |     |       |     |
| Springlands Way, Sudbury   |      |      |       |     |      |     |      |     |      |     |      |     |      |     |      |     |       |     |      |     |       |     |       |     |
| Tesco, Woodhall Business   | 0.5% | 5    | 0.0%  | 0   | 0.0% | 0   | 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   |
| Park, Springlands Way,     |      |      |       |     |      |     |      |     |      |     |      |     |      |     |      |     |       |     |      |     |       |     |       |     |
| Sudbury                    |      |      |       |     |      |     |      |     |      |     |      |     |      |     |      |     |       |     |      |     |       |     |       |     |
| Tiptree, Essex             | 0.1% | 1    | 1.0%  | 1   | 0.0% | 0   | 0.0% | 0   | 0.0% | 0   | 0.0% | 0   | 0.0% | 0   | 0.0% | 0   |       | 0   | 0.0% | 0   |       | 0   |       | 0   |
| West Bergholt              | 0.1% | 1    | 1.0%  | 1   | 0.0% | 0   | 0.0% | 0   | 0.0% | 0   | 0.0% | 0   | 0.0% | 0   | 0.0% | 0   | 0.0%  | 0   | 0.0% | 0   | ,     | 0   | 0.0%  | 0   |
| West Thurrock              | 0.1% | 1    | 1.0%  | 1   | 0.0% | 0   | 0.0% | 0   | 0.0% | 0   | 0.0% | 0   | 0.0% | 0   | 0.0% | 0   | 0.0%  | 0   | 0.0% | 0   |       | 0   | 0.0%  | 0   |
| Woodbridge                 | 0.3% | 3    | 0.0%  | 0   | 0.0% | 0   | 0.0% | 0   | 0.0% | 0   | 0.0% | 0   | 1.0% | 1   | 1.0% | 1   | 0.0%  | 0   | 0.0% | 0   | ,     | 0   | 1.0%  | 1   |
| Internet / catalogue       | 6.5% | 72   | 10.0% | 10  | 5.0% | 5   | 5.0% | 5   | 6.0% | 6   | 3.0% | 3   | 6.0% | 6   | 2.0% | 2   | 9.0%  | 9   | 6.0% | 6   | 15.0% | 15  | 5.0%  | 5   |
| (Don't know)               | 2.4% | 26   | 3.0%  | 3   | 0.0% | 0   | 1.0% | 1   | 1.0% | 1   | 4.0% | 4   | 3.0% | 3   | 1.0% | 1   | 2.0%  | 2   | 1.0% | 1   | 6.0%  | 6   | 4.0%  | 4   |
| (Don't do this type of     | 4.5% | 50   | 2.0%  | 2   | 5.0% | 5   | 3.0% | 3   | 3.0% | 3   | 2.0% | 2   | 8.0% | 8   | 4.0% | 4   | 11.0% | 11  | 4.0% | 4   | 4.0%  | 4   | 4.0%  | 4   |
| shopping)                  |      |      |       |     |      |     |      |     |      |     |      |     |      |     |      |     |       |     |      |     |       |     |       |     |
| Base:                      |      | 1100 |       | 100 |      | 100 |      | 100 |      | 100 |      | 100 |      | 100 |      | 100 |       | 100 |      | 100 |       | 100 |       | 100 |

Q19AWhich internet / home delivery retailer do you also use for your household's shopping on all goods for personal care, including electric appliances (e.g. electric razors, hair dryers, curling tongs, electric toothbrishes), non-electric appliances (e.g. scissors, hand razors, bathroom scales), cosmetics, perfume, toothpaste, aftershave, sun tan lotions, etc.

Those who buy personal care goods via the Internet at Q19:

| Amazon                | 18.1% | 13 10.0% | 1 20.0% | 1 20.0% | 1 33.3% | 2 0.0%  | 0 50.0% | 3 0.0%  | 0 22.2% | 2 16.7% | 1 6.7%  | 1 20.0% | 1 |
|-----------------------|-------|----------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---|
|                       | 2.8%  | 2 0.0%   | 0 0.0%  | 0 20.0% | 1 0.0%  | 0 0.0%  | 0 16.7% | 1 0.0%  | 0 0.0%  | 0 0.0%  | 0 0.0%  | 0 0.0%  | 0 |
| Argos                 |       |          |         |         |         |         |         |         |         |         |         |         | U |
| Asda                  | 4.2%  | 3 0.0%   | 0.0%    | 0.0%    | 0 0.0%  | 0 0.0%  | 0 16.7% | 1 0.0%  | 0 11.1% | 1 0.0%  | 0 0.0%  | 0 20.0% | 1 |
| Boots                 | 8.3%  | 6 0.0%   | 0 0.0%  | 0 0.0%  | 0 16.7% | 1 0.0%  | 0 0.0%  | 0 50.0% | 1 11.1% | 1 16.7% | 1 0.0%  | 0 40.0% | 2 |
| Debenhams             | 1.4%  | 1 0.0%   | 0 0.0%  | 0 0.0%  | 0 0.0%  | 0 0.0%  | 0 0.0%  | 0.0%    | 0 0.0%  | 0 0.0%  | 0 6.7%  | 1 0.0%  | 0 |
| Ebay                  | 2.8%  | 2 10.0%  | 1 0.0%  | 0 0.0%  | 0 16.7% | 1 0.0%  | 0 0.0%  | 0.0%    | 0 0.0%  | 0 0.0%  | 0.0%    | 0 0.0%  | 0 |
| John Lewis            | 4.2%  | 3 0.0%   | 0 0.0%  | 0 0.0%  | 0 0.0%  | 0 33.3% | 1 0.0%  | 0.0%    | 0 0.0%  | 0 16.7% | 1 6.7%  | 1 0.0%  | 0 |
| Sainsbury's           | 5.6%  | 4 0.0%   | 0 40.0% | 2 20.0% | 1 0.0%  | 0 0.0%  | 0 0.0%  | 0 0.0%  | 0.0%    | 0 16.7% | 1 0.0%  | 0 0.0%  | 0 |
| Tesco                 | 22.2% | 16 40.0% | 4 0.0%  | 0 20.0% | 1 16.7% | 1 0.0%  | 0 16.7% | 1 50.0% | 1 0.0%  | 0 16.7% | 1 40.0% | 6 20.0% | 1 |
| Other                 | 11.1% | 8 20.0%  | 2 0.0%  | 0 0.0%  | 0 16.7% | 1 0.0%  | 0 0.0%  | 0.0%    | 0 33.3% | 3 16.7% | 1 6.7%  | 1 0.0%  | 0 |
| Ocado                 | 2.8%  | 2 10.0%  | 1 0.0%  | 0 0.0%  | 0 0.0%  | 0 33.3% | 1 0.0%  | 0 0.0%  | 0.0%    | 0 0.0%  | 0.0%    | 0 0.0%  | 0 |
| Waitrose              | 2.8%  | 2 0.0%   | 0 0.0%  | 0 0.0%  | 0 0.0%  | 0 0.0%  | 0 0.0%  | 0 0.0%  | 0.0%    | 0.0%    | 0 13.3% | 2 0.0%  | 0 |
| (Don't know / varies) | 13.9% | 10 10.0% | 1 40.0% | 2 20.0% | 1 0.0%  | 0 33.3% | 1 0.0%  | 0 0.0%  | 0 22.2% | 2 0.0%  | 0 20.0% | 3 0.0%  | 0 |
| Base:                 |       | 72       | 10      | 5       | 5       | 6       | 3       | 6       | 2       | 9       | 6       | 15      | 5 |

|  | Tota  | ıl  | Zone  | 1  | Zone  | 2  | Zone  | 3  | Zone  | 4  | Zone 5 | í  | Zone  | 6      | Zone    | 7      | Zone     | 8       | Zone      | 9     | Zone 1   | 10      | Zone 1 | 11       |                        |
|--|-------|-----|-------|----|-------|----|-------|----|-------|----|--------|----|-------|--------|---------|--------|----------|---------|-----------|-------|----------|---------|--------|----------|------------------------|
| Q20 Where do you nor<br>therapeutic applia                   |       |     |       |    |       |    |       |    |       |    |        |    |       | ther p | oharmad | ceutic | al produ | ucts (e | e.g. vita | mins, | plasters | s, thei | rmomet | ers, ban | ndages, syringes); and |
| Tesco Extra, Copdock   | 1.5%  | 17  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.0%   | 1  | 14.0% | 14     | 2.0%    | 2      | 0.0%     | 0       | 0.0%      | 0     | 0.0%     | 0       | 0.0%   | 0        |                        |
| Interchange, Ipswich<br>Copdock Mill Interchange,<br>Ipswich | 0.2%  | 2   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.0%   | 1  | 0.0%  | 0      | 1.0%    | 1      | 0.0%     | 0       | 0.0%      | 0     | 0.0%     | 0       | 0.0%   | 0        |                        |
| Woodhall Business Park, Drury Drive, Sudbury                 | 0.4%  | 4   | 1.0%  | 1  | 0.0%  | 0  | 1.0%  | 1  | 2.0%  | 2  | 0.0%   | 0  | 0.0%  | 0      | 0.0%    | 0      | 0.0%     | 0       | 0.0%      | 0     | 0.0%     | 0       | 0.0%   | 0        |                        |
| Bramford   | 0.3%  | 3   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0      | 2.0%    | 2      | 0.0%     | 0       | 0.0%      | 0     | 0.0%     | 0       | 1.0%   | 1        |                        |
| Bury St Edmunds  | 13.2% | 145 | 3.0%  |    | 67.0% | 67 | 1.0%  | 1  | 1.0%  | 1  | 1.0%   | 1  | 1.0%  | 1      | 0.0%    | 0      |          | 4       | 59.0%     | 59    | 6.0%     | 6       | 2.0%   | 2        |                        |
| Capel St Mary  | 0.5%  | 6   | 0.0%  | 0  |       | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 6.0%  | 6      | 0.0%    | 0      | 0.0%     | 0       | 0.0%      | 0     | 0.0%     | 0       | 0.0%   | 0        |                        |
| Colchester   | 1.8%  | 20  | 12.0% | 12 | 0.0%  | 0  | 3.0%  | 3  | 0.0%  | 0  | 0.0%   | 0  | 5.0%  | 5      | 0.0%    | 0      | 0.0%     | 0       | 0.0%      | 0     | 0.0%     | 0       | 0.0%   | 0        |                        |
| Debenham   | 1.1%  | 12  | 0.0%  | 0  |       | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  |        | 11.0%   | 11     | 0.0%     | 0       | 0.0%      | 0     | 1.0%     | 1       | 0.0%   | Ö        |                        |
| Dedham   | 0.5%  | 5   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 4.0%  | 4      | 1.0%    | 1      | 0.0%     | 0       | 0.0%      | 0     | 0.0%     | 0       | 0.0%   | 0        |                        |
| Eye  | 2.1%  | 23  | 0.0%  | 0  | 0.0%  | Ö  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0      | 0.0%    | 0      | 0.0%     | 0       | 0.0%      |       | 21.0%    | 21      | 2.0%   | 2        |                        |
| Great Conard   | 0.1%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 1.0%  | 1  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0      | 0.0%    | 0      | 0.0%     | 0       | 0.0%      | 0     | 0.0%     | 0       | 0.0%   | 0        |                        |
| Hadleigh   | 7.0%  | 77  | 0.0%  | 0  | 1.0%  | 1  | 3.0%  | 3  | 0.0%  | 0  | 69.0%  | 69 | 2.0%  | 2      | 2.0%    | 2      | 0.0%     | 0       | 0.0%      | 0     | 0.0%     | 0       | 0.0%   | 0        |                        |
| Halstead   | 0.6%  | 7   | 7.0%  | 7  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0      | 0.0%    | 0      | 0.0%     | 0       | 0.0%      | 0     | 0.0%     | 0       | 0.0%   | 0        |                        |
| Haverhill  | 0.5%  | 6   | 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%     | 0       | 0.0%   | 0        |                        |
| Ipswich  | 8.1%  | 89  | 0.0%  | 0  | 0.0%  | 0  | 1.0%  | 1  | 0.0%  | 0  | 15.0%  | 15 | 33.0% | 33     | 35.0%   | 35     | 3.0%     | 3       | 1.0%      | 1     | 1.0%     | 1       | 0.0%   | 0        |                        |
| Lavenham   | 0.9%  | 10  | 0.0%  | 0  |       | 3  | 6.0%  | 6  | 0.0%  | 0  | 1.0%   | 1  | 0.0%  | 0      | 0.0%    | 0      | 0.0%     | 0       | 0.0%      | 0     | 0.0%     | 0       | 0.0%   | 0        |                        |
| Long Melford   | 1.5%  | 16  | 3.0%  | 3  | 2.0%  | 2  | 9.0%  | 9  | 2.0%  | 2  | 0.0%   | 0  | 0.0%  | 0      | 0.0%    | 0      | 0.0%     | 0       | 0.0%      | 0     | 0.0%     | 0       | 0.0%   | 0        |                        |
| Manningtree  | 1.0%  | 11  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 11.0% | 11     | 0.0%    | 0      | 0.0%     | 0       | 0.0%      | 0     | 0.0%     | 0       | 0.0%   | 0        |                        |
| Needham  | 0.1%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0      | 1.0%    | 1      | 0.0%     | 0       | 0.0%      | 0     | 0.0%     | 0       | 0.0%   | 0        |                        |
| Needham Market   | 1.3%  | 14  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.0%   | 1  | 0.0%  | 0      | 12.0%   | 12     | 1.0%     | 1       | 0.0%      | 0     | 0.0%     | 0       | 0.0%   | 0        |                        |
| Stowmarket   | 10.3% | 113 | 0.0%  | 0  | 5.0%  | 5  | 0.0%  | 0  | 0.0%  | 0  | 3.0%   | 3  | 0.0%  | 0      | 10.0%   | 10     | 79.0%    | 79      | 11.0%     | 11    | 5.0%     | 5       | 0.0%   | 0        |                        |
| Sudbury  | 17.7% | 195 | 39.0% | 39 | 7.0%  | 7  | 57.0% | 57 | 89.0% | 89 | 3.0%   | 3  | 0.0%  | 0      | 0.0%    | 0      | 0.0%     | 0       | 0.0%      | 0     | 0.0%     | 0       | 0.0%   | 0        |                        |
| Abroad   | 0.1%  | 1   | 0.0%  | 0  | 1.0%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0      | 0.0%    | 0      | 0.0%     | 0       | 0.0%      | 0     | 0.0%     | 0       | 0.0%   | 0        |                        |
| Beccles  | 0.1%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0      | 0.0%    | 0      | 0.0%     | 0       | 0.0%      | 0     | 0.0%     | 0       | 1.0%   | 1        |                        |
| Bedingham  | 0.1%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 1.0%  | 1      | 0.0%    | 0      | 0.0%     | 0       | 0.0%      | 0     | 0.0%     | 0       | 0.0%   | 0        |                        |
| Botesdale  | 0.6%  | 7   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0      | 0.0%    | 0      | 0.0%     | 0       | 0.0%      | 0     | 7.0%     | 7       | 0.0%   | 0        |                        |
| Bungay   | 0.2%  | 2   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0      | 0.0%    | 0      | 0.0%     | 0       | 0.0%      | 0     | 0.0%     | 0       | 2.0%   | 2        |                        |
| Central London   | 0.1%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 1.0%  | 1      | 0.0%    | 0      | 0.0%     | 0       | 0.0%      | 0     | 0.0%     | 0       | 0.0%   | 0        |                        |
| Clare  | 0.6%  | 7   | 7.0%  | 7  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0      | 0.0%    | 0      | 0.0%     | 0       | 0.0%      | 0     | 0.0%     | 0       | 0.0%   | 0        |                        |
| Claydon  | 0.4%  | 4   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0      | 4.0%    | 4      | 0.0%     | 0       | 0.0%      | 0     | 0.0%     | 0       | 0.0%   | 0        |                        |
| Culford  | 0.1%  | 1   | 0.0%  | 0  | 1.0%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0      | 0.0%    | 0      | 0.0%     | 0       | 0.0%      | 0     | 0.0%     | 0       | 0.0%   | 0        |                        |
| Diss   | 6.5%  | 71  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0      | 4.0%    | 4      | 1.0%     | 1       | 1.0%      | 1     | 39.0%    | 39      | 26.0%  | 26       |                        |
| Earls Colne  | 0.5%  | 5   | 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       | 0.0%   | 0        |                        |
| East Bergholt  | 0.9%  | 10  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 10.0% | 10     | 0.0%    | 0      | 0.0%     | 0       | 0.0%      | 0     | 0.0%     | 0       | 0.0%   | 0        |                        |
| Elmswell   | 0.2%  | 2   | 0.0%  | 0  |       | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0      | 0.0%    | 0      | 0.0%     | 0       | 2.0%      | 2     | 0.0%     | 0       | 0.0%   | 0        |                        |
| Felixstowe   | 0.1%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 1.0%  | 1      | 0.0%    | 0      | 0.0%     | 0       | 0.0%      | 0     | 0.0%     | 0       | 0.0%   | 0        |                        |
| Framlingham  | 0.6%  | 7   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0      | 4.0%    | 4      | 0.0%     | 0       | 0.0%      | 0     | 0.0%     | 0       | 3.0%   | 3        |                        |
| Fressingfield  | 0.2%  | 2   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0      | 0.0%    | 0      | 0.0%     | 0       | 0.0%      | 0     | 0.0%     | 0       | 2.0%   | 2        |                        |
| Glemsford  | 0.4%  | 4   | 3.0%  | 3  | 0.0%  | 0  | 1.0%  | 1  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0      | 0.0%    | 0      | 0.0%     | 0       | 0.0%      | 0     | 0.0%     | 0       | 0.0%   | 0        |                        |
| Great Cornard  | 0.2%  | 2   | 0.0%  | 0  | 0.0%  | 0  | 2.0%  | 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        |                        |
| Halesworth   | 0.2%  | 2   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0      | 1.0%    | 1      | 0.0%     | 0       | 0.0%      | 0     | 0.0%     | 0       | 1.0%   | 1        |                        |

## Babergh & Mid Suffolk Household Survey For Carter Jonas

|                                  | Tota         | al       | Zone         | 1      | Zone  | 2      | Zone         | 3   | Zone         | 4   | Zone         | 5   | Zone         | 6   | Zone '       | 7   | Zone         | 8   | Zone         | 9   | Zone 1 | 0   | Zone         | 11      |
|----------------------------------|--------------|----------|--------------|--------|-------|--------|--------------|-----|--------------|-----|--------------|-----|--------------|-----|--------------|-----|--------------|-----|--------------|-----|--------|-----|--------------|---------|
| Harleston                        | 2.9%         | 32       | 0.0%         | 0      | 0.0%  | 0      | 0.0%         | 0   | 0.0%         | 0   | 0.00/        | 0   | 0.0%         | 0   | 0.0%         | 0   | 0.0%         | 0   | 0.0%         | 0   | 0.0%   | 0   | 32.0%        | 22      |
| Harieston<br>Holbrook            | 2.9%<br>0.5% | 32<br>5  | 0.0%         | 0      | 0.0%  | 0      | 0.0%         | 0   | 0.0%         | 0   | 0.0%<br>0.0% | 0   | 5.0%         | 5   | 0.0%         | 0   | 0.0%         | 0   | 0.0%         | 0   | 0.0%   | 0   | 0.0%         | 32<br>0 |
| Hopton-on-Sea                    | 0.5%         | 3        | 0.0%         | 0      | 0.0%  | 0      | 0.0%         | 0   | 0.0%         | 0   | 0.0%         | 0   | 0.0%         | 0   | 0.0%         | 0   | 0.0%         | 0   | 0.0%         | 0   | 1.0%   | 1   | 0.0%         | 0       |
| Horley                           | 0.1%         | 1        | 0.0%         | 0      | 0.0%  | 0      | 0.0%         | 0   | 0.0%         | 0   | 0.0%         | 0   | 0.0%         | 0   | 0.0%         | 0   | 1.0%         | 1   | 0.0%         | 0   | 0.0%   | 0   | 0.0%         | 0       |
| Martlesham                       | 0.1%         | 3        | 0.0%         | 0      | 0.0%  | 0      | 0.0%         | 0   | 0.0%         | 0   | 0.0%         | 0   | 0.0%         | 0   | 1.0%         | 1   | 0.0%         | 0   | 0.0%         | 0   | 0.0%   | 0   | 2.0%         | 2       |
| Morrisons, Sproughton            | 0.3%         | 3        | 0.0%         | 0      | 0.0%  | 0      | 1.0%         | 1   | 0.0%         | 0   | 0.0%         | 0   | 0.0%         | 0   | 2.0%         | 2   | 0.0%         | 0   | 0.0%         | 0   | 0.0%   | 0   | 0.0%         | 0       |
| Road, Ipswich                    | 0.570        | 3        | 0.070        | 0      | 0.070 | 3      | 1.070        |     | 0.070        | 3   | 0.070        | 3   | 3.070        |     | 2.070        | _   | 0.070        | 3   | 0.070        | 3   | 0.070  | 3   | 0.070        | Ü       |
| Newmarket                        | 0.1%         | 1        | 0.0%         | 0      | 1.0%  | 1      | 0.0%         | 0   | 0.0%         | 0   | 0.0%         | 0   | 0.0%         | 0   | 0.0%         | 0   | 0.0%         | 0   | 0.0%         | 0   | 0.0%   | 0   | 0.0%         | 0       |
| Norwich                          | 1.2%         | 13       | 0.0%         | 0      | 0.0%  | 0      | 0.0%         | 0   | 0.0%         | 0   | 0.0%         | 0   | 0.0%         | 0   | 0.0%         | 0   | 0.0%         | 0   | 0.0%         | 0   | 3.0%   | 3   |              | 10      |
| Sainsbury's, Cornard Road,       | 0.2%         | 2        | 0.0%         | 0      | 0.0%  | 0      | 2.0%         | 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       |
| Sudbury                          |              |          |              |        |       |        |              |     |              |     |              |     |              |     |              |     |              |     |              |     |        |     |              |         |
| Stradbroke                       | 0.1%         | 1        | 0.0%         | 0      | 0.0%  | 0      | 0.0%         | 0   | 0.0%         | 0   | 0.0%         | 0   | 0.0%         | 0   | 0.0%         | 0   | 0.0%         | 0   | 0.0%         | 0   | 0.0%   | 0   | 1.0%         | 1       |
| Street market in Pulham          | 0.1%         | 1        | 0.0%         | 0      | 0.0%  | 0      | 0.0%         | 0   | 0.0%         | 0   | 0.0%         | 0   | 0.0%         | 0   | 0.0%         | 0   | 0.0%         | 0   | 0.0%         | 0   | 0.0%   | 0   | 1.0%         | 1       |
| Street market in Wickham         | 0.1%         | 1        | 0.0%         | 0      | 0.0%  | 0      | 0.0%         | 0   | 0.0%         | 0   | 0.0%         | 0   | 0.0%         | 0   | 1.0%         | 1   | 0.0%         | 0   | 0.0%         | 0   | 0.0%   | 0   | 0.0%         | 0       |
| Tesco Superstore, Woodhal        | 1.0%         | 11       | 2.0%         | 2      | 0.0%  | 0      | 4.0%         | 4   | 5.0%         | 5   | 0.0%         | 0   | 0.0%         | 0   | 0.0%         | 0   | 0.0%         | 0   | 0.0%         | 0   | 0.0%   | 0   | 0.0%         | 0       |
| Business Park,                   |              |          |              |        |       |        |              |     |              |     |              |     |              |     |              |     |              |     |              |     |        |     |              |         |
| Springlands Way, Sudbu           | -            |          |              |        |       |        |              |     |              |     |              |     |              |     |              |     |              |     |              |     |        |     |              |         |
| Tesco, Woodhall Business         | 0.4%         | 4        | 0.0%         | 0      | 0.0%  | 0      | 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       |
| Park, Springlands Way,           |              |          |              |        |       |        |              |     |              |     |              |     |              |     |              |     |              |     |              |     |        |     |              |         |
| Sudbury                          | 0.10/        |          | 0.00/        | 0      | 0.00/ | 0      | 0.00/        | 0   | 0.00/        |     | 0.00/        | 0   | 0.00/        | 0   | 0.00/        |     | 0.00/        | 0   | 1.00/        |     | 0.00/  | 0   | 0.007        | 0       |
| Tharston                         | 0.1%         | 1        | 0.0%         | 0      | 0.0%  | 0      | 0.0%         | 0   | 0.0%         | 0   | 0.0%         | 0   | 0.0%         | 0   | 0.0%         | 0   | 0.0%         | 0   | 1.0%         | 1   | 0.0%   | 0   | 0.0%         | 0       |
| West Bergholt                    | 0.4%         | 4        | 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   | 0.0%   | 0   | 0.0%         | 0       |
| Woodbridge                       | 0.4%         | 4        | 0.0%         | 0      | 0.0%  | 0      | 0.0%         | 0   | 0.0%         | 0   | 0.0%         | 0   | 1.0%         | 1   | 2.0%         | 2   | 0.0%         | 0   | 0.0%         | 0   | 0.0%   | 0   | 1.0%         | 1       |
| Woolpit                          | 1.5%         | 17       | 0.0%         | 0      | 2.0%  | 2      | 0.0%         | 0   | 0.0%         | 0   | 0.0%         | 0   | 0.0%         | 0   | 0.0%         | 0   | 0.0%         | 0   | 15.0%        | 15  | 0.0%   | 0   | 0.0%         | 0       |
| Internet / catalogue             | 2.1%         | 23       | 1.0%         | 1      | 2.0%  | 2      | 1.0%         | 1   | 1.0%         | 1   | 0.0%         | 0   | 1.0%         | 0   | 1.0%         | 1   | 2.0%         | 2   | 5.0%         | 5   | 5.0%   | -   | 4.0%         | 4       |
| (Don't know)                     | 2.0%<br>3.8% | 22<br>42 | 5.0%<br>2.0% | 5<br>2 | 3.0%  | 3<br>5 | 1.0%<br>2.0% | 2   | 0.0%<br>0.0% | 0   | 3.0%<br>2.0% | 3   | 0.0%<br>4.0% | 4   | 2.0%<br>1.0% | 2   | 2.0%<br>7.0% | 2   | 0.0%<br>5.0% | 5   | 5.0%   | 5   | 1.0%<br>8.0% | 1<br>8  |
| (Don't do this type of shopping) | 3.8%         | 42       | 2.0%         | 2      | 5.0%  | 3      | 2.0%         | 2   | 0.0%         | U   | 2.0%         | 2   | 4.0%         | 4   | 1.0%         | 1   | 7.0%         | /   | 3.0%         | 3   | 6.0%   | 6   | 8.0%         | ð       |
| Base:                            |              | 1100     |              | 100    |       | 100    |              | 100 |              | 100 |              | 100 |              | 100 |              | 100 |              | 100 |              | 100 |        | 100 |              | 100     |

Q20AWhich internet / home delivery retailer do you also use for your household's shopping for medical goods (e.g. drugs, medicine), other pharmaceutical products (e.g. vitamins, plasters, thermometers, bandages, syringes); and therapeutic appliances / equipment (e.g. spectacles, contact lenses, hearing aids, wheelchairs, etc.).

Those who buy medical goods via the Internet at Q20:

| Asda                  | 4.3%  | 1 0.0%   | 0 0.0%  | 0.0%     | 0 0.0%   | 0 0.0% | 0 0.0%   | 0 0.0%   | 0 0.0%  | 0 0.0%  | 0 0.0%  | 0 25.0% | 1 |
|-----------------------|-------|----------|---------|----------|----------|--------|----------|----------|---------|---------|---------|---------|---|
| Boots                 | 8.7%  | 2 0.0%   | 0.0%    | 0 0.0%   | 0 0.0%   | 0.0%   | 0 0.0%   | 0.0%     | 0.0%    | 0 0.0%  | 0 20.0% | 1 25.0% | 1 |
| Sainsbury's           | 4.3%  | 1 0.0%   | 0 50.0% | 1 0.0%   | 0.0%     | 0 0.0% | 0 0.0%   | 0.0%     | 0 0.0%  | 0.0%    | 0.0%    | 0 0.0%  | 0 |
| Tesco                 | 26.1% | 6 100.0% | 1 0.0%  | 0 100.0% | 1 100.0% | 1 0.0% | 0 0.0%   | 0.0%     | 0.0%    | 0 20.0% | 1 20.0% | 1 25.0% | 1 |
| Other                 | 21.7% | 5 0.0%   | 0.0%    | 0 0.0%   | 0.0%     | 0 0.0% | 0 100.0% | 1 100.0% | 1 50.0% | 1 20.0% | 1 0.0%  | 0 25.0% | 1 |
| Waitrose              | 4.3%  | 1 0.0%   | 0.0%    | 0 0.0%   | 0.0%     | 0 0.0% | 0 0.0%   | 0.0%     | 0 0.0%  | 0.0%    | 0 20.0% | 1 0.0%  | 0 |
| (Don't know / varies) | 30.4% | 7 0.0%   | 0 50.0% | 1 0.0%   | 0 0.0%   | 0.0%   | 0 0.0%   | 0 0.0%   | 0 50.0% | 1 60.0% | 3 40.0% | 2 0.0%  | 0 |
| Base:                 |       | 23       | 1       | 2        | 1        | 1      | 0        | 1        | 1       | 2.      | 5       | 5       | 4 |

Total

Zone 1

Zone 2

Zone 3

Zone 4

#### Page 60 February 2015

#### **Babergh & Mid Suffolk Household Survey For Carter Jonas**

Zone 6

Zone 7

Zone 8

Zone 9

Zone 10

Zone 11

Where do you normally do most of your household's shopping on all other goods including lewellery & watches; glassware, china, tableware and household utensils; and other personal effects (e.g.

Zone 5

| travel goods, suitca   |        | •   | •     | •  |       |    |       |    |       |    |       |    |       |    |       |    |       |    |       |    |       |    |       |    |
|--|--------|-----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|
| Tesco Extra, Copdock<br>Interchange, Ipswich                                   | 0.2%   | 2   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 2.0%  | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Copdock Mill Interchange,<br>Ipswich   | 0.2%   | 2   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.0%  | 1  | 1.0%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Braintree  | 0.2%   | 2   | 1.0%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.0%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Bury St Edmunds  | 12.3%  | 135 | 14.0% | 14 | 45.0% | 45 | 8.0%  | 8  | 9.0%  | 9  | 2.0%  | 2  | 1.0%  | 1  | 2.0%  | 2  | 8.0%  | 8  | 38.0% | 38 | 7.0%  | 7  | 1.0%  | 1  |
| Capel St Mary  | 0.1%   | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.0%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Colchester   | 4.1%   | 45  | 14.0% | 14 | 0.0%  | 0  | 16.0% | 16 | 5.0%  | 5  | 2.0%  | 2  | 8.0%  | 8  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Hadleigh   | 0.5%   | 5   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 4.0%  | 4  | 1.0%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Haverhill  | 0.2%   | 2   | 2.0%  | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Ipswich  | 9.7%   | 107 | 0.0%  | 0  | 1.0%  | 1  | 4.0%  | 4  | 2.0%  | 2  | 35.0% | 35 | 28.0% | 28 | 25.0% | 25 | 6.0%  | 6  | 0.0%  | 0  | 3.0%  | 3  | 3.0%  | 3  |
| Stowmarket   | 4.6%   | 51  | 0.0%  | 0  | 3.0%  | 3  | 0.0%  | 0  | 0.0%  | 0  | 1.0%  | 1  | 0.0%  | 0  | 9.0%  | 9  | 31.0% | 31 | 6.0%  | 6  | 1.0%  | 1  | 0.0%  | 0  |
| Sudbury  | 7.8%   | 86  | 19.0% | 19 | 1.0%  | 1  | 28.0% | 28 | 36.0% | 36 | 2.0%  | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Abroad   | 0.1%   | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.0%  | 1  | 0.0%  | 0  |
| Anglia Retail Park, Bury   | 0.1%   | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.0%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Road, Ipswich  |        | _   | ,.    | -  |       | _  |       |    |       | -  |       | _  |       | -  |       | _  |       | _  |       | -  |       | -  |       | -  |
| Billericay   | 0.1%   | 1   | 0.0%  | 0  | 1.0%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Cambridge  | 1.2%   | 13  | 4.0%  | 4  | 3.0%  | 3  | 1.0%  | 1  | 1.0%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 4.0%  | 4  | 0.0%  | 0  | 0.0%  | 0  |
| Central London   | 0.5%   | 6   | 1.0%  | 1  | 1.0%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 2.0%  | 2  | 2.0%  | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | ő  |
| Diss   | 2.2%   | 24  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 2.0%  | 2  | 1.0%  | 1  | 0.0%  | 0  | 10.0% | 10 | 11.0% | 11 |
| Felixstowe   | 0.1%   | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.0%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Framlingham  | 0.3%   | 3   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.0%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 2.0%  | 2  |
| Futura Park, Crane   | 0.1%   | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.0%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Boulevard, Ipswich   | 0.170  | 1   | 0.070 | Ü  | 0.070 | O  | 0.070 | Ü  | 0.070 | Ü  | 0.070 | Ü  | 0.070 | O  | 0.070 | Ü  | 1.070 | 1  | 0.070 | Ü  | 0.070 | Ü  | 0.070 | Ü  |
| Greenhithe   | 0.1%   | 1   | 0.0%  | 0  | 0.0%  | 0  | 1.0%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Harleston  | 0.1%   | 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  | 0.0%  | 0  | 9.0%  | 9  |
| Harwich  | 0.1%   | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.0%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| John Lewis, Futura Park,   | 0.1%   | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.0%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Ransomes Way, Crane<br>Boulevard, Ipswich                                      | 0.1 /0 | 1   | 0.070 | U  | 1.070 | 1  | 0.070 | U  | 0.070 | U  | 0.070 | U  |
| Lowestoft  | 0.1%   | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.0%  | 1  |
| Northampton  | 0.1%   | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.0%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Norwich  | 3.5%   | 38  | 1.0%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.0%  | 1  | 2.0%  | 2  | 2.0%  | 2  | 2.0%  | 2  | 8.0%  | 8  | 22.0% | 22 |
| Ransomes Euro Retail Park.   | 0.1%   | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.0%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Central Avenue, Ipswich  |        |     |       |    |       |    |       |    |       |    |       |    |       |    |       |    |       |    |       |    |       |    |       |    |
| Sainsbury's, Cornard Road,<br>Sudbury  | 0.2%   | 2   | 0.0%  | 0  | 1.0%  | 1  | 1.0%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Suffolk Retail Park, London<br>Road, Ipswich                                   | 0.1%   | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.0%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Fesco Superstore, Woodhall Business Park,                                      | 0.1%   | 1   | 0.0%  | 0  | 0.0%  | 0  | 1.0%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Springlands Way, Sudbury<br>Tesco, Woodhall Business<br>Park, Springlands Way, | 0.1%   | 1   | 0.0%  | 0  | 0.0%  | 0  | 1.0%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |

|                                  | Tota  | 1    | Zone  | 1   | Zone  | 2   | Zone  | 3   | Zone  | 4   | Zone  | 5   | Zone  | 6   | Zone  | 7   | Zone  | 8   | Zone  | 9   | Zone 1 | .0  | Zone  | 11  |
|----------------------------------|-------|------|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|--------|-----|-------|-----|
|                                  |       |      |       |     |       |     |       |     |       |     |       |     |       |     |       |     |       |     |       |     |        |     |       |     |
| Sudbury                          |       |      |       |     |       |     |       |     |       |     |       |     |       |     |       |     |       |     |       |     |        |     |       |     |
| West Thurrock                    | 0.3%  | 3    | 1.0%  | 1   | 1.0%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 1.0%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%   | 0   | 0.0%  | 0   |
| Woodbridge                       | 0.1%  | 1    | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 1.0%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%   | 0   | 0.0%  | 0   |
| Internet / catalogue             | 7.9%  | 87   | 8.0%  | 8   | 7.0%  | 7   | 8.0%  | 8   | 11.0% | 11  | 6.0%  | 6   | 8.0%  | 8   | 10.0% | 10  | 7.0%  | 7   | 8.0%  | 8   | 5.0%   | 5   | 9.0%  | 9   |
| (Don't know)                     | 5.3%  | 58   | 2.0%  | 2   | 3.0%  | 3   | 6.0%  | 6   | 7.0%  | 7   | 5.0%  | 5   | 5.0%  | 5   | 5.0%  | 5   | 4.0%  | 4   | 8.0%  | 8   | 7.0%   | 7   | 6.0%  | 6   |
| (Don't do this type of shopping) | 36.7% | 404  | 33.0% | 33  | 33.0% | 33  | 25.0% | 25  | 29.0% | 29  | 39.0% | 39  | 38.0% | 38  | 41.0% | 41  | 38.0% | 38  | 34.0% | 34  | 58.0%  | 58  | 36.0% | 36  |
| Base:                            |       | 1100 |       | 100 |       | 100 |       | 100 |       | 100 |       | 100 |       | 100 |       | 100 |       | 100 |       | 100 |        | 100 |       | 100 |

Q21AWhich internet / home delivery retailer do you also use for your household's shopping on all other goods including jewellery & watches; glassware, china, tableware and household utensils; and other personal effects (e.g. travel goods, suitcases, prams, sunglasses)?

| Those who buy a | ll other types of | goods via the I | Internet at Q21: |
|-----------------|-------------------|-----------------|------------------|
|-----------------|-------------------|-----------------|------------------|

| Amazon                | 27.6% | 24 | 12.5% | 1 | 28.6% | 2 | 12.5% | 1 | 18.2% | 2  | 16.7% | 1 | 25.0% | 2 | 40.0% | 4  | 42.9% | 3 | 0.0%  | 0 | 60.0% | 3 | 55.6% | 5 |
|-----------------------|-------|----|-------|---|-------|---|-------|---|-------|----|-------|---|-------|---|-------|----|-------|---|-------|---|-------|---|-------|---|
| Argos                 | 8.0%  | 7  | 12.5% | 1 | 14.3% | 1 | 12.5% | 1 | 18.2% | 2  | 0.0%  | 0 | 12.5% | 1 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 11.1% | 1 |
| Asda                  | 1.1%  | 1  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 14.3% | 1 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Debenhams             | 1.1%  | 1  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 10.0% | 1  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Ebay                  | 6.9%  | 6  | 25.0% | 2 | 0.0%  | 0 | 12.5% | 1 | 0.0%  | 0  | 16.7% | 1 | 12.5% | 1 | 0.0%  | 0  | 0.0%  | 0 | 12.5% | 1 | 0.0%  | 0 | 0.0%  | 0 |
| John Lewis            | 11.5% | 10 | 0.0%  | 0 | 0.0%  | 0 | 12.5% | 1 | 9.1%  | 1  | 16.7% | 1 | 12.5% | 1 | 10.0% | 1  | 14.3% | 1 | 25.0% | 2 | 40.0% | 2 | 0.0%  | 0 |
| Littlewoods           | 1.1%  | 1  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 9.1%  | 1  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Next                  | 3.4%  | 3  | 12.5% | 1 | 0.0%  | 0 | 12.5% | 1 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 10.0% | 1  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Other                 | 5.7%  | 5  | 12.5% | 1 | 0.0%  | 0 | 12.5% | 1 | 18.2% | 2  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 14.3% | 1 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| (Don't know / varies) | 33.3% | 29 | 25.0% | 2 | 57.1% | 4 | 25.0% | 2 | 27.3% | 3  | 50.0% | 3 | 37.5% | 3 | 30.0% | 3  | 14.3% | 1 | 62.5% | 5 | 0.0%  | 0 | 33.3% | 3 |
| Base:                 |       | 87 |       | 8 |       | 7 |       | 8 |       | 11 |       | 6 |       | 8 |       | 10 |       | 7 |       | 8 |       | 5 |       | 9 |

#### Q22 How often do you or your household visit Sudbury Town Centre for your non food shopping?

| D 11                    | 1.70/ | 10   | 0.00/ | 0   | 2.00/ | _   | 2.00/ | 2   | 12.00/ | 10  | 1.00/ |     | 0.00/ |     | 0.00/ | 0   | 0.00/ |     | 0.00/ |     | 0.00/ |     | 0.00/ | 0   |
|-------------------------|-------|------|-------|-----|-------|-----|-------|-----|--------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|
| Daily                   | 1.7%  | 19   | 0.0%  | 0   | 2.0%  | 2   | 3.0%  | 3   | 13.0%  | 13  | 1.0%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | Ü   |
| 4-6 days a week         | 0.9%  | 10   | 1.0%  | 1   | 0.0%  | 0   | 4.0%  | 4   | 5.0%   | 5   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| 2-3 days a week         | 4.7%  | 52   | 5.0%  | 5   | 3.0%  | 3   | 17.0% | 17  | 22.0%  | 22  | 3.0%  | 3   | 0.0%  | 0   | 1.0%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 1.0%  | 1   |
| One days a week         | 10.3% | 113  | 30.0% | 30  | 4.0%  | 4   | 36.0% | 36  | 36.0%  | 36  | 3.0%  | 3   | 1.0%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 1.0%  | 1   | 1.0%  | 1   | 1.0%  | 1   |
| Every two weeks         | 5.4%  | 59   | 16.0% | 16  | 4.0%  | 4   | 14.0% | 14  | 11.0%  | 11  | 9.0%  | 9   | 2.0%  | 2   | 0.0%  | 0   | 1.0%  | 1   | 2.0%  | 2   | 0.0%  | 0   | 0.0%  | 0   |
| Monthly                 | 6.5%  | 72   | 15.0% | 15  | 7.0%  | 7   | 17.0% | 17  | 10.0%  | 10  | 14.0% | 14  | 3.0%  | 3   | 0.0%  | 0   | 1.0%  | 1   | 3.0%  | 3   | 0.0%  | 0   | 2.0%  | 2   |
| Once every two months   | 2.5%  | 27   | 5.0%  | 5   | 12.0% | 12  | 4.0%  | 4   | 0.0%   | 0   | 4.0%  | 4   | 0.0%  | 0   | 0.0%  | 0   | 1.0%  | 1   | 0.0%  | 0   | 1.0%  | 1   | 0.0%  | 0   |
| Three-four times a year | 5.1%  | 56   | 9.0%  | 9   | 11.0% | 11  | 2.0%  | 2   | 1.0%   | 1   | 19.0% | 19  | 6.0%  | 6   | 2.0%  | 2   | 1.0%  | 1   | 3.0%  | 3   | 2.0%  | 2   | 0.0%  | 0   |
| Once a year             | 3.9%  | 43   | 3.0%  | 3   | 8.0%  | 8   | 1.0%  | 1   | 0.0%   | 0   | 4.0%  | 4   | 8.0%  | 8   | 5.0%  | 5   | 5.0%  | 5   | 3.0%  | 3   | 3.0%  | 3   | 3.0%  | 3   |
| Less often              | 3.4%  | 37   | 3.0%  | 3   | 4.0%  | 4   | 0.0%  | 0   | 1.0%   | 1   | 7.0%  | 7   | 3.0%  | 3   | 2.0%  | 2   | 7.0%  | 7   | 3.0%  | 3   | 4.0%  | 4   | 3.0%  | 3   |
| Never                   | 55.2% | 607  | 13.0% | 13  | 44.0% | 44  | 1.0%  | 1   | 1.0%   | 1   | 35.0% | 35  | 76.0% | 76  | 90.0% | 90  | 84.0% | 84  | 84.0% | 84  | 89.0% | 89  | 90.0% | 90  |
| (Don't know / varies)   | 0.5%  | 5    | 0.0%  | 0   | 1.0%  | 1   | 1.0%  | 1   | 0.0%   | 0   | 1.0%  | 1   | 1.0%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 1.0%  | 1   | 0.0%  | 0   | 0.0%  | 0   |
| Base:                   |       | 1100 |       | 100 |       | 100 |       | 100 |        | 100 |       | 100 |       | 100 |       | 100 |       | 100 |       | 100 |       | 100 |       | 100 |

|                                  |         |          |            |         |          |      |       |    |       | _  | 01 0   | <i>u</i> | 0.00  |    |        |    |        |    |        |     |        |    |         |    | rebruary 2010 |
|----------------------------------|---------|----------|------------|---------|----------|------|-------|----|-------|----|--------|----------|-------|----|--------|----|--------|----|--------|-----|--------|----|---------|----|---------------|
|                                  | Tota    | ıl       | Zone       | 1       | Zone     | 2    | Zone  | 3  | Zone  | 1  | Zone   | 5        | Zone  | 6  | Zone ' | 7  | Zone 8 | 3  | Zone 9 |     | Zone 1 | 0  | Zone 11 |    |               |
| Q23 What do you like abo         | out Sud | bury -   | Town C     | entre?  | ? [MR]   |      |       |    |       |    |        |          |       |    |        |    |        |    |        |     |        |    |         |    |               |
| Those who visit Sudbury          | Town C  | Centre f | for non-fo | ood she | pping at | Q22: |       |    |       |    |        |          |       |    |        |    |        |    |        |     |        |    |         |    |               |
| Nothing / very little            | 18.1%   | 89       | 12.6%      | 11      | 21.4%    | 12   | 15.2% | 15 | 16.2% | 16 | 13.8%  | 9        | 20.8% | 5  | 30.0%  | 3  | 43.8%  | 7  | 37.5%  | 6   | 27.3%  | 3  | 20.0%   | 2  |               |
| 2 3                              | 14.6%   |          | 16.1%      |         | 14.3%    |      | 12.1% |    | 14.1% |    | 10.8%  | 7        |       |    | 20.0%  | 2  |        |    | 25.0%  |     | 36.4%  |    | 20.0%   | 2  |               |
| Close to friends or relatives    | 1.8%    | 9        | 0.0%       | 0       | 8.9%     | 5    | 0.0%  | 0  | 1.0%  | 1  | 3.1%   | 2        | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0   | 9.1%   | 1  | 0.0%    | 0  |               |
| Close to home                    | 24.3%   | 120      | 24.1%      | 21      | 7.1%     | 4    | 37.4% | 37 | 53.5% | 53 | 4.6%   | 3        | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0   | 0.0%   | 0  | 20.0%   | 2  |               |
| Close to work                    | 1.6%    | 8        | 0.0%       | 0       | 0.0%     | 0    | 3.0%  | 3  | 3.0%  | 3  | 3.1%   | 2        | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0   | 0.0%   | 0  | 0.0%    | 0  |               |
| Compact                          | 8.5%    | 42       | 10.3%      | 9       | 5.4%     | 3    | 11.1% | 11 | 6.1%  | 6  | 6.2%   | 4        | 20.8% | 5  | 10.0%  | 1  | 0.0%   | 0  | 6.3%   | 1   | 9.1%   | 1  | 10.0%   | 1  |               |
| Easy to get to by bike           | 0.0%    | 0        | 0.0%       | 0       | 0.0%     | 0    | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0        | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0   | 0.0%   | 0  | 0.0%    | 0  |               |
| Easy to get to by bus            | 1.0%    | 5        | 0.0%       | 0       | 1.8%     | 1    | 2.0%  | 2  | 1.0%  | 1  | 1.5%   | 1        | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0   | 0.0%   | 0  | 0.0%    | 0  |               |
| Easy to get to by car            | 1.8%    | 9        | 3.4%       | 3       | 7.1%     | 4    | 1.0%  | 1  | 0.0%  | 0  | 1.5%   | 1        | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0   | 0.0%   | 0  | 0.0%    | 0  |               |
| Easy to park                     | 11.6%   | 57       | 18.4%      |         | 17.9%    | 10   | 10.1% | 10 | 5.1%  | 5  | 21.5%  | 14       |       | 1  | 0.0%   | 0  | 0.0%   | 0  | 6.3%   | 1   | 0.0%   | 0  |         | 0  |               |
| Good facilities                  | 0.8%    | 4        | 2.3%       | 2       | 0.0%     | 0    | 0.0%  | 0  | 0.0%  | 0  |        | 1        | 4.2%  | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0   | 0.0%   | 0  | 0.0%    | 0  |               |
| Good food stores                 | 1.6%    | 8        | 1.1%       | 1       | 0.0%     | 0    | 1.0%  | 1  | 2.0%  | 2  |        | 0        |       | 2  | 10.0%  | 1  | 6.3%   | 1  | 0.0%   | 0   | 0.0%   | 0  |         | 0  |               |
| Good pubs, cafés or restaurants  | 2.0%    | 10       | 3.4%       | 3       | 0.0%     | 0    | 1.0%  | 1  | 2.0%  | 2  | 4.6%   | 3        | 0.0%  | C  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0   | 9.1%   | 1  | 0.0%    | 0  |               |
| Good range of non-food shops     | 16.0%   | 79       | 19.5%      | 17      | 5.4%     | 3    | 13.1% | 13 | 20.2% | 20 | 20.0%  | 13       | 8.3%  | 2  | 10.0%  | 1  | 25.0%  | 4  | 12.5%  | 2   | 27.3%  | 3  | 10.0%   | 1  |               |
| Makes a change from other places | 3.4%    | 17       | 1.1%       | 1       | 8.9%     | 5    | 0.0%  | 0  | 1.0%  | 1  | 6.2%   | 4        | 12.5% | 3  | 0.0%   | 0  | 6.3%   | 1  | 6.3%   | 1   | 9.1%   | 1  | 0.0%    | 0  |               |
| Quiet                            | 2.2%    | 11       | 1.1%       | 1       | 0.0%     | 0    | 3.0%  | 3  | 1.0%  | 1  | 6.2%   | 4        | 0.0%  | 0  | 0.0%   | 0  | 6.3%   | 1  | 6.3%   | 1   | 0.0%   | 0  | 0.0%    | 0  |               |
| Safe and secure                  | 0.4%    | 2        | 0.0%       | 0       |          | 0    | 0.0%  | 0  | 1.0%  | 1  | 1.5%   | 1        | 0.0%  | 0  |        | 0  | 0.0%   | 0  | 0.0%   | 0   |        | 0  | 0.0%    | 0  |               |
| The market                       | 5.3%    | 26       | 8.0%       | 7       | 3.6%     | 2    | 5.1%  | 5  | 3.0%  | 3  | 7.7%   | 5        | 4.2%  | 1  | 0.0%   | 0  | 6.3%   | 1  | 6.3%   | 1   | 9.1%   | 1  | 0.0%    | 0  |               |
| Traditional                      | 3.2%    | 16       | 4.6%       | 4       | 3.6%     | 2    | 3.0%  | 3  | 5.1%  | 5  | 3.1%   | 2        |       | 0  |        | 0  | 0.0%   | 0  | 0.0%   | 0   | 0.0%   | 0  | 0.0%    | 0  |               |
| Traffic free shopping centre     | 0.0%    | 0        | 0.0%       | 0       | 0.0%     | 0    | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0        |       | 0  |        | 0  | 0.0%   | 0  | 0.0%   | 0   | 0.0%   | 0  | 0.0%    | 0  |               |
| Other                            | 1.6%    | 8        | 2.3%       | 2       | 1.8%     | 1    | 2.0%  | 2  | 1.0%  | 1  | 0.0%   | 0        |       | 0  |        | 1  | 0.0%   | 0  | 0.0%   | 0   | 9.1%   | 1  | 0.0%    | 0  |               |
| A specific shop                  | 1.6%    | 8        | 2.3%       | 2       | 1.8%     | 1    | 2.0%  | 2  | 0.0%  | 0  | 4.6%   | 3        | 0.0%  | 0  |        | 0  | 0.0%   | 0  | 0.0%   | 0   | 0.0%   | 0  |         | 0  |               |
| A specific attraction            | 1.0%    | 5        | 0.0%       | 0       |          | 1    | 0.0%  | 0  | 0.0%  | 0  | 1.5%   | 1        | 4.2%  | 1  | 10.0%  | 1  | 0.0%   | 0  | 0.0%   | 0   | 0.0%   | 0  | 10.0%   | 1  |               |
| Free car parking                 | 8.3%    | 41       | 12.6%      |         | 16.1%    | 9    | 18.2% | 18 | 1.0%  | 1  | 1.5%   | 1        | 4.2%  | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0   | 0.0%   | 0  |         | 0  |               |
| Friendly people / atmosphere     | 0.8%    | 4        | 1.1%       | 1       | 3.6%     | 2    | 1.0%  | 1  | 0.0%  | 0  | 0.0%   | 0        |       | 0  |        | 0  | 0.0%   | 0  | 0.0%   | 0   | 0.0%   | 0  | 0.0%    | 0  |               |
| Good hairdressers                | 0.6%    | 3        | 0.0%       | 0       |          | 0    | 3.0%  | 3  | 0.0%  | 0  |        | 0        |       | 0  | 0.070  | 0  | 0.0%   | 0  | 0.0%   | 0   | 0.0%   | 0  | 0.0%    | 0  |               |
| Good range of independent shops  | 1.2%    | 6        | 3.4%       | 3       | 0.0%     | 0    | 1.0%  | 1  | 0.0%  | 0  |        | 1        | 0.0%  | 0  |        | 0  |        | 0  | 6.3%   | 1   | 0.0%   | 0  |         | 0  |               |
| Has a Waitrose store             | 0.8%    | 4        | 2.3%       | 2       | 1.8%     | 1    | 0.0%  | 0  | 0.0%  | 0  | 1.5%   | 1        | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0   | 0.0%   | 0  | 0.0%    | 0  |               |
| Has Wynch & Blatch Ltd.          | 1.2%    | 6        | 1.1%       | 1       | 5.4%     | 3    | 0.0%  | 0  | 0.0%  | 0  |        | 2        |       | 0  |        | 0  |        | 0  | 0.0%   | 0   |        | 0  |         | 0  |               |
| Unusual / quirky                 | 0.8%    | 4        | 0.0%       | 0       |          | 0    | 2.0%  | 2  | 0.0%  | 0  | 3.1%   | 2        |       | 0  |        | 0  | 0.0%   | 0  | 0.0%   | 0   |        | 0  |         | 0  |               |
| (Don't know)                     | 2.6%    | 13       | 1.1%       | 1       | 1.8%     | 1    | 0.0%  | 0  | 1.0%  | 1  | 3.1%   | 2        |       | 2  |        | 2  |        | 2  | 6.3%   | 1   | 0.0%   | 0  |         | 1  |               |
|                                  | 2.070   |          | 1.1/0      | 1       | 1.0/0    | •    | 0.070 | -  | 1.0/0 | 1  | J.1 /0 |          | 0.5/0 |    |        |    | 14.5/0 |    | 0.570  | . 1 | 0.070  |    | 10.070  | 1  |               |
| Base:                            |         | 493      |            | 87      |          | 56   |       | 99 |       | 99 |        | 65       |       | 24 |        | 10 |        | 16 |        | 16  |        | 11 |         | 10 |               |

|   | - m     |        |          |      |        |        |         |       |          |      |        |      |        |    |        |    |       |    |        |    |       |    |       |    |  |
|---|---------|--------|----------|------|--------|--------|---------|-------|----------|------|--------|------|--------|----|--------|----|-------|----|--------|----|-------|----|-------|----|--|
|   | Tota    | l      | Zone     | 1    | Zone   | 2      | Zone    | 3     | Zone     | 4    | Zone   | 5    | Zone 6 | i  | Zone ' | 7  | Zone  | 8  | Zone 9 | )  | Zone  | 10 | Zone  | 11 |  |
| Q24 What could be impro   | oved ab | out Sı | udbury 1 | Town | Centre | that w | vould m | ake y | ou visit | more | often? | [MR] |        |    |        |    |       |    |        |    |       |    |       |    |  |
| Nothing   | 38.7%   | 426    | 40.0%    | 40   | 42.0%  | 42     | 18.0%   | 18    | 22.0%    | 22   | 45.0%  | 45   | 40.0%  | 40 | 40.0%  | 40 | 51.0% | 51 | 59.0%  | 59 | 30.0% | 30 | 39.0% | 39 |  |
| Better access by road   | 2.9%    | 32     | 1.0%     | 1    | 2.0%   | 2      |         | 6     | 5.0%     | 5    |        | 1    | 3.0%   | 3  | 3.0%   | 3  |       | 2  |        | 4  | 4.0%  | 4  | 1.0%  | 1  |  |
| Better public transport   | 1.4%    | 15     | 2.0%     | 2    | 1.0%   | 1      | 4.0%    | 4     | 0.0%     | 0    | 1.0%   | 1    | 2.0%   | 2  | 1.0%   | 1  | 1.0%  | 1  |        | 1  | 1.0%  | 1  | 1.0%  | 1  |  |
| Better signposting  | 0.2%    | 2      | 0.0%     | 0    | 1.0%   | 1      | 0.0%    | 0     | 0.0%     | 0    | 0.0%   | 0    | 0.0%   | 0  | 0.0%   | 0  |       | 1  | 0.0%   | 0  | 0.0%  | 0  |       | 0  |  |
| Cleaner streets   | 0.8%    | 9      | 1.0%     | 1    | 0.0%   | 0      |         | 0     | 5.0%     | 5    | 0.0%   | 0    | 0.0%   | 0  | 0.0%   | 0  |       | 2  |        | 1  | 0.0%  | 0  |       | ő  |  |
| vacilities which would assist<br>you if shopping with<br>children | 0.2%    | 2      | 0.0%     | 0    |        | 0      |         | 2     | 0.0%     | 0    | 0.0%   | 0    | 0.0%   | 0  | 0.0%   | 0  |       | 0  |        | 0  | 0.0%  | 0  |       | 0  |  |
| ree car parking   | 1.5%    | 17     | 2.0%     | 2    | 1.0%   | 1      | 7.0%    | 7     | 3.0%     | 3    | 3.0%   | 3    | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 1.0%   | 1  | 0.0%  | 0  |       | 0  |  |
| ewellery / food markets /<br>other events                         | 0.0%    | 0      | 0.0%     | 0    | 0.0%   | 0      | 0.0%    | 0     | 0.0%     | 0    | 0.0%   | 0    | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  |  |
| Iore / better comparison<br>retailers (i.e. non-food<br>shops)    | 5.3%    | 58     | 8.0%     | 8    | 10.0%  | 10     | 18.0%   | 18    | 12.0%    | 12   | 5.0%   | 5    | 2.0%   | 2  | 0.0%   | 0  | 1.0%  | 1  | 1.0%   | 1  | 1.0%  | 1  | 0.0%  | 0  |  |
| fore / better entertainment / eating places                       | 0.5%    | 5      | 0.0%     | 0    | 1.0%   | 1      | 1.0%    | 1     | 3.0%     | 3    | 0.0%   | 0    | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  |  |
| ore / better food shops   | 1.5%    | 16     | 6.0%     | 6    | 1.0%   | 1      | 2.0%    | 2     | 3.0%     | 3    | 2.0%   | 2    | 1.0%   | 1  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 1.0%  | 1  | 0.0%  | 0  |  |
| ore / better parking  | 4.4%    | 48     | 6.0%     | 6    | 5.0%   | 5      | 10.0%   | 10    | 10.0%    | 10   | 5.0%   | 5    | 4.0%   | 4  | 2.0%   | 2  | 1.0%  | 1  | 3.0%   | 3  | 1.0%  | 1  | 1.0%  | 1  |  |
| fore / better pedestrianised streets                              | 0.8%    | 9      | 0.0%     | 0    | 0.0%   | 0      | 5.0%    | 5     | 3.0%     | 3    | 0.0%   | 0    | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 1.0%   | 1  | 0.0%  | 0  | 0.0%  | 0  |  |
| fore / better public conveniences                                 | 0.5%    | 5      | 0.0%     | 0    | 0.0%   | 0      | 2.0%    | 2     | 3.0%     | 3    | 0.0%   | 0    | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  |  |
| lore / better seats / flower<br>displays                          | 0.2%    | 2      | 0.0%     | 0    | 0.0%   | 0      | 0.0%    | 0     | 2.0%     | 2    | 0.0%   | 0    | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  |  |
| Iore / better services  | 0.4%    | 4      | 0.0%     | 0    | 1.0%   | 1      | 1.0%    | 1     | 0.0%     | 0    | 0.0%   | 0    | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  |        | 2  | 0.0%  | 0  | 0.0%  | 0  |  |
| Iore advertising  | 0.2%    | 2      | 0.0%     | 0    | 0.0%   | 0      |         | 0     | 0.0%     | 0    | 0.0%   | 0    | 0.0%   | 0  | 0.0%   | 0  |       | 0  |        | 0  | 0.0%  | 0  |       | 2  |  |
| Iore national multiple shops / High Street shops                  | 9.1%    | 100    | 18.0%    |      | 11.0%  | 11     | 28.0%   |       | 33.0%    | 33   | 7.0%   | 7    | 2.0%   | 2  | 0.0%   | 0  |       | 0  |        | 1  | 0.0%  | 0  |       | 0  |  |
| cotection from the weather<br>(i.e. covered shopping<br>malls)    | 0.2%    | 2      | 0.0%     | 0    | 1.0%   | 1      | 0.0%    | 0     | 0.0%     | 0    | 0.0%   | 0    | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 1.0%  | 1  |  |
| hops / services open on<br>Sundays                                | 0.1%    | 1      | 0.0%     | 0    | 1.0%   | 1      | 0.0%    | 0     | 0.0%     | 0    | 0.0%   | 0    | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  |  |
| ther  | 2.5%    | 28     | 3.0%     | 3    | 6.0%   | 6      |         | 11    |          | 5    |        | 1    | 1.0%   | 1  | 0.0%   | 0  |       | 0  |        | 1  | 0.0%  | 0  |       | 0  |  |
| uild a by-pass  | 0.5%    | 6      | 3.0%     | 3    | 0.0%   | 0      |         | 1     | 2.0%     | 2    | 0.0%   | 0    | 0.0%   | 0  | 0.0%   | 0  |       | 0  |        | 0  | 0.0%  | 0  |       | 0  |  |
| ll vacant shops   | 1.3%    | 14     | 1.0%     | 1    | 0.0%   | 0      | 4.0%    | 4     | 7.0%     | 7    | 1.0%   | 1    | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  |        | 0  | 1.0%  | 1  | 0.0%  | 0  |  |
| it was nearer   | 2.3%    | 25     | 0.0%     | 0    | 1.0%   | 1      | 0.0%    | 0     | 0.0%     | 0    | 0.0%   | 0    | 0.0%   | 0  | 3.0%   | 3  | 3.0%  | 3  |        |    | 11.0% | 11 | 6.0%  | 6  |  |
| ess charity shops   | 1.7%    | 19     | 5.0%     | 5    | 1.0%   | 1      | 8.0%    | 8     | 4.0%     | 4    | 0.0%   | 0    | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0.0  | 0  | 0.0%  | 0  |       | 1  |  |
| ess estate agents   | 0.3%    | 3      | 2.0%     | 2    | 0.0%   | 0      |         | 1     | 0.0%     | 0    | 0.0%   | 0    | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  |        | 0  | 0.0%  | 0  |       | 0  |  |
| ess traffic congestion  | 2.3%    | 25     | 4.0%     | 4    | 2.0%   | 2      |         | 4     | 8.0%     | 8    | 2.0%   | 2    | 2.0%   | 2  | 0.0%   | 0  | 0.0%  | 0  |        | 1  | 1.0%  | 1  | 1.0%  | 1  |  |
| lore clothes shops  | 0.6%    | 7      | 3.0%     | 3    | 1.0%   | 1      | 1.0%    | 1     | 1.0%     | 1    | 1.0%   | 1    | 0.0%   | 0  | 0.0%   | 0  |       | 0  |        | 0  | 0.0%  | 0  |       | 0  |  |
| Iore independent shops  | 0.5%    | 6      | 1.0%     | 1    | 1.0%   | 1      | 0.0%    | 0     | 4.0%     | 4    | 0.0%   | 0    | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  |        | 0  | 0.0%  | 0  |       | 0  |  |
| pen a cinema  | 0.3%    | 3      | 1.0%     | 1    | 0.0%   | 0      |         | 2     | 0.0%     | 0    | 0.0%   | 0    | 0.0%   | 0  | 0.0%   | 0  |       | 0  |        | 0  | 0.0%  | 0  |       | 0  |  |
| Open a Marks & Spencer  | 0.5%    | 6      | 1.0%     | 1    | 0.0%   | 0      | 0.0%    | 0     | 3.0%     | 3    | 1.0%   | 1    | 1.0%   | 1  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  |  |

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|                           | Tota      | ıl    | Zone     | 1     | Zone     | 2    | Zone     | 3      | Zone   | 4     | Zone   | 5   | Zone  | 6   | Zone  | 7   | Zone  | 8   | Zone  | 9   | Zone  | 10  | Zone  | 11  |
|---------------------------|-----------|-------|----------|-------|----------|------|----------|--------|--------|-------|--------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|
| (Don't know)              | 29.5%     | 324   | 10.0%    |       | 20.0%    | 20   | 1.0%     | 1      | 2.0%   |       | 28.0%  | 28  | 45.0% | 45  | 51.0% | 51  |       |     | 29.0% | 29  |       |     | 47.0% | 47  |
| Base:                     |           | 1100  |          | 100   |          | 100  |          | 100    |        | 100   |        | 100 |       | 100 |       | 100 |       | 100 |       | 100 |       | 100 |       | 100 |
| Q25 How often do you      | or your h | ouseh | old visi | t Had | leigh To | wn C | entre fo | r your | non-fo | od sh | opping | ?   |       |     |       |     |       |     |       |     |       |     |       |     |
| Daily                     | 1.2%      | 13    | 0.0%     | 0     | 0.0%     | 0    | 0.0%     | 0      | 0.0%   | 0     | 12.0%  | 12  | 0.0%  | 0   | 1.0%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| 4-6 days a week           | 0.8%      | 9     | 0.0%     | 0     | 0.0%     | 0    | 1.0%     | 1      | 0.0%   | 0     | 0.070  | 8   |       | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| 2-3 days a week           | 2.6%      | 29    | 0.0%     | 0     | 0.0%     | 0    | 2.0%     | 2      | 0.0%   | 0     | 24.0%  | 24  | 1.0%  | 1   | 0.0%  | 0   |       | 1   | 1.0%  | 1   | 0.0%  | 0   | 0.0%  | 0   |
| One days a week           | 4.0%      | 44    | 0.0%     | 0     | 0.0%     | 0    | 8.0%     | 8      | 1.0%   | 1     | 28.0%  | 28  |       | 4   | 2.0%  | 2   | 1.0%  | 1   | 0.0%  | 0   | 0.070 | 0   | 0.0%  | 0   |
| Every two weeks           | 2.1%      | 23    | 0.0%     | 0     | 0.0%     | 0    | 3.0%     | 3      | 2.0%   | 2     | 5.0%   | 5   | 10.0% | 10  | 2.0%  | 2   | 0.0%  | 0   |       | 0   |       | 0   | 1.0%  | 1   |
| Monthly                   | 3.5%      | 39    | 2.0%     | 2     | 5.0%     | 5    | 7.0%     | 7      | 3.0%   | 3     | 7.0%   | 7   | 8.0%  | 8   | 4.0%  | 4   | 1.0%  | 1   | 1.0%  | 1   | 1.0%  | 1   | 0.0%  | 0   |
| Once every two months     | 2.7%      | 30    | 2.0%     | 2     | 3.0%     | 3    | 4.0%     | 4      | 1.0%   | 1     | 2.0%   | 2   |       | 8   | 2.0%  | 2   | 7.0%  | 7   | 0.0%  | 0   |       | 0   | 1.0%  | 1   |
| Three - four times a year | 5.5%      | 60    | 6.0%     | 6     | 5.0%     | 5    | 7.0%     | 7      | 8.0%   | 8     | 2.0%   |     | 16.0% | 16  |       | 9   | 1.0%  | 1   | 1.0%  | 1   | 4.0%  | 4   | 1.0%  | 1   |
| Once a year               | 4.7%      | 52    | 7.0%     | 7     | 7.0%     | 7    | 2.0%     | 2      | 5.0%   | 5     | 2.0%   | 2   | 11.0% | 11  | 5.0%  | 5   | 5.0%  | 5   | 5.0%  | 5   | 2.0%  | 2   | 1.0%  | 1   |
| Less often                | 3.6%      | 40    | 4.0%     | 4     | 3.0%     | 3    | 7.0%     | 7      | 1.0%   | 1     | 4.0%   | 4   |       | 2   | 4.0%  | 4   | 5.0%  | 5   | 4.0%  | 4   | 2.0%  | 2   | 4.0%  | 4   |
| Never                     | 68.8%     | 757   | 79.0%    | 79    | 76.0%    | 76   | 59.0%    | 59     | 79.0%  | 79    | 4.0%   | 4   | 40.0% | 40  | 70.0% | 70  | 79.0% | 79  | 88.0% | 88  | 91.0% | 91  | 92.0% | 92  |
| (Don't know / varies)     | 0.4%      | 4     | 0.0%     | 0     | 1.0%     | 1    | 0.0%     | 0      | 0.0%   | 0     | 2.0%   | 2   | 0.0%  | 0   | 1.0%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Base:                     |           | 1100  |          | 100   |          | 100  |          | 100    |        | 100   |        | 100 |       | 100 |       | 100 |       | 100 |       | 100 |       | 100 |       | 100 |

|   |       |        |       |    |              |      |       |    |              | _  | 01 0         | ui c |       | 1146 |       |    |     |        |      |        |    |         |   |         |   | rebruary 2013 |
|---|-------|--------|-------|----|--------------|------|-------|----|--------------|----|--------------|------|-------|------|-------|----|-----|--------|------|--------|----|---------|---|---------|---|---------------|
|   | Tota  | ıl     | Zone  | 1  | Zone 2       | 2    | Zone  | 3  | Zone 4       |    | Zone         | 5    | Zone  | 6    | Zone  | 7  | 7   | Zone 8 |      | Zone 9 |    | Zone 10 |   | Zone 11 |   |               |
| Q26 What do you like ab                 |       | _      |       |    |              | Q25: |       |    |              |    |              |      |       |      |       |    |     |        |      |        |    |         |   |         |   |               |
| Nothing / very little                   | 10.2% | 35     | 9.5%  |    | 12.5%        | 3    |       | 6  | 4.8%         | 1  | 7.3%         | 7    | 8.3%  |      | 10.0% |    | 14. |        |      | 6.7%   |    | 22.2%   |   | 12.5%   | 1 |               |
| Attractive environment / nice place     | 23.3% | 80     | 19.0% | 4  | 16.7%        | 4    | 26.8% | 11 | 19.0%        | 4  | 11.5%        | 11   | 26.7% | 16   | 40.0% | 12 | 33. | 3%     | 7 4  | 1.7%   | 5  | 33.3%   | 3 | 37.5%   | 3 |               |
| Close to friends or relatives           | 3.5%  | 12     | 4.8%  | 1  | 4.2%         | 1    | 7.3%  | 3  | 0.0%         | 0  | 3.1%         | 3    | 1.7%  | 1    | 6.7%  | 2  | 0.  | 0%     | ) (  | 0.0%   | 0  | 11.1%   | 1 | 0.0%    | 0 |               |
| Close to home                           | 19.8% | 68     | 0.0%  | 0  | 0.0%         | 0    | 2.4%  | 1  | 0.0%         | 0  | 59.4%        | 57   | 11.7% | 7    | 6.7%  | 2  | 0.  | 0%     | ) (  | 0.0%   | 0  | 11.1%   | 1 | 0.0%    | 0 |               |
| Close to work                           | 1.2%  | 4      | 0.0%  | 0  | 0.0%         | 0    | 2.4%  | 1  | 0.0%         | 0  | 2.1%         | 2    | 0.0%  | 0    | 3.3%  | 1  | 0.  | 0%     | ) (  | 0.0%   | 0  | 0.0%    | 0 | 0.0%    | 0 |               |
| Compact                                 | 5.2%  | 18     | 0.0%  | 0  | 4.2%         | 1    | 7.3%  | 3  | 0.0%         | 0  | 2.1%         | 2    | 15.0% | 9    | 3.3%  | 1  | 0.  | 0%     | ) 1  | 6.7%   | 2  | 0.0%    | 0 | 0.0%    | 0 |               |
| Easy to get to by bike                  | 0.0%  | 0      | 0.0%  | 0  | 0.0%         | 0    | 0.0%  | 0  | 0.0%         | 0  | 0.0%         | 0    | 0.0%  | 0    | 0.0%  | 0  | 0.  | 0%     |      | 0.0%   | 0  | 0.0%    | 0 | 0.0%    | 0 |               |
| Easy to get to by bus                   | 0.3%  | 1      | 0.0%  | 0  | 0.0%         | 0    | 0.0%  | 0  | 0.0%         | 0  | 1.0%         | 1    | 0.0%  | 0    | 0.0%  | 0  | 0.  | 0%     | ) (  | 0.0%   | 0  | 0.0%    | 0 | 0.0%    | 0 |               |
| Easy to get to by car                   | 2.0%  | 7      | 0.0%  | 0  | 4.2%         | 1    | 4.9%  | 2  | 0.0%         | 0  |              | 2    |       | 0    |       | 2  |     |        |      | 0.0%   | 0  | 0.0%    | 0 | 0.0%    | 0 |               |
| Easy to park                            | 8.7%  | 30     | 0.0%  | 0  | 4.2%         | 1    | 9.8%  | 4  | 9.5%         | 2  | 12.5%        | 12   |       | 8    | 10.0% | 3  |     |        | ) (  | 0.0%   | 0  | 0.0%    | 0 | 0.0%    | 0 |               |
| Good facilities                         | 1.5%  | 5      | 0.0%  | 0  | 0.0%         | 0    | 0.0%  | 0  | 0.0%         | 0  | 4.2%         | 4    | 1.7%  | 1    | 0.0%  | 0  |     |        | ) (  | 0.0%   | 0  | 0.0%    | 0 | 0.0%    | 0 |               |
| Good food stores                        | 4.7%  | 16     |       | 0  | 0.0%         | 0    |       | 0  | 4.8%         | 1  | 3.1%         | 3    |       | 7    |       | 1  |     |        |      | 8.3%   |    | 11.1%   | 1 | 0.0%    | 0 |               |
| Good pubs, cafés or                     | 1.5%  | 5      |       | 0  |              | 0    |       | 0  | 0.0%         | 0  |              | 1    | 6.7%  | 4    |       | 0  |     |        |      | 0.0%   | 0  |         | 0 | 0.0%    | 0 |               |
| restaurants                             |       |        |       |    |              |      |       |    |              |    |              |      |       |      |       |    |     |        |      |        |    |         |   |         |   |               |
| Good range of non-food shops            | 21.0% | 72     | 23.8% | 5  | 8.3%         | 2    | 17.1% | 7  | 19.0%        | 4  | 26.0%        | 25   | 28.3% | 17   | 10.0% | 3  | 19. | 0%     | 4 10 | 6.7%   | 2  | 33.3%   | 3 | 0.0%    | 0 |               |
| Makes a change from other places        | 4.7%  | 16     | 4.8%  | 1  | 8.3%         | 2    | 2.4%  | 1  | 9.5%         | 2  | 0.0%         | 0    | 8.3%  | 5    | 3.3%  | 1  | 14. | 3%     | 3 (  | 0.0%   | 0  | 11.1%   | 1 | 0.0%    | 0 |               |
| Quiet                                   | 3.5%  | 12     | 4.8%  | 1  | 0.0%         | 0    | 7.3%  | 3  | 9.5%         | 2  | 1.0%         | 1    | 1.7%  | 1    | 3.3%  | 1  | 1   | 8%     | 1 9  | 8.3%   | 1  | 0.0%    | 0 | 12.5%   | 1 |               |
| Safe and secure                         | 0.0%  | 0      |       | 0  | 0.0%         | 0    |       | 0  | 0.0%         | 0  |              | 0    |       | 0    |       | 0  |     |        |      | 0.0%   | 0  |         | 0 | 0.0%    | 0 |               |
| The market                              | 1.5%  | 5      | 0.0%  | 0  | 0.0%         | 0    |       | 0  | 0.0%         | 0  |              | 0    |       | 1    | 3.3%  | 1  |     |        |      | 0.0%   |    | 11.1%   | 1 | 0.0%    | 0 |               |
| Traditional                             | 6.1%  | 21     | 9.5%  | 2  | 0.0%         | 0    |       | 4  | 4.8%         | 1  | 3.1%         | 3    |       | 7    | 10.0% | 3  |     |        |      | 0.0%   |    | 11.1%   | 1 | 0.0%    | 0 |               |
| Traffic free shopping centre            | 0.0%  | 0      |       | 0  | 0.0%         | 0    |       | 0  | 0.0%         | 0  |              | 0    |       | ó    |       | 0  |     |        |      | 0.0%   | 0  |         | 0 | 0.0%    | 0 |               |
| Other                                   | 1.7%  | 6      |       | 0  | 0.0%         | 0    |       | 1  | 0.0%         | 0  |              | 1    | 1.7%  | 1    |       | 1  |     | 8%     |      | 0.0%   |    | 11.1%   | 1 | 0.0%    | 0 |               |
| A specific shop                         | 0.9%  | 3      | 0.0%  | 0  | 4.2%         | 1    | 2.4%  | 1  | 0.0%         | 0  |              | 0    |       | 0    |       | 1  |     |        |      | 0.0%   | 0  | 0.0%    | 0 | 0.0%    | 0 |               |
| A specific attraction                   | 0.0%  | 0      | 0.0%  | 0  | 0.0%         | 0    |       | 0  | 0.0%         | 0  |              | 0    | 0.0%  | 0    |       | 0  |     |        |      | 0.0%   | 0  | 0.0%    | 0 | 0.0%    | 0 |               |
| Free car parking                        | 2.3%  | 8      | 0.0%  | 0  | 8.3%         | 2    |       | 2  | 0.0%         | 0  | 0.00         | 1    | 5.0%  | 3    | 0.0%  | 0  |     |        |      | 0.0%   | 0  | 0.0%    | 0 | 0.0%    | 0 |               |
| Friendly people / atmosphere            | 0.9%  | 3      | 0.0%  | 0  | 0.0%         | 0    |       | 0  | 0.0%         | 0  |              | 1    | 3.3%  | 2    | 0.0%  | 0  |     |        |      | 0.0%   | 0  | 0.0%    | 0 | 0.0%    | 0 |               |
| Good range of independent               | 3.2%  | 11     | 0.0%  | 0  |              | 1    | 4.9%  |    | 14.3%        | 3  |              | 3    | 0.0%  | 0    |       | 1  |     | 8%     |      | 0.0%   | 0  | 0.0%    | 0 | 0.0%    | 0 |               |
| shops                                   | 1.2%  | 4      | 0.0%  | 0  | 4.2%         | 1    | 0.0%  | 0  | 0.0%         | 0  | 2.1%         | 2    | 0.0%  | 0    | 3.3%  | 1  | 0   | 0%     | ) (  | 0.0%   | 0  | 0.0%    | 0 | 0.0%    | 0 |               |
| Has a Co-op store Has a Morrisons store | 2.3%  | 8      | 0.0%  | 0  | 8.3%         | 2    |       | 4  | 4.8%         | 1  |              | 1    | 0.0%  | 0    |       | 0  |     |        |      | 0.0%   | 0  | 0.0%    | 0 | 0.0%    | 0 |               |
| Has Adnam's store                       | 1.2%  | 8<br>4 | 4.8%  | 1  | 8.3%<br>0.0% | 0    |       | 4  | 4.8%<br>0.0% | 0  | 1.0%<br>1.0% | 1    | 1.7%  | 1    | 0.0%  | 0  |     |        |      | 0.0%   | 0  | 0.0%    | 0 | 0.0%    | 0 |               |
|   | 8.5%  | 29     |       | 1  | 29.2%        | 7    |       | 4  |              | 2  |              | 7    |       | 1    |       | 2  |     |        |      | 8.3%   | 1  | 0.0%    | 0 | 0.0%    | 0 |               |
| Has MW Partridge & Co.                  |       |        |       |    |              |      |       |    |              |    |              |      |       |      |       |    |     |        |      |        | 1  |         |   |         |   |               |
| Unusual / quirky                        | 1.2%  | 4      | 0.0%  | 0  |              | 0    |       | 1  | 4.8%         | 1  | 0.0%         | 0    |       | 1    | 0.0%  | 0  |     |        |      | 8.3%   | 1  | 0.0%    | 0 | 0.0%    | 0 |               |
| (Don't know)                            | 3.5%  | 12     | 4.8%  | 1  | 0.0%         | 0    | 4.9%  | 2  | 4.8%         | 1  | 0.0%         | 0    | 0.0%  | 0    | 6.7%  | 2  | 9.  | 5%     | 2 (  | 0.0%   | 0  | 0.0%    | 0 | 50.0%   | 4 |               |
| Base:                                   |       | 343    |       | 21 |              | 24   |       | 41 |              | 21 |              | 96   |       | 60   |       | 30 | )   | 2      | 1    |        | 12 |         | 9 |         | 8 |               |

|  |         |        |                      |      |        |        |         |       |          |      |        |      | •     |     |       |     |       |     |       |     |       |     |        |     |  |
|--|---------|--------|----------------------|------|--------|--------|---------|-------|----------|------|--------|------|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|--------|-----|--|
|  | Tota    | l      | Zone                 | 1    | Zone   | 2      | Zone    | 3     | Zone     | 4    | Zone   | 5    | Zone  | 6   | Zone  | 7   | Zone  | 8   | Zone  | 9   | Zone  | 10  | Zone 1 | 11  |  |
| Q27 What could be impro  | oved ab | out Ha | adleigh <sup>·</sup> | Town | Centre | that v | vould m | ake y | ou visit | more | often? | [MR] |       |     |       |     |       |     |       |     |       |     |        |     |  |
| Nothing  | 48.6%   | 535    | 55.0%                | 55   | 58.0%  | 58     | 40.0%   | 40    | 49.0%    | 49   | 42.0%  | 42   | 52.0% | 52  | 45.0% | 45  | 53.0% | 53  | 61.0% | 61  | 40.0% | 40  | 40.0%  | 40  |  |
| Better access by road  | 0.8%    | 9      | 0.0%                 | 0    | 0.0%   | 0      | 0.0%    | 0     | 1.0%     | 1    | 2.0%   | 2    | 2.0%  | 2   | 1.0%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 2.0%  | 2   | 1.0%   | 1   |  |
| Better public transport  | 0.6%    | 7      | 0.0%                 | 0    | 0.0%   | 0      | 2.0%    | 2     | 1.0%     | 1    | 0.0%   | 0    | 1.0%  | 1   | 1.0%  | 1   | 2.0%  | 2   | 0.0%  | 0   | 0.0%  | 0   | 0.0%   | 0   |  |
| Better signposting   | 0.1%    | 1      | 0.0%                 | 0    | 0.0%   | 0      | 1.0%    | 1     | 0.0%     | 0    | 0.0%   | 0    | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%   | 0   |  |
| leaner streets   | 0.2%    | 2      | 0.0%                 | 0    | 0.0%   | 0      | 0.0%    | 0     | 0.0%     | 0    | 1.0%   | 1    | 0.0%  | 0   | 1.0%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%   | 0   |  |
| Pacilities which would assist you if shopping with children    | 0.0%    | 0      | 0.0%                 | 0    | 0.0%   | 0      | 0.0%    | 0     | 0.0%     | 0    | 0.0%   | 0    | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%   | 0   |  |
| ree car parking  | 0.7%    | 8      | 1.0%                 | 1    | 1.0%   | 1      | 0.0%    | 0     | 2.0%     | 2    | 1.0%   | 1    | 2.0%  | 2   | 0.0%  | 0   | 0.0%  | 0   | 1.0%  | 1   | 0.0%  | 0   | 0.0%   | 0   |  |
| ewellery / food markets /<br>other events                      | 0.1%    | 1      | 0.0%                 | 0    | 0.0%   | 0      | 0.0%    | 0     | 0.0%     | 0    | 1.0%   | 1    | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%   | 0   |  |
| fore / better comparison<br>retailers (i.e. non-food<br>shops) | 2.1%    | 23     | 1.0%                 | 1    | 0.0%   | 0      | 1.0%    | 1     | 0.0%     | 0    | 17.0%  | 17   | 4.0%  | 4   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%   | 0   |  |
| Iore / better entertainment / eating places                    | 0.2%    | 2      | 0.0%                 | 0    | 0.0%   | 0      | 0.0%    | 0     | 0.0%     | 0    | 0.0%   | 0    | 2.0%  | 2   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%   | 0   |  |
| fore / better food shops                                       | 0.4%    | 4      | 0.0%                 | 0    | 0.0%   | 0      | 0.0%    | 0     | 0.0%     | 0    | 3.0%   | 3    | 1.0%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%   | 0   |  |
| Iore / better parking  | 2.6%    | 29     | 2.0%                 | 2    | 1.0%   | 1      | 2.0%    | 2     | 3.0%     | 3    | 6.0%   | 6    | 8.0%  | 8   | 3.0%  | 3   | 1.0%  | 1   | 3.0%  | 3   | 0.0%  | 0   | 0.0%   | 0   |  |
| Iore / better pedestrianised streets                           | 0.0%    | 0      | 0.0%                 | 0    | 0.0%   | 0      | 0.0%    | 0     | 0.0%     | 0    | 0.0%   | 0    | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%   | 0   |  |
| fore / better public conveniences                              | 0.1%    | 1      | 0.0%                 | 0    | 0.0%   | 0      | 0.0%    | 0     | 0.0%     | 0    | 0.0%   | 0    | 0.0%  | 0   | 1.0%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%   | 0   |  |
| flore / better seats / flower displays                         | 0.0%    | 0      | 0.0%                 | 0    | 0.0%   | 0      | 0.0%    | 0     | 0.0%     | 0    | 0.0%   | 0    | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%   | 0   |  |
| Iore / better services   | 0.1%    | 1      | 0.0%                 | 0    | 0.0%   | 0      | 0.0%    | 0     | 0.0%     | 0    | 0.0%   | 0    | 1.0%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%   | 0   |  |
| Iore advertising   | 0.2%    | 2      | 0.0%                 | 0    | 0.0%   | 0      | 1.0%    | 1     | 0.0%     | 0    | 0.0%   | 0    | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 1.0%   | 1   |  |
| Iore national multiple shops / High Street shops               | 2.6%    | 29     | 1.0%                 | 1    | 1.0%   | 1      | 5.0%    | 5     | 1.0%     | 1    | 16.0%  | 16   | 2.0%  | 2   | 2.0%  | 2   | 0.0%  | 0   | 1.0%  | 1   | 0.0%  | 0   | 0.0%   | 0   |  |
| rotection from the weather<br>(ie. covered shopping<br>malls)  | 0.0%    | 0      | 0.0%                 | 0    | 0.0%   | 0      | 0.0%    | 0     | 0.0%     | 0    | 0.0%   | 0    | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%   | 0   |  |
| hops / services open on<br>Sundays                             | 0.0%    | 0      | 0.0%                 | 0    | 0.0%   | 0      | 0.0%    | 0     | 0.0%     | 0    | 0.0%   | 0    | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%   | 0   |  |
| ther   | 0.9%    | 10     | 0.0%                 | 0    | 0.0%   | 0      | 0.0%    | 0     | 0.0%     | 0    | 8.0%   | 8    | 1.0%  | 1   | 0.0%  | 0   | 1.0%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%   | 0   |  |
| etter traffic management                                       | 0.3%    | 3      | 0.0%                 | 0    | 0.0%   | 0      | 1.0%    | 1     | 0.0%     | 0    | 1.0%   | 1    | 1.0%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%   | 0   |  |
| ill vacant shops   | 0.4%    | 4      | 0.0%                 | 0    | 0.0%   | 0      | 1.0%    | 1     | 0.0%     | 0    | 3.0%   | 3    | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%   | 0   |  |
| it was nearer  | 2.4%    | 26     | 0.0%                 | 0    | 1.0%   | 1      | 1.0%    | 1     | 2.0%     | 2    | 0.0%   | 0    | 0.0%  | 0   | 3.0%  | 3   | 3.0%  | 3   | 0.0%  | 0   | 9.0%  | 9   | 7.0%   | 7   |  |
| Iore independent shops   | 0.5%    | 6      | 1.0%                 | 1    | 0.0%   | 0      | 0.0%    | 0     | 0.0%     | 0    | 1.0%   | 1    | 2.0%  | 2   | 1.0%  | 1   | 1.0%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%   | 0   |  |
| Oon't know)  | 37.8%   | 416    | 40.0%                | 40   | 39.0%  | 39     | 46.0%   | 46    | 42.0%    | 42   | 9.0%   | 9    | 24.0% | 24  | 42.0% | 42  | 39.0% | 39  | 35.0% | 35  | 49.0% | 49  | 51.0%  | 51  |  |
| ase:   |         | 1100   |                      | 100  |        | 100    |         | 100   |          | 100  |        | 100  |       | 100 |       | 100 |       | 100 |       | 100 |       | 100 |        | 100 |  |

|                           | Total     |      | Zone     | 1       | Zone   | 2     | Zone     | 3       | Zone    | 4      | Zone     | 5    | Zone  | e 6 | Zone  | 7   | Zone  | 8   | Zone  | 9   | Zone  | 10  | Zone  | 11  |
|---------------------------|-----------|------|----------|---------|--------|-------|----------|---------|---------|--------|----------|------|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|
| Q28 How often do you      | or your h | ouse | hold vis | it Stov | wmarke | t Tow | n Centre | e for y | our nor | n-food | l shoppi | ing? |       |     |       |     |       |     |       |     |       |     |       |     |
| Daily                     | 1.2%      | 13   | 1.0%     | 1       | 1.0%   | 1     | 1.0%     | 1       | 0.0%    | 0      | 1.0%     | 1    | 0.0%  | 0   | 0.0%  | 0   | 8.0%  | 8   | 0.0%  | 0   | 1.0%  | 1   | 0.0%  | 0   |
| 4-6 days a week           | 0.5%      | 6    | 0.0%     | 0       | 0.0%   | 0     | 0.0%     | 0       | 0.0%    | 0      | 0.0%     | 0    | 0.0%  | 0   | 1.0%  | 1   | 4.0%  | 4   | 1.0%  | 1   | 0.0%  | 0   | 0.0%  | 0   |
| 2-3 days a week           | 2.5%      | 27   | 0.0%     | 0       | 1.0%   | 1     | 0.0%     | 0       | 0.0%    | 0      | 1.0%     | 1    | 0.0%  | 0   | 4.0%  | 4   | 11.0% | 11  | 8.0%  | 8   | 2.0%  | 2   | 0.0%  | 0   |
| One days a week           | 6.8%      | 75   | 0.0%     | 0       | 3.0%   | 3     | 1.0%     | 1       | 0.0%    | 0      | 2.0%     | 2    | 0.0%  | 0   | 13.0% | 13  | 34.0% | 34  | 16.0% | 16  | 6.0%  | 6   | 0.0%  | 0   |
| Every two weeks           | 4.3%      | 47   | 0.0%     | 0       | 5.0%   | 5     | 0.0%     | 0       | 1.0%    | 1      | 6.0%     | 6    | 0.0%  | 0   | 10.0% | 10  | 12.0% | 12  | 7.0%  | 7   | 5.0%  | 5   | 1.0%  | 1   |
| Monthly                   | 6.3%      | 69   | 1.0%     | 1       | 4.0%   | 4     | 1.0%     | 1       | 1.0%    | 1      | 5.0%     | 5    | 1.0%  | 1   | 13.0% | 13  | 16.0% | 16  | 15.0% | 15  | 7.0%  | 7   | 5.0%  | 5   |
| Once every two months     | 3.4%      | 37   | 0.0%     | 0       | 6.0%   | 6     | 0.0%     | 0       | 1.0%    | 1      | 1.0%     | 1    | 1.0%  | 1   | 10.0% | 10  | 7.0%  | 7   | 3.0%  | 3   | 4.0%  | 4   | 4.0%  | 4   |
| Three - four times a year | 5.8%      | 64   | 1.0%     | 1       | 3.0%   | 3     | 3.0%     | 3       | 0.0%    | 0      | 6.0%     | 6    | 5.0%  | 5   | 9.0%  | 9   | 2.0%  | 2   | 12.0% | 12  | 16.0% | 16  | 7.0%  | 7   |
| Once a year               | 4.2%      | 46   | 0.0%     | 0       | 3.0%   | 3     | 1.0%     | 1       | 2.0%    | 2      | 6.0%     | 6    | 2.0%  | 2   | 7.0%  | 7   | 0.0%  | 0   | 4.0%  | 4   | 16.0% | 16  | 5.0%  | 5   |
| Less often                | 4.4%      | 48   | 1.0%     | 1       | 2.0%   | 2     | 2.0%     | 2       | 2.0%    | 2      | 6.0%     | 6    | 4.0%  | 4   | 5.0%  | 5   | 1.0%  | 1   | 7.0%  | 7   | 9.0%  | 9   | 9.0%  | 9   |
| Never                     | 60.2%     | 662  | 96.0%    | 96      | 71.0%  | 71    | 91.0%    | 91      | 93.0%   | 93     | 66.0%    | 66   | 86.0% | 86  | 27.0% | 27  | 4.0%  | 4   | 26.0% | 26  | 33.0% | 33  | 69.0% | 69  |
| (Don't know / varies)     | 0.5%      | 6    | 0.0%     | 0       | 1.0%   | 1     | 0.0%     | 0       | 0.0%    | 0      | 0.0%     | 0    | 1.0%  | 1   | 1.0%  | 1   | 1.0%  | 1   | 1.0%  | 1   | 1.0%  | 1   | 0.0%  | 0   |
| Base:                     |           | 1100 |          | 100     |        | 100   |          | 100     |         | 100    |          | 100  |       | 100 | )     | 100 |       | 100 |       | 100 |       | 100 |       | 100 |

|  |               |           |       |   |               |    |                |   |                | F | or Ca          | arte    | er Joi        | as     |               |         |               |    |                |          |                |         |               |        | February 2015 |
|--|---------------|-----------|-------|---|---------------|----|----------------|---|----------------|---|----------------|---------|---------------|--------|---------------|---------|---------------|----|----------------|----------|----------------|---------|---------------|--------|---------------|
|  | Tota          | ıl        | Zone  | 1 | Zone          | 2  | Zone 3         |   | Zone 4         |   | Zone           | 5       | Zone          | 6      | Zone '        | 7       | Zone 8        | 8  | Zone 9         | )        | Zone 1         | 0       | Zone 11       |        |               |
| Q29 What do you like ab Those who visit Stowme         |               |           |       |   | -             | -  | 28:            |   |                |   |                |         |               |        |               |         |               |    |                |          |                |         |               |        |               |
| Nothing / very little<br>Attractive environment / nice | 29.5%<br>9.8% | 129<br>43 |       |   | 20.7%<br>3.4% |    | 33.3%<br>11.1% |   | 42.9%<br>14.3% |   | 38.2%<br>11.8% | 13<br>4 | 14.3%<br>7.1% | 2<br>1 | 28.8%<br>6.8% | 21<br>5 | 35.4%<br>7.3% |    | 27.0%<br>13.5% | 20<br>10 | 32.8%<br>13.4% | 22<br>9 | 9.7%<br>12.9% | 3<br>4 |               |
| place<br>Close to friends or relatives                 | 2.7%          | 12        | 0.0%  | 0 | 6.9%          | 2  | 0.0%           | 0 | 0.0%           | 0 | 0.0%           | 0       | 0.0%          | 0      | 4.1%          | 3       | 1.0%          | 1  | 1.4%           | 1        | 3.0%           | 2       | 9.7%          | 3      |               |
| Close to home  | 20.3%         | 89        |       | - | 17.2%         | 5  |                | 0 |                |   | 11.8%          | 4       | 0.0%          | 0      |               | 19      |               | -  | 13.5%          | 10       | 9.0%           | 6       |               | 1      |               |
| Close to nome  | 20.3%         | 9         |       | 0 |               | 0  |                | 0 |                | 1 | 0.0%           | 0       |               | 0      | 2.7%          | 2       |               | 2  |                | 2        | 3.0%           | 2       | 0.0%          | 0      |               |
| Compact  | 9.8%          | 43        |       |   | 13.8%         | 4  | 22.2%          | 2 | 0.0%           | 0 | 2.9%           | 1       | 7.1%          | 1      | 6.8%          | 5       | 4.2%          | 4  |                | 14       | 10.4%          | 7       |               | 5      |               |
| Easy to get to by bike                                 | 0.0%          | 0         |       | 0 |               | 0  |                | 0 | 0.0%           | 0 | 0.0%           | 0       |               | 0      | 0.0%          | 0       |               | 0  |                | 0        | 0.0%           | 0       |               | 0      |               |
| Easy to get to by bus                                  | 0.2%          | 1         | 0.0%  | 0 | 0.0%          | 0  |                | 0 | 0.0%           | 0 | 2.9%           | 1       | 0.0%          | 0      | 0.0%          | 0       | 0.0%          | 0  |                | 0        | 0.0%           | 0       |               | 0      |               |
| Easy to get to by car                                  | 3.0%          | 13        |       | 0 | 0.0%          | 0  | 0.0%           | 0 | 0.0%           | 0 | 0.0%           | 0       |               | 1      | 6.8%          | 5       | 1.0%          | 1  | 2.7%           | 2        | 6.0%           | 4       | 0.0%          | 0      |               |
| Easy to get to by car                                  | 5.0%          | 22        |       | 1 | 6.9%          | 2  |                | 0 | 0.0%           | 0 | 8.8%           | 3       | 0.0%          | 0      | 9.6%          | 7       | 0.0%          | 0  |                | 4        | 7.5%           | 5       | 0.0%          | 0      |               |
| Good facilities  | 3.0%          | 13        |       | 0 | 0.0%          | 0  |                | 0 | 0.0%           | 0 | 8.8%           | 3       | 0.0%          | 0      | 0.0%          | 0       |               | 1  | 4.1%           | 3        | 6.0%           | 4       | 6.5%          | 2      |               |
| Good food stores                                       | 2.1%          | 9         |       | 0 | 0.0%          | 0  |                | 0 | 0.0%           | 0 | 2.9%           | 1       | 7.1%          | 1      | 2.7%          | 2       |               | 3  | 2.7%           | 2        | 0.0%           | 0       |               | 0      |               |
| Good pubs, cafés or<br>restaurants                     | 1.4%          | 6         |       | 0 |               | 0  |                | 0 |                | 0 | 0.0%           | 0       |               | 0      |               | 0       |               | 1  |                | 2        | 0.0%           | 0       |               | 3      |               |
| Good range of non-food shops                           | 11.2%         | 49        | 0.0%  | 0 | 10.3%         | 3  | 0.0%           | 0 | 14.3%          | 1 | 2.9%           | 1       | 28.6%         | 4      | 15.1%         | 11      | 4.2%          | 4  | 14.9%          | 11       | 11.9%          | 8       | 19.4%         | 6      |               |
| Makes a change from other places                       | 2.7%          | 12        | 0.0%  | 0 | 0.0%          | 0  | 0.0%           | 0 | 0.0%           | 0 | 2.9%           | 1       | 14.3%         | 2      | 4.1%          | 3       | 0.0%          | 0  | 1.4%           | 1        | 4.5%           | 3       | 6.5%          | 2      |               |
| Quiet  | 2.7%          | 12        | 0.0%  | 0 | 0.0%          | 0  | 0.0%           | 0 | 0.0%           | 0 | 0.0%           | 0       | 0.0%          | 0      | 6.8%          | 5       | 0.0%          | 0  | 5.4%           | 4        | 3.0%           | 2       | 3.2%          | 1      |               |
| Safe and secure  | 0.9%          | 4         | 0.0%  | 0 | 0.0%          | 0  | 0.0%           | 0 | 0.0%           | 0 | 0.0%           | 0       | 0.0%          | 0      | 1.4%          | 1       | 0.0%          | 0  | 0.0%           | 0        | 4.5%           | 3       | 0.0%          | 0      |               |
| The market   | 2.3%          | 10        |       | 0 | 3.4%          | 1  | 0.0%           | 0 |                | 0 | 5.9%           | 2       |               | 0      | 2.7%          | 2       |               | 1  | 2.7%           | 2        | 3.0%           | 2       | 0.0%          | 0      |               |
| Traditional  | 2.1%          | 9         |       | 0 | 0.0%          | 0  |                | 1 | 0.0%           | 0 | 0.0%           | 0       |               | 0      | 1.4%          | 1       | 0.0%          | 0  | 0.0%           | 0        | 7.5%           | 5       | 6.5%          | 2      |               |
| Traffic free shopping centre                           | 0.5%          | 2         | 0.0%  | 0 | 0.0%          | 0  |                | 0 | 0.0%           | 0 | 0.0%           | 0       |               | 1      | 1.4%          | 1       | 0.0%          | 0  | 0.0%           | 0        | 0.0%           | 0       | 0.0%          | 0      |               |
| Other  | 2.1%          | 9         |       | 0 | 6.9%          | 2  |                | 0 |                | 1 | 5.9%           | 2       |               | 0      | 1.4%          | 1       | 1.0%          | 1  | 1.4%           | 1        | 0.0%           | 0       | 3.2%          | 1      |               |
| A specific shop  | 1.6%          | 7         | 0.0%  | 0 |               | 3  |                | 0 | 0.0%           | 0 | 0.0%           | 0       | 0.0%          | 0      | 1.4%          | 1       | 0.0%          | 0  | 1.4%           | 1        | 3.0%           | 2       | 0.0%          | 0      |               |
| A specific attraction                                  | 0.0%          | 0         |       | 0 | 0.00          | 0  | 0.0,0          | 0 | 0.0%           | 0 | 0.0%           | 0       |               | 0      | 0.0%          | 0       | 0.070         | 0  | 0.0,0          | 0        | 0.0%           | 0       | 0.0%          | 0      |               |
| Cheap car parking                                      | 0.7%          | 3         | 0.0%  | 0 |               | 1  | 0.0%           | 0 | 0.0%           | 0 | 0.0%           | 0       |               | 0      | 1.4%          | 1       | 0.0%          | 0  |                | 1        | 0.0%           | 0       |               | 0      |               |
| Friendly people / atmosphere                           | 0.9%          | 4         | 0.0%  | 0 | 3.4%          | 1  | 0.0%           | 0 | 0.0%           | 0 | 0.0%           | 0       |               | 0      | 0.0%          | 0       |               | 2  | 0.0%           | 0        | 1.5%           | 1       | 0.0%          | 0      |               |
| Has a Lidl store                                       | 0.7%          | 3         | 25.0% | 1 | 0.0%          | 0  |                | 0 | 0.0%           | 0 | 0.0%           | 0       |               | 0      | 1.4%          | 1       | 0.0%          | 0  |                | 0        | 1.5%           | 1       | 0.0%          | 0      |               |
| Has a museum   | 0.7%          | 3         | 0.0%  | 0 | 0.0%          | 0  |                | 0 | 0.0%           | 0 | 0.0%           | 0       |               | 0      | 0.0%          | 0       |               | 0  |                | 1        | 1.5%           | 1       | 3.2%          | 1      |               |
| Has a train station                                    | 0.7%          | 3         | 0.0%  | 0 |               | 0  |                | 0 | 0.0%           | 0 | 0.0%           | 0       |               | 0      | 0.0%          | 0       |               | 0  |                | 1        | 0.0%           | 0       |               | 2      |               |
| Has an Asda store                                      | 2.3%          | 10        |       |   | 10.3%         | 3  |                | 1 | 0.0%           | 0 | 0.0%           | 0       |               | 0      | 0.0%          | 0       |               | 0  |                | 0        | 6.0%           | 4       | 6.5%          | 2      |               |
| (Don't know)   | 4.6%          | 20        | 0.0%  | 0 | 0.0%          | 0  | 22.2%          | 2 | 0.0%           | 0 | 0.0%           | 0       | 28.6%         | 4      | 1.4%          | 1       | 1.0%          | 1  | 5.4%           | 4        | 7.5%           | 5       | 9.7%          | 3      |               |
| Base:  |               | 438       |       | 4 |               | 29 |                | 9 |                | 7 |                | 34      |               | 14     |               | 73      |               | 96 |                | 74       |                | 67      |               | 31     |               |

|  | Zone 10 Zone 11 |
|--|-----------------|
| Q30 What could be improved about Stowmarket Town Centre that would make you visit more often? [MR]   |                 |
| Nothing 38.8% 427 49.0% 49 46.0% 46 26.0% 26 39.0% 39 34.0% 34 43.0% 43 40.0% 40 18.0% 18 37.0% 37 48  | 8.0% 48 47.0%   |
| $oldsymbol{arepsilon}$   | 0.0% 0 0.0%     |
|  | 0.0% 0 0.0%     |
|  | 0.0% 0 0.0%     |
|  | 1.0% 1 1.0%     |
| Facilities which would assist $0.3\%$ $3$ $0.0\%$ $0$ $0$  | 2.0% 2 0.0%     |
|  | 1.0% 1 0.0%     |
| Jewellery / food markets / 0.0% 0 0.0   | 0.0% 0 0.0%     |
| More / better comparison 8.3% 91 0.0% 0 8.0% 8 2.0% 2 0.0% 0 6.0% 6 3.0% 3 16.0% 16 33.0% 33 15.0% 15 (retailers (i.e. non-food shops)   | 6.0% 6 2.0%     |
| 1 /  | 2.0% 2 0.0%     |
| More / better food shops 2.6% 29 0.0% 0 4.0% 4 0.0% 0 0.0% 0 1.0% 1 1.0% 1 4.0% 4 10.0% 10 4.0% 4 5  | 5.0% 5 0.0%     |
| More/better parking 3.4% 37 0.0% 0 2.0% 2 3.0% 3 0.0% 0 1.0% 1 2.0% 2 8.0% 8 9.0% 9 7.0% 7 3   | 3.0% 3 2.0%     |
|  | 1.0% 1 0.0%     |
| More / better public 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0%  | 0.0% 0 0.0%     |
| More / better seats / flower 0.4% 4 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.0% 1 0.0% 0 0.0% 0 1.0% 1 displays  | 1.0% 1 1.0%     |
| More / better services 0.5% 6 0.0% 0 1.0% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.0% 1 1.0% 1 3   | 3.0% 3 0.0%     |
| More advertising 0.3% 3 0.0% 0 0.0% 0 0.0% 0 1.0% 1 0.0% 0 0.0% 0 1.0% 1 0.0% 0 0.0% 0 0.0%  | 0.0% 0 1.0%     |
| More national multiple shops 5.2% 57 1.0% 1 7.0% 7 3.0% 3 1.0% 1 4.0% 4 0.0% 0 14.0% 14 14.0% 14 8.0% 8 5 / High Street shops  | 5.0% 5 0.0%     |
| Protection from the weather 0.0% 0 0.   | 0.0% 0 0.0%     |
| Shops / services open on $0.0\%$ 0 $0.0$ | 0.0% 0 0.0%     |
|  | 7.0% 7 1.0%     |
|  | 1.0% 1 0.0%     |
|  | 1.0% 1 1.0%     |
| V 1  | 1.0% 1 0.0%     |
|  | 0.0% 0.0%       |
|  | 0.0% 0 1.0%     |
|  | 1.0% 1 0.0%     |
| parking and transportation   |                 |
|  | 0.0% 0 0.0%     |
| (Don't know) 35.4% 389 49.0% 49 30.0% 30 57.0% 57 52.0% 52 49.0% 49 49.0% 49 14.0% 14 4.0% 4 15.0% 15 20   | 6.0% 26 44.0%   |
| Base: 1100 100 100 100 100 100 100 100 100 1   | 100             |

|   | Tota     | ıl       | Zone      | 1      | Zone     | 2      | Zone     | 3      | Zone  | 4   | Zone  | 5   | Zone  | 6   | Zone  | 7   | Zone  | 8   | Zone  | 9   | Zone  | 10  | Zone 1 | 11  |
|---|----------|----------|-----------|--------|----------|--------|----------|--------|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|--------|-----|
| Q31 Do you or your hous                                     | sehold v | visit th | ne follov | ving l | eisure a | ttract | ions? [N | /IR/PR | ]     |     |       |     |       |     |       |     |       |     |       |     |       |     |        |     |
| Bingo / casino / bookmaker                                  | 4.5%     | 49       | 2.0%      | 2      | 4.0%     | 4      | 3.0%     | 3      | 3.0%  | 3   | 4.0%  | 4   | 4.0%  | 4   | 3.0%  | 3   | 7.0%  | 7   | 6.0%  | 6   | 4.0%  | 4   | 9.0%   | 9   |
| Cinema  | 51.0%    | 561      | 54.0%     | 54     | 54.0%    | 54     | 63.0%    | 63     | 46.0% | 46  | 47.0% | 47  | 50.0% | 50  | 52.0% | 52  | 50.0% | 50  | 49.0% | 49  | 48.0% | 48  | 48.0%  | 48  |
| Gym / health club / sports facility                         | 21.0%    | 231      | 20.0%     | 20     | 17.0%    | 17     | 24.0%    | 24     | 19.0% | 19  | 27.0% | 27  | 16.0% | 16  | 25.0% | 25  | 23.0% | 23  | 23.0% | 23  | 24.0% | 24  | 13.0%  | 13  |
| Theatre/ concert / music venue                              | 43.5%    | 478      | 49.0%     | 49     | 37.0%    | 37     | 41.0%    | 41     | 49.0% | 49  | 44.0% | 44  | 52.0% | 52  | 50.0% | 50  | 26.0% | 26  | 42.0% | 42  | 48.0% | 48  | 40.0%  | 40  |
| Museum / gallery or place of historical / cultural interest | 35.1%    | 386      | 33.0%     | 33     | 33.0%    | 33     | 36.0%    | 36     | 38.0% | 38  | 32.0% | 32  | 49.0% | 49  | 34.0% | 34  | 32.0% | 32  | 30.0% | 30  | 37.0% | 37  | 32.0%  | 32  |
| Pub / bar / nightclub                                       | 43.4%    | 477      | 37.0%     | 37     | 40.0%    | 40     | 48.0%    | 48     | 42.0% | 42  | 45.0% | 45  | 46.0% | 46  | 45.0% | 45  | 45.0% | 45  | 41.0% | 41  | 48.0% | 48  | 40.0%  | 40  |
| Restaurant / café   | 74.1%    | 815      | 74.0%     | 74     | 74.0%    | 74     | 76.0%    | 76     | 79.0% | 79  | 70.0% | 70  | 87.0% | 87  | 79.0% | 79  | 61.0% | 61  | 75.0% | 75  | 67.0% | 67  | 73.0%  | 73  |
| Family entertainment (e.g. tenpin bowling, skating rink)    | 21.0%    | 231      | 22.0%     | 22     | 23.0%    | 23     | 27.0%    | 27     | 26.0% | 26  | 18.0% | 18  | 22.0% | 22  | 13.0% | 13  | 16.0% | 16  | 16.0% | 16  | 22.0% | 22  | 26.0%  | 26  |
| Other activity  | 0.5%     | 5        | 1.0%      | 1      | 2.0%     | 2      | 0.0%     | 0      | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 1.0%  | 1   | 1.0%  | 1   | 0.0%   | 0   |
| (None)  | 12.6%    | 139      | 17.0%     | 17     | 11.0%    | 11     | 9.0%     | 9      | 12.0% | 12  | 14.0% | 14  | 8.0%  | 8   | 12.0% | 12  | 18.0% | 18  | 11.0% | 11  | 13.0% | 13  | 14.0%  | 14  |
| Bowls   | 0.4%     | 4        | 0.0%      | 0      | 0.0%     | 0      | 0.0%     | 0      | 0.0%  | 0   | 1.0%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 1.0%  | 1   | 0.0%  | 0   | 2.0%  | 2   | 0.0%   | 0   |
| Golf  | 0.4%     | 4        | 0.0%      | 0      | 0.0%     | 0      | 0.0%     | 0      | 1.0%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 1.0%  | 1   | 1.0%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 1.0%   | 1   |
| Base:   |          | 1100     |           | 100    |          | 100    |          | 100    |       | 100 |       | 100 |       | 100 |       | 100 |       | 100 |       | 100 |       | 100 |        | 100 |

|   | Total        |    | Zone 1 | 1 | Zone 2 | 2    | Zone 3     |     | Zone 4      |      | Zone 5     |     | Zone 6 |   | Zone 7 |   | Zone 8 |   | Zone 9 |   | Zone 10 | 0 | Zone 11 | L |  |
|---|--------------|----|--------|---|--------|------|------------|-----|-------------|------|------------|-----|--------|---|--------|---|--------|---|--------|---|---------|---|---------|---|--|
| Where do you or n  Those who visit Binga                      |              | •  |        |   | •      | go t | o play bir | ıgo | or visit ca | asin | os or bool | kma | akers? |   |        |   |        |   |        |   |         |   |         |   |  |
| Gala Bingo, Orwell Retail<br>Park, Ipswich                    | 18.4%        | 9  | 0.0%   | 0 | 0.0%   | 0    | 0.0%       | 0   | 0.0%        | 0    | 50.0%      | 2   | 25.0%  | 1 | 66.7%  | 2 | 57.1%  | 4 | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |  |
| Mecca, Lloyds Avenue, Ipswich                                 | 2.0%         | 1  | 0.0%   | 0 | 0.0%   | 0    | 0.0%       | 0   | 33.3%       | 1    | 0.0%       | 0   | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |  |
| Winners Bingo & Social<br>Club, Guildhall Street,<br>Thetford | 6.1%         | 3  | 0.0%   | 0 | 50.0%  | 2    | 0.0%       | 0   | 0.0%        | 0    | 0.0%       | 0   | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 16.7%  | 1 | 0.0%    | 0 | 0.0%    | 0 |  |
| Bury St Edmunds   | 4.1%         | 2  | 0.0%   | 0 | 25.0%  | 1    | 0.0%       | 0   | 0.0%        | 0    | 0.0%       | 0   | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 16.7%  | 1 | 0.0%    | 0 | 0.0%    | 0 |  |
| Capel St Mary   | 2.0%         | 1  | 0.0%   | 0 | 0.0%   | 0    | 0.0%       | 0   | 0.0%        | 0    |            |     | 25.0%  | 1 | 0.0%   | 0 |        | 0 |        | 0 | 0.0%    | 0 | 0.0%    | 0 |  |
| Colchester  | 6.1%         | 3  |        | 1 | 0.0%   | 0    | 0.0%       |     | 33.3%       | 1    | 0.0%       | 0   |        | 1 | 0.0%   | 0 |        | 0 | 0.0%   | 0 | 0.0%    | 0 |         | 0 |  |
| Eye   | 2.0%         | 1  | 0.0%   | 0 | 0.0%   | 0    | 0.0%       | 0   | 0.0%        | 0    |            | 0   |        | 0 |        | 0 |        | 0 | 0.0%   | 0 | 25.0%   | 1 | 0.0%    | 0 |  |
| pswich  | 8.2%         | 4  | 0.0%   | 0 | 0.0%   | 0    | 0.0%       |     | 33.3%       | 1    | 0.0%       | 0   |        | 1 | 33.3%  | 1 |        | 1 | 0.0%   | 0 | 0.0%    | 0 |         | 0 |  |
| ong Melford   | 2.0%         | 1  | 0.0%   | 0 | 0.0%   | 0    | 33.3%      | 1   | 0.0%        | 0    |            | 0   |        | 0 |        | 0 |        | 0 |        | 0 | 0.0%    | 0 | 0.0%    | 0 |  |
| towmarket   | 2.0%<br>4.1% | 2  | 0.0%   | - | 25.0%  | 1    | 0.0%       | 0   | 0.0%        | 0    |            | 0   | 0.0%   | 0 |        | 0 |        | 1 | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |  |
|   |              | 3  |        | 1 |        | 0    |            |     |             |      |            | 0   |        | 0 |        |   |        | 0 |        | 0 |         | 0 |         | 0 |  |
| udbury  | 6.1%         | 3  | 50.0%  | 1 | 0.0%   |      | 66.7%      | 2   | 0.0%        | 0    |            | -   | 0.0%   | - |        | 0 |        |   | 0.0%   | - | 0.0%    |   | 0.0%    | - |  |
| entral London   | 2.0%         | 1  | 0.0%   | 0 | 0.0%   | 0    | 0.0%       | 0   | 0.0%        | 0    | 0.0%       | 0   | 0.0%   | 0 |        | 0 |        | 1 | 0.0%   | 0 | 0.0%    | 0 |         | 0 |  |
| Diss  | 2.0%         | 1  | 0.0%   | 0 | 0.0%   | 0    | 0.0%       | 0   | 0.0%        | 0    |            | 0   | 0.0.0  | 0 |        | 0 |        | 0 |        | 0 | 0.0%    | 0 |         | 1 |  |
| lmswell   | 6.1%         | 3  | 0.0%   | 0 | 0.0%   | 0    | 0.0%       | 0   | 0.0%        | 0    |            | 0   | 0.0%   | 0 | 0.070  | 0 |        | 0 |        | 3 | 0.0%    | 0 |         | 0 |  |
| Iarleston   | 8.2%         | 4  | 0.0%   | 0 | 0.0%   | 0    | 0.0%       | 0   | 0.0%        | 0    |            | 0   |        | 0 |        | 0 |        | 0 | 0.0%   | 0 | 0.0%    | 0 | , .     | 4 |  |
| Norwich   | 4.1%         | 2  | 0.0%   | 0 | 0.0%   | 0    | 0.0%       | 0   | 0.0%        | 0    |            | 0   | 0.0%   | 0 | 0.070  | 0 |        | 0 | 0.0%   | 0 | 0.0%    | 0 |         | 2 |  |
| Portsmouth  | 2.0%         | 1  | 0.0%   | 0 | 0.0%   | 0    | 0.0%       | 0   | 0.0%        | 0    |            | 1   | 0.0%   | 0 |        | 0 |        | 0 | 0.0%   | 0 | 0.0%    | 0 |         | 0 |  |
| Stradbroke  | 4.1%         | 2  | 0.0%   | 0 | 0.0%   | 0    | 0.0%       | 0   | 0.0%        | 0    |            | 0   | 0.0,0  | 0 | 0.070  | 0 |        | 0 | 0.0%   | 0 | 0.0%    | 0 |         | 2 |  |
| Thetford  | 4.1%         | 2  | 0.0%   | 0 | 0.0%   | 0    | 0.0%       | 0   | 0.0%        | 0    |            | 0   | 0.0%   | 0 | 0.0%   | 0 |        | 0 |        | 1 | 25.0%   | 1 | 0.0%    | 0 |  |
| Thorndon  | 2.0%         | 1  | 0.0%   | 0 | 0.0%   | 0    | 0.0%       | 0   | 0.0%        | 0    | 0.0%       | 0   | 0.0%   | 0 | 0.0%   | 0 |        | 0 | 0.0%   | 0 | 25.0%   | 1 | 0.0%    | 0 |  |
| Wickham Market  | 2.0%         | 1  | 0.0%   | 0 | 0.0%   | 0    | 0.0%       | 0   | 0.0%        | 0    |            | 0   |        | 0 |        | 0 |        | 0 |        | 0 | 25.0%   | 1 | 0.0%    | 0 |  |
| Don't know / varies)  | 2.0%         | 1  | 0.0%   | 0 | 0.0%   | 0    | 0.0%       | 0   | 0.0%        | 0    | 25.0%      | 1   | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |  |
| ase:  |              | 49 |        | 2 |        | 4    |            | 3   |             | 3    |            | 4   |        | 4 |        | 3 |        | 7 |        | 6 |         | 4 |         | 9 |  |
| Q32AHow often do you<br>Those who visit Bingo                 | •            |    |        |   | · ·    | sino | s, or book | ma  | kers?       |      |            |     |        |   |        |   |        |   |        |   |         |   |         |   |  |
| Once a week   | 34.7%        | 17 |        |   | 75.0%  |      | 100.0%     |     | 33.3%       | 1    | 25.0%      | 1   | 25.0%  | 1 | 33.3%  | 1 |        | 2 |        |   | 25.0%   | 1 |         | 3 |  |
| Ince a fortnight  | 8.2%         | 4  | 0.0%   | 0 | 0.0    | 0    | 0.0%       | 0   |             |      | 0.0%       | 0   | 0.0,0  | 0 | 0.0,0  | 0 |        |   | 16.7%  |   | 25.0%   | 1 | 22.2%   | 2 |  |
| Once a month  | 34.7%        | 17 | 0.0%   | 0 | 0.0%   | 0    | 0.0%       | 0   |             | 2    |            | 1   | 25.0%  | 1 | 33.3%  | 1 | 20.070 | 2 | 83.3%  |   | 25.0%   | 1 | 44.4%   | 4 |  |
| Once every two months   | 12.2%        | 6  | 0.0%   | 0 | 0.0%   | 0    | 0.0%       | 0   | 0.0%        | 0    | 25.0%      | 1   | 25.0%  | 1 | 33.3%  | 1 | 28.6%  | 2 | 0.0%   | 0 | 25.0%   | 1 | 0.0%    | 0 |  |
| Once every six months   | 8.2%         | 4  | 50.0%  | 1 | 25.0%  | 1    | 0.0%       | 0   | 0.0%        | 0    | 0.0%       | 0   | 25.0%  | 1 | 0.0%   | 0 | 14.3%  | 1 | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |  |
| Once a year   | 2.0%         | 1  | 0.0%   | 0 | 0.0%   | 0    | 0.0%       | 0   | 0.0%        | 0    | 25.0%      | 1   | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |  |
| Less often  | 0.0%         | 0  | 0.0%   | 0 | 0.0%   | 0    | 0.0%       | 0   | 0.0%        | 0    | 0.0%       | 0   | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |  |
| Don't know / varies)  | 0.0%         | 0  | 0.0%   | 0 | 0.0%   | 0    | 0.0%       | 0   | 0.0%        | 0    |            | 0   | 0.0%   | 0 | 0.0%   | 0 |        | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |  |
| Base:   |              | 49 |        | 2 |        | 4    |            | 3   |             | 3    |            | 4   |        | 4 |        | 3 |        | 7 |        | 6 |         | 4 |         | 9 |  |
| asc.  |              | 49 |        | 2 |        | 4    |            | 3   |             | 3    |            | 4   |        | 4 |        | 3 |        | 1 |        | O |         | 4 |         | 9 |  |

|   |       |        |          |         |          |        |          |      |       |    |       |    |       |    |       |    |       |    |        |    |        |    |        |    | 1 cordary 2015 |
|---|-------|--------|----------|---------|----------|--------|----------|------|-------|----|-------|----|-------|----|-------|----|-------|----|--------|----|--------|----|--------|----|----------------|
|   | Tota  | ıl     | Zone     | 1       | Zone 2   | 2      | Zone     | 3    | Zone  | 4  | Zone  | 5  | Zone  | 6  | Zone  | 7  | Zone  | 8  | Zone 9 | )  | Zone 1 | .0 | Zone 1 | 1  |                |
| Q33 Where do you or me<br>Those who visit Cinema                |       | of you | ır house | ehold ( | normally | / go t | o the ci | nema | ?     |    |       |    |       |    |       |    |       |    |        |    |        |    |        |    |                |
| Cineworld Cinemas -<br>Haverhill                                | 2.0%  | 11     | 18.5%    | 10      | 0.0%     | 0      | 1.6%     | 1    | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |                |
| Cineworld, Cardinal Park, 11<br>Grafton Way, Ipswich            | 25.7% | 144    | 1.9%     | 1       | 0.0%     | 0      | 14.3%    | 9    | 6.5%  | 3  | 72.3% | 34 | 72.0% | 36 | 67.3% | 35 | 22.0% | 11 | 2.0%   | 1  | 20.8%  | 10 | 8.3%   | 4  |                |
| Colchester Theatretrain, Oak<br>Tree Centre                     | 0.2%  | 1      | 0.0%     | 0       | 0.0%     | 0      | 0.0%     | 0    | 2.2%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |                |
| Ipswich Film Theatre, Corn<br>Exchange, King Street,<br>Ipswich | 0.7%  | 4      | 0.0%     | 0       | 0.0%     | 0      | 0.0%     | 0    | 2.2%  | 1  | 6.4%  | 3  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |                |
| ODEON Colchester, 29-31<br>Head St, Colchester                  | 3.2%  | 18     | 11.1%    | 6       | 0.0%     | 0      | 12.7%    | 8    | 0.0%  | 0  | 0.0%  | 0  | 8.0%  | 4  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |                |
| Regal Theatre, Ipswich<br>Street, Stowmarket                    | 7.1%  | 40     | 0.0%     | 0       | 0.0%     | 0      | 0.0%     | 0    | 0.0%  | 0  | 4.3%  | 2  | 0.0%  | 0  | 19.2% | 10 | 46.0% | 23 | 4.1%   | 2  | 4.2%   | 2  | 2.1%   | 1  |                |
| The Quay (Theatre), Quay<br>Lane, Sudbury                       | 0.7%  | 4      | 0.0%     | 0       | 0.0%     | 0      | 1.6%     | 1    | 6.5%  | 3  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |                |
| Braintree   | 5.9%  | 33     | 33.3%    | 18      | 0.0%     | 0      | 7.9%     | 5    | 21.7% | 10 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |                |
| Bury St Edmunds   | 38.7% | 217    | 29.6%    | 16      | 100.0%   | 54     | 58.7%    | 37   | 58.7% | 27 | 8.5%  | 4  | 0.0%  | 0  | 5.8%  | 3  | 16.0% | 8  | 89.8%  | 44 | 43.8%  | 21 | 6.3%   | 3  |                |
| Colchester  | 0.7%  | 4      | 1.9%     | 1       | 0.0%     | 0      | 0.0%     | 0    | 2.2%  | 1  | 2.1%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 2.1%   | 1  | 0.0%   | 0  |                |
| Dedham  | 0.4%  | 2      | 0.0%     | 0       | 0.0%     | 0      | 0.0%     | 0    | 0.0%  | 0  | 0.0%  | 0  | 4.0%  | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |                |
| Eye   | 0.5%  | 3      | 0.0%     | 0       | 0.0%     | 0      | 0.0%     | 0    | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 6.3%   | 3  | 0.0%   | 0  |                |
| Hadleigh  | 0.4%  | 2      | 0.0%     | 0       | 0.0%     | 0      | 0.0%     | 0    | 0.0%  | 0  | 4.3%  | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |                |
| Halstead  | 0.2%  | 1      | 0.0%     | 0       | 0.0%     | 0      | 1.6%     | 1    | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |                |
| Haverhill   | 0.5%  | 3      | 3.7%     | 2       | 0.0%     | 0      | 1.6%     | 1    | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |                |
| Ipswich   | 2.5%  | 14     | 0.0%     | 0       | 0.0%     | 0      | 0.0%     | 0    | 0.0%  | 0  | 0.0%  | 0  | 14.0% | 7  | 1.9%  | 1  | 6.0%  | 3  | 0.0%   | 0  | 2.1%   | 1  | 4.2%   | 2  |                |
| Stowmarket  | 1.4%  | 8      | 0.0%     | 0       | 0.0%     | 0      | 0.0%     | 0    | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 10.0% | 5  | 2.0%   | 1  | 2.1%   | 1  | 2.1%   | 1  |                |
| Diss  | 0.4%  | 2      | 0.0%     | 0       | 0.0%     | 0      | 0.0%     | 0    | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 4.2%   | 2  |                |
| Halesworth  | 0.2%  | 1      | 0.0%     | 0       | 0.0%     | 0      | 0.0%     | 0    | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 2.1%   | 1  |                |
| Harlesdon   | 0.2%  | 1      | 0.0%     | 0       | 0.0%     | 0      | 0.0%     | 0    | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 2.1%   | 1  |                |
| Hoxne   | 0.2%  | 1      | 0.0%     | 0       | 0.0%     | 0      | 0.0%     | 0    | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 2.1%   | 1  |                |
| Norwich   | 6.4%  | 36     | 0.0%     | 0       | 0.0%     | 0      | 0.0%     | 0    | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 10.4%  | 5  | 64.6%  | 31 |                |
| Woodbridge  | 1.4%  | 8      | 0.0%     | 0       | 0.0%     | 0      | 0.0%     | 0    | 0.0%  | 0  | 2.1%  | 1  | 2.0%  | 1  | 5.8%  | 3  | 0.0%  | 0  | 0.0%   | 0  | 6.3%   | 3  | 0.0%   | 0  |                |
| (Don't know / varies)   | 0.5%  | 3      | 0.0%     | 0       | 0.0%     | 0      | 0.0%     | 0    | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 2.0%   | 1  | 2.1%   | 1  | 2.1%   | 1  |                |
| Base:   |       | 561    |          | 54      |          | 54     |          | 63   |       | 46 |       | 47 |       | 50 |       | 52 |       | 50 |        | 49 |        | 48 |        | 48 |                |

|  | Tota  | al  | Zone      | 1     | Zone    | 2  | Zone  | 3  | Zone  | 4  | Zone  | 5  | Zone  | 6  | Zon     | e 7 | Zone  | 8  | Zone  | 9  | Zone 1 | 10 | Zone  | 11 |
|--|-------|-----|-----------|-------|---------|----|-------|----|-------|----|-------|----|-------|----|---------|-----|-------|----|-------|----|--------|----|-------|----|
| Q33AHow often do you<br>Those who visit Cine |       |     | nold visi | t the | cinema? | •  |       |    |       |    |       |    |       |    |         |     |       |    |       |    |        |    |       |    |
| Once a week                                  | 3.4%  | 19  | 1.9%      | 1     | 1.9%    | 1  | 4.8%  | 3  | 4.3%  | 2  | 2.1%  | 1  | 6.0%  |    | 3 1.9%  | 1   | 6.0%  | 3  | 6.1%  | 3  | 2.1%   | 1  | 0.0%  | 0  |
| Once a fortnight                             | 7.7%  | 43  | 3.7%      | 2     | 18.5%   | 10 | 7.9%  | 5  | 8.7%  | 4  | 10.6% | 5  | 2.0%  |    | 9.6%    | 5   | 10.0% | 5  | 0.0%  | 0  | 10.4%  | 5  | 2.1%  | 1  |
| Once a month                                 | 27.1% | 152 | 31.5%     | 17    | 16.7%   | 9  | 20.6% | 13 | 28.3% | 13 | 38.3% | 18 | 26.0% | 1. | 3 26.9% | 14  | 30.0% | 15 | 32.7% | 16 | 20.8%  | 10 | 29.2% | 14 |
| Once every two months                        | 32.8% | 184 | 35.2%     | 19    | 35.2%   | 19 | 36.5% | 23 | 30.4% | 14 | 29.8% | 14 | 32.0% | 10 | 5 32.7% | 17  | 36.0% | 18 | 32.7% | 16 | 33.3%  | 16 | 25.0% | 12 |
| Once every six months                        | 20.9% | 117 | 20.4%     | 11    | 22.2%   | 12 | 20.6% | 13 | 15.2% | 7  | 10.6% | 5  | 32.0% | 10 | 5 19.2% | 10  | 14.0% | 7  | 20.4% | 10 | 27.1%  | 13 | 27.1% | 13 |
| Once a year                                  | 4.3%  | 24  | 1.9%      | 1     | 5.6%    | 3  | 3.2%  | 2  | 8.7%  | 4  | 4.3%  | 2  | 0.0%  | (  | 5.8%    | 3   | 2.0%  | 1  | 6.1%  | 3  | 4.2%   | 2  | 6.3%  | 3  |
| Less often                                   | 2.1%  | 12  | 3.7%      | 2     | 0.0%    | 0  | 4.8%  | 3  | 2.2%  | 1  | 2.1%  | 1  | 2.0%  |    | 1.9%    | 1   | 0.0%  | 0  | 0.0%  | 0  | 2.1%   | 1  | 4.2%  | 2  |
| (Don't know / varies)                        | 1.8%  | 10  | 1.9%      | 1     | 0.0%    | 0  | 1.6%  | 1  | 2.2%  | 1  | 2.1%  | 1  | 0.0%  | (  | 1.9%    | 1   | 2.0%  | 1  | 2.0%  | 1  | 0.0%   | 0  | 6.3%  | 3  |
| Base:  |       | 561 |           | 54    |         | 54 |       | 63 |       | 46 |       | 47 |       | 50 | )       | 52  |       | 50 |       | 49 |        | 48 |       | 48 |

|  |       |    |        |   |        |      |           |              |           |       |           |         |            |   |        |   |        |   |        |    |         |   |         |   | cordary 201 |
|--|-------|----|--------|---|--------|------|-----------|--------------|-----------|-------|-----------|---------|------------|---|--------|---|--------|---|--------|----|---------|---|---------|---|-------------|
|  | Total | l  | Zone 1 |   | Zone 2 |      | Zone 3    | 3            | Zone 4    | 1     | Zone 5    | 5       | Zone 6     |   | Zone 7 |   | Zone 8 |   | Zone 9 |    | Zone 10 |   | Zone 11 |   |             |
| Q34 Where do you or me Those who visit gym / h   |       | -  |        |   | •      | go t | o use a ( | gym <i>i</i> | / healthc | lub / | sports fa | acility | <i>r</i> ? |   |        |   |        |   |        |    |         |   |         |   |             |
| Diss Swim & Fitness Centre,<br>Victoria Road, DISS   | 3.5%  | 8  | 0.0%   | 0 | 0.0%   | 0    | 0.0%      | 0            | 0.0%      | 0     | 0.0%      | 0       | 0.0%       | 0 | 0.0%   | 0 | 4.3%   | 1 | 0.0%   | 0  | 29.2%   | 7 | 0.0%    | 0 |             |
| Every One Active,<br>Mid-Suffolk Leisure<br>Centre, Stowmarket                                   | 3.5%  | 8  | 0.0%   | 0 | 0.0%   | 0    | 0.0%      | 0            | 0.0%      | 0     | 3.7%      | 1       | 0.0%       | 0 | 20.0%  | 5 | 0.0%   | 0 | 4.3%   | 1  | 4.2%    | 1 | 0.0%    | 0 |             |
| Great Cornard Sports Centre  | 0.9%  | 2  | 0.0%   | 0 | 0.0%   | 0    | 4.2%      | 1            | 5.3%      | 1     | 0.0%      | 0       | 0.0%       | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%    | 0 | 0.0%    | 0 |             |
| Hadleigh High Leisure Centre   | 1.7%  | 4  | 0.0%   | 0 | 0.0%   | 0    | 0.0%      | 0            | 0.0%      | 0     | 14.8%     | 4       | 0.0%       | 0 |        | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%    | 0 |         | 0 |             |
| Harleston Community Leisure Facility   | 1.3%  | 3  | 5.0%   | 1 | 0.0%   | 0    | 0.0%      | 0            | 0.0%      | 0     | 0.0%      | 0       | 0.0%       | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%    | 0 | 15.4%   | 2 |             |
| Ipswich Sports Club, Henley<br>Road, Ipswich   | 0.9%  | 2  | 0.0%   | 0 | 0.0%   | 0    | 0.0%      | 0            | 0.0%      | 0     | 3.7%      | 1       | 0.0%       | 0 | 4.0%   | 1 | 0.0%   | 0 | 0.0%   | 0  | 0.0%    | 0 | 0.0%    | 0 |             |
| Kingfisher Leisure Centre,<br>Station Road, Sudbury  | 10.4% | 24 | 10.0%  | 2 | 0.0%   | 0    | 41.7%     | 10           | 52.6%     | 10    | 7.4%      | 2       | 0.0%       | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%    | 0 | 0.0%    | 0 |             |
| LA fitness Bury St Edmunds   | 0.9%  | 2  | 5.0%   | 1 | 5.9%   | 1    | 0.0%      | 0            | 0.0%      | 0     | 0.0%      | 0       | 0.0%       | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%    | 0 | 0.0%    | 0 |             |
| Mwah Health, Beauty and<br>Fitness Studio, Milner<br>Road, Chilton Industrial<br>Estate, Sudbury | 1.3%  | 3  | 10.0%  | 2 | 0.0%   | 0    | 0.0%      | 0            | 5.3%      | 1     | 0.0%      | 0       | 0.0%       | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%    | 0 | 0.0%    | 0 |             |
| Northgate Sports Centre,<br>Sidegate Lane West,<br>Ipswich                                       | 0.4%  | 1  | 0.0%   | 0 | 0.0%   | 0    | 0.0%      | 0            | 0.0%      | 0     | 0.0%      | 0       | 0.0%       | 0 | 4.0%   | 1 | 0.0%   | 0 | 0.0%   | 0  | 0.0%    | 0 | 0.0%    | 0 |             |
| NRG Fitness Gym & Studios, Creeting Road West, Stowmarket  | 1.3%  | 3  | 0.0%   | 0 | 0.0%   | 0    | 0.0%      | 0            | 0.0%      | 0     | 0.0%      | 0       | 0.0%       | 0 | 8.0%   | 2 | 4.3%   | 1 | 0.0%   | 0  | 0.0%    | 0 | 0.0%    | 0 |             |
| Stowupland Sports Centre,<br>Church Road, Stowmarket   | 1.3%  | 3  | 0.0%   | 0 | 5.9%   | 1    | 0.0%      | 0            | 0.0%      | 0     | 3.7%      | 1       | 0.0%       | 0 | 0.0%   | 0 | 4.3%   | 1 | 0.0%   | 0  | 0.0%    | 0 | 0.0%    | 0 |             |
| Stradbroke Swim & Fitness Centre, Wilby Road, Stradbroke   | 1.7%  | 4  | 0.0%   | 0 | 0.0%   | 0    | 0.0%      | 0            | 0.0%      | 0     | 0.0%      | 0       | 0.0%       | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 12.5%   | 3 | 7.7%    | 1 |             |
| Sudbury Sports Centre,<br>Tudor Road   | 1.3%  | 3  | 5.0%   | 1 | 0.0%   | 0    | 4.2%      | 1            | 5.3%      | 1     | 0.0%      | 0       | 0.0%       | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%    | 0 | 0.0%    | 0 |             |
| Гhe Spirit Health Club,<br>London Road, Ipswich  | 0.9%  | 2  | 0.0%   | 0 | 0.0%   | 0    | 0.0%      | 0            | 0.0%      | 0     | 0.0%      | 0       | 6.3%       | 1 | 4.0%   | 1 | 0.0%   | 0 | 0.0%   | 0  | 0.0%    | 0 | 0.0%    | 0 |             |
| Zest Health and Fitness,<br>Caxton House, Chilton<br>Industrial Estate, Sudbury                  | 0.9%  | 2  | 0.0%   | 0 | 0.0%   | 0    | 0.0%      | 0            | 10.5%     | 2     | 0.0%      | 0       | 0.0%       | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%    | 0 | 0.0%    | 0 |             |
| Braintree  | 0.4%  | 1  | 0.0%   | 0 |        | 0    | 0.0%      | 0            |           | 1     | 0.0%      | 0       | 0.0%       | 0 |        | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%    | 0 |         | 0 |             |
| Bramford   | 0.9%  | 2  | 0.0%   | 0 | 0.0%   | 0    | 0.0%      | 0            | 0.0%      | 0     | 0.0%      | 0       | 6.3%       | 1 | 4.0%   | 1 | 0.0%   | 0 | 0.0%   | 0  | 0.0%    | 0 |         | 0 |             |
| Bury St Edmunds  | 12.1% | 28 | 0.0%   |   | 47.1%  | 8    | 4.2%      | 1            | 0.0%      | 0     | 0.0%      | 0       | 0.0%       | 0 | 0.0%   |   | 13.0%  |   | 60.9%  | 14 | 8.3%    | 2 |         | 0 |             |
| Colchester   | 1.3%  |    | 10.0%  | 2 |        | 0    | 0.0%      | 0            | 0.0%      | 0     | 3.7%      | 1       | 0.0%       | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%    | 0 |         | 0 |             |
| Debenham   | 1.3%  | 3  | 0.0%   | 0 | 0.0%   | 0    | 0.0%      | 0            | 0.0%      | 0     | 0.0%      | 0       | 0.0%       | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   |    | 12.5%   | 3 | 0.0%    | 0 |             |
| Hadleigh   | 4.3%  | 10 | 0.0%   | 0 | 0.0%   | 0    | 0.0%      | 0            | 0.0%      |       | 37.0%     | 10      | 0.0%       | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%    | 0 |         | 0 |             |
| Halstead   | 0.9%  | 2  | 10.0%  | 2 | 0.0%   | 0    | 0.0%      | 0            | 0.0%      | 0     | 0.0%      | 0       | 0.0%       | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%    | 0 | 0.0%    | 0 |             |

|  | Tota  | l   | Zone 1 |    | Zone 2 |    | Zone 3 | 3  | Zone 4 |    | Zone 5 |    | Zone 6 |    | Zone 7 | 7  | Zone  | 8  | Zone 9 |    | Zone 1 | 0  | Zone 1 | 1  |
|--|-------|-----|--------|----|--------|----|--------|----|--------|----|--------|----|--------|----|--------|----|-------|----|--------|----|--------|----|--------|----|
|  |       |     |        |    |        |    |        |    |        |    |        |    |        |    |        |    |       |    |        |    |        |    |        |    |
| Haverhill                                      | 0.4%  | 1   | 5.0%   | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Ipswich  | 6.5%  | 15  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 7.4%   | 2  | 25.0%  | 4  | 36.0%  | 9  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Manningtree                                    | 0.4%  | 1   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 6.3%   | 1  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Needham Market                                 | 0.9%  | 2   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 3.7%   | 1  | 0.0%   | 0  | 4.0%   | 1  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Stowmarket                                     | 11.7% | 27  | 0.0%   | 0  | 11.8%  | 2  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 8.0%   | 2  | 73.9% | 17 | 26.1%  | 6  | 0.0%   | 0  | 0.0%   | 0  |
| Sudbury  | 6.5%  | 15  | 5.0%   | 1  | 11.8%  | 2  | 37.5%  | 9  | 15.8%  | 3  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Abingdon                                       | 0.4%  | 1   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 4.2%   | 1  | 0.0%   | 0  |
| Bungay   | 0.4%  | 1   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 7.7%   | 1  |
| Central London                                 | 1.7%  | 4   | 5.0%   | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 18.8%  | 3  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Clare  | 0.9%  | 2   | 5.0%   | 1  | 0.0%   | 0  | 4.2%   | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Diss   | 1.7%  | 4   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 4.0%   | 1  | 0.0%  | 0  | 0.0%   | 0  | 12.5%  | 3  | 0.0%   | 0  |
| Earls Colne                                    | 0.9%  | 2   | 10.0%  | 2  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| East Bergholt                                  | 1.7%  | 4   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 25.0%  | 4  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Felixstowe                                     | 0.4%  | 1   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 6.3%   | 1  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Framlingham                                    | 0.4%  | 1   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 7.7%   | 1  |
| Harleston                                      | 0.9%  | 2   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 15.4%  | 2  |
| Health and Fitness at Kersey                   | 0.4%  | 1   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 3.7%   | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Mill, Kersey, Ipswich                          |       |     |        |    |        |    |        |    |        |    |        |    |        |    |        |    |       |    |        |    |        |    |        |    |
| Hintlesham                                     | 0.4%  | 1   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 6.3%   | 1  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Leavenheath, Colchester                        | 0.4%  | 1   | 0.0%   | 0  | 0.0%   | 0  | 4.2%   | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Long Stratton                                  | 0.9%  | 2   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 4.2%   | 1  | 7.7%   | 1  |
| Lowestoft                                      | 0.4%  | 1   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 7.7%   | 1  |
| Nedging-with-Naughton                          | 0.4%  | 1   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 3.7%   | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Norwich  | 0.4%  | 1   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 4.2%   | 1  | 0.0%   | 0  |
| Rattlesden                                     | 0.4%  | 1   | 0.0%   | 0  | 5.9%   | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Stradbroke                                     | 1.7%  | 4   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 8.3%   | 2  | 15.4%  | 2  |
| The Gainsborough Health Club & Spa, Cavendish, | 0.4%  | 1   | 5.0%   | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Sudbury  |       |     |        |    |        |    |        |    |        |    |        |    |        |    |        |    |       |    |        |    |        |    |        |    |
| West Bergholt                                  | 0.4%  | 1   | 5.0%   | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Witham   | 0.4%  | 1   | 5.0%   | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Woodbridge                                     | 0.4%  | 1   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 4.0%   | 1  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Woolpit  | 0.9%  | 2   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 8.7%   | 2  | 0.0%   | 0  | 0.0%   | 0  |
| (Don't know / varies)                          | 2.6%  | 6   | 0.0%   | 0  | 11.8%  | 2  | 0.0%   | 0  | 0.0%   | 0  | 7.4%   | 2  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 15.4%  | 2  |
| Base:  |       | 231 |        | 20 |        | 17 |        | 24 |        | 19 |        | 27 |        | 16 |        | 25 |       | 23 |        | 23 |        | 24 |        | 13 |

|   |       |     |       |    |       |        |           |        |          | F  | for Ca | arte | er Jo | nas |        |    |       |    |        |    |        |    |        |    | February 2015 |
|---|-------|-----|-------|----|-------|--------|-----------|--------|----------|----|--------|------|-------|-----|--------|----|-------|----|--------|----|--------|----|--------|----|---------------|
|   | Tota  | ıl  | Zone  | 1  | Zone  | 2      | Zone      | 3      | Zone 4   | 4  | Zone   | 5    | Zone  | 6   | Zone 7 | 7  | Zone  | 3  | Zone 9 | 1  | Zone 1 | 10 | Zone 1 | 1  |               |
| Q34AHow often do you<br>Those who visit gym | •     |     |       |    |       | ealthc | lub / spe | orts f | acility? |    |        |      |       |     |        |    |       |    |        |    |        |    |        |    |               |
| Once a week                                 | 81.4% | 188 | 90.0% | 18 | 82.4% | 14     | 70.8%     | 17     | 84.2%    | 16 | 74.1%  | 20   | 87.5% | 14  | 80.0%  | 20 | 78.3% | 18 | 82.6%  | 19 | 87.5%  | 21 | 84.6%  | 11 |               |
| Once a fortnight                            | 3.9%  | 9   | 5.0%  | 1  | 0.0%  | 0      | 4.2%      | 1      | 0.0%     | 0  | 0.0%   | 0    | 6.3%  | 1   | 4.0%   | 1  | 8.7%  | 2  | 8.7%   | 2  | 4.2%   | 1  | 0.0%   | 0  |               |
| Once a month                                | 6.5%  | 15  | 0.0%  | 0  | 0.0%  | 0      | 16.7%     | 4      | 5.3%     | 1  | 18.5%  | 5    | 0.0%  | 0   | 8.0%   | 2  | 8.7%  | 2  | 4.3%   | 1  | 0.0%   | 0  | 0.0%   | 0  |               |
| Once every two months                       | 2.6%  | 6   | 0.0%  | 0  | 5.9%  | 1      | 4.2%      | 1      | 0.0%     | 0  | 3.7%   | 1    | 0.0%  | 0   | 8.0%   | 2  | 4.3%  | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |               |
| Once every six months                       | 2.6%  | 6   | 0.0%  | 0  | 0.0%  | 0      | 0.0%      | 0      | 5.3%     | 1  | 3.7%   | 1    | 6.3%  | 1   | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 8.3%   | 2  | 7.7%   | 1  |               |
| Once a year                                 | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0      | 0.0%      | 0      | 0.0%     | 0  | 0.0%   | 0    | 0.0%  | 0   | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |               |
| Less often                                  | 0.4%  | 1   | 0.0%  | 0  | 0.0%  | 0      | 0.0%      | 0      | 5.3%     | 1  | 0.0%   | 0    | 0.0%  | 0   | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |               |
| (Don't know / varies)                       | 2.6%  | 6   | 5.0%  | 1  | 11.8% | 2      | 4.2%      | 1      | 0.0%     | 0  | 0.0%   | 0    | 0.0%  | 0   | 0.0%   | 0  | 0.0%  | 0  | 4.3%   | 1  | 0.0%   | 0  | 7.7%   | 1  |               |
| Base:                                       |       | 231 |       | 20 |       | 17     |           | 24     |          | 19 |        | 27   |       | 16  |        | 25 |       | 23 |        | 23 |        | 24 |        | 13 |               |

|   |       |     |       |    |               |    |               |        |           | _      | ·- ·  |         |       | <b></b> | •~  |        |    |               |    |        |    |               |    |        |    | 10014415 2010 |
|---|-------|-----|-------|----|---------------|----|---------------|--------|-----------|--------|-------|---------|-------|---------|-----|--------|----|---------------|----|--------|----|---------------|----|--------|----|---------------|
|   | Tota  | ıl  | Zone  | 1  | Zone          | 2  | Zone          | 3      | Zone 4    | 4      | Zone  | 5       | Zo    | ne 6    |     | Zone ' | 7  | Zone 8        | 3  | Zone 9 | )  | Zone 1        | 0  | Zone 1 | 1  |               |
| Q35 Where do you or me<br>Those who visit the thec              |       | •   |       |    |               |    | o visit tl    | ne the | eatre, wa | itch a | conce | rt or w | vatch | live r  | nus | ic?    |    |               |    |        |    |               |    |        |    |               |
| Colchester Theatretrain, Oak<br>Tree Centre                     | 0.8%  | 4   | 0.0%  | 0  | 0.0%          | 0  | 2.4%          | 1      | 4.1%      | 2      | 0.0%  | 0       | 1.99  | %       | 1   | 0.0%   | 0  | 0.0%          | 0  | 0.0%   | 0  | 0.0%          | 0  | 0.0%   | 0  |               |
| Ipswich Film Theatre, Corn<br>Exchange, King Street,<br>Ipswich | 1.5%  | 7   | 0.0%  | 0  | 0.0%          | 0  | 0.0%          | 0      | 0.0%      | 0      | 2.3%  | 1       | 0.09  | %       | 0   | 2.0%   | 1  | 0.0%          | 0  | 0.0%   | 0  | 8.3%          | 4  | 2.5%   | 1  |               |
| Ipswich Regent, 3 Saint<br>Helen's Street, Ipswich              | 5.9%  | 28  | 4.1%  | 2  | 2.7%          | 1  | 0.0%          | 0      | 4.1%      | 2      | 4.5%  | 2       | 15.49 | %       | 8   | 10.0%  | 5  | 15.4%         | 4  | 4.8%   | 2  | 4.2%          | 2  | 0.0%   | 0  |               |
| New Wolsey Theatre, Civic<br>Drive, Ipswich                     | 12.6% | 60  | 0.0%  | 0  | 2.7%          | 1  | 9.8%          | 4      | 0.0%      | 0      | 50.0% | 22      | 23.19 | %       | 12  | 30.0%  | 15 | 11.5%         | 3  | 0.0%   | 0  | 4.2%          | 2  | 2.5%   | 1  |               |
| Regal Theatre, Ipswich<br>Street, Stowmarket                    | 2.3%  | 11  | 0.0%  | 0  | 0.0%          | 0  | 0.0%          | 0      | 0.0%      | 0      | 2.3%  | 1       | 5.89  | %       | 3   | 4.0%   | 2  | 11.5%         | 3  | 4.8%   | 2  | 0.0%          | 0  | 0.0%   | 0  |               |
| The Corn Exchange, King<br>Street, Ipswich                      | 0.8%  | 4   | 0.0%  | 0  | 0.0%          | 0  | 0.0%          | 0      | 0.0%      | 0      | 0.0%  | 0       | 1.99  | %       | 1   | 2.0%   | 1  | 3.8%          | 1  | 0.0%   | 0  | 2.1%          | 1  | 0.0%   | 0  |               |
| The Quay (Theatre), Quay<br>Lane, Sudbury                       | 5.2%  | 25  | 4.1%  | 2  | 2.7%          | 1  | 17.1%         | 7      | 28.6%     | 14     | 2.3%  | 1       | 0.09  | %       | 0   | 0.0%   | 0  | 0.0%          | 0  | 0.0%   | 0  | 0.0%          | 0  | 0.0%   | 0  |               |
| Bury St Edmunds   | 19.9% | 95  | 20.4% | 10 | 59.5%         | 22 | 17.1%         | 7      | 14.3%     | 7      | 6.8%  | 3       | 3.89  | %       | 2   | 6.0%   | 3  | 11.5%         | 3  | 76.2%  | 32 | 12.5%         | 6  | 0.0%   | 0  |               |
| Cambridge   | 0.4%  | 2   | 4.1%  | 2  | 0.0%          | 0  | 0.0%          | 0      | 0.0%      | 0      | 0.0%  | 0       | 0.09  | %       | 0   | 0.0%   | 0  | 0.0%          | 0  | 0.0%   | 0  | 0.0%          | 0  | 0.0%   | 0  |               |
| Colchester  | 4.4%  | 21  | 22.4% | 11 | 0.0%          | 0  | 7.3%          | 3      | 0.0%      | 0      | 4.5%  | 2       | 7.79  | %       | 4   | 2.0%   | 1  | 0.0%          | 0  | 0.0%   | 0  | 0.0%          | 0  | 0.0%   | 0  |               |
| Halstead  | 0.2%  | 1   | 0.0%  | 0  | 0.0%          | 0  | 2.4%          | 1      | 0.0%      | 0      | 0.0%  | 0       | 0.09  | %       | 0   | 0.0%   | 0  | 0.0%          | 0  | 0.0%   | 0  | 0.0%          | 0  | 0.0%   | 0  |               |
| Haverhill   | 0.4%  | 2   | 2.0%  | 1  | 0.0%          | 0  | 0.0%          | 0      | 0.0%      | 0      | 0.0%  | 0       | 0.09  | %       | 0   | 0.0%   | 0  | 0.0%          | 0  | 2.4%   | 1  | 0.0%          | 0  | 0.0%   | 0  |               |
| Ipswich   | 6.1%  | 29  | 6.1%  | 3  | 2.7%          | 1  | 12.2%         | 5      | 4.1%      | 2      | 9.1%  | 4       |       |         | 6   | 4.0%   | 2  | 7.7%          | 2  | 2.4%   | 1  | 4.2%          | 2  | 2.5%   | 1  |               |
| Long Melford  | 0.2%  | 1   | 0.0%  | 0  | 0.0%          | 0  | 0.0%          | 0      | 2.0%      | 1      | 0.0%  | 0       |       |         | 0   | 0.0%   | 0  | 0.0%          | 0  | 0.0%   | 0  | 0.0%          | 0  | 0.0%   | 0  |               |
| Sudbury   | 0.6%  | 3   | 2.0%  | 1  | 0.0%          | 0  | 2.4%          | 1      | 2.0%      | 1      | 0.0%  | 0       |       |         | 0   | 0.0%   | 0  | 0.0%          | 0  | 0.0%   | 0  | 0.0%          | 0  | 0.0%   | 0  |               |
| Brighton  | 0.2%  | 1   | 0.0%  | 0  | 0.0%          | 0  | 0.0%          | 0      | 0.0%      | 0      | 0.0%  | 0       |       |         | 1   | 0.0%   | Õ  | 0.0%          | 0  | 0.0%   | 0  | 0.0%          | 0  | 0.0%   | 0  |               |
| Bungay  | 0.2%  | 1   | 0.0%  | 0  | 0.0%          | 0  | 0.0%          | 0      | 0.0%      | 0      | 0.0%  | 0       | ,     |         | 0   | 2.0%   | 1  | 0.0%          | 0  | 0.0%   | 0  | 0.0%          | 0  | 0.0%   | 0  |               |
| Diss  | 0.6%  | 3   | 0.0%  | 0  | 0.0%          | 0  | 0.0%          | 0      | 0.0%      | 0      | 0.0%  | 0       |       |         | 0   | 2.0%   | 1  | 0.0%          | 0  | 0.0%   | 0  | 2.1%          | 1  | 2.5%   | 1  |               |
| Framlingham   | 0.2%  | 1   | 0.0%  | 0  | 0.0%          | 0  | 0.0%          | 0      | 0.0%      | 0      | 0.0%  | 0       |       |         | 0   | 2.0%   | 1  | 0.0%          | 0  | 0.0%   | 0  | 0.0%          | 0  | 0.0%   | 0  |               |
| Lowestoft   | 0.2%  | 1   | 0.0%  | 0  | 0.0%          | 0  | 0.0%          | 0      | 0.0%      | 0      | 0.0%  | 0       |       |         | 0   | 0.0%   | 0  | 0.0%          | 0  | 0.0%   | 0  | 0.0%          | 0  | 2.5%   | 1  |               |
| Metfield  | 0.2%  | 1   | 0.0%  | 0  | 0.0%          | 0  | 0.0%          | 0      | 0.0%      | 0      | 0.0%  | 0       |       |         | 0   | 0.0%   | 0  | 0.0%          | 0  | 0.0%   | 0  | 0.0%          | 0  | 2.5%   | 1  |               |
| Norwich   | 8.6%  | 41  | 0.0%  | 0  |               | 2  | 0.0%          | 0      | 0.0%      | 0      | 0.0%  | 0       |       |         | 0   | 2.0%   | 1  | 3.8%          | 1  | 2.4%   | _  | 31.3%         |    | 52.5%  | 21 |               |
| Sir John Mills Theatre,<br>Gatacre Road, Ipswich                | 0.2%  | 1   | 0.0%  | 0  |               | 0  | 0.0%          | 0      | 0.0%      | 0      |       | 0       |       |         | 0   | 2.0%   | 1  | 0.0%          | 0  | 0.0%   | 0  | 0.0%          | 0  | 0.0%   | 0  |               |
|   | 0.2%  | 1   | 0.0%  | 0  | 0.00/         | 0  | 0.00/         | 0      | 0.0%      | 0      | 0.0%  | 0       | 0.09  | 0/-     | 0   | 0.0%   | 0  | 0.00/         | 0  | 0.0%   | 0  | 2.1%          | 1  | 0.0%   | 0  |               |
| Snape<br>West End / Central London                              | 22.8% | 109 | 28.6% |    | 0.0%<br>21.6% | 8  | 0.0%<br>29.3% | 12     | 36.7%     | -      | 15.9% | 7       | 21.29 |         |     | 24.0%  |    | 0.0%<br>30.8% | 8  | 2.4%   | 1  | 2.1%<br>18.8% | 9  | 22.5%  | 9  |               |
|   |       |     |       |    |               |    |               |        |           |        |       | ,       |       |         |     |        | 12 |               | -  |        | 1  |               | -  |        |    |               |
| Woodbridge  | 0.8%  | 4   | 0.0%  | 0  |               | 0  | 0.0%          | 0      | 0.0%      | 0      |       | 0       |       |         | 0   | 2.0%   | 1  | 0.0%          | 0  | 2.4%   | 1  | 0.0%          | 0  | 5.0%   | 2  |               |
| (Don't know / varies)   | 4.4%  | 21  | 6.1%  | 3  | 2.7%          | 1  | 0.0%          | 0      | 4.1%      | 2      | 2.3%  | 1       | 5.89  |         | 3   | 4.0%   | 2  | 3.8%          | 1  | 2.4%   | 1  | 10.4%         | 5  | 5.0%   | 2  |               |
| Base:   |       | 478 |       | 49 |               | 37 |               | 41     |           | 49     |       | 44      |       |         | 52  |        | 50 |               | 26 |        | 42 |               | 48 |        | 40 |               |

|  |       |     |       |    |       |    |          |        |         | _     | 01 C         | ui u    |              | iius    |             |        |        |    |        |    |        |     |        |    | rebluary 2013 |
|--|-------|-----|-------|----|-------|----|----------|--------|---------|-------|--------------|---------|--------------|---------|-------------|--------|--------|----|--------|----|--------|-----|--------|----|---------------|
|  | Tota  | 1   | Zone  | 1  | Zone  | 2  | Zone     | 3      | Zone 4  | 4     | Zone         | 5       | Zone         | 6       | Zone '      | 7      | Zone 8 | 3  | Zone 9 |    | Zone 1 | 10  | Zone 1 | 1  |               |
| Q35AHow often do you o                               | •     |     |       |    |       |    | n a conc | ert oı | watch I | ive m | nusic?       |         |              |         |             |        |        |    |        |    |        |     |        |    |               |
| Once a week  | 0.8%  | 4   | 0.0%  | 0  | 0.0%  | 0  | 0.0%     | 0      | 4.1%    | 2     | 0.0%         | 0       | 1.9%         | 1       | 0.0%        | 0      | 0.0%   | 0  | 0.0%   | 0  | 2.1%   | 1   | 0.0%   | 0  |               |
| Once a fortnight                                     | 1.5%  | 7   | 4.1%  | 2  | 2.7%  | 1  | 0.0%     | 0      | 2.0%    | 1     | 2.3%         | 1       | 1.9%         | 1       | 0.0%        | 0      | 0.0%   | 0  | 0.0%   | 0  | 2.1%   | 1   | 0.0%   | 0  |               |
| Once a month   | 7.5%  | 36  | 4.1%  | 2  | 0.0%  | 0  | 9.8%     | 4      | 6.1%    | 3     | 6.8%         | 3       | 7.7%         | 4       | 8.0%        | 4      | 7.7%   | 2  | 11.9%  | 5  | 4.2%   | 2   | 17.5%  | 7  |               |
| Once every two months                                | 27.4% | 131 |       | 16 | 35.1% | 13 | 26.8%    | 11     | 26.5%   | 13    | 34.1%        | 15      | 23.1%        | 12      |             | 14     | 23.1%  | 6  | 23.8%  | 10 | 25.0%  |     | 22.5%  | 9  |               |
| Once every six months                                | 41.6% | 199 |       |    | 56.8% | 21 | 43.9%    |        | 44.9%   | 22    |              |         | 48.1%        | 25      |             |        | 42.3%  | 11 | 23.8%  |    | 43.8%  | 21  |        | 12 |               |
| Once a year  | 13.8% | 66  |       | 6  |       | 2  |          |        | 10.2%   | 5     |              | 4       |              | 4       |             |        | 23.1%  |    | 16.7%  |    | 18.8%  | 9   |        | 9  |               |
| Less often   | 2.7%  | 13  | 0.0%  | 0  | 0.0%  | 0  | 4.9%     | 2      | 4.1%    | 2     | 0.0%         | 0       |              | 3       |             | 1      | 0.0%   | 0  |        | 2  | 2.1%   | 1   | 5.0%   | 2  |               |
| (Don't know / varies)                                | 4.6%  | 22  | 4.1%  | 2  | 0.0%  | 0  |          | 0      | 2.0%    | 1     | 6.8%         | 3       |              | 2       |             | 3      |        |    | 19.0%  | 8  | 2.1%   | 1   |        | 1  |               |
| Base:  |       | 478 | ,0    | 49 | 0.070 | 37 | 0.070    | 41     | 2.070   | 49    | 0.070        | 44      | 2.070        | 52      |             | 50     |        | 26 | 17.070 | 42 | 2.170  | 48  | 2.0 70 | 40 |               |
| Daye.  |       | .,, |       | ., |       | 0, |          |        |         | .,    |              |         |              |         |             |        |        |    |        |    |        | .0  |        | .0 |               |
| Q36 Where do you or m<br>Those who visit museu       |       | -   |       |    |       |    |          |        | •       | or ot | her plac     | ce of I | historica    | al / cu | ıltural int | terest | t?     |    |        |    |        |     |        |    |               |
| Ipswich Museum                                       | 8.3%  | 32  | 3.0%  | 1  | 0.0%  | 0  | 0.0%     | 0      | 2.6%    | 1     | 21.9%        | 7       | 20.4%        | 10      | 23.5%       | 8      | 0.0%   | 0  | 0.0%   | 0  | 13.5%  | 5   | 0.0%   | 0  |               |
| Moyse's Hall Museum,<br>Cornhill, Bury St<br>Edmunds | 1.6%  | 6   |       | 0  | 12.1% | 4  | 0.0%     | 0      | 0.0%    |       | 0.0%         | 0       | 0.0%         | 0       |             | 0      |        | 0  | 6.7%   | 2  |        | 0   |        | 0  |               |
| Museum Of East Anglian Life, Iliffe Way, Stowmarket  | 3.6%  | 14  | 0.0%  | 0  | 0.0%  | 0  | 0.0%     | 0      | 0.0%    | 0     | 6.3%         | 2       | 2.0%         | 1       | 0.0%        | 0      | 21.9%  | 7  | 10.0%  | 3  | 2.7%   | 1   | 0.0%   | 0  |               |
| Norfolk and Suffolk                                  | 0.5%  | 2   | 0.0%  | 0  | 0.00/ | 0  | 0.0%     | 0      | 0.00/   | 0     | 0.00/        | 0       | 2.0%         | 1       | 0.00/       | 0      | 0.0%   | 0  | 0.00/  | 0  | 2.70/  | 1   | 0.0%   | 0  |               |
| Aviation Museum                                      | 0.5%  | 2   | 0.0%  | U  | 0.0%  | U  | 0.0%     | U      | 0.0%    | U     | 0.0%         | U       | 2.070        | 1       | 0.0%        | 0      | 0.070  | 0  | 0.0%   | U  | 2.7%   | 1   | 0.0%   | U  |               |
| Bramford   | 0.5%  | 2   | 3.0%  | 1  | 3.0%  | 1  | 0.0%     | 0      | 0.0%    | 0     | 0.00/        | 0       | 0.0%         | 0       | 0.0%        | 0      | 0.00/  | 0  | 0.0%   | 0  | 0.0%   | 0   | 0.0%   | 0  |               |
|  |       |     |       | 0  |       | 3  |          | 1      |         | 2     | 0.0%         | 0       | 0.070        |         |             |        |        |    | 13.3%  | 4  |        |     |        | -  |               |
| Bury St Edmunds                                      | 4.1%  | 16  |       | -  | 9.1%  | 3  | 2.8%     | 1      | 5.3%    | 1     |              | 1       | 0.0%<br>0.0% | 0       |             | 0      |        |    | 13.3%  | 4  | 2.7%   | 1 2 | 6.3%   | 2  |               |
| Cambridge  | 4.1%  |     | 12.1% | 4  | 9.1%  |    | 2.8%     | -      | 2.6%    | _     | 3.1%         | -       |              | 0<br>9  |             |        |        |    |        | •  | 5.4%   | 1   |        | 0  |               |
| Colchester   | 5.4%  | 21  |       | 4  | 0.0%  | 0  | 8.3%     | 3      | 7.9%    | 3     | 3.1%         | 1       | 18.4%        | -       | 0.070       | 0      |        | 0  | 0.0%   | 0  | 2.7%   | -   | 0.0%   | 0  |               |
| Ipswich  | 5.4%  | 21  | 0.0%  |    | 0.0%  | 0  | 2.8%     | _      | 0.0%    | 0     | 9.4%<br>0.0% | 0       | 18.4%        |         | 11.8%       | 4      |        | 0  | 3.3%   | 0  | 5.4%   | 2   |        | 0  |               |
| Lavenham   | 0.5%  |     | 0.0%  | 0  | 0.0%  | 1  | 5.6%     | 2      | 0.0%    |       |              | 0       |              | 0       |             |        |        | 0  | 0.0%   | 0  | 0.0%   |     |        | 0  |               |
| Long Melford   | 0.3%  | 1   | 0.0%  |    | 3.0%  | -  | 0.0%     |        | 0.0%    | 0     | 0.0%         | 0       | 0.0%         | 0       |             | 0      |        |    | 0.0%   | -  | 0.0%   | 0   | 0.0%   | 0  |               |
| Stowmarket   | 1.0%  | 4   | 0.0%  | 0  | 3.0%  | 1  | 0.0%     | 0      | 0.0%    | 0     | 0.0%         |         | 0.0%         | 0       |             | 0      |        | 1  | 0.0%   | 0  | 2.7%   | 1   | 3.1%   | 1  |               |
| Sudbury  | 0.8%  | 3   | 0.0%  | 0  | 0.0%  | 0  | 5.6%     | 2      | 2.6%    | 1     | 0.0%         | 0       | 0.0%         | 0       |             | 0      |        | 0  | 0.0%   | 0  | 0.0%   | 0   |        | 0  |               |
| Abroad   | 0.8%  | 3   | 3.0%  | 1  | 3.0%  | 1  | 0.0%     | 0      | 0.0%    | 0     | 0.0%         | 0       | 0.0%         | 0       |             | 0      |        | 0  | 3.3%   | 1  | 0.0%   | 0   |        | 0  |               |
| Chester-le-Street                                    | 0.3%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 2.8%     | 1      | 0.0%    | 0     | 0.0%         | 0       | 0.0%         | 0       | 0.070       | 0      |        | 0  | 0.0%   | 0  | 0.0%   | 0   |        | 0  |               |
| Norwich  | 4.9%  | 19  | 3.0%  | 1  | 0.0%  | 0  | 2.8%     | 1      | 0.0%    | 0     | 0.0%         | 0       |              | 2       |             | 0      |        | 2  | 3.3%   | 1  | 5.4%   | 2   |        | 10 |               |
| Portsmouth   | 0.3%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%     | 0      | 0.0%    | 0     | 0.0%         | 0       | 0.0%         | 0       |             | 0      |        | 0  | 0.0%   | 0  | 0.0%   | 0   |        | 1  |               |
| Ross-on-Wye  | 0.3%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%     | 0      | 0.0%    | 0     | 0.0%         | 0       | 0.0%         | 0       |             | 0      |        | 1  | 0.0%   | 0  | 0.0%   | 0   |        | 0  |               |
| Salisbury  | 0.3%  | 1   | 0.0%  | 0  | 3.0%  | 1  | 0.0%     | 0      | 0.0%    | 0     | 0.0%         | 0       | 0.0%         | 0       |             | 0      |        | 0  | 0.0%   | 0  | 0.0%   | 0   |        | 0  |               |
| Snape  | 0.3%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%     | 0      | 0.0%    | 0     | 0.0%         | 0       |              | 0       |             | 0      |        | 0  | 0.0%   | 0  | 0.0%   | 0   |        | 1  |               |
| West End / Central London                            | 37.0% | 143 |       |    | 42.4% | 14 | 33.3%    |        | 68.4%   | 26    |              | 15      |              | 14      |             |        | 34.4%  |    | 16.7%  | 5  | 24.3%  | 9   |        | 14 |               |
| York   | 0.5%  | 2   | 0.0%  | 0  | 0.0%  | 0  | 0.0%     | 0      | 0.0%    | 0     | 0.0%         | 0       | 0.0%         | 0       |             | 1      | 0.0%   | 0  | 3.3%   | 1  | 0.0%   | 0   |        | 0  |               |
| (Don't know / varies)                                | 19.2% | 74  | 30.3% | 10 | 12.1% | 4  | 33.3%    | 12     | 10.5%   | 4     | 9.4%         | 3       | 6.1%         | 3       |             |        | 18.8%  | 6  | 26.7%  |    | 32.4%  | 12  | 9.4%   | 3  |               |
| Base:  |       | 386 |       | 33 |       | 33 |          | 36     |         | 38    |              | 32      |              | 49      |             | 34     |        | 32 |        | 30 |        | 37  |        | 32 |               |

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|  |       |         |        |     |        |       |        |    |        |       |           |       |          |    |       |    |        |    |        |    |        |    |        |    | <b>3</b> |
|--|-------|---------|--------|-----|--------|-------|--------|----|--------|-------|-----------|-------|----------|----|-------|----|--------|----|--------|----|--------|----|--------|----|----------|
|  | Tota  | ıl Z    | Zone 1 |     | Zone 2 |       | Zone 3 |    | Zone 4 | 1     | Zone      | 5     | Zone     | 6  | Zone  | 7  | Zone 8 | 3  | Zone 9 | 9  | Zone 1 | 0  | Zone 1 | 1  |          |
| Q36AHow often do you<br>Those who visit muse | •     |         |        |     |        | •     |        | •  |        | stori | cal / cul | tural | interest | ?  |       |    |        |    |        |    |        |    |        |    |          |
| Once a week                                  | 0.5%  | 2 0.    | 0%     | 0   | 3.0%   | 1 (   | 0.0%   | 0  | 0.0%   | 0     | 0.0%      | 0     | 0.0%     | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 2.7%   | 1  | 0.0%   | 0  |          |
| Once a fortnight                             | 1.3%  | 5 3.    | 0%     | 1   | 0.0%   | 0 (   | 0.0%   | 0  | 0.0%   | 0     | 0.0%      | 0     | 2.0%     | 1  | 0.0%  | 0  | 3.1%   | 1  | 0.0%   | 0  | 5.4%   | 2  | 0.0%   | 0  |          |
| Once a month                                 | 9.1%  | 35 12.  | 1%     | 4 2 | 21.2%  | 7 13  | 3.9%   | 5  | 7.9%   | 3     | 6.3%      | 2     | 0.0%     | 0  | 0.0%  | 0  | 6.3%   | 2  | 16.7%  | 5  | 10.8%  | 4  | 9.4%   | 3  |          |
| Once every two months                        | 22.8% | 88 27.  | 3%     | 9 2 | 24.2%  | 8 25  | 5.0%   | 9  | 21.1%  | 8     | 28.1%     | 9     | 28.6%    | 14 | 23.5% | 8  | 18.8%  | 6  | 16.7%  | 5  | 8.1%   | 3  | 28.1%  | 9  |          |
| Once every six months                        | 38.6% | 149 21. | 2%     | 7 3 | 33.3%  | 11 36 | 6.1%   | 13 | 44.7%  | 17    | 43.8%     | 14    | 44.9%    | 22 | 35.3% | 12 | 46.9%  | 15 | 33.3%  | 10 | 43.2%  | 16 | 37.5%  | 12 |          |
| Once a year                                  | 18.7% | 72 24.  | 2%     | 8 1 | 12.1%  | 4 11  | 1.1%   | 4  | 23.7%  | 9     | 18.8%     | 6     | 14.3%    | 7  | 29.4% | 10 | 21.9%  | 7  | 16.7%  | 5  | 18.9%  | 7  | 15.6%  | 5  |          |
| Less often                                   | 5.7%  | 22 12.  | 1%     | 4   | 0.0%   | 0 11  | 1.1%   | 4  | 2.6%   | 1     | 0.0%      | 0     | 8.2%     | 4  | 2.9%  | 1  | 0.0%   | 0  | 3.3%   | 1  | 10.8%  | 4  | 9.4%   | 3  |          |
| (Don't know / varies)                        | 3.4%  | 13 0.   | 0%     | 0   | 6.1%   | 2 2   | 2.8%   | 1  | 0.0%   | 0     | 3.1%      | 1     | 2.0%     | 1  | 8.8%  | 3  | 3.1%   | 1  | 13.3%  | 4  | 0.0%   | 0  | 0.0%   | 0  |          |
| Base:  |       | 386     |        | 33  |        | 33    |        | 36 |        | 38    |           | 32    |          | 49 |       | 34 |        | 32 |        | 30 |        | 37 |        | 32 |          |

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#### Babergh & Mid Suffolk Household Survey For Carter Jonas

Total Zone 2 Zone 3 Zone 7 Zone 8 Zone 9 Zone 10 Zone 11 Zone 1 Zone 4 Zone 5 Zone 6 Q37 Where do you or members of your household normally go to a pub / bar / nightclub / music venue? Those who visit pub / bars / nightclub /music venue at O31: 0.4% 2 2.7% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 2.2% 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 Braintree 0 0.6% 3 0.0% 0 0.0% 0.0% 0.0% 0 0.0% 0 6.7% 3 0.0% 0.0% 0 0.0% 0 0.0% 0 Bramford 0 0 0.0% 0 0.2% Brantham 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 2.2% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 9.2% Bury St Edmunds 44 0.0% 0 45.0% 18 2.1% 1 2.4% 2.2% 0.0% 0 0.0% 0 2.2% 36.6% 15 12.5% 6 2.5% Colchester 1.5% 7 2.7% 1 0.0% 0 6.3% 3 2.4% 0.0% 0 4.3% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Copdock Mill 0.2% 1 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 2.2% 1 0.0% 0.0% 0 0.0% 0.0% 0 0.0% 0 0 0 0 Debenham 1.0% 5 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 11.1% 5 0.0% 0 0.0% 0 0.0% 0 0.0% 0 3 Dedham 0.6% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 6.5% 3 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Eye 2.5% 12 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 25.0% 12 0.0% 0 2 0 0.0% 0 0.0% Great Conard 0.4% 0.0% 0 4.2% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Hadleigh 6.9% 33 0.0% 0 0.0% 0 2.1% 1 0.0% 0 71.1% 32 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Halstead 0.2% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 2.5% 0.2% 0 2.7% 1 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 Haverhill 1 0 7.8% 37 0.0% 0 0.0% 0.0% 5 26.7% 0 2.5% **Ipswich** 0 0 0.0% 0 11.1% 30.4% 14 12 11.1% 5 0.0% 0 0.0% Lavenham 1.7% 8 2.7% 7.5% 3 8.3% 4 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 3.4% 16 21.6% 8 2.5% 14.6% 7 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 1.3% 0 0.0% 0.0% 0.0% 0.0% 0.0% 0 Manningtree 6 0.0% 0 0 0 0.0% 0 13.0% 6 0 0 0.0% 0 0.0% 0 0.0% Needham 0.2% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 2.5% Needham Market 0.8% 4 0.0% 0 0.0% 0 0.0% 0 0.0% 0 2.2% 0.0% 0 6.7% 3 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Stowmarket 9.0% 43 0.0% 0 5.0% 2 0.0% 0 0.0% 0 2.2% 0.0% 0 6.7% 3 73.3% 33 7.3% 3 2.1% 0.0% 0 15.3% 73 24.3% 9 7.5% 3 47.9% 23 90.5% 38 0 0 0.0% 0.0% 0.0% 0 0.0% 0 Sudbury 0.0% 0.0% 0 0 0 0.0% Acton 0.2% 1 0.0% 0 0.0% 0 2.1% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Aldham 0.2% 1 2.7% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.2% 0 0 0 0.0% 0.0% 0.0% 0 0.0% 0 0.0% 0.0% 0 2.2% 0.0% 0.0% 0 0.0% Bacton 1 0.0% 0 0 0 Badingham 0.2% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 2.5% Barham 0.2% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 2.2% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.6% 3 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 6.5% 3 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Bentley 0 0.2% 0.0% 0.0% 0 0 0.0% 2.4% Beyton 1 0.0% 0 0 0.0% 0 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Botesdale 0.4% 2 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 4.2% 2 0.0% 0 0 Boxford 0.4% 2 0.0% 0 0.0% 0 4.2% 2 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Bradfield St. George 0.2% 1 0.0% 0 2.5% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.2% 0 2.5% 0 0 0.0% 0 0.0% 0 0 Brockley 1 0.0% 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% Bungay 0.2% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 2.5% 0.2% Cambridge 1 0.0% 0 0.0% 0.0% 2.4% 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0.0% 0 0.0% 0.2% 0 0.0% 0.0% 0 0.0% 0 2.2% 0.0% 0.0% 0 0 Central London 0.0% 0 0.0% 0 0.0% 0 1 0.0% 0 0 0.0% 0.2% 2.2% 0.0% 0 Chelmondiston 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0 0.0% 0 0.0% 0 0.0% 0 0.0% Chelmsford 0.2% 1 2.7% 1 0.0% 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0.0% 0 0.0% 0 0.2% 1 0.0% 0 2.5% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Chevington 0.2% 1 2.7% 0.0% 0 0 0 0.0% 0 0 Clare 0 0.0% 0 0.0% 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% Claydon 0.2% 1 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 2.2% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% Cockfield 0.4% 2 0.0% 0 5.0% 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 Coddenham 0.2% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 2.2% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.2% 0 0.0% 0 Colne Engaine 2.7% 0.0% 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% Cotton 0.2% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 2.2% 1 0.0% 0 0.0% 0 0.0% 0

|                            |              |     |              |    |              |    |              |    |              |    | or C         | ai u | 1 901        | 143 |              |    |              |    |              |    |              |    |              |    | February 2015 |
|----------------------------|--------------|-----|--------------|----|--------------|----|--------------|----|--------------|----|--------------|------|--------------|-----|--------------|----|--------------|----|--------------|----|--------------|----|--------------|----|---------------|
|                            | Tota         | l   | Zone         | 1  | Zone         | 2  | Zone 3       | 3  | Zone 4       | ļ  | Zone         | 5    | Zone         | 6   | Zone         | 7  | Zone         | 8  | Zone 9       | )  | Zone 1       | 0  | Zone 1       | 1  |               |
|                            |              |     |              |    |              |    |              |    |              |    |              |      |              |     |              |    |              |    |              |    |              |    |              |    |               |
| Dennington                 | 0.4%         | 2   |              | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0    | 0.0%         | 0   |              | 1  | 0.0%         | 0  | 0.0%         | 0  |              | 0  | 2.5%         | 1  |               |
| Diss                       | 1.5%         | 7   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0    | 0.0%         | 0   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  |              | 6  | 2.5%         | 1  |               |
| Earl Soham                 | 0.2%         | 1   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0    | 0.0%         | 0   | 2.2%         | 1  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  |               |
| Earls Colne                | 0.4%         | 2   |              | 2  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0    | 0.0%         | 0   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  |               |
| East Bergholt              | 0.6%         | 3   |              | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0    | 6.5%         | 3   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  |               |
| Elmswell                   | 0.4%         | 2   |              | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0    | 0.0%         | 0   | 0.0%         | 0  | 0.0%         | 0  | 4.9%         | 2  | 0.0%         | 0  | 0.0%         | 0  |               |
| Felsham                    | 0.4%         | 2   |              | 0  | 5.0%         | 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  |               |
| Fordham, Cambridgeshire    | 0.2%         | 1   | 2.7%         | 1  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0    | 0.0%         | 0   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  |               |
| Framlingham                | 0.2%         | 1   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0    | 0.0%         | 0   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 2.5%         | 1  |               |
| Fressingfield              | 0.4%         | 2 5 |              | 5  | 0.0%<br>0.0% | 0  | 0.0%<br>0.0% | 0  | 0.0%         | 0  | 0.0%         | 0    | 0.0%<br>0.0% | 0   | 0.0%         | 0  | 0.0%         | 0  | 0.0%<br>0.0% | 0  | 0.0%         | 0  | 5.0%<br>0.0% | 2  |               |
| Glemsford                  | 1.0%         | 1   |              | -  | 0.0%         |    |              |    | 0.0%         |    |              | 0    |              | -   | 0.0%         |    | 0.0%<br>2.2% | 1  | 0.0%         | 0  | 0.0%         | 0  |              | 0  |               |
| Great Finborough<br>Groton | 0.2%<br>0.2% | 1   | 0.0%<br>0.0% | 0  | 0.0%         | 0  | 0.0%<br>2.1% | 0  | 0.0%<br>0.0% | 0  | 0.0%<br>0.0% | 0    | 0.0%<br>0.0% | 0   | 0.0%<br>0.0% | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%<br>0.0% | 0  | 0.0%<br>0.0% | 0  |               |
| Harleston                  | 0.2%         | 4   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0    | 0.0%         | 0   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 10.0%        | 4  |               |
| Hessett                    | 0.8%         | 1   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0    | 0.0%         | 0   | 0.0%         | 0  | 0.0%         | 0  | 2.4%         | 1  | 0.0%         | 0  | 0.0%         | 0  |               |
| Hintlesham                 | 0.2%         | 1   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0    | 2.2%         | 1   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  |               |
| Holbrook                   | 0.2%         | 1   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0    | 2.2%         | 1   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  |               |
| Holton                     | 0.2%         | 1   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0    | 0.0%         | 0   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 2.5%         | 1  |               |
| Hoxne                      | 0.4%         | 2   |              | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0    | 0.0%         | 0   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 5.0%         | 2  |               |
| Kersey                     | 0.4%         | 1   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0    | 2.2%         | 1   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  |               |
| Lawshall                   | 0.4%         | 2   |              | 0  | 5.0%         | 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  |               |
| Laxfield                   | 0.2%         | 1   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0    | 0.0%         | 0   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 2.5%         | 1  |               |
| Leavenheath                | 0.4%         | 2   |              | 0  | 0.0%         | 0  | 4.2%         | 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  |               |
| Mendham                    | 0.2%         | 1   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0    | 0.0%         | 0   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 2.5%         | 1  |               |
| Monks Eleigh               | 0.2%         | 1   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 2.2%         | 1    | 0.0%         | 0   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  |               |
| North Walsham              | 0.2%         | 1   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0    | 0.0%         | 0   | 0.0%         | 0  | 0.0%         | 0  | 2.4%         | 1  | 0.0%         | 0  | 0.0%         | 0  |               |
| Norton                     | 0.8%         | 4   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0    | 0.0%         | 0   | 0.0%         | 0  | 0.0%         | 0  | 9.8%         | 4  | 0.0%         | 0  | 0.0%         | 0  |               |
| Norwich                    | 1.9%         | 9   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0    | 0.0%         | 0   | 4.4%         | 2  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 17.5%        | 7  |               |
| Rattlesden                 | 0.4%         | 2   |              | 0  | 5.0%         | 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  |               |
| Redgrave                   | 0.2%         | 1   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0    | 0.0%         | 0   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 2.1%         | 1  | 0.0%         | 0  |               |
| Rickinghall                | 0.8%         | 4   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0    | 0.0%         | 0   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 8.3%         | 4  | 0.0%         | 0  |               |
| Shotley                    | 0.2%         | 1   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0    | 2.2%         | 1   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  |               |
| Sicklesmere                | 0.4%         | 2   | 0.0%         | 0  | 5.0%         | 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  |               |
| Southwold                  | 0.2%         | 1   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0    | 0.0%         | 0   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 2.5%         | 1  |               |
| Stradbroke                 | 0.8%         | 4   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0    | 0.0%         | 0   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 10.0%        | 4  |               |
| Stratford St. Mary         | 0.2%         | 1   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0    | 2.2%         | 1   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  |               |
| Stutton                    | 0.2%         | 1   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0    | 0.0%         | 0   | 2.2%         | 1  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  |               |
| Tharston                   | 0.4%         | 2   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0    | 0.0%         | 0   | 0.0%         | 0  | 0.0%         | 0  | 4.9%         | 2  | 0.0%         | 0  | 0.0%         | 0  |               |
| Tostock                    | 0.6%         | 3   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0    | 0.0%         | 0   | 0.0%         | 0  | 0.0%         | 0  | 7.3%         | 3  | 0.0%         | 0  | 0.0%         | 0  |               |
| Waldringfield              | 0.2%         | 1   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0    | 2.2%         | 1   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  |               |
| Washbrook                  | 0.2%         | 1   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0    | 0.0%         | 0   | 2.2%         | 1  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  |               |
| West Bergholt              | 0.2%         | 1   | 2.7%         | 1  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0    | 0.0%         | 0   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  |               |
| Woodbridge                 | 0.8%         | 4   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0    | 0.0%         | 0   | 6.7%         | 3  |              | 0  | 0.0%         | 0  | 2.1%         | 1  | 0.0%         | 0  |               |
| Woolpit                    | 0.2%         | 1   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0    | 0.0%         | 0   | 0.0%         | 0  | 0.0%         | 0  | 2.4%         | 1  | 0.0%         | 0  | 0.0%         | 0  |               |
| Yaxley                     | 0.2%         | 1   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0    | 0.0%         | 0   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 2.1%         | 1  | 0.0%         | 0  |               |
| (Don't know / varies)      | 11.1%        | 53  | 8.1%         | 3  | 0.0%         | 0  | 2.1%         | 1  | 2.4%         | 1  | 8.9%         | 4    | 10.9%        | 5   | 13.3%        | 6  | 6.7%         | 3  | 19.5%        | 8  | 29.2%        | 14 | 20.0%        | 8  |               |
| Base:                      |              | 477 |              | 37 |              | 40 |              | 48 |              | 42 |              | 45   |              | 46  |              | 45 |              | 45 |              | 41 |              | 48 |              | 40 |               |

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|   |       |     |       |    |       |      |           |       |        | _  | <b>01 0</b> |    | 01 001 |    |        |    |       |    |        |    |        |    |        |    | 1 051 001 7 201 |
|---|-------|-----|-------|----|-------|------|-----------|-------|--------|----|-------------|----|--------|----|--------|----|-------|----|--------|----|--------|----|--------|----|-----------------|
|   | Tota  | l   | Zone  | 1  | Zone  | 2    | Zone      | 3     | Zone 4 |    | Zone :      | 5  | Zone   | 6  | Zone ' | 7  | Zone  | 8  | Zone 9 | )  | Zone 1 | 0  | Zone 1 | 1  |                 |
| Q37AHow often do you  Those who visit pub / |       |     |       |    |       | nigh | tclub / n | nusic | venue? |    |             |    |        |    |        |    |       |    |        |    |        |    |        |    |                 |
| Once a week                                 | 31.9% | 152 | 32.4% |    |       | 16   | 35.4%     | 17    | 33.3%  | 14 | 42.2%       | 19 | 30.4%  | 14 | 33.3%  | 15 | 24.4% | 11 | 24.4%  | 10 | 22.9%  | 11 | 32.5%  | 13 |                 |
| Once a fortnight                            | 19.9% | 95  | 16.2% | 6  | 32.5% | 13   | 16.7%     | 8     | 21.4%  | 9  | 24.4%       | 11 | 21.7%  | 10 | 15.6%  | 7  | 28.9% | 13 | 7.3%   | 3  | 27.1%  | 13 | 5.0%   | 2  |                 |
| Once a month                                | 30.0% | 143 | 24.3% | 9  | 12.5% | 5    | 35.4%     | 17    | 35.7%  | 15 | 24.4%       | 11 | 21.7%  | 10 | 31.1%  | 14 | 31.1% | 14 | 43.9%  | 18 | 33.3%  | 16 | 35.0%  | 14 |                 |
| Once every two months                       | 10.5% | 50  | 10.8% | 4  | 12.5% | 5    | 8.3%      | 4     | 9.5%   | 4  | 2.2%        | 1  | 13.0%  | 6  | 13.3%  | 6  | 11.1% | 5  | 17.1%  | 7  | 8.3%   | 4  | 10.0%  | 4  |                 |
| Once every six months                       | 4.4%  | 21  | 8.1%  | 3  | 0.0%  | 0    | 4.2%      | 2     | 0.0%   | 0  | 4.4%        | 2  | 4.3%   | 2  | 4.4%   | 2  | 2.2%  | 1  | 4.9%   | 2  | 4.2%   | 2  | 12.5%  | 5  |                 |
| Once a year                                 | 0.6%  | 3   | 0.0%  | 0  | 2.5%  | 1    | 0.0%      | 0     | 0.0%   | 0  | 2.2%        | 1  | 2.2%   | 1  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |                 |
| Less often                                  | 0.4%  | 2   | 5.4%  | 2  | 0.0%  | 0    | 0.0%      | 0     | 0.0%   | 0  | 0.0%        | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |                 |
| (Don't know / varies)                       | 2.3%  | 11  | 2.7%  | 1  | 0.0%  | 0    | 0.0%      | 0     | 0.0%   | 0  | 0.0%        | 0  | 6.5%   | 3  | 2.2%   | 1  | 2.2%  | 1  | 2.4%   | 1  | 4.2%   | 2  | 5.0%   | 2  |                 |
| Base:                                       |       | 477 |       | 37 |       | 40   |           | 48    |        | 42 |             | 45 |        | 46 |        | 45 |       | 45 |        | 41 |        | 48 |        | 40 |                 |

|  | Tota  | 1   | Zone 1  | 1      | Zone     | 2       | Zone 3    | 3    | Zone 4 | ļ  | Zone  | 5                                     | Zone 6 |    | Zone ' | 7  | Zone 8 |    | Zone 9 |    | Zone 10 | 0  | Zone 11 |    |  |
|--|-------|-----|---------|--------|----------|---------|-----------|------|--------|----|-------|---------------------------------------|--------|----|--------|----|--------|----|--------|----|---------|----|---------|----|--|
| Q38 Where do you or m Those who visit restau |       | •   | r house | hold ı | normally | y go to | o a resta | uran | t?     |    |       |                                       |        |    |        |    |        |    |        |    |         |    |         |    |  |
| Braintree                                    | 0.5%  | 4   | 4.1%    | 3      | 0.0%     | 0       | 0.0%      | 0    | 1.3%   | 1  | 0.0%  | 0                                     | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0  | 0.0%    | 0  |  |
| Bramford                                     | 0.2%  | 2   | 0.0%    | 0      | 0.0%     | 0       | 0.0%      | 0    | 0.0%   | 0  | 0.0%  | 0                                     | 0.0%   | 0  | 2.5%   | 2  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0  | 0.0%    | 0  |  |
| Bury St Edmunds                              | 18.8% | 153 | 2.7%    | 2      | 67.6%    | 50      | 11.8%     | 9    | 8.9%   | 7  | 4.3%  | 3                                     | 0.0%   | 0  | 2.5%   | 2  | 21.3%  | 13 | 66.7%  | 50 | 23.9%   | 16 | 1.4%    | 1  |  |
| Colchester                                   | 2.1%  | 17  | 8.1%    | 6      | 0.0%     | 0       | 3.9%      | 3    | 0.0%   | 0  | 1.4%  | 1                                     | 6.9%   | 6  | 1.3%   | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0  | 0.0%    | 0  |  |
| Copdock Mill                                 | 0.2%  | 2   | 0.0%    | 0      | 0.0%     | 0       | 0.0%      | 0    | 0.0%   | 0  | 0.0%  | 0                                     | 2.3%   | 2  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0  | 0.0%    | 0  |  |
| Debenham                                     | 0.5%  | 4   | 0.0%    | 0      | 0.0%     | 0       | 0.0%      | 0    | 0.0%   | 0  | 0.0%  | 0                                     | 0.0%   | 0  | 3.8%   | 3  | 0.0%   | 0  | 0.0%   | 0  | 1.5%    | 1  | 0.0%    | 0  |  |
| Dedham                                       | 0.4%  | 3   | 0.0%    | 0      | 0.0%     | 0       | 0.0%      | 0    | 0.0%   | 0  | 0.0%  | 0                                     | 3.4%   | 3  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0  | 0.0%    | 0  |  |
| Eye  | 2.2%  | 18  | 0.0%    | 0      | 0.0%     | 0       | 0.0%      | 0    | 0.0%   | 0  | 0.0%  | 0                                     | 0.0%   | 0  | 2.5%   | 2  | 0.0%   | 0  | 0.0%   | 0  | 20.9%   | 14 | 2.7%    | 2  |  |
| Great Conard                                 | 0.1%  | 1   | 0.0%    | 0      | 0.0%     | 0       | 1.3%      | 1    | 0.0%   | 0  | 0.0%  | 0                                     | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0  | 0.0%    | 0  |  |
| Hadleigh                                     | 4.7%  | 38  | 0.0%    | 0      | 0.0%     | 0       | 2.6%      | 2    | 0.0%   | 0  | 48.6% | 34                                    | 2.3%   | 2  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0  | 0.0%    | 0  |  |
| Halstead                                     | 0.5%  | 4   | 2.7%    | 2      | 0.0%     | 0       | 0.0%      | 0    | 0.0%   | 0  | 0.0%  | 0                                     | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 1.3%   | 1  | 0.0%    | 0  | 1.4%    | 1  |  |
| Haverhill                                    | 0.4%  | 3   | 4.1%    | 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  | 0.0%    | 0  |  |
| pswich                                       | 12.6% | 103 | 0.0%    | 0      | 0.0%     | 0       | 0.0%      | 0    | 2.5%   | 2  | 20.0% | 14                                    | 40.2%  | 35 | 39.2%  | 31 | 19.7%  | 12 | 4.0%   | 3  | 3.0%    | 2  | 5.5%    | 4  |  |
| Lavenham                                     | 2.0%  | 16  | 2.7%    | 2      | 5.4%     | 4       | 6.6%      | 5    | 1.3%   | 1  | 4.3%  | 3                                     | 1.1%   | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0  | 0.0%    | 0  |  |
| Long Melford                                 | 3.6%  | 29  | 9.5%    | 7      | 2.7%     | 2       | 13.2%     | 10   | 11.4%  | 9  | 1.4%  | 1                                     | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0  | 0.0%    | 0  |  |
| Manningtree                                  | 1.0%  | 8   | 0.0%    | 0      | 0.0%     | 0       | 0.0%      | 0    | 0.0%   | 0  | 0.0%  | 0                                     | 9.2%   | 8  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0  | 0.0%    | 0  |  |
| Veedham                                      | 0.2%  | 2   | 0.0%    | 0      | 0.0%     | 0       | 0.0%      | 0    | 0.0%   | 0  | 0.0%  | 0                                     | 0.0%   | 0  | 1.3%   | 1  | 1.6%   | 1  | 0.0%   | 0  | 0.0%    | 0  | 0.0%    | 0  |  |
| Needham Market                               | 0.4%  | 3   | 0.0%    | 0      | 0.0%     | 0       | 0.0%      | 0    | 0.0%   | 0  | 1.4%  | 1                                     | 0.0%   | 0  | 1.3%   | 1  | 1.6%   | 1  | 0.0%   | 0  | 0.0%    | 0  | 0.0%    | 0  |  |
| Stowmarket                                   | 4.8%  | 39  | 0.0%    | 0      | 1.4%     | 1       | 0.0%      | 0    | 0.0%   | 0  | 1.4%  | 1                                     | 0.0%   | 0  | 10.1%  | 8  | 39.3%  | 24 | 5.3%   | 4  | 1.5%    | 1  | 0.0%    | 0  |  |
| Sudbury                                      | 14.8% | 121 | 31.1%   | 23     | 4.1%     | 3       | 48.7%     | 37   | 72.2%  | 57 | 0.0%  | 0                                     | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 1.5%    | 1  | 0.0%    | 0  |  |
| Abroad                                       | 0.1%  | 1   | 0.0%    | 0      | 1.4%     | 1       | 0.0%      | 0    | 0.0%   | 0  | 0.0%  | 0                                     | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0  | 0.0%    | 0  |  |
| Aldeburgh                                    | 0.1%  | 1   | 0.0%    | 0      | 0.0%     | 0       | 0.0%      | 0    | 0.0%   | 0  | 0.0%  | 0                                     | 0.0%   | 0  | 1.3%   | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0  | 0.0%    | 0  |  |
| Assington                                    | 0.1%  | 1   | 1.4%    | 1      | 0.0%     | 0       | 0.0%      | 0    | 0.0%   | 0  | 0.0%  | 0                                     | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0  | 0.0%    | 0  |  |
| Badingham                                    | 0.1%  | 1   | 0.0%    | 0      | 0.0%     | 0       | 0.0%      | 0    | 0.0%   | 0  | 0.0%  | 0                                     | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0  | 1.4%    | 1  |  |
| Basildon                                     | 0.1%  | 1   | 1.4%    | 1      | 0.0%     | 0       | 0.0%      | 0    | 0.0%   | 0  | 0.0%  | 0                                     | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0  | 0.0%    | 0  |  |
| Beccles                                      | 0.2%  | 2   | 0.0%    | 0      | 0.0%     | 0       | 0.0%      | 0    | 0.0%   | 0  | 0.0%  | 0                                     | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0  | 2.7%    | 2  |  |
| Beyton                                       | 0.1%  | 1   | 0.0%    | 0      | 1.4%     | 1       | 0.0%      | 0    | 0.0%   | 0  | 0.0%  | 0                                     | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0  | 0.0%    | 0  |  |
| Bildeston                                    | 0.1%  | 1   | 0.0%    | 0      | 0.0%     | 0       | 0.0%      | ő    | 0.0%   | 0  | 1.4%  | 1                                     | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0  | 0.0%    | Ö  |  |
| Boxford                                      | 0.1%  | 1   | 0.0%    | 0      | 0.0%     | 0       | 0.0%      | 0    | 0.0%   | 0  | 1.4%  | 1                                     | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0  | 0.0%    | 0  |  |
| Bradfield St. Clare                          | 0.1%  | 1   | 0.0%    | 0      | 1.4%     | 1       | 0.0%      | ő    | 0.0%   | 0  | 0.0%  | 0                                     | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0  | 0.0%    | Ö  |  |
| Bungay                                       | 0.1%  | 1   | 0.0%    | 0      | 0.0%     | 0       | 0.0%      | 0    | 0.0%   | 0  | 0.0%  | 0                                     | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0  | 1.4%    | 1  |  |
| Cambridge                                    | 0.1%  | 1   | 1.4%    | 1      | 0.0%     | 0       | 0.0%      | ő    | 0.0%   | 0  | 0.0%  | 0                                     | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0  | 0.0%    | 0  |  |
| Cavendish                                    | 0.2%  | 2   | 2.7%    | 2      | 0.0%     | 0       | 0.0%      | 0    | 0.0%   | 0  | 0.0%  | 0                                     | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0  | 0.0%    | 0  |  |
| Central London                               | 0.7%  | 6   | 0.0%    | 0      | 1.4%     | 1       | 0.0%      | ő    | 0.0%   | 0  | 0.0%  | 0                                     | 2.3%   | 2  | 0.0%   | 0  | 0.0%   | 0  | 1.3%   | 1  | 1.5%    | 1  | 1.4%    | 1  |  |
| Chelmondiston                                | 0.1%  | 1   | 0.0%    | 0      | 0.0%     | 0       | 0.0%      | 0    | 0.0%   | 0  | 0.0%  | 0                                     | 1.1%   | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0  | 0.0%    | 0  |  |
| Clare  | 0.2%  | 2   | 2.7%    | 2      | 0.0%     | 0       | 0.0%      | ő    | 0.0%   | 0  | 0.0%  | 0                                     | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0  | 0.0%    | Ö  |  |
| laydon                                       | 0.2%  | 2   | 0.0%    | 0      | 0.0%     | 0       | 0.0%      | 0    | 0.0%   | 0  | 0.0%  | 0                                     | 0.0%   | 0  | 2.5%   | 2  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0  | 0.0%    | 0  |  |
| Cockfield                                    | 0.2%  | 2   | 0.0%    | 0      | 1.4%     | 1       | 1.3%      | 1    | 0.0%   | 0  | 0.0%  | 0                                     | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0  | 0.0%    | Ö  |  |
| Colne Engaine                                | 0.1%  | 1   | 1.4%    | 1      | 0.0%     | 0       | 0.0%      | 0    | 0.0%   | 0  | 0.0%  | 0                                     | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0  | 0.0%    | 0  |  |
| Cotton                                       | 0.1%  | 1   | 0.0%    | 0      | 0.0%     | 0       | 0.0%      | 0    | 0.0%   | 0  | 0.0%  | 0                                     | 0.0%   | 0  | 0.0%   | 0  | 1.6%   | 1  | 0.0%   | 0  | 0.0%    | 0  | 0.0%    | Ö  |  |
| Diss   | 3.8%  | 31  | 0.0%    | 0      | 0.0%     | 0       | 0.0%      | 0    | 0.0%   | 0  | 0.0%  | 0                                     | 0.0%   | 0  | 3.8%   | 3  | 1.6%   | 1  | 0.0%   | 0  | 22.4%   | 15 | 16.4%   | 12 |  |
| Earls Colne                                  | 0.4%  | 3   | 4.1%    | 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  | 0.0%    | 0  |  |
|  |       |     |         |        |          |         |           | 0    | 0.0%   | 0  | 0.0%  | 0                                     | 2.3%   | 2  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |         |    |         |    |  |
| East Bergholt                                | 0.2%  | 2   | 0.0%    | 0      | 0.0%     | 0       | 0.0%      | ()   | 0.0%   |    | 0.0%  | · · · · · · · · · · · · · · · · · · · | 23%    | /. | 0.0%   | () | 0.0%   | () | 0.0%   | () | 0.0%    | 0  | 0.0%    | 0  |  |

|                       | Tota  | ıl  | Zone  | 1  | Zone | 2  | Zone 3 | 3  | Zone 4 | ı  | Zone  | 5  | Zone  | 6  | Zone  | 7  | Zone  | 8  | Zone 9 | )  | Zone 1 | 0  | Zone 1 | 1  |
|-----------------------|-------|-----|-------|----|------|----|--------|----|--------|----|-------|----|-------|----|-------|----|-------|----|--------|----|--------|----|--------|----|
| Felixstowe            | 0.2%  | 2   | 0.0%  | 0  | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 1.1%  | 1  | 1.3%  | 1  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Felsham               | 0.1%  | 1   | 0.0%  | 0  |      | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Framlingham           | 0.1%  | 1   | 0.0%  | 0  |      | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.3%  | 1  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | ő  |
| Fressingfield         | 0.1%  | 1   | 0.0%  | 0  |      | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 1.4%   | 1  |
| Glemsford             | 0.1%  | 1   | 1.4%  | 1  | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Great Yarmouth        | 0.2%  | 2   |       | 0  |      | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 1.5%   | 1  | 1.4%   | 1  |
| Halesworth            | 0.1%  | 1   | 0.0%  | 0  | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | ő  | 0.0%   | 0  | 0.0%   | 0  | 1.4%   | 1  |
| Harleston             | 1.4%  | 11  |       | 0  | 2.7% | 2  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 12.3%  | 9  |
| Hintlesham            | 0.1%  | 1   | 0.0%  | 0  |      | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 1.1%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | Ó  |
| Holbrook              | 0.1%  | 1   | 0.0%  | 0  | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 1.1%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Kedington             | 0.1%  | 1   | 1.4%  | 1  | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Kersey                | 0.1%  | 1   | 0.0%  | 0  | 0.0% | 0  | 1.3%   | 1  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Kesgrave              | 0.1%  | 1   | 0.0%  | 0  |      | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 1.1%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Lawshall              | 0.1%  | 1   | 0.0%  | 0  | 1.4% | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Leavenheath           | 0.1%  | 1   | 0.0%  | 0  | 0.0% | 0  | 1.3%   | 1  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Little Waldingfield   | 0.1%  | 1   | 0.0%  | 0  | 1.4% | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Lowestoft             | 0.1%  | 1   | 0.0%  | 0  | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 1.4%   | 1  |
| Melton                | 0.1%  | 1   | 0.0%  | 0  | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 1.1%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Monks Eleigh          | 0.1%  | 1   | 0.0%  | 0  | 0.0% | 0  | 1.3%   | 1  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| North Walsham         | 0.2%  | 2   | 0.0%  | 0  | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.3%   | 1  | 0.0%   | 0  | 1.4%   | 1  |
| Norwich               | 2.0%  | 16  | 0.0%  | 0  | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.3%  | 1  | 0.0%  | 0  | 0.0%   | 0  | 1.5%   | 1  | 19.2%  | 14 |
| Pin Mill              | 0.1%  | 1   | 0.0%  | 0  | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 1.1%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Rattlesden            | 0.1%  | 1   | 0.0%  | 0  | 1.4% | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Rede                  | 0.1%  | 1   | 0.0%  | 0  | 1.4% | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Shepreth              | 0.1%  | 1   | 0.0%  | 0  | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 1.4%   | 1  |
| Shotley               | 0.2%  | 2   | 0.0%  | 0  | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 2.3%  | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Sicklesmere           | 0.1%  | 1   | 0.0%  | 0  | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.3%   | 1  | 0.0%   | 0  | 0.0%   | 0  |
| Snape                 | 0.1%  | 1   | 0.0%  | 0  | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 1.1%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Southwold             | 0.2%  | 2   |       | 0  | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 1.1%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 1.4%   | 1  |
| Stradbroke            | 0.2%  | 2   |       | 0  |      | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 2.7%   | 2  |
| Stutton               | 0.1%  | 1   | 0.0%  | 0  | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 1.1%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Thetford              | 0.1%  | 1   | 0.0%  | 0  |      | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 1.4%   | 1  |
| Thorndon              | 0.1%  | 1   | 0.0%  | 0  | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 1.5%   | 1  | 0.0%   | 0  |
| Tuddenham             | 0.1%  | 1   | 0.0%  | 0  | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.3%  | 1  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| West Bergholt         | 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  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Woodbridge            | 1.0%  | 8   |       | 0  |      | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  |       | 1  | 6.3%  | 5  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 2.7%   | 2  |
| (Don't know / varies) | 12.5% | 102 | 14.9% | 11 | 2.7% | 2  | 6.6%   | 5  | 2.5%   | 2  | 14.3% | 10 | 14.9% | 13 | 16.5% | 13 | 13.1% | 8  | 16.0%  | 12 | 19.4%  | 13 | 17.8%  | 13 |
| Base:                 |       | 815 |       | 74 |      | 74 |        | 76 |        | 79 |       | 70 |       | 87 |       | 79 |       | 61 |        | 75 |        | 67 |        | 73 |

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|                       | Tota         | al   | Zone      | 1      | Zone     | 2  | Zone  | 3  | Zone 4 | 1  | Zone  | 5  | Zone  | e 6 | Zone    | 7  | Zone  | 8  | Zone 9 | 9  | Zone 1 | .0 | Zone 1 | 1  |
|-----------------------|--------------|------|-----------|--------|----------|----|-------|----|--------|----|-------|----|-------|-----|---------|----|-------|----|--------|----|--------|----|--------|----|
| Q38AHow often do you  | -            |      | nold visi | t a re | staurant | :? |       |    |        |    |       |    |       |     |         |    |       |    |        |    |        |    |        |    |
| Those who visit rest  | aurants at Q | 931: |           |        |          |    |       |    |        |    |       |    |       |     |         |    |       |    |        |    |        |    |        |    |
| Once a week           | 18.5%        | 151  | 14.9%     | 11     | 8.1%     | 6  | 26.3% | 20 | 24.1%  | 19 | 30.0% | 21 | 12.6% | 11  | 17.7%   | 14 | 21.3% | 13 | 16.0%  | 12 | 17.9%  | 12 | 16.4%  | 12 |
| Once a fortnight      | 18.8%        | 153  | 13.5%     | 10     | 20.3%    | 15 | 19.7% | 15 | 22.8%  | 18 | 14.3% | 10 | 23.0% | 20  | 17.7%   | 14 | 23.0% | 14 | 16.0%  | 12 | 23.9%  | 16 | 12.3%  | 9  |
| Once a month          | 32.3%        | 263  | 28.4%     | 21     | 39.2%    | 29 | 35.5% | 27 | 30.4%  | 24 | 37.1% | 26 | 21.8% | 19  | 30.4%   | 24 | 31.1% | 19 | 30.7%  | 23 | 26.9%  | 18 | 45.2%  | 33 |
| Once every two months | 18.2%        | 148  | 27.0%     | 20     | 23.0%    | 17 | 7.9%  | 6  | 16.5%  | 13 | 15.7% | 11 | 25.3% | 22  | 2 20.3% | 16 | 11.5% | 7  | 21.3%  | 16 | 13.4%  | 9  | 15.1%  | 11 |
| Once every six months | 8.7%         | 71   | 12.2%     | 9      | 9.5%     | 7  | 7.9%  | 6  | 5.1%   | 4  | 1.4%  | 1  | 12.6% | 11  | 10.1%   | 8  | 9.8%  | 6  | 9.3%   | 7  | 10.4%  | 7  | 6.8%   | 5  |
| Once a year           | 0.4%         | 3    | 0.0%      | 0      | 0.0%     | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 2.3%  | 2   | 2 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 1.4%   | 1  |
| Less often            | 0.6%         | 5    | 1.4%      | 1      | 0.0%     | 0  | 1.3%  | 1  | 0.0%   | 0  | 0.0%  | 0  | 1.1%  | 1   | 0.0%    | 0  | 0.0%  | 0  | 0.0%   | 0  | 3.0%   | 2  | 0.0%   | 0  |
| (Don't know / varies) | 2.6%         | 21   | 2.7%      | 2      | 0.0%     | 0  | 1.3%  | 1  | 1.3%   | 1  | 1.4%  | 1  | 1.1%  | 1   | 3.8%    | 3  | 3.3%  | 2  | 6.7%   | 5  | 4.5%   | 3  | 2.7%   | 2  |
| Base:                 |              | 815  |           | 74     |          | 74 |       | 76 |        | 79 |       | 70 |       | 87  | 7       | 79 |       | 61 |        | 75 |        | 67 |        | 73 |

|  |       |     |       |    |        |      |          |        |          | _    | 01 0  | <i></i> |       | 140 |        |    |        |    |        |    |        |    |        |    | 1 col ually 2013 |
|--|-------|-----|-------|----|--------|------|----------|--------|----------|------|-------|---------|-------|-----|--------|----|--------|----|--------|----|--------|----|--------|----|------------------|
|  | Tota  | 1   | Zone  | 1  | Zone 2 | 2    | Zone     | 3      | Zone     | 4    | Zone  | 5       | Zone  | 6   | Zone 7 | ,  | Zone 8 | 3  | Zone 9 |    | Zone 1 | 0  | Zone 1 | 1  |                  |
| Q39 Where do you or me<br>Those who partake in fa                        |       | -   |       |    |        | go f | or famil | y ente | ertainme | ent? |       |         |       |     |        |    |        |    |        |    |        |    |        |    |                  |
| Bowlsworld, Ipswich  | 7.8%  | 18  | 0.0%  | 0  | 0.0%   | 0    | 3.7%     | 1      | 0.0%     | 0    | 11.1% | 2       | 13.6% | 3   | 30.8%  | 4  | 6.3%   | 1  | 0.0%   | 0  | 22.7%  | 5  | 7.7%   | 2  |                  |
| Bury Bowl, The Autopark,<br>Eastgate Street, Bury St.<br>Edmunds         | 11.7% | 27  | 0.0%  | 0  | 52.2%  | 12   | 7.4%     | 2      | 0.0%     | 0    | 0.0%  | 0       | 0.0%  | 0   | 0.0%   | 0  | 6.3%   | 1  | 37.5%  | 6  | 22.7%  | 5  | 3.8%   | 1  |                  |
| Demon Xtreme Sports, D7<br>Cowdray Centre, Cowdray<br>Avenue, Colchester | 0.9%  | 2   | 0.0%  | 0  | 0.0%   | 0    | 0.0%     | 0      | 3.8%     | 1    | 0.0%  | 0       | 4.5%  | 1   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |                  |
| Namco Fun Scape Ltd,<br>Sproughton Road, Ipswich                         | 4.8%  | 11  | 0.0%  | 0  | 0.0%   | 0    | 0.0%     | 0      | 0.0%     | 0    | 5.6%  | 1       | 9.1%  | 2   | 30.8%  | 4  | 18.8%  | 3  | 0.0%   | 0  | 4.5%   | 1  | 0.0%   | 0  |                  |
| Rollerworld, Eastgate<br>Industrial Estate Moorside,<br>Colchester       | 1.3%  | 3   | 4.5%  | 1  | 0.0%   | 0    | 7.4%     | 2      | 0.0%     | 0    | 0.0%  | 0       | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |                  |
| Tenpin Colchester  | 6.1%  | 14  | 22.7% | 5  | 0.0%   | 0    | 3.7%     | 1      | 11.5%    | 3    | 0.0%  | 0       | 22.7% | 5   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |                  |
| Braintree  | 1.7%  | 4   | 18.2% | 4  | 0.0%   | 0    | 0.0%     | 0      | 0.0%     | 0    | 0.0%  | 0       |       | 0   |        | 0  | 0.0%   | 0  | 0.0%   | 0  |        | 0  | 0.0%   | 0  |                  |
| Bury St Edmunds  | 6.1%  | 14  | 4.5%  | 1  | 13.0%  | 3    | 3.7%     | 1      | 0.0%     | 0    | 0.0%  | 0       | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0  | 37.5%  | 6  | 9.1%   | 2  | 3.8%   | 1  |                  |
| Colchester   | 0.4%  | 1   | 4.5%  | 1  | 0.0%   | 0    | 0.0%     | 0      | 0.0%     | 0    | 0.0%  | 0       | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |                  |
| Debenham   | 0.4%  | 1   | 0.0%  | 0  | 0.0%   | 0    | 0.0%     | 0      | 0.0%     | 0    | 0.0%  | 0       | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 4.5%   | 1  | 0.0%   | 0  |                  |
| Ipswich  | 15.2% | 35  | 0.0%  | 0  | 4.3%   | 1    | 3.7%     | 1      | 0.0%     | 0    | 38.9% | 7       | 36.4% | 8   | 0.0%   | 0  | 56.3%  | 9  | 12.5%  | 2  | 22.7%  | 5  | 7.7%   | 2  |                  |
| Stowmarket   | 2.2%  | 5   | 0.0%  | 0  | 8.7%   | 2    | 0.0%     | 0      | 0.0%     | 0    | 0.0%  | 0       | 0.0%  | 0   | 7.7%   | 1  | 6.3%   | 1  | 6.3%   | 1  | 0.0%   | 0  | 0.0%   | 0  |                  |
| Sudbury  | 19.9% | 46  | 31.8% | 7  | 8.7%   | 2    | 55.6%    | 15     | 69.2%    | 18   | 22.2% | 4       | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |                  |
| Central London   | 0.4%  | 1   | 0.0%  | 0  | 0.0%   | 0    | 3.7%     | 1      | 0.0%     | 0    | 0.0%  | 0       | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |                  |
| Chelmsford   | 0.4%  | 1   | 0.0%  | 0  | 0.0%   | 0    | 0.0%     | 0      | 3.8%     | 1    | 0.0%  | 0       | 0.0%  | 0   | 0.070  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |                  |
| Edinburgh  | 0.4%  | 1   | 0.0%  | 0  | 4.3%   | 1    | 0.0%     | 0      | 0.0%     | 0    | 0.0%  | 0       | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |                  |
| Great Whelnetham   | 0.4%  | 1   | 0.0%  | 0  | 4.3%   | 1    | 0.0%     | 0      | 0.0%     | 0    | 0.0%  | 0       | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |                  |
| King Pin, Gloster Road,<br>Martlesham Heath,<br>Ipswich                  | 0.4%  | 1   | 0.0%  | 0  | 0.0%   | 0    | 0.0%     | 0      | 0.0%     | 0    | 0.0%  | 0       | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 4.5%   | 1  | 0.0%   | 0  |                  |
| Martlesham   | 1.7%  | 4   | 0.0%  | 0  | 0.0%   | 0    | 0.0%     | 0      | 0.0%     | 0    | 0.0%  | 0       | 0.0%  | 0   | 15.4%  | 2  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 7.7%   | 2  |                  |
| Norwich  | 5.6%  | 13  | 0.0%  | 0  | 0.0%   | 0    | 0.0%     | 0      | 0.0%     | 0    | 0.0%  | 0       | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 4.5%   | 1  | 46.2%  | 12 |                  |
| Sproughton   | 1.3%  | 3   | 0.0%  | 0  | 0.0%   | 0    | 0.0%     | 0      | 0.0%     | 0    | 11.1% | 2       | 0.0%  | 0   |        | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |                  |
| Strikes, Byford Road,<br>Sudbury   | 2.2%  | 5   | 4.5%  | 1  | 4.3%   | 1    | 7.4%     | 2      | 3.8%     | 1    | 0.0%  | 0       | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |                  |
| (Don't know / varies)  | 8.7%  | 20  | 9.1%  | 2  | 0.0%   | 0    | 3.7%     | 1      | 7.7%     | 2    | 11.1% | 2       | 13.6% | 3   | 7.7%   | 1  | 6.3%   | 1  | 6.3%   | 1  | 4.5%   | 1  | 23.1%  | 6  |                  |
| Base:  |       | 231 |       | 22 |        | 23   |          | 27     |          | 26   |       | 18      |       | 22  |        | 13 |        | 16 |        | 16 |        | 22 |        | 26 |                  |

|   |       |     |        |    |            |        |            |       |            | _     |           |      |        |    |        |    |        |     |        |     |        |    |        |    |  |
|---|-------|-----|--------|----|------------|--------|------------|-------|------------|-------|-----------|------|--------|----|--------|----|--------|-----|--------|-----|--------|----|--------|----|--|
|   | Total | l   | Zone 1 | 1  | Zone 2     | 2      | Zone 3     | 3     | Zone 4     |       | Zone 5    | 1    | Zone 6 | i  | Zone 7 | 7  | Zone 8 |     | Zone 9 |     | Zone 1 | 0  | Zone 1 | 1  |  |
| Q39AHow often do you<br>Those who partake in  | •     |     |        |    | •          | terta  | inment?    |       |            |       |           |      |        |    |        |    |        |     |        |     |        |    |        |    |  |
| Once a week                                   | 4.8%  | 11  | 0.0%   | 0  | 8.7%       | 2      | 0.0%       | 0     | 11.5%      | 3     | 5.6%      | 1    | 9.1%   | 2  | 7.7%   | 1  | 0.0%   | 0   | 6.3%   | 1   | 0.0%   | 0  | 3.8%   | 1  |  |
| Once a fortnight                              | 3.9%  | 9   | 0.0%   | 0  | 0.0%       | 0      | 7.4%       | 2     | 0.0%       | 0     | 0.0%      | 0    | 4.5%   | 1  | 7.7%   | 1  | 12.5%  | 2   | 0.0%   | 0   | 4.5%   | 1  | 7.7%   | 2  |  |
| Once a month                                  | 13.9% | 32  | 13.6%  | 3  | 8.7%       | 2      | 14.8%      | 4     | 15.4%      | 4     | 16.7%     | 3    | 13.6%  | 3  | 23.1%  | 3  | 12.5%  | 2   | 25.0%  | 4   | 4.5%   | 1  | 11.5%  | 3  |  |
| Once every two months                         | 26.0% | 60  | 31.8%  | 7  | 26.1%      | 6      | 33.3%      | 9     | 26.9%      | 7     | 16.7%     | 3    | 22.7%  | 5  | 15.4%  | 2  | 43.8%  | 7   | 18.8%  | 3   | 31.8%  | 7  | 15.4%  | 4  |  |
| Once every six months                         | 28.6% | 66  | 27.3%  | 6  | 26.1%      | 6      | 33.3%      | 9     | 26.9%      | 7     | 44.4%     | 8    | 13.6%  | 3  | 38.5%  | 5  | 25.0%  | 4   | 25.0%  | 4   | 18.2%  | 4  | 38.5%  | 10 |  |
| Once a year                                   | 14.7% | 34  | 13.6%  | 3  | 30.4%      | 7      | 7.4%       | 2     | 11.5%      | 3     | 5.6%      | 1    | 22.7%  | 5  | 7.7%   | 1  | 6.3%   | 1   | 12.5%  | 2   | 27.3%  | 6  | 11.5%  | 3  |  |
| Less often                                    | 6.1%  | 14  | 9.1%   | 2  | 0.0%       | 0      | 3.7%       | 1     | 3.8%       | 1     | 11.1%     | 2    | 9.1%   | 2  | 0.0%   | 0  | 0.0%   | 0   | 12.5%  | 2   | 9.1%   | 2  | 7.7%   | 2  |  |
| (Don't know / varies)                         | 2.2%  | 5   | 4.5%   | 1  | 0.0%       | 0      | 0.0%       | 0     | 3.8%       | 1     | 0.0%      | 0    | 4.5%   | 1  | 0.0%   | 0  | 0.0%   | 0   | 0.0%   | 0   | 4.5%   | 1  | 3.8%   | 1  |  |
| Base:   |       | 231 |        | 22 |            | 23     |            | 27    |            | 26    |           | 18   |        | 22 |        | 13 |        | 16  |        | 16  |        | 22 |        | 26 |  |
| Q40 Where do you or I<br>Those who go to othe |       |     |        |    | normally   | / go f | or other   | leisu | re activit | ies ı | not menti | ione | d?     |    |        |    |        |     |        |     |        |    |        |    |  |
| Braintree                                     | 20.0% | 1   | 100.0% | 1  | 0.0%       | 0      | 0.0%       | 0     | 0.0%       | 0     | 0.0%      | 0    | 0.0%   | 0  | 0.0%   | 0  |        | 0   | 0.0%   | 0   | 0.0%   | 0  | 0.0%   | 0  |  |
| Bury St Edmunds                               | 20.0% | 1   | 0.0%   | 0  | 50.0%      | 1      | 0.0%       | 0     | 0.0%       | 0     |           | 0    | 0.0%   | 0  | 0.0%   | 0  |        | 0   | 0.0%   | 0   | 0.0%   | 0  | 0.0%   | 0  |  |
| Eye   | 20.0% | 1   | 0.0%   | 0  | 0.0%       | 0      | 0.0%       | 0     | 0.0%       | 0     | 0.0%      | 0    | 0.0%   | 0  | 0.0%   | 0  |        | 0   | 0.0%   | 0 1 | .00.0% | 1  | 0.0%   | 0  |  |
| Norwich                                       | 20.0% | 1   | 0.0%   | 0  | 0.00       | 0      | 0.0%       | 0     | 0.0%       | 0     |           | 0    | 0.0,0  | 0  |        | 0  |        | 0 1 | 00.0%  | 1   | 0.0%   | 0  |        | 0  |  |
| Don't know / varies)                          | 20.0% | 1   | 0.0%   | 0  | 50.0%      | 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  |  |
| Base:   |       | 5   |        | 1  |            | 2      |            | 0     |            | 0     |           | 0    |        | 0  |        | 0  |        | 0   |        | 1   |        | 1  |        | 0  |  |
| Q40AHow often do you<br>Those who go to othe  |       |     |        |    | other leis | sure a | activities | not   | mentione   | ed?   |           |      |        |    |        |    |        |     |        |     |        |    |        |    |  |
| nce a week                                    | 60.0% | 3   | 0.0%   | 0  | 50.0%      | 1      | 0.0%       | 0     | 0.0%       | 0     | 0.0%      | 0    | 0.0%   | 0  | 0.0%   | 0  |        | 0 1 | 00.0%  | 1 1 | 00.0%  | 1  | 0.0%   | 0  |  |
| Once a fortnight                              | 20.0% | 1   | 0.0%   | 0  | 50.0%      | 1      | 0.0%       | 0     | 0.0%       | 0     |           | 0    |        | 0  |        | 0  |        | 0   | 0.0%   | 0   | 0.0%   | 0  |        | 0  |  |
| nce a month                                   | 20.0% | 1   | 100.0% | 1  | 0.0%       | 0      | 0.0%       | 0     | 0.0%       | 0     |           | 0    |        | 0  | 0.0%   | 0  |        | 0   | 0.0%   | 0   | 0.0%   | 0  |        | 0  |  |
| nce every two months                          | 0.0%  | 0   |        | 0  | 0.0%       | 0      | 0.0%       | 0     | 0.0%       | 0     |           | 0    | 0.0%   | 0  | 0.0%   | 0  |        | 0   | 0.0%   | 0   | 0.0%   | 0  |        | 0  |  |
| Ince every six months                         | 0.0%  | 0   |        | 0  | 0.0%       | 0      | 0.0%       | 0     | 0.0%       | 0     |           | 0    | 0.0,0  | 0  | 0.0%   | 0  |        | 0   | 0.0%   | 0   | 0.0%   | 0  | 0.0%   | 0  |  |
| Once a year                                   | 0.0%  | 0   | 0.0%   | 0  | 0.0%       | 0      | 0.0%       | 0     | 0.0%       | 0     | 0.0%      | 0    | 0.0%   | 0  | 0.0%   | 0  |        | 0   | 0.0%   | 0   | 0.0%   | 0  | 0.0%   | 0  |  |
| ess often                                     | 0.0%  | 0   | 0.0,0  | 0  | 0.0%       | 0      | 0.0%       | 0     | 0.0%       | 0     |           | 0    | 0.0,0  | 0  | 0.0,0  | 0  |        | 0   | 0.0%   | 0   | 0.0%   | 0  |        | 0  |  |
| Don't know / varies)                          | 0.0%  | 0   | 0.0%   | 0  | 0.0%       | 0      | 0.0%       | 0     | 0.0%       | 0     | 0.0%      | 0    | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0  | 0.0%   | 0  |  |
| Base:   |       | 5   |        | 1  |            | 2      |            | 0     |            | 0     |           | 0    |        | 0  |        | 0  |        | 0   |        | 1   |        | 1  |        | 0  |  |
|   |       |     |        |    |            |        |            |       |            |       |           |      |        |    |        |    |        |     |        |     |        |    |        |    |  |

|   | Tota    | 1      | Zone 1   | 1     | Zone    | 2     | Zone      | 3      | Zone 4   | 4    | Zone   | 5     | Zone 6     | Ó    | Zone      | 7      | Zone      | 8     | Zone 9   | 9   | Zone  | 10 | Zone  | 11 |  |
|---|---------|--------|----------|-------|---------|-------|-----------|--------|----------|------|--------|-------|------------|------|-----------|--------|-----------|-------|----------|-----|-------|----|-------|----|--|
| Q41 What improvements   | could b | oe mad | de to Ba | bergl | h & Mid | Suffo | lk's leis | ure of | fer that | woul | d make | you v | isit / par | take | in leisuı | e acti | ivities m | ore o | ften? [M | IR] |       |    |       |    |  |
| Nothing   | 44.2%   | 486    | 36.0%    | 36    | 53.0%   | 53    | 27.0%     | 27     | 39.0%    | 39   | 45.0%  | 45    | 50.0%      | 50   | 44.0%     | 44     | 45.0%     | 45    | 54.0%    | 54  | 49.0% | 49 | 44.0% | 44 |  |
| A casino  | 0.0%    | 0      | 0.0%     | 0     | 0.0%    | 0     | 0.0%      | 0      | 0.0%     | 0    | 0.0%   | 0     | 0.0%       | 0    | 0.0%      | 0      | 0.0%      | 0     | 0.0%     | 0   | 0.0%  | 0  |       | 0  |  |
| A swimming pool   | 4.3%    | 47     | 1.0%     | 1     | 2.0%    | 2     | 6.0%      | 6      | 5.0%     | 5    | 7.0%   | 7     | 7.0%       | 7    | 4.0%      | 4      | 4.0%      | 4     | 3.0%     | 3   | 6.0%  | 6  |       | 2  |  |
| theatre   | 0.4%    | 4      | 2.0%     | 2     | 1.0%    | 1     | 0.0%      | 0      | 0.0%     | 0    | 1.0%   | 1     | 0.0%       | Ó    | 0.0%      | 0      | 0.0%      | 0     | 0.0%     | 0   | 0.0%  | 0  | 0.0%  | 0  |  |
| n art house cinema  | 1.2%    | 13     | 4.0%     | 4     | 0.0%    | 0     | 1.0%      | 1      | 4.0%     | 4    | 1.0%   | 1     | 0.0%       | 0    | 0.0%      | 0      | 0.0%      | 0     | 0.0%     | 0   | 2.0%  | 2  |       | 1  |  |
| etter cinema provision e.g. new multi-screen                    | 4.7%    | 52     | 7.0%     | 7     | 0.0%    | 0     | 11.0%     |        | 27.0%    | 27   | 1.0%   | 1     | 0.0%       | 0    | 0.0%      | 0      | 2.0%      | 2     | 0.0%     | 0   | 2.0%  | 2  |       | 2  |  |
| Bingo   | 0.0%    | 0      | 0.0%     | 0     | 0.0%    | 0     | 0.0%      | 0      | 0.0%     | 0    | 0.0%   | 0     | 0.0%       | 0    | 0.0%      | 0      | 0.0%      | 0     | 0.0%     | 0   | 0.0%  | 0  | 0.0%  | 0  |  |
| heaper prices   | 4.5%    | 49     | 2.0%     | 2     | 7.0%    | 7     | 8.0%      | 8      | 3.0%     | 3    | 3.0%   | 3     | 6.0%       | 6    | 3.0%      | 3      | 7.0%      | 7     | 4.0%     | 4   | 5.0%  | 5  |       | 1  |  |
| approved access by foot and cycle                               | 0.6%    | 7      | 0.0%     | 0     | 2.0%    | 2     | 2.0%      | 2      | 0.0%     | 0    | 0.0%   | 0     | 1.0%       | 1    | 0.0%      | 0      | 0.0%      | Ó     | 0.0%     | 0   | 1.0%  | 1  | 1.0%  | 1  |  |
| aproved public transport  | 2.4%    | 26     | 5.0%     | 5     | 5.0%    | 5     | 1.0%      | 1      | 2.0%     | 2    | 2.0%   | 2     | 1.0%       | 1    | 3.0%      | 3      | 4.0%      | 4     | 2.0%     | 2   | 1.0%  | 1  | 0.0%  | 0  |  |
| aproved security / CCTV   | 0.0%    | 0      | 0.0%     | 0     | 0.0%    | 0     | 0.0%      | 0      | 0.0%     | 0    | 0.0%   | 0     | 0.0%       | 0    | 0.0%      | 0      | 0.0%      | 0     | 0.0%     | 0   | 0.0%  | 0  |       | 0  |  |
| proved street furniture   | 0.2%    | 2      | 0.0%     | 0     | 0.0%    | 0     | 0.0%      | 0      | 1.0%     | 1    | 0.0%   | 0     | 0.0%       | 0    | 0.0%      | 0      | 1.0%      | 1     | 0.0%     | 0   | 0.0%  | 0  |       | 0  |  |
| proved street rankare<br>provements in the built<br>environment | 0.9%    | 10     | 0.0%     | 0     | 0.0%    | 0     | 2.0%      | 2      | 1.0%     | 1    | 1.0%   | 1     | 0.0%       | 0    | 1.0%      | 1      | 1.0%      | 1     | 1.0%     | 1   | 2.0%  | 2  |       | 1  |  |
| lore / better car parking                                       | 2.0%    | 22     | 2.0%     | 2     | 3.0%    | 3     | 3.0%      | 3      | 2.0%     | 2    | 2.0%   | 2     | 3.0%       | 3    | 4.0%      | 4      | 1.0%      | 1     | 1.0%     | 1   | 1.0%  | 1  | 0.0%  | 0  |  |
| ore / better cultural   | 0.7%    | 8      | 3.0%     | 3     | 2.0%    | 2     | 0.0%      | 0      | 1.0%     | 1    | 0.0%   | 0     | 0.0%       | 0    | 0.0%      | 0      | 1.0%      | 1     | 1.0%     | 1   | 0.0%  | 0  |       | 0  |  |
| ore / better disabled access                                    | 0.4%    | 4      | 0.0%     | 0     | 0.0%    | 0     | 0.0%      | 0      | 0.0%     | 0    | 0.0%   | 0     | 0.0%       | 0    | 0.0%      | 0      | 2.0%      | 2     | 1.0%     | 1   | 1.0%  | 1  | 0.0%  | 0  |  |
| ore / better health clubs /<br>gyms                             | 0.7%    | 8      | 2.0%     | 2     | 0.0%    | 0     | 1.0%      | 1      | 0.0%     | 0    | 1.0%   | 1     | 1.0%       | 1    | 0.0%      | 0      | 1.0%      | 1     | 1.0%     | 1   | 1.0%  | 1  | 0.0%  | 0  |  |
| Iore / better policing  | 0.2%    | 2      | 0.0%     | 0     | 0.0%    | 0     | 0.0%      | 0      | 0.0%     | 0    | 1.0%   | 1     | 0.0%       | 0    | 1.0%      | 1      | 0.0%      | 0     | 0.0%     | 0   | 0.0%  | 0  | 0.0%  | 0  |  |
| ore / better public houses                                      | 0.4%    | 4      | 1.0%     | 1     | 0.0%    | 0     | 0.0%      | 0      | 0.0%     | 0    | 0.0%   | 0     | 0.0%       | 0    | 0.0%      | 0      | 1.0%      | 1     | 1.0%     | 1   | 0.0%  | 0  | 1.0%  | 1  |  |
| ore / better seats  | 0.2%    | 2      | 0.0%     | 0     | 0.0%    | 0     | 0.0%      | 0      | 0.0%     | 0    | 1.0%   | 1     | 0.0%       | 0    | 0.0%      | 0      | 0.0%      | 0     | 0.0%     | 0   | 1.0%  | 1  | 0.0%  | 0  |  |
| ore / better signposting and information                        | 0.6%    | 7      | 0.0%     | 0     | 0.0%    | 0     | 3.0%      | 3      | 1.0%     | 1    | 0.0%   | 0     | 1.0%       | 1    | 1.0%      | 1      | 1.0%      | 1     | 0.0%     | 0   | 0.0%  | 0  | 0.0%  | 0  |  |
| ore better parks / green<br>spaces                              | 0.3%    | 3      | 0.0%     | 0     | 1.0%    | 1     | 1.0%      | 1      | 1.0%     | 1    | 0.0%   | 0     | 0.0%       | 0    | 0.0%      | 0      | 0.0%      | 0     | 0.0%     | 0   | 0.0%  | 0  | 0.0%  | 0  |  |
| ore for children and<br>teenagers                               | 3.5%    | 38     | 3.0%     | 3     | 3.0%    | 3     | 5.0%      | 5      | 4.0%     | 4    | 7.0%   | 7     | 2.0%       | 2    | 4.0%      | 4      | 4.0%      | 4     | 3.0%     | 3   | 1.0%  | 1  | 2.0%  | 2  |  |
| ore local sports & recreation facilities                        | 1.6%    | 18     | 1.0%     | 1     | 0.0%    | 0     | 7.0%      | 7      | 5.0%     | 5    | 2.0%   | 2     | 0.0%       | 0    | 1.0%      | 1      | 0.0%      | 0     | 0.0%     | 0   | 1.0%  | 1  | 1.0%  | 1  |  |
| ore nightclubs  | 0.0%    | 0      | 0.0%     | 0     | 0.0%    | 0     | 0.0%      | 0      | 0.0%     | 0    | 0.0%   | 0     | 0.0%       | 0    | 0.0%      | 0      | 0.0%      | 0     | 0.0%     | 0   | 0.0%  | 0  | 0.0%  | 0  |  |
| ore pavement cafés  | 0.0%    | 0      | 0.0%     | 0     | 0.0%    | 0     | 0.0%      | 0      | 0.0%     | 0    | 0.0%   | 0     | 0.0%       | 0    | 0.0%      | 0      | 0.0%      | 0     | 0.0%     | 0   | 0.0%  | 0  |       | 0  |  |
| ore quality restaurants   | 0.5%    | 6      | 0.0%     | 0     | 1.0%    | 1     | 1.0%      | 1      | 2.0%     | 2    | 0.0%   | 0     | 0.0%       | 0    | 0.0%      | 0      | 1.0%      | 1     | 0.0%     | 0   | 0.0%  | 0  |       | 1  |  |
| ore street cleaning   | 0.3%    | 3      | 0.0%     | 0     | 1.0%    | 1     | 0.0%      | 0      | 0.0%     | 0    | 0.0%   | 0     | 0.0%       | 0    | 1.0%      | 1      | 1.0%      | 1     | 0.0%     | 0   | 0.0%  | 0  | 0.0%  | 0  |  |
| ovision of public toilets                                       | 0.1%    | 1      | 0.0%     | 0     | 0.0%    | 0     | 0.0%      | 0      | 0.0%     | 0    | 0.0%   | 0     | 0.0%       | 0    | 0.0%      | 0      | 0.0%      | 0     | 1.0%     | 1   | 0.0%  | 0  | 0.0%  | 0  |  |
| n-pin bowling   | 0.3%    | 3      | 0.0%     | 0     | 0.0%    | 0     | 0.0%      | 0      | 0.0%     | 0    | 0.0%   | 0     | 2.0%       | 2    | 0.0%      | 0      | 0.0%      | 0     | 0.0%     | 0   | 1.0%  | 1  | 0.0%  | 0  |  |
| her   | 1.3%    | 14     | 0.0%     | 0     | 1.0%    | 1     | 0.0%      | 0      | 3.0%     | 3    | 1.0%   | 1     | 1.0%       | 1    | 0.0%      | 0      | 1.0%      | 1     | 2.0%     | 2   | 2.0%  | 2  | 3.0%  | 3  |  |
| community centre / hall   | 0.5%    | 5      | 1.0%     | 1     | 0.0%    | 0     | 0.0%      | 0      | 0.0%     | 0    | 0.0%   | 0     | 0.0%       | 0    | 2.0%      | 2      | 2.0%      | 2     | 0.0%     | 0   | 0.0%  | 0  | 0.0%  | 0  |  |
| n ice-skating rink  | 0.5%    | 5      | 0.0%     | 0     | 1.0%    | 1     | 0.0%      | 0      | 0.0%     | 0    | 0.0%   | 0     | 0.0%       | 0    | 0.0%      | 0      | 0.0%      | 0     | 2.0%     | 2   | 1.0%  | 1  | 1.0%  | 1  |  |
| etter advertising   | 0.5%    | 5      | 2.0%     | 2     | 0.0%    | 0     | 0.0%      | 0      | 0.0%     | 0    | 0.0%   | 0     | 1.0%       | 1    | 0.0%      | 0      | 1.0%      | 1     | 1.0%     | 1   | 0.0%  | 0  | 0.0%  | 0  |  |
| heaper parking  | 0.4%    | 4      | 0.0%     | 0     | 3.0%    | 3     | 0.0%      | 0      | 0.0%     | 0    | 0.0%   | 0     | 0.0%       | 0    | 0.0%      | 0      | 0.0%      | 0     | 0.0%     | 0   | 1.0%  | 1  | 0.0%  | 0  |  |
| onger opening hours   | 0.4%    | 4      | 1.0%     | 1     | 0.0%    | 0     | 0.0%      | 0      | 1.0%     | 1    | 0.0%   | 0     | 0.0%       | 0    | 1.0%      | 1      | 0.0%      | 0     | 1.0%     | 1   | 0.0%  | 0  | 0.0%  | 0  |  |

|  |          |       |           |        |        |       |          |       |          | _    | ·- ·    |        | - 0 0.   |        |        |         |       |         |         |     |       |     |        |         | rebruary 2013 |
|--|----------|-------|-----------|--------|--------|-------|----------|-------|----------|------|---------|--------|----------|--------|--------|---------|-------|---------|---------|-----|-------|-----|--------|---------|---------------|
|  | Tota     | ıl    | Zone      | 1      | Zone   | 2     | Zone     | 3     | Zone     | 4    | Zone    | 5      | Zone     | 6      | Zone   | 7       | Zone  | 8       | Zone    | 9   | Zone  | 10  | Zone   | 11      |               |
|  |          | _     |           |        |        |       |          |       |          |      |         |        |          |        |        |         |       |         |         |     |       |     |        |         |               |
| More / better activities for the elderly | 0.5%     | 5     | 1.0%      | 1      | 1.0%   | 1     | 1.0%     | 1     | 1.0%     | 1    | 0.0%    | 0      | 0.0%     | 0      | 0.0%   | 0       | 0.0%  | 0       | 0.0%    | 0   | 0.0%  | 0   | 1.0%   | 1       |               |
| More / better facilities in general      | 1.0%     | 11    | 0.0%      | 0      | 1.0%   | 1     | 0.0%     | 0     | 0.0%     | 0    | 0.0%    | 0      | 2.0%     | 2      | 2.0%   | 2       | 0.0%  | 0       | 2.0%    | 2   | 1.0%  | 1   | 3.0%   | 3       |               |
| More adult evening classes               | 0.5%     | 5     | 1.0%      | 1      | 0.0%   | 0     | 1.0%     | 1     | 1.0%     | 1    | 0.0%    | 0      | 0.0%     | 0      | 0.0%   | 0       | 2.0%  | 2       | 0.0%    | 0   | 0.0%  | 0   | 0.0%   | 0       |               |
| Squash / tennis courts                   | 0.5%     | 5     | 1.0%      | 1      | 0.0%   | 0     | 0.0%     | 0     | 0.0%     | 0    | 1.0%    | 1      | 0.0%     | 0      | 0.0%   | 0       | 0.0%  | 0       | 0.0%    | 0   | 3.0%  | 3   | 0.0%   | 0       |               |
| (Don't do leisure activities)            | 12.6%    | 139   | 14.0%     | 14     | 8.0%   | 8     | 20.0%    | 20    | 5.0%     | 5    | 15.0%   | 15     | 9.0%     | 9      | 20.0%  | 20      | 11.0% | 11      | 13.0%   | 13  | 13.0% | 13  | 11.0%  | 11      |               |
| (Don't know)                             | 14.9%    | 164   | 19.0%     | 19     | 9.0%   | 9     | 12.0%    | 12    | 11.0%    | 11   | 15.0%   | 15     | 18.0%    | 18     | 11.0%  | 11      | 15.0% | 15      | 13.0%   | 13  | 14.0% | 14  | 27.0%  | 27      |               |
| Base:                                    |          | 1100  |           | 100    |        | 100   |          | 100   |          | 100  |         | 100    |          | 100    |        | 100     |       | 100     |         | 100 |       | 100 |        | 100     |               |
| GEN Gender of responde                   | ent:     |       |           |        |        |       |          |       |          |      |         |        |          |        |        |         |       |         |         |     |       |     |        |         |               |
| Male                                     | 32.0%    | 352   | 30.0%     | 30     | 40.0%  | 40    | 26.0%    | 26    | 38.0%    | 38   | 34.0%   | 34     | 36.0%    | 36     | 37.0%  | 37      | 28.0% | 28      | 28.0%   | 28  | 26.0% | 26  | 29.0%  | 29      |               |
| Female                                   | 68.0%    | 748   |           |        | 60.0%  |       | 74.0%    |       | 62.0%    |      | 66.0%   |        | 64.0%    |        | 63.0%  |         | 72.0% |         | 72.0%   |     | 74.0% |     | 71.0%  | 71      |               |
| Base:                                    | 00.070   | 1100  | 70.070    | 100    | 00.070 | 100   | ,, ,     | 100   | 02.070   | 100  | 00.070  | 100    | 0        | 100    | 02.070 | 100     |       | 100     | , 2.0,0 | 100 | ,,    | 100 | 711070 | 100     |               |
| AGE Can I ask how old y                  | ou are p | lease | ?         |        |        |       |          |       |          |      |         |        |          |        |        |         |       |         |         |     |       |     |        |         |               |
| 18-24                                    | 0.4%     | 4     | 0.0%      | 0      | 0.0%   | 0     | 0.0%     | 0     | 0.0%     | 0    | 2.0%    | 2      | 0.0%     | 0      | 1.0%   | 1       | 0.0%  | 0       | 0.0%    | 0   | 0.0%  | 0   | 1.0%   | 1       |               |
| 25-34                                    | 3.5%     | 38    | 1.0%      | 1      | 3.0%   | 3     |          | 7     | 5.0%     | 5    | 4.0%    | 4      | 2.0%     | 2      | 2.0%   | 2       |       | 6       |         | 4   | 0.0%  | 0   |        | 4       |               |
| 35-44                                    | 10.8%    | 119   | 8.0%      | 8      | 10.0%  | 10    |          | 14    | 12.0%    | 12   | 8.0%    | 8      | 10.0%    | 10     | 10.0%  |         | 16.0% | 16      |         | 8   |       |     | 13.0%  | 13      |               |
| 45-54                                    | 22.6%    | 249   | 34.0%     | 34     | 20.0%  | 20    | 26.0%    | 26    | 21.0%    | 21   | 16.0%   | 16     | 27.0%    | 27     | 21.0%  | 21      | 25.0% | 25      | 14.0%   | 14  | 22.0% | 22  | 23.0%  | 23      |               |
| 55-64                                    | 18.5%    | 203   | 17.0%     |        | 30.0%  | 30    | 14.0%    | 14    | 13.0%    |      | 19.0%   | 19     | 18.0%    |        |        |         | 20.0% | 20      | 18.0%   | 18  | 18.0% | 18  | 16.0%  | 16      |               |
| 65+                                      | 42.1%    | 463   |           |        | 35.0%  |       |          |       | 47.0%    |      | 49.0%   |        |          | 41     | 42.0%  |         | 32.0% |         |         |     |       | 48  |        | 40      |               |
| (Refused)                                | 2.2%     | 24    | 2.0%      | 2      |        | 2     |          | 2     | 2.0%     | 2    | 2.0%    | 2      | 2.0%     | 2      | 4.0%   | 4       |       | 1       | 2.0%    | 2   |       | 2   |        | 3       |               |
| Base:                                    |          | 1100  |           | 100    |        | 100   |          | 100   |          | 100  |         | 100    |          | 100    |        | 100     |       | 100     |         | 100 |       | 100 |        | 100     |               |
| EMP Which of the follow                  | ing best | desci | ribes the | e chie | f wage | earne | r of you | r hou | sehold's | curr | ent emp | oloymo | ent situ | ation? | ? [PR] |         |       |         |         |     |       |     |        |         |               |
| Working full time                        | 38.5%    | 424   | 36.0%     | 26     | 39.0%  | 39    | 40.0%    | 40    | 37.0%    | 27   | 37.0%   | 37     | 41.0%    | 41     | 38.0%  | 20      | 45.0% | 15      | 31.0%   | 31  | 41.0% | 41  | 39.0%  | 39      |               |
| Working full time Working part time      | 7.2%     | 79    | 5.0%      | 5      |        | 6     | 7.0%     |       | 11.0%    | 11   | 9.0%    | 9      | 7.0%     | 7      | 7.0%   | 30<br>7 |       | 43<br>7 | 7.0%    | 7   | 6.0%  | 6   |        | 39<br>7 |               |
| Unemployed                               | 1.5%     | 16    |           | 0      | 3.0%   | 3     | 1.0%     | 1     | 2.0%     | 2    |         | 1      | 3.0%     | 3      | 0.0%   | 0       |       | 2       |         | 2   | 1.0%  | 1   | 1.0%   | 1       |               |
| Retired                                  | 45.3%    | 498   |           |        | 43.0%  | 43    | 46.0%    | -     | 44.0%    | 44   | 50.0%   | 50     |          | 46     | 45.0%  |         | 40.0% |         | 57.0%   | 57  | 44.0% | 44  |        | 40      |               |
| A housewife                              | 0.6%     | 7     | 0.0%      | 0      | 0.0%   | 0     | 0.0%     | 0     | 1.0%     | 1    | 0.0%    | 0      | 1.0%     | 1      | 1.0%   | 1       |       | 1       |         | 1   | 0.0%  | 0   |        | 2       |               |
| A student                                | 0.0%     | 2     |           | 0      | 0.0%   | 0     | 1.0%     | 1     | 1.0%     | 1    | 0.0%    | 0      | 0.0%     | 0      | 0.0%   | 0       |       | 0       |         | 0   | 0.0%  | 0   |        | 0       |               |
| Self employed                            | 3.5%     | 39    |           | 12     | 7.0%   | 7     | 1.0%     | 1     | 2.0%     | 2    |         | 2      | 0.0%     | 0      | 5.0%   | 5       |       | 2       |         | 1   | 2.0%  | 2   |        | 5       |               |
| Sick / disabled                          | 1.0%     | 11    |           | 1      | 1.0%   | 1     | 1.0%     | 1     | 0.0%     | 0    | 0.0%    | 0      | 1.0%     | 1      | 0.0%   | 0       |       | 2       | 0.0%    | 0   | 4.0%  | 4   | 1.0%   | 1       |               |
| Other                                    | 0.0%     | 0     |           | 0      | 0.0%   | 0     | 0.0%     | 0     | 0.0%     | 0    | 0.0%    | 0      | 0.0%     | 0      | 0.0%   | 0       |       | 0       | 0.0%    | 0   | 0.0%  | 0   |        | 0       |               |
| (Refused)                                | 2.2%     | 24    | 3.0%      | 3      | 1.0%   | 1     | 3.0%     | 3     | 2.0%     | 2    | 1.0%    | 1      | 1.0%     | 1      | 4.0%   | 4       |       | 1       | 1.0%    | 1   | 2.0%  | 2   |        | 5       |               |
| Base:                                    | 2.270    | 1100  | 2.070     | 100    | 2.0,0  | 100   | 2.070    | 100   | 2.070    | 100  | 2.070   | 100    | 2.070    | 100    |        | 100     |       | 100     | 1.0,0   | 100 | 2.070 | 100 | 2.0,0  | 100     |               |

|                    | Tota          | al      | Zone    | 1       | Zone      | 2      | Zone       | 3     | Zone  | 4     | Zone  | 5   | Zone  | 6   | Zone  | 7   | Zone  | 8   | Zone 9 | )   | Zone  | 10  | Zone  | 11  |
|--------------------|---------------|---------|---------|---------|-----------|--------|------------|-------|-------|-------|-------|-----|-------|-----|-------|-----|-------|-----|--------|-----|-------|-----|-------|-----|
|                    |               |         |         |         |           |        |            |       |       |       |       |     |       |     |       |     |       |     |        |     |       |     |       |     |
| HOM How many peop  | le live in yo | our ho  | me incl | uding   | yoursel   | f and  | childre    | 1?    |       |       |       |     |       |     |       |     |       |     |        |     |       |     |       |     |
| One                | 19.4%         | 213     | 17.0%   | 17      | 16.0%     | 16     | 13.0%      | 13    | 24.0% | 24    | 25.0% | 25  | 18.0% | 18  | 20.0% | 20  | 18.0% | 18  | 20.0%  | 20  | 27.0% | 27  | 15.0% | 15  |
| Two                | 42.9%         | 472     | 40.0%   | 40      | 41.0%     | 41     | 40.0%      | 40    | 41.0% | 41    | 46.0% | 46  | 47.0% | 47  | 43.0% | 43  | 39.0% | 39  | 56.0%  | 56  | 37.0% | 37  | 42.0% | 42  |
| Three              | 14.0%         | 154     | 15.0%   | 15      | 22.0%     | 22     | 23.0%      | 23    | 17.0% | 17    | 12.0% | 12  | 9.0%  | 9   | 12.0% | 12  | 11.0% | 11  | 8.0%   | 8   | 13.0% | 13  | 12.0% | 12  |
| Four               | 14.7%         | 162     | 15.0%   | 15      | 15.0%     | 15     | 10.0%      | 10    | 11.0% | 11    | 12.0% | 12  | 16.0% | 16  | 16.0% | 16  | 22.0% | 22  | 13.0%  | 13  | 15.0% | 15  | 17.0% | 17  |
| Five               | 5.0%          | 55      | 7.0%    | 7       | 2.0%      | 2      | 10.0%      | 10    | 3.0%  | 3     | 4.0%  | 4   | 5.0%  | 5   | 3.0%  | 3   | 6.0%  | 6   | 2.0%   | 2   | 5.0%  | 5   | 8.0%  | 8   |
| Six                | 1.3%          | 14      | 1.0%    | 1       | 2.0%      | 2      | 1.0%       | 1     | 2.0%  | 2     | 0.0%  | 0   | 1.0%  | 1   | 1.0%  | 1   | 2.0%  | 2   | 1.0%   | 1   | 1.0%  | 1   | 2.0%  | 2   |
| Seven or more      | 0.3%          | 3       | 0.0%    | 0       | 0.0%      | 0      | 0.0%       | 0     | 0.0%  | 0     | 0.0%  | 0   | 1.0%  | 1   | 0.0%  | 0   | 1.0%  | 1   | 0.0%   | 0   | 1.0%  | 1   | 0.0%  | 0   |
| (Refused)          | 2.5%          | 27      | 5.0%    | 5       | 2.0%      | 2      | 3.0%       | 3     | 2.0%  | 2     | 1.0%  | 1   | 3.0%  | 3   | 5.0%  | 5   | 1.0%  | 1   | 0.0%   | 0   | 1.0%  | 1   | 4.0%  | 4   |
| Base:              |               | 1100    |         | 100     |           | 100    |            | 100   |       | 100   |       | 100 |       | 100 |       | 100 |       | 100 |        | 100 |       | 100 |       | 100 |
| ADU How many adult | s aged 16 y   | years a | and ove | r, incl | uding y   | ourse  | lf, live i | n you | house | hold? |       |     |       |     |       |     |       |     |        |     |       |     |       |     |
| One                | 21.1%         | 232     | 17.0%   | 17      | 19.0%     | 19     | 16.0%      | 16    | 25.0% | 25    | 24.0% | 24  | 19.0% | 19  | 20.0% | 20  | 24.0% | 24  | 22.0%  | 22  | 28.0% | 28  | 18.0% | 18  |
| Two                | 55.2%         | 607     | 56.0%   | 56      | 50.0%     | 50     | 54.0%      | 54    | 53.0% | 53    | 60.0% | 60  | 57.0% | 57  | 56.0% | 56  | 53.0% | 53  | 64.0%  | 64  | 50.0% | 50  | 54.0% | 54  |
| Three              | 14.2%         | 156     | 17.0%   | 17      | 22.0%     | 22     | 20.0%      | 20    | 14.0% | 14    | 11.0% | 11  | 12.0% | 12  | 14.0% | 14  | 12.0% | 12  | 9.0%   | 9   | 10.0% | 10  | 15.0% | 15  |
| Four or more       | 7.1%          | 78      | 5.0%    | 5       | 7.0%      | 7      | 7.0%       | 7     | 6.0%  | 6     | 4.0%  | 4   | 9.0%  | 9   | 5.0%  | 5   | 10.0% | 10  | 5.0%   | 5   | 11.0% | 11  | 9.0%  | 9   |
| (Refused)          | 2.5%          | 27      | 5.0%    | 5       | 2.0%      | 2      | 3.0%       | 3     | 2.0%  | 2     | 1.0%  | 1   | 3.0%  | 3   | 5.0%  | 5   | 1.0%  | 1   | 0.0%   | 0   | 1.0%  | 1   | 4.0%  | 4   |
| Base:              |               | 1100    |         | 100     |           | 100    |            | 100   |       | 100   |       | 100 |       | 100 |       | 100 |       | 100 |        | 100 |       | 100 |       | 100 |
| CHI How many child | ren aged 1    | 5 years | s and u | nder, l | live in y | our he | ousehol    | d?    |       |       |       |     |       |     |       |     |       |     |        |     |       |     |       |     |
| None               | 77.5%         | 852     | 72.0%   | 72      | 81.0%     | 81     | 70.0%      | 70    | 80.0% | 80    | 83.0% | 83  | 78.0% | 78  | 75.0% | 75  | 72.0% | 72  | 86.0%  | 86  | 82.0% | 82  | 73.0% | 73  |
| One                | 7.5%          | 82      | 8.0%    | 8       | 8.0%      | 8      | 12.0%      | 12    | 9.0%  | 9     | 7.0%  | 7   | 5.0%  | 5   | 11.0% | 11  | 5.0%  | 5   | 5.0%   | 5   | 5.0%  | 5   | 7.0%  | 7   |
| Two                | 10.0%         | 110     |         | 12      | 7.0%      | 7      | 12.0%      | 12    | 6.0%  | 6     | 8.0%  | 8   | 13.0% | 13  | 8.0%  | 8   | 17.0% | 17  | 7.0%   | 7   | 7.0%  | 7   | 13.0% | 13  |
| Three              | 2.1%          |         | 2.0%    | 2       | 2.0%      | 2      | 3.0%       | 3     | 2.0%  | 2     | 1.0%  | 1   | 1.0%  | 1   | 1.0%  | 1   | 3.0%  | 3   | 2.0%   | 2   | 3.0%  | 3   | 3.0%  | 3   |
| Four or more       | 0.5%          | 6       | 1.0%    | 1       | 0.0%      | 0      | 0.0%       | 0     | 1.0%  | 1     | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |       | 2   | 0.0%   | 0   | 2.0%  | 2   | 0.0%  | 0   |
| (Refused)          | 2.5%          | 27      | 5.0%    | 5       | 2.0%      | 2      | 3.0%       | 3     | 2.0%  | 2     | 1.0%  | 1   | 3.0%  | 3   |       | 5   |       | 1   | 0.0%   | 0   | 1.0%  | 1   | 4.0%  | 4   |
| Base:              |               | 1100    |         | 100     |           | 100    |            | 100   |       | 100   |       | 100 |       | 100 |       | 100 |       | 100 |        | 100 |       | 100 |       | 100 |

|                      | Tota        | al      | Zone     | 1      | Zone     | 2       | Zone     | 3     | Zone  | 4   | Zone  | 5   | Zone  | 6   | Zone  | 7   | Zone  | 8   | Zone  | 9   | Zone  | 10  | Zone  | 11  |  |
|----------------------|-------------|---------|----------|--------|----------|---------|----------|-------|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|--|
| INC Approximately w  | hat is you  | r total | househ   | old in | come?    |         |          |       |       |     |       |     |       |     |       |     |       |     |       |     |       |     |       |     |  |
| £0 - £15,000         | 9.6%        | 106     | 8.0%     | 8      | 11.0%    | 11      | 12.0%    | 12    | 16.0% | 16  | 11.0% | 11  | 8.0%  | 8   | 7.0%  | 7   | 7.0%  | 7   | 7.0%  | 7   | 11.0% | 11  | 8.0%  | 8   |  |
| £15,001 - £20,000    | 5.0%        | 55      | 1.0%     | 1      | 5.0%     | 5       | 6.0%     | 6     | 9.0%  | 9   | 7.0%  | 7   | 4.0%  | 4   | 4.0%  | 4   | 7.0%  | 7   | 7.0%  | 7   | 4.0%  | 4   | 1.0%  | 1   |  |
| £20,001 - £30,000    | 5.7%        | 63      | 3.0%     | 3      | 6.0%     | 6       | 7.0%     | 7     | 2.0%  | 2   | 7.0%  | 7   | 1.0%  | 1   | 7.0%  | 7   | 9.0%  | 9   | 5.0%  | 5   | 9.0%  | 9   | 7.0%  | 7   |  |
| 30,001 - £40,000     | 7.5%        | 82      | 11.0%    | 11     | 2.0%     | 2       | 5.0%     | 5     | 10.0% | 10  | 8.0%  | 8   | 10.0% | 10  | 6.0%  | 6   | 12.0% | 12  | 5.0%  | 5   | 7.0%  | 7   | 6.0%  | 6   |  |
| 40,001 - £50,000     | 4.7%        | 52      | 5.0%     | 5      | 7.0%     | 7       | 4.0%     | 4     | 5.0%  | 5   | 8.0%  | 8   | 6.0%  | 6   | 2.0%  | 2   | 10.0% | 10  | 4.0%  | 4   | 1.0%  | 1   | 0.0%  | 0   |  |
| 50,001 - £60,000     | 3.3%        | 36      |          | 3      | 6.0%     | 6       | 2.0%     | 2     | 4.0%  | 4   | 3.0%  | 3   | 3.0%  | 3   | 2.0%  | 2   |       | 3   | 1.0%  | 1   | 6.0%  | 6   | 3.0%  | 3   |  |
| 50,001 - £70,000     | 1.7%        | 19      | 2.0%     | 2      | 2.0%     | 2       | 3.0%     | 3     | 0.0%  | 0   | 1.0%  | 1   | 1.0%  | 1   | 3.0%  | 3   | 1.0%  | 1   | 3.0%  | 3   | 0.0%  | 0   | 3.0%  | 3   |  |
| 70,001 - £80,000     | 1.9%        | 21      | 3.0%     | 3      | 0.0%     | 0       | 2.0%     | 2     | 0.0%  | 0   | 2.0%  | 2   | 2.0%  | 2   | 4.0%  | 4   | 0.0%  | 0   | 2.0%  | 2   | 3.0%  | 3   | 3.0%  | 3   |  |
| 30,001 - £90,000     | 1.2%        | 13      | 0.0%     | 0      | 3.0%     | 3       | 2.0%     | 2     | 1.0%  | 1   | 0.0%  | 0   | 2.0%  | 2   |       | 1   | 0.0%  | 0   | 1.0%  | 1   | 0.0%  | 0   | 3.0%  | 3   |  |
| 0,001 - £100,000     | 0.4%        | 4       |          | 1      | 0.0%     | 0       | 0.0%     | 0     | 0.0%  | 0   | 0.0%  | 0   |       | 1   | 1.0%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 1.0%  | 1   |  |
| 00,001 - £150,000    | 1.7%        | 19      |          | 2      | 1.0%     | 1       | 1.0%     | 1     | 6.0%  | 6   | 1.0%  | 1   | 3.0%  | 3   | 1.0%  | 1   | 0.0%  | 0   |       | 1   | 1.0%  | 1   | 2.0%  | 2   |  |
| 50,001+              | 0.5%        | 5       | 1.0%     | 1      | 0.0%     | 0       | 1.0%     | 1     | 0.0%  | 0   | 1.0%  | 1   | 1.0%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 1.0%  | 1   | 0.0%  | 0   |  |
| on't know / refused) | 56.8%       | 625     | 60.0%    | 60     | 57.0%    | 57      | 55.0%    | 55    | 47.0% | 47  | 51.0% | 51  | 58.0% | 58  | 62.0% | 62  | 51.0% | 51  | 64.0% | 64  | 57.0% | 57  | 63.0% | 63  |  |
| se:                  |             | 1100    |          | 100    |          | 100     |          | 100   |       | 100 |       | 100 |       | 100 |       | 100 |       | 100 |       | 100 |       | 100 |       | 100 |  |
| AR How many cars d   | loes your l | house   | hold ow  | n or h | nave the | use     | of?      |       |       |     |       |     |       |     |       |     |       |     |       |     |       |     |       |     |  |
| ne                   | 6.7%        | 74      | 2.0%     | 2      | 5.0%     | 5       | 10.0%    | 10    | 16.0% | 16  | 6.0%  | 6   | 5.0%  | 5   | 5.0%  | 5   | 7.0%  | 7   | 5.0%  | 5   | 8.0%  | 8   | 5.0%  | 5   |  |
| ie                   | 39.8%       | 438     | 39.0%    | 39     | 34.0%    | 34      | 37.0%    | 37    | 46.0% | 46  | 46.0% | 46  | 41.0% | 41  | 33.0% | 33  | 44.0% | 44  | 44.0% | 44  | 38.0% | 38  | 36.0% | 36  |  |
| VO                   | 36.2%       | 398     | 39.0%    | 39     | 40.0%    | 40      | 30.0%    | 30    | 28.0% | 28  | 34.0% | 34  | 40.0% | 40  | 46.0% | 46  | 35.0% | 35  | 39.0% | 39  | 34.0% | 34  | 33.0% | 33  |  |
| ree or more          | 14.6%       | 161     | 15.0%    | 15     | 19.0%    | 19      | 19.0%    | 19    | 8.0%  | 8   | 13.0% | 13  | 11.0% | 11  | 11.0% | 11  | 13.0% | 13  | 12.0% | 12  | 19.0% | 19  | 21.0% | 21  |  |
| efused)              | 2.6%        | 29      | 5.0%     | 5      | 2.0%     | 2       | 4.0%     | 4     | 2.0%  | 2   | 1.0%  | 1   | 3.0%  | 3   | 5.0%  | 5   | 1.0%  | 1   | 0.0%  | 0   | 1.0%  | 1   | 5.0%  | 5   |  |
| ase:                 |             | 1100    |          | 100    |          | 100     |          | 100   |       | 100 |       | 100 |       | 100 |       | 100 |       | 100 |       | 100 |       | 100 |       | 100 |  |
| UT Would you be wil  | ling to be  | recon   | tacted f | or fut | ure qua  | lity co | ntrol pu | ırpos | es?   |     |       |     |       |     |       |     |       |     |       |     |       |     |       |     |  |
| es                   | 62.5%       | 687     | 58.0%    | 58     | 54.0%    | 54      | 66.0%    | 66    | 71.0% | 71  | 61.0% | 61  | 58.0% | 58  | 68.0% | 68  | 63.0% | 63  | 58.0% | 58  | 73.0% | 73  | 57.0% | 57  |  |
| 0                    | 37.5%       | 413     | 42.0%    | 42     | 46.0%    | 46      | 34.0%    | 34    | 29.0% | 29  | 39.0% | 39  | 42.0% | 42  | 32.0% |     | 37.0% | 37  | 42.0% |     | 27.0% | 27  | 43.0% | 43  |  |
| ase:                 |             | 1100    |          | 100    |          | 100     |          | 100   |       | 100 |       | 100 |       | 100 |       | 100 |       | 100 |       | 100 |       | 100 |       | 100 |  |
|                      |             |         |          |        |          |         |          |       |       |     |       |     |       |     |       |     |       |     |       |     |       |     |       |     |  |

|                  |              |          |              |     |               |         |              |     |              | _   | <b>0</b> - <b>0</b> |            |              |     |              |     |              |     |               |         |              |     |              |     | 1 cordary 2010 |
|------------------|--------------|----------|--------------|-----|---------------|---------|--------------|-----|--------------|-----|---------------------|------------|--------------|-----|--------------|-----|--------------|-----|---------------|---------|--------------|-----|--------------|-----|----------------|
|                  | Tota         | 1        | Zone         | 1   | Zone          | 2       | Zone         | 3   | Zone         | 4   | Zone                | e <b>5</b> | Zone         | 6   | Zone         | 7   | Zone         | 8   | Zone          | 9       | Zone 1       | 10  | Zone         | 11  |                |
| PC Postcode:     |              |          |              |     |               |         |              |     |              |     |                     |            |              |     |              |     |              |     |               |         |              |     |              |     |                |
| CO10 0           | 5.0%         | 55       | 0.0%         | 0   | 0.0%          | 0       | 55.0%        | 55  | 0.0%         | 0   | 0.0%                | 0          | 0.0%         | 0   | 0.0%         | 0   | 0.0%         | 0   | 0.0%          | 0       | 0.0%         | 0   | 0.0%         | 0   |                |
| CO10 1           | 6.0%         | 66       | 0.0%         | 0   |               | 0       |              |     | 66.0%        | 66  | 0.0%                | 0          | 0.0%         | 0   | 0.0%         | 0   | 0.0%         | 0   | 0.0%          | 0       | 0.0%         | 0   | 0.0%         | 0   |                |
| CO10 2           | 3.1%         | 34       |              | 0   | 0.0%          | 0       |              |     | 34.0%        | 34  | 0.0%                | 0          | 0.0%         | 0   | 0.0%         | 0   | 0.0%         | 0   | 0.0%          | 0       | 0.0%         | 0   | 0.0%         | 0   |                |
| CO10 5           | 1.3%         | 14       |              | 0   | 0.0%          | 0       |              | 14  | 0.0%         | 0   | 0.0%                | 0          | 0.0%         | 0   | 0.0%         | 0   | 0.0%         | 0   | 0.0%          | 0       | 0.0%         | 0   | 0.0%         | 0   |                |
| CO10 7           | 3.4%         | 37       |              | 37  | 0.0%          | 0       | 0.0%         | 0   | 0.0%         | 0   | 0.0%                | 0          | 0.0%         | 0   | 0.0%         | 0   | 0.0%         | 0   | 0.0%          | 0       | 0.0%         | 0   | 0.0%         | 0   |                |
| CO10 8           | 2.2%         | 24       |              | 24  | 0.0%          | 0       | 0.0%         | 0   | 0.0%         | 0   | 0.0%                | 0          | 0.0%         | 0   | 0.0%         | 0   | 0.0%         | 0   | 0.0%          | 0       | 0.0%         | 0   | 0.0%         | 0   |                |
| CO10 9           | 2.3%         | 25       | 0.0%         | 0   | 0.0%          | 0       | 25.0%        | 25  | 0.0%         | 0   | 0.0%                | 0          | 0.0%         | 0   | 0.0%         | 0   | 0.0%         | 0   | 0.0%          | 0       | 0.0%         | 0   | 0.0%         | 0   |                |
| CO11 1           | 1.9%         | 21       | 0.0%         | 0   | 0.0%          | 0       | 0.0%         | 0   | 0.0%         | 0   | 0.0%                | 0          | 21.0%        | 21  | 0.0%         | 0   | 0.0%         | 0   | 0.0%          | 0       | 0.0%         | 0   | 0.0%         | 0   |                |
| CO6 2            | 1.5%         | 16       | 16.0%        | 16  | 0.0%          | 0       | 0.0%         | 0   | 0.0%         | 0   | 0.0%                | 0          | 0.0%         | 0   | 0.0%         | 0   | 0.0%         | 0   | 0.0%          | 0       | 0.0%         | 0   | 0.0%         | 0   |                |
| CO6 3            | 1.2%         | 13       | 13.0%        | 13  | 0.0%          | 0       | 0.0%         | 0   | 0.0%         | 0   | 0.0%                | 0          | 0.0%         | 0   | 0.0%         | 0   | 0.0%         | 0   | 0.0%          | 0       | 0.0%         | 0   | 0.0%         | 0   |                |
| CO6 4            | 0.5%         | 6        | 0.0%         | 0   | 0.0%          | 0       | 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   |                |
| CO6 5            | 0.1%         | 1        | 0.0%         | 0   | 0.0%          | 0       | 0.0%         | 0   | 0.0%         | 0   | 1.0%                | 1          | 0.0%         | 0   | 0.0%         | 0   | 0.0%         | 0   | 0.0%          | 0       | 0.0%         | 0   | 0.0%         | 0   |                |
| CO7 6            | 1.4%         | 15       | 0.0%         | 0   | 0.0%          | 0       | 0.0%         | 0   | 0.0%         | 0   | 0.0%                | 0          | 15.0%        | 15  | 0.0%         | 0   | 0.0%         | 0   | 0.0%          | 0       | 0.0%         | 0   | 0.0%         | 0   |                |
| CO8 5            | 0.5%         | 5        | 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   | 0.0%         | 0   |                |
| CO9 2            | 0.5%         | 5        | 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   | 0.0%         | 0   |                |
| IP13 7           | 0.9%         | 10       | 0.0%         | 0   | 0.0%          | 0       | 0.0%         | 0   | 0.0%         | 0   | 0.0%                | 0          | 0.0%         | 0   | 10.0%        | 10  | 0.0%         | 0   | 0.0%          | 0       | 0.0%         | 0   | 0.0%         | 0   |                |
| IP13 8           | 0.8%         | 9        | 0.0%         | 0   | 0.0%          | 0       | 0.0%         | 0   | 0.0%         | 0   | 0.0%                | 0          | 0.0%         | 0   | 0.0%         | 0   | 0.0%         | 0   | 0.0%          | 0       | 0.0%         | 0   | 9.0%         | 9   |                |
| IP14 1           | 2.2%         | 24       | 0.0%         | 0   | 0.0%          | 0       | 0.0%         | 0   | 0.0%         | 0   | 0.0%                | 0          | 0.0%         | 0   | 0.0%         | 0   | 24.0%        | 24  | 0.0%          | 0       | 0.0%         | 0   | 0.0%         | 0   |                |
| IP14 2           | 2.2%         | 24       | 0.0%         | 0   | 0.0%          | 0       | 0.0%         | 0   | 0.0%         | 0   | 0.0%                | 0          | 0.0%         | 0   | 0.0%         |     |              | 24  | 0.0%          | 0       | 0.0%         | 0   | 0.0%         | 0   |                |
| IP14 3           | 1.0%         | 11       |              | 0   | 0.0%          | 0       | 0.0%         | 0   | 0.0%         | 0   | 0.0%                | 0          | 0.0%         | 0   | 0.0%         |     | 11.0%        | 11  | 0.0%          | 0       | 0.0%         | 0   | 0.0%         | 0   |                |
| IP14 4           | 1.8%         | 20       | 0.0%         | 0   | 0.0%          | 0       | 0.0%         | 0   | 0.0%         | 0   | 0.0%                | 0          | 0.0%         | 0   | 0.0%         |     | 20.0%        | 20  | 0.0%          | 0       | 0.0%         | 0   | 0.0%         | 0   |                |
| IP14 5           | 1.9%         | 21       | 0.0%         | 0   | 0.0%          | 0       | 0.0%         | 0   | 0.0%         | 0   | 0.0%                | 0          | 0.0%         | 0   | 0.0%         |     |              | 21  | 0.0%          | 0       | 0.0%         | 0   | 0.0%         | 0   |                |
| IP14 6           | 2.6%         | 29       | 0.0%         | 0   | 0.0%          | 0       | 0.0%         | 0   | 0.0%         | 0   | 0.0%                | 0          | 0.0%         | 0   |              | 29  |              | 0   | 0.0%          | 0       | 0.0%         | 0   | 0.0%         | 0   |                |
| IP20 0           | 1.5%         | 17       | 0.0%         | 0   | 0.0%          | 0       | 0.0%         | 0   | 0.0%         | 0   | 0.0%                | 0          | 0.0%         | 0   | 0.0%         | 0   |              | 0   | 0.0%          | 0       | 0.0%         | 0   |              | 17  |                |
| IP20 9           | 2.0%         | 22       |              | 0   | 0.0%          | 0       | 0.0%         | 0   | 0.0%         | 0   | 0.0%                | 0          | 0.0%         | 0   |              | 0   |              | 0   | 0.0%          | 0       | 0.0%         | 0   |              | 22  |                |
| IP21 4           | 2.7%         | 30       |              | 0   | 0.0%          | 0       | 0.0%         | 0   | 0.0%         | 0   | 0.0%                | 0          | 0.0%         | 0   | 0.0%         | 0   | 0.0%         | 0   | 0.0%          | 0       | 0.0%         | 0   |              | 30  |                |
| IP21 5           | 2.0%         | 22       |              | 0   | 0.0%          | 0       | 0.0%         | 0   | 0.0%         | 0   | 0.0%                | 0          | 0.0%         | 0   | 0.0%         | 0   | 0.0%         | 0   | 0.0%          | 0       | 0.0%         | 0   |              | 22  |                |
| IP22 1           | 3.5%         | 39       | 0.0%         | 0   | 0.0%          | 0       | 0.0%         | 0   | 0.0%         | 0   | 0.0%                | 0          | 0.0%         | 0   | 0.0%         | 0   | 0.0%         | 0   | 0.0%          |         |              | 39  | 0.0%         | 0   |                |
| IP23 7           | 3.9%         | 43       |              | 0   | 0.0%          | 0       | 0.0%         | 0   | 0.0%         | 0   | 0.0%                | 0          | 0.0%         | 0   | 0.0%         | 0   | 0.0%         | 0   | 0.0%          |         | 43.0%        | 43  | 0.0%         | 0   |                |
| IP23 8           | 1.6%         | 18       | 0.0%         | 0   |               | 0       | 0.0%         | 0   | 0.0%         | 0   | 0.0%                | 0          | 0.0%         | 0   | 0.0%         | 0   | 0.0%         | 0   | 0.0%          |         | 18.0%        | 18  | 0.0%         | 0   |                |
| IP29 4           | 4.2%         | 46       |              |     | 46.0%         | 46      | 0.0%         | 0   | 0.0%         | 0   | 0.0%                | 0          | 0.0%         | 0   | 0.0%         | 0   | 0.0%         | 0   | 0.0%          | 0       | 0.0%         | 0   | 0.0%         | 0   |                |
| IP30 0<br>IP30 9 | 4.9%<br>5.5% | 54<br>61 | 0.0%<br>0.0% | 0   | 54.0%<br>0.0% | 54<br>0 | 0.0%<br>0.0% | 0   | 0.0%<br>0.0% | 0   | 0.0%<br>0.0%        | 0          | 0.0%<br>0.0% | 0   | 0.0%<br>0.0% | 0   | 0.0%         | 0   | 0.0%<br>61.0% | 0<br>61 | 0.0%<br>0.0% | 0   | 0.0%<br>0.0% | 0   |                |
| IP30 9<br>IP31 3 | 3.5%         | 39       | 0.0%         | 0   |               | 0       | 0.0%         | 0   | 0.0%         | 0   | 0.0%                | 0          | 0.0%         | 0   |              | 0   | 0.0%<br>0.0% | 0   |               | 39      | 0.0%         | 0   | 0.0%         | 0   |                |
| IP6 0            | 1.5%         | 16       |              | 0   | 0.0%          | 0       | 0.0%         | 0   | 0.0%         | 0   | 0.0%                | 0          | 0.0%         |     | 16.0%        | 16  |              | 0   | 0.0%          | 0       |              | 0   | 0.0%         | 0   |                |
| IP6 8            | 1.5%         | 16       |              | 0   | 0.0%          | 0       | 0.0%         | 0   | 0.0%         | 0   | 0.0%                | 0          | 0.0%         |     | 16.0%        | 16  |              | 0   | 0.0%          | 0       | 0.0%         | 0   | 0.0%         | 0   |                |
| IP6 8<br>IP6 9   | 1.5%         | 16       |              | 0   | 0.0%          | 0       | 0.0%         | 0   | 0.0%         | 0   |                     | 0          | 0.0%         |     | 16.0%        | 16  |              | 0   | 0.0%          | 0       | 0.0%         | 0   | 0.0%         | 0   |                |
| IP7 5            | 4.3%         | 47       | 0.0%         | 0   | 0.0%          | 0       | 0.0%         | 0   | 0.0%         | 0   |                     | 47         | 0.0%         | 0   |              | 0   |              | 0   | 0.0%          | 0       | 0.0%         | 0   | 0.0%         | 0   |                |
| IP7 6            | 2.4%         | 26       |              | 0   | 0.0%          | 0       | 0.0%         | 0   | 0.0%         |     | 26.0%               | 26         | 0.0%         | 0   |              | 0   |              | 0   | 0.0%          | 0       | 0.0%         | 0   | 0.0%         | 0   |                |
| IP7 7            | 2.4%         | 26       |              | 0   | 0.0%          | 0       | 0.0%         | 0   | 0.0%         | 0   |                     | 26         | 0.0%         | 0   | 0.0%         | 0   |              | 0   | 0.0%          | 0       | 0.0%         | 0   | 0.0%         | 0   |                |
| IP8 3            | 1.7%         | 19       | 0.0%         | 0   | 0.0%          | 0       | 0.0%         | 0   | 0.0%         | 0   |                     | 0          |              | 19  | 0.0%         | 0   | 0.0%         | 0   | 0.0%          | 0       | 0.0%         | 0   | 0.0%         | 0   |                |
| IP8 4            | 1.2%         | 13       | 0.0%         | 0   | 0.0%          | 0       | 0.0%         | 0   | 0.0%         | 0   | 0.0%                | 0          | 0.0%         | 0   |              | 13  | 0.0%         | 0   | 0.0%          | 0       | 0.0%         | 0   | 0.0%         | 0   |                |
| IP9 1            | 0.9%         | 10       | 0.0%         | 0   | 0.0%          | 0       | 0.0%         | 0   | 0.0%         | 0   | 0.0%                | 0          |              | 10  | 0.0%         | 0   | 0.0%         | 0   | 0.0%          | 0       | 0.0%         | 0   | 0.0%         | 0   |                |
| IP9 2            | 3.2%         | 35       | 0.0%         | 0   | 0.0%          | 0       | 0.0%         | 0   | 0.0%         | 0   | 0.0%                | -          |              | 35  | 0.0%         | 0   | 0.0%         | 0   | 0.0%          | 0       | 0.0%         | 0   | 0.0%         | 0   |                |
| Base:            | 2.=,0        | 1100     | ,-           | 100 |               | 100     |              | 100 |              | 100 |                     | 100        |              | 100 | ,            | 100 |              | 100 | , -           | 100     |              | 100 |              | 100 |                |
|                  |              |          |              |     |               |         |              |     |              |     |                     |            |              |     |              |     |              |     |               |         |              |     |              |     |                |

|         | Tota | ıl   | Zone   | 1   | Zone   | 2   | Zone   | 3   | Zone   | 4   | Zone   | 5   | Zone   | 6   | Zone   | 7   | Zone   | 8   | Zone   | 9   | Zone 1 | 10  | Zone   | 11  |
|---------|------|------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
|         |      |      |        |     |        |     |        |     |        |     |        |     |        |     |        |     |        |     |        |     |        |     |        |     |
| ZON     |      |      |        |     |        |     |        |     |        |     |        |     |        |     |        |     |        |     |        |     |        |     |        |     |
| Zone 1  | 9.1% | 100  | 100.0% | 100 | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   |
| Zone 2  | 9.1% | 100  | 0.0%   | 0   | 100.0% | 100 | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   |
| Zone 3  | 9.1% | 100  | 0.0%   | 0   | 0.0%   | 0 1 | 100.0% | 100 | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   |
| Zone 4  | 9.1% | 100  | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 100.0% | 100 | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   |
| Zone 5  | 9.1% | 100  | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 100.0% | 100 | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   |
| Zone 6  | 9.1% | 100  | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 100.0% | 100 | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   |
| Zone 7  | 9.1% | 100  | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 100.0% | 100 | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   |
| Zone 8  | 9.1% | 100  | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 100.0% | 100 | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   |
| Zone 9  | 9.1% | 100  | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0 1 | 100.0% | 100 | 0.0%   | 0   | 0.0%   | 0   |
| Zone 10 | 9.1% | 100  | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 100.0% | 100 | 0.0%   | 0   |
| Zone 11 | 9.1% | 100  | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 100.0% | 100 |
| Base:   |      | 1100 |        | 100 |        | 100 |        | 100 |        | 100 |        | 100 |        | 100 |        | 100 |        | 100 |        | 100 |        | 100 |        | 100 |

# **Appendix 2:**

Data Tabulations
By Zone (Weighted)

#### Babergh & Mid Suffolk Household Survey For Carter Jonas

Weighted:

|  | Total    | l     | Zone     | 1     | Zone  | 2    | Zone     | 3      | Zone    | 4     | Zone     | 5     | Zone    | 5      | Zone    | 7      | Zone       | 8     | Zone     | 9      | Zone 1  | 10    | Zone  | 11 |
|--|----------|-------|----------|-------|-------|------|----------|--------|---------|-------|----------|-------|---------|--------|---------|--------|------------|-------|----------|--------|---------|-------|-------|----|
| Q01 In which store or she  | opping o | entre | e do you | ı NOR | MALLY | shop | at for a | ll you | r house | hold' | s main f | ood a | nd groc | ery sl | nopping | , need | ds (i.e. p | rimar | ily bulk | trolle | y purch | ases) | ?     |    |
| Aldi, Gipping Way,<br>STOWMARKET                                 | 0.2%     | 2     | 0.0%     | 0     | 0.0%  | 0    | 0.0%     | 0      | 0.0%    | 0     | 0.0%     | 0     | 0.0%    | 0      | 0.0%    | 0      | 1.3%       | 2     | 0.0%     | 0      | 0.0%    | 0     | 0.0%  | 0  |
| Aldi, Girling Street,<br>SUDBURY                                 | 4.1%     | 45    | 12.3%    | 18    | 5.9%  | 2    | 9.8%     | 12     | 19.2%   | 11    | 0.6%     | 0     | 0.0%    | 0      | 0.0%    | 0      | 0.0%       | 0     | 0.0%     | 0      | 0.0%    | 0     | 0.0%  | 0  |
| Aldi, HAVERHILL  | 0.4%     | 4     | 2.7%     | 4     | 0.0%  | 0    | 0.0%     | 0      | 0.0%    | 0     | 0.0%     | 0     | 0.0%    | 0      | 0.0%    | 0      | 0.0%       | 0     | 0.0%     | 0      | 0.0%    | 0     | 0.0%  | 0  |
| Aldi, Magdalen Street,<br>COLCHESTER                             | 0.1%     | 1     | 0.0%     | 0     | 0.0%  | 0    | 0.0%     | 0      | 0.0%    | 0     | 0.0%     | 0     | 0.9%    | 1      | 0.0%    | 0      | 0.0%       | 0     | 0.0%     | 0      | 0.0%    | 0     | 0.0%  | 0  |
| Asda Superstore, Meadow<br>Centre, Wilkes Way,<br>STOWMARKET     | 7.3%     | 81    | 0.0%     | 0     | 4.8%  | 2    | 0.0%     | 0      | 0.0%    | 0     | 1.1%     | 1     | 1.6%    | 2      | 7.1%    | 9      | 32.2%      | 51    | 17.3%    | 13     | 3.9%    | 2     | 0.6%  | 1  |
| Asda superstore, Turner<br>Rise, COLCHESTER                      | 1.1%     | 12    | 4.4%     | 7     | 0.0%  | 0    | 3.3%     | 4      | 0.0%    | 0     | 0.0%     | 0     | 0.7%    | 1      | 0.0%    | 0      | 0.0%       | 0     | 0.0%     | 0      | 0.0%    | 0     | 0.0%  | 0  |
| Co op, Church Street, EYE  | 0.3%     | 3     | 0.0%     | 0     | 0.0%  | 0    | 0.0%     | 0      | 0.0%    | 0     | 0.0%     | 0     | 0.0%    | 0      | 0.0%    | 0      | 0.0%       | 0     | 0.0%     | 0      | 5.8%    | 3     | 0.0%  | 0  |
| Co-op, 100 East Street,<br>SUDBURY                               | 0.1%     | 2     | 0.0%     | 0     | 0.0%  | 0    | 0.9%     | 1      | 0.7%    | 0     | 0.0%     | 0     | 0.0%    | 0      | 0.0%    | 0      | 0.0%       | 0     | 0.0%     | 0      | 0.0%    | 0     | 0.0%  | 0  |
| Co-op, 2 High Street,<br>LAVENHAM                                | 0.1%     | 1     | 0.0%     | 0     | 1.1%  | 0    | 0.0%     | 0      | 0.0%    | 0     | 0.0%     | 0     | 0.0%    | 0      | 0.0%    | 0      | 0.6%       | 1     | 0.0%     | 0      | 0.0%    | 0     | 0.0%  | 0  |
| Co-op, 72 High Street,<br>HADLEIGH                               | 1.1%     | 13    | 0.0%     | 0     | 0.0%  | 0    | 0.0%     | 0      | 0.0%    | 0     | 12.1%    | 10    | 1.4%    | 2      | 0.8%    | 1      | 0.0%       | 0     | 0.0%     | 0      | 0.0%    | 0     | 0.0%  | 0  |
| Co-op, 80A High Street,<br>LAVENHAM                              | 0.1%     | 1     | 0.0%     | 0     | 0.0%  | 0    | 0.6%     | 1      | 0.0%    | 0     | 0.0%     | 0     | 0.0%    | 0      | 0.0%    | 0      | 0.0%       | 0     | 0.0%     | 0      | 0.0%    | 0     | 0.0%  | 0  |
| Co-op, Hall Street, LONG<br>MELFORD                              | 0.2%     | 2     | 1.1%     | 2     | 0.0%  | 0    | 0.0%     | 0      | 0.0%    | 0     | 0.0%     | 0     | 0.0%    | 0      | 0.0%    | 0      | 0.0%       | 0     | 0.0%     | 0      | 0.0%    | 0     | 0.0%  | 0  |
| Co-op, MANNINGTREE   | 0.4%     | 4     | 0.0%     | 0     | 0.0%  | 0    | 0.0%     | 0      | 0.0%    | 0     | 0.0%     | 0     | 3.2%    | 4      | 0.0%    | 0      | 0.0%       | 0     | 0.0%     | 0      | 0.0%    | 0     | 0.0%  | 0  |
| Co-op, Mildenhall Road,<br>BURY ST EDMUNDS                       | 0.1%     | 1     | 0.0%     | 0     | 0.7%  | 0    | 0.0%     | 0      | 0.0%    | 0     | 0.0%     | 0     | 0.0%    | 0      | 0.0%    | 0      | 0.0%       | 0     | 0.9%     | 1      | 0.0%    | 0     | 0.0%  | 0  |
| Co-op, NEEDHAM<br>MARKET   | 0.1%     | 1     | 0.0%     | 0     | 0.0%  | 0    | 0.0%     | 0      | 0.0%    | 0     | 0.0%     | 0     | 0.0%    | 0      | 0.8%    | 1      | 0.0%       | 0     | 0.0%     | 0      | 0.0%    | 0     | 0.0%  | 0  |
| Co-op, The Street,<br>BRAMFORD                                   | 0.1%     | 1     | 0.0%     | 0     | 0.0%  | 0    | 0.0%     | 0      | 0.0%    | 0     | 0.0%     | 0     | 0.0%    | 0      | 0.6%    | 1      | 0.0%       | 0     | 0.0%     | 0      | 0.0%    | 0     | 0.0%  | 0  |
| Co-op, The Street, CAPEL<br>ST MARY                              | 0.5%     | 6     | 0.0%     | 0     | 0.0%  | 0    | 0.0%     | 0      | 0.0%    | 0     | 0.0%     | 0     | 4.4%    | 6      | 0.0%    | 0      | 0.0%       | 0     | 0.0%     | 0      | 0.0%    | 0     | 0.0%  | 0  |
| Co-op Local, DEDHAM  | 0.1%     | 1     | 0.0%     | 0     | 0.0%  | 0    | 0.0%     | 0      | 0.0%    | 0     | 0.0%     | 0     | 0.0%    | 0      | 0.6%    | 1      | 0.0%       | 0     | 0.0%     | 0      | 0.0%    | 0     | 0.0%  | 0  |
| Lidl, Bury Road,<br>STOWMARKET                                   | 1.6%     | 18    | 0.7%     | 1     | 3.4%  | 1    | 0.0%     | 0      | 0.0%    | 0     | 0.0%     | 0     | 0.0%    | 0      |         | 4      | 5.2%       | 8     | 3.8%     | 3      | 0.0%    | 0     |       | 1  |
| Morrisons, 175 London<br>Road, HADLEIGH                          | 4.7%     | 52    | 0.0%     | 0     | 0.0%  | 0    | 2.7%     | 3      | 0.0%    | 0     | 53.8%    | 43    | 3.4%    | 5      | 0.8%    | 1      | 0.0%       | 0     | 0.0%     | 0      | 0.0%    | 0     | 0.0%  | 0  |
| Morrisons, DISS  | 6.2%     | 68    | 0.0%     | 0     |       | 0    | 0.0%     | 0      | 0.0%    |       | 0.0%     | 0     | 0.0%    | 0      |         | 3      | 0.6%       | 1     | 1.1%     |        | 29.0%   |       | 48.2% | 47 |
| Morrisons, Sheringham<br>Court, Milton Road South,<br>STOWMARKET | 1.7%     | 19    | 0.0%     | 0     | 0.0%  | 0    | 0.0%     | 0      | 0.0%    | 0     | 0.0%     | 0     | 0.0%    | 0      | 0.6%    | 1      | 9.3%       | 15    | 3.9%     | 3      | 0.0%    | 0     | 0.0%  | 0  |
| Morrisons, Sproughton<br>Road, IPSWICH                           | 2.1%     | 23    | 0.0%     | 0     |       | 0    | 0.6%     | 1      | 0.7%    | 0     |          | 1     | 5.1%    | 7      | 11.3%   | 14     |            | 0     |          | 1      | 0.0%    | 0     |       | 0  |
| Roys of Wroxham, Great<br>Eastern Road, SUDBURY                  | 0.1%     | 1     | 0.7%     | 1     | 0.0%  | 0    | 0.0%     | 0      | 0.0%    | 0     | 0.0%     | 0     | 0.0%    | 0      | 0.0%    | 0      | 0.0%       | 0     | 0.0%     | 0      | 0.0%    | 0     | 0.0%  | 0  |

|  | Tota | ıl  | Zone  | 1  | Zone 2 | 2 | Zone  | 3  | Zone  | 4  | Zone 5 | 5 | Zone  | 6  | Zone | 7  | Zone  | 8  | Zone 9 |   | Zone 1 | .0 | Zone 1 | 1 |  |
|--|------|-----|-------|----|--------|---|-------|----|-------|----|--------|---|-------|----|------|----|-------|----|--------|---|--------|----|--------|---|--|
| Sainsbury's Superstore,<br>11-14 Priory Walk,<br>COLCHESTER      | 0.7% | 8   | 5.5%  | 8  | 0.0%   | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0 | 0.0%  | 0  | 0.0% | 0  | 0.0%  | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 |  |
| Sainsbury's, Cornard Road,<br>SUDBURY                            | 3.6% | 40  | 7.3%  | 11 | 1.1%   | 0 | 16.8% | 21 | 11.3% | 7  | 0.9%   | 1 | 0.0%  | 0  | 0.0% | 0  | 0.0%  | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 |  |
| Sainsbury's, Hadleigh Road,<br>IPSWICH                           | 2.6% | 28  | 0.0%  | 0  | 0.0%   | 0 | 0.0%  | 0  | 0.0%  | 0  | 3.7%   | 3 | 11.0% | 15 | 7.6% | 10 | 0.6%  | 1  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 |  |
| Sainsbury's, HAVERHILL   | 0.5% | 6   | 3.8%  | 6  | 0.0%   | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0 | 0.0%  | 0  | 0.0% | 0  | 0.0%  | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 |  |
| Tesco Express, Crouch<br>Street, COLCHESTER                      | 0.1% | 1   | 0.7%  | 1  | 0.0%   | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0 | 0.0%  | 0  | 0.0% | 0  | 0.0%  | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 |  |
| Tesco Express, St Johns,<br>COLCHESTER                           | 0.1% | 2   | 0.0%  | 0  | 0.0%   | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0 | 1.2%  | 2  | 0.0% | 0  | 0.0%  | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 |  |
| Tesco Metro, Kesgrave, IPSWICH                                   | 0.5% | 6   |       |    | 0.0%   | 0 | 0.0%  | 0  | 0.0%  | 0  |        | 0 | 2.9%  | 4  |      |    | 0.0%  | 0  |        | 0 |        | 0  | 0.0%   | 0 |  |
| Tesco Superstore,<br>Bedingfeld Way, BURY<br>ST. EDMUNDS         | 0.4% | 5   | 0.0%  | 0  | 4.3%   | 2 | 0.0%  | 0  | 0.0%  | 0  |        | 0 | 0.0%  | 0  | 0.0% |    | 0.0%  | 0  | 3.0%   | 2 | 1.7%   | 1  | 0.0%   | 0 |  |
| Tesco Superstore, Cedars<br>Link Road,<br>STOWMARKET             | 5.8% | 63  | 0.0%  | 0  | 0.0%   | 0 | 0.0%  | 0  | 0.0%  | 0  | 1.5%   | 1 | 0.0%  | 0  | 8.9% | 11 | 31.6% | 50 | 0.0%   | 0 | 0.8%   | 0  | 0.0%   | 0 |  |
| Tesco Superstore, St<br>Saviours Interchange,<br>BURY ST EDMUNDS | 1.6% | 18  | 0.0%  | 0  | 8.2%   | 3 | 3.3%  | 4  | 0.0%  | 0  | 0.0%   | 0 | 0.9%  | 1  | 0.0% | 0  | 1.0%  | 2  | 10.1%  | 8 | 0.8%   | 0  | 0.0%   | 0 |  |
| Tesco, BRAINTREE   | 0.2% | 2   | 1.6%  | 2  | 0.0%   | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0 | 0.0%  | 0  | 0.0% | 0  | 0.0%  | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 |  |
| Tesco, Greenstead Road,<br>COLCHESTER                            | 0.2% | 2   | 0.0%  | 0  | 0.0%   | 0 | 0.6%  | 1  | 0.0%  | 0  | 0.0%   | 0 | 0.9%  | 1  | 0.0% | 0  | 0.0%  | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 |  |
| Tesco, Woodhall Business<br>Park, Springlands Way,<br>SUDBURY    | 9.8% | 108 | 22.5% | 34 | 7.7%   | 3 | 33.9% | 43 | 47.9% | 28 | 1.5%   | 1 | 0.0%  | 0  | 0.0% | 0  | 0.0%  | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 |  |
| Waitrose, Robert Boby Way,<br>BURY ST EDMUNDS                    | 1.0% | 11  | 0.0%  | 0  | 8.8%   | 3 | 1.8%  | 2  | 0.0%  | 0  | 0.0%   | 0 | 0.0%  | 0  | 0.0% | 0  | 1.0%  | 2  | 4.8%   | 4 | 1.0%   | 1  | 0.0%   | 0 |  |
| Waitrose, Station Road,<br>SUDBURY                               | 3.9% | 43  | 6.8%  | 10 |        | 1 | 15.2% | 19 | 17.5% | 10 | 3.2%   | 3 | 0.0%  | 0  | 0.0% | 0  | 0.0%  | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 |  |
| Brantham   | 0.1% | 1   | 0.0%  | 0  |        | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0 | 0.0%  | 0  | 0.0% | 0  |       | 0  | 0.0%   | 0 | 1.3%   | 1  | 0.0%   | 0 |  |
| Bury St. Edmunds   | 0.2% | 2   | 0.0%  | 0  | 0.0%   | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0 | 0.0%  | 0  | 0.0% | 0  | 0.0%  | 0  | 2.3%   | 2 | 0.0%   | 0  | 0.0%   | 0 |  |
| Colchester   | 0.1% | 2   | 0.0%  | 0  | 0.0%   | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0 | 1.2%  | 2  | 0.0% | 0  | 0.0%  | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 |  |
| Debenham   | 0.1% | 1   | 0.0%  | 0  | 0.0%   | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0 | 0.0%  | 0  | 0.6% | 1  | 0.0%  | 0  | 0.0%   | 0 | 0.8%   | 0  | 0.0%   | 0 |  |
| Eye  | 0.0% | 0   | 0.0%  | 0  | 0.0%   | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0 | 0.0%  | 0  | 0.0% | 0  | 0.0%  | 0  | 0.0%   | 0 | 0.8%   | 0  | 0.0%   | 0 |  |
| Hadleigh   | 0.2% | 2   | 0.0%  | 0  | 0.0%   | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.9%   | 1 | 0.7%  | 1  | 0.0% | 0  | 0.0%  | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 |  |
| Haverhill  | 0.1% | 1   | 0.9%  | 1  | 0.0%   | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0 | 0.0%  | 0  | 0.0% | 0  | 0.0%  | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 |  |
| Ipswich  | 0.4% | 4   | 0.0%  | 0  | 0.0%   | 0 | 0.0%  | 0  | 0.0%  | 0  | 2.1%   | 2 | 0.9%  | 1  | 0.0% | 0  | 0.6%  | 1  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 |  |
| Needham Market   | 0.1% | 1   | 0.0%  | 0  | 0.0%   | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0 | 0.0%  | 0  | 0.6% | 1  | 0.0%  | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 |  |
| Sudbury  | 0.1% | 1   | 0.0%  | 0  | 0.0    | 0 | 0.8%  | 1  | 0.0%  | 0  | 0.0%   | 0 | 0.0%  | 0  | 0.0% | 0  |       | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 |  |
| Stowmarket   | 0.2% | 2   | 0.0%  | 0  | 0.0%   | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0 | 0.0%  | 0  | 0.0% | 0  |       | 0  | 1.5%   | 1 | 1.9%   | 1  | 0.0%   | 0 |  |
| Aldi, Mere Street, Diss  | 0.5% | 5   | 0.0%  | 0  | 0.0%   | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0 | 0.0%  | 0  | 0.0% | 0  | 0.0%  | 0  | 0.0%   | 0 | 0.8%   | 0  | 4.9%   | 5 |  |
| Aldi, Meredith Road,<br>Ipswich                                  | 0.6% | 6   | 0.0%  | 0  | 0.0%   | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0 | 0.9%  | 1  | 4.1% | 5  | 0.0%  | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 |  |

|  | Total |    | Zone 1 |   | Zone 2 |   | Zone 3 |   | Zone 4 |   | Zone 5 |   | Zone 6 |   | Zone 7 | 7  | Zone 8 | } | Zone 9 |   | Zone 10 | ) | Zone 1 | l |
|--|-------|----|--------|---|--------|---|--------|---|--------|---|--------|---|--------|---|--------|----|--------|---|--------|---|---------|---|--------|---|
|  |       |    |        |   |        |   |        |   |        |   |        |   |        |   |        |    |        |   |        |   |         |   |        |   |
| Aldi, Newmarket Road, Dettingen Way, Bury St. Edmunds                | 0.9%  | 9  | 1.2%   | 2 | 4.7%   | 2 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 7.2%   | 5 | 0.8%    | 0 | 0.0%   | 0 |
| Asda Superstore, Drayton<br>High Road, Hellesdon,<br>Norwich         | 0.2%  | 2  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 2.5%   | 2 |
| Asda Superstore, Stoke Park Drive, Ipswich                           | 0.3%  | 3  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 1.8%   | 2 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.7%   | 1 |
| Asda Superstore, Western<br>Way, Bury St. Edmunds                    | 0.4%  | 4  | 0.0%   | 0 | 4.3%   | 2 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 1.8%   | 1 | 1.7%    | 1 | 0.0%   | 0 |
| Asda Superstore, Whitehouse Industrial Estate, Goddard Road, Ioswich | 3.9%  | 43 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 3.8%   | 3 | 5.0%   | 7 | 26.6%  | 33 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%   | 0 |
| Budgens, Bullock Fair Close,<br>Harleston                            | 0.4%  | 5  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 4.8%   | 5 |
| Co-op, Chancery Lane,<br>Debenham                                    | 0.1%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 1.1%   | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%   | 0 |
| Co-op, High Street, Earls<br>Colne                                   | 0.5%  | 6  | 4.0%   | 6 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%   | 0 |
| o-op, Hillside Road East,<br>Bungay                                  | 0.1%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 1.3%   | 1 |
| Co-op, London Road,<br>Harleston                                     | 0.1%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.6%   | 1 |
| Co-op, Market Hill, Clare  | 0.1%  | 1  | 0.7%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%   | 0 |
| o-op, Market Hill,<br>Framlingham                                    | 0.4%  | 4  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 2.6%   | 3  | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.7%   | 1 |
| Co-op, Norwich Road,<br>Barham, Claydon                              | 0.2%  | 3  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 2.0%   | 3  | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%   | 0 |
| Co-op, Saxons Way,<br>Halesworth                                     | 0.1%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.6%   | 1 |
| Co-op, The Street, Holbrook  | 0.3%  | 4  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 2.6%   | 4 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%   | 0 |
| Co-op, The Street,<br>Rickinghall, Diss                              | 0.2%  | 2  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 3.8%    | 2 | 0.0%   | 0 |
| Co-op, The Street,<br>Wherstead, Holbrook                            | 0.5%  | 5  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 3.9%   | 5 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%   | 0 |
| Co-op, The Street, Woolpit   | 0.0%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.7%   | 1 | 0.0%    | 0 | 0.0%   | 0 |
| eland, Cornhill, Bury St.<br>Edmunds                                 | 0.1%  | 1  | 0.0%   | 0 | 1.9%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%   | 0 |
| eland, North Street,<br>Sudbury                                      | 0.1%  | 2  | 0.0%   | 0 | 0.0%   | 0 | 1.2%   | 2 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%   | 0 |
| idl, Handford Road,<br>Ipswich                                       | 0.2%  | 3  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.9%   | 1 | 1.1%   | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%   | 0 |
| idl, London Road, Ipswich  | 0.3%  | 4  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 2.8%   | 4 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%   | 0 |
| Local shops, Cockfield   | 0.0%  | 0  | 0.0%   | 0 | 1.1%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%   | 0 |
| Local shops, Diss  | 0.2%  | 3  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 3.4%    | 2 | 0.6%   | 1 |
| Local shops, Framlingham   | 0.1%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.6%   | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%   | 0 |

|  |       |    |        |   |        |    |        |   |        |   |        |   |        |    |        |   |        |   |        |    |         |    |        |    | • |
|--|-------|----|--------|---|--------|----|--------|---|--------|---|--------|---|--------|----|--------|---|--------|---|--------|----|---------|----|--------|----|---|
|  | Total |    | Zone 1 |   | Zone 2 |    | Zone 3 |   | Zone 4 |   | Zone 5 |   | Zone 6 | 5  | Zone 7 |   | Zone 8 |   | Zone 9 | )  | Zone 10 | 0  | Zone 1 | 1  |   |
| Local shops, Harleston                                   | 0.1%  | 1  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%    | 0  | 1.3%   | 1  |   |
| Local shops, North Walsham                               | 0.0%  | 1  | 0.0%   | 0 |        | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.7%   | 1  | 0.0%    | 0  | 0.0%   | 0  |   |
| Local shops, Tiptree, Essex                              | 0.2%  | 2  | 1.2%   | 2 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%    | 0  | 0.0%   | 0  |   |
| Local shops, Woodbridge                                  | 0.1%  | 1  | 0.0%   | 0 |        | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%    | 0  | 1.0%   | 1  |   |
| Marks & Spencer,<br>Buttermarket, Bury St.<br>Edmunds    | 0.2%  | 3  | 0.0%   | 0 | 0.0%   | 0  | 2.1%   | 3 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%    | 0  | 0.0%   | 0  |   |
| Marks & Spencer, High<br>Street, Colchester              | 0.1%  | 1  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.7%   | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%    | 0  | 0.0%   | 0  |   |
| Marks & Spencer, Westgate<br>Street, Ipswich             | 0.1%  | 1  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.7%   | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%    | 0  | 0.0%   | 0  |   |
| Sainsbury's, Bedingfeld<br>Way, Bury St. Edmunds         | 3.6%  | 40 | 0.9%   | 1 | 31.7%  | 12 | 0.6%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 1.2%   | 2  | 0.0%   | 0 | 3.3%   | 5 | 23.5%  | 18 | 1.5%    | 1  | 0.0%   | 0  |   |
| Sainsbury's, Brazen Gate,<br>Norwich                     | 0.1%  | 2  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%    | 0  | 1.6%   | 2  |   |
| Sainsbury's, Felixstowe<br>Road, Ipswich                 | 0.2%  | 2  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.9%   | 1  | 0.6%   | 1 | 0.0%   | 0 | 0.0%   | 0  | 0.0%    | 0  | 0.0%   | 0  |   |
| Sainsbury's, High Street,<br>Halstead                    | 0.2%  | 2  | 1.7%   | 2 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%    | 0  | 0.0%   | 0  |   |
| Sainsbury's, Western Approach, Stanway, Colchester       | 0.8%  | 9  | 5.8%   | 9 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%    | 0  | 0.0%   | 0  |   |
| Tesco Extra, Anson Road,<br>Martlesham Heath,<br>Ipswich | 0.6%  | 7  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 3.1%   | 4 | 0.0%   | 0 | 0.0%   | 0  | 0.0%    | 0  | 2.8%   | 3  |   |
| Tesco Extra, Copdock<br>Interchange, Ipswich             | 3.7%  | 40 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 7.8%   | 6 | 21.0%  | 28 | 4.5%   | 6 | 0.0%   | 0 | 0.0%   | 0  | 0.0%    | 0  | 0.0%   | 0  |   |
| Tesco Extra, Highwoods<br>Square, Colchester             | 0.6%  | 7  | 3.8%   | 6 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.7%   | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%    | 0  | 0.0%   | 0  |   |
| Tesco Superstore, George<br>Westwood Way, Beccles        | 0.2%  | 2  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%    | 0  | 2.3%   | 2  |   |
| Tesco Superstore, Ipswich<br>Road, Norwich               | 0.2%  | 3  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 1.3%    | 1  | 1.9%   | 2  |   |
| Tesco Superstore, Kilverstone, Thetford                  | 0.1%  | 1  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 1.3%    | 1  | 0.0%   | 0  |   |
| Tesco Superstore, Victoria<br>Road, Diss                 | 2.5%  | 28 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 1.8%   | 2 | 0.6%   | 1 | 0.9%   | 1  | 22.5%   | 13 | 11.2%  | 11 |   |
| Waitrose, Corn Exchange, Ipswich                         | 0.2%  | 3  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 1.6%   | 2 | 0.0%   | 0 | 0.7%   | 1  | 0.0%    | 0  | 0.0%   | 0  |   |
| Waitrose, Fred Archer Way,<br>Newmarket                  | 0.0%  | 0  | 0.0%   | 0 | 1.1%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%    | 0  | 0.0%   | 0  |   |
| Waitrose, Futura Park, Crane<br>Boulevard, Ipswich       | 0.5%  | 5  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 1.9%   | 3  | 2.1%   | 3 | 0.0%   | 0 | 0.0%   | 0  | 0.0%    | 0  | 0.0%   | 0  |   |
| Waitrose, Norwich Road,<br>Wymondham                     | 0.1%  | 1  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 1.7%    | 1  | 0.0%   | 0  |   |
| Waitrose, St. Andrews<br>Avenue, Colchester              | 0.3%  | 3  | 1.1%   | 2 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.9%   | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%    | 0  | 0.0%   | 0  |   |

|  | Total         | l        | Zone          | 1       | Zone          | 2      | Zone         | 3     | Zone    | 4        | Zone       | 5   | Zone         | 6   | Zone          | 7   | Zone          | 8   | Zone         | 9       | Zone          | 10  | Zone         | 11     |
|--|---------------|----------|---------------|---------|---------------|--------|--------------|-------|---------|----------|------------|-----|--------------|-----|---------------|-----|---------------|-----|--------------|---------|---------------|-----|--------------|--------|
|  |               |          |               |         |               |        |              |       |         |          |            |     |              |     |               |     |               |     |              |         |               |     |              |        |
| Internet / mail order                        | 7.8%          | 85       | 8.1%          | 12      | 5.7%          | 2      | 5.9%         | 7     | 2.8%    | 2        | 2          | 4   | 10.7%        | 14  | 1.4%          | 2   | 9.8%          | 16  |              | 11      | 11.6%         | 7   | 8.9%         | 9      |
| (Don't know / varies)                        | 1.1%          | 12       | 0.0%          | 0       | 0.0%          | 0      | 0.0%         | 0     | 0.0%    | 0        | 0.0%       | 0   | 3.2%         | 4   | 0.0%          | 0   | 2.2%          | 4   | 0.7%         | 1       | 2.0%          | 1   | 2.7%         | 3      |
| Weighted base:                               |               | 1100     |               | 149     |               | 39     |              | 126   |         | 58       |            | 80  |              | 135 |               | 126 |               | 159 |              | 75      |               | 57  |              | 97     |
| Sample:                                      |               | 1100     |               | 100     |               | 100    |              | 100   |         | 100      |            | 100 |              | 100 |               | 100 |               | 100 |              | 100     |               | 100 |              | 100    |
| OO4 A Which metallan da                      |               |          |               |         | d !t.a        | -4 / l |              |       |         | <b>.</b> | 0          |     |              |     |               |     |               |     |              |         |               |     |              |        |
| Q01AWhich retailer do y Those who do their m |               | -        |               |         |               |        | me aeıı      | ivery | snoppin | g troi   | n?         |     |              |     |               |     |               |     |              |         |               |     |              |        |
| Those who do their h                         | iain jooa sn  | opping   | via ine i     | піетпе  | ı aı Q01.     |        |              |       |         |          |            |     |              |     |               |     |               |     |              |         |               |     |              |        |
| Asda   | 16.5%         | 14       | 0.0%          | 0       | 50.3%         | 1      | 10.4%        | 1     | 0.0%    | 0        | 0.0%       | 0   | 11.0%        | 2   | 0.0%          | 0   | 57.4%         | 9   | 0.0%         | 0       | 0.0%          | 0   | 19.4%        | 2      |
| Morrisons                                    | 0.0%          | 0        | 0.0%          | 0       | 0.070         | 0      | 0.0%         | 0     | 0.070   | 0        | 0.0%       | 0   | 0.0%         | 0   | ,.            | 0   | 0.0%          | 0   | 0.0%         | 0       |               | 0   | 0.0%         | 0      |
| Iceland                                      | 0.0%          | 0        | 0.0%          | 0       | 0.0%          | 0      | 0.0%         | 0     | 0.070   | 0        | 0.070      | 0   | 0.0%         | 0   |               | 0   | 0.0%          | 0   | 0.0%         | 0       |               | 0   | 0.0%         | 0      |
| Sainsbury's                                  | 13.2%         | 11       | 0.0%          | 0       | 38.0%         | 1      | 22.9%        | 2     | 0.0%    |          | 12.9%      | 1   | 0.0%         |     | 44.7%         | 1   | 0.0%          | 0   |              |         | 13.3%         | 1   | 29.7%        | 3      |
| Tesco  | 56.0%         |          | 88.6%         | 11      | 0.0%          | 0      | 66.7%        |       | 100.0%  |          | 36.0%      | 2   | 80.7%        | 12  | 0.0%          | 0   | 28.9%         | 5   | 58.4%        | 6       | 67.6%         | 4   | 25.0%        | 2      |
| Waitrose / Ocado<br>Other                    | 11.6%<br>0.0% | 0        | 11.4%<br>0.0% | 0       | 11.8%<br>0.0% | 0      | 0.0%<br>0.0% | 0     |         |          | 51.1% 0.0% | 2   | 8.3%<br>0.0% | 0   | 55.3%<br>0.0% | 1   | 13.6%<br>0.0% | 2   | 4.8%<br>0.0% | 0       | 19.1%<br>0.0% | 1   | 0.0%<br>0.0% | 0      |
| (Don't know / varies)                        | 2.6%          | 2        | 0.0%          | 0       |               | 0      | 0.0%         | 0     |         | 0        |            | 0   | 0.0%         | 0   |               | 0   | 0.0%          | 0   | 0.0%         | 0       |               | 0   | 25.9%        | 2      |
| ,  | 2.070         |          | 0.070         |         | 0.070         | 2      | 0.070        | 7     | 0.070   | 2        | 0.070      | 4   | 0.070        | -   | 0.070         | 2   | 0.070         | -   | 0.070        | 11      | 0.070         | 7   | 23.770       |        |
| Weighted base:                               |               | 85<br>75 |               | 12<br>8 |               | 2      |              | 6     |         | 2        |            | 4   |              | 14  |               | 2   |               | 16  |              | 11<br>8 |               | 11  |              | 9<br>9 |
| Sample:                                      |               | 15       |               | 8       |               | /      |              | 6     |         | 3        |            | /   |              | /   |               | 2   |               | /   |              | 8       |               | 11  |              | 9      |

| , eighteu.   |          |         |                        |         |            |         |       |    |       | _ | <b>0</b> - <b>0</b> . |    | - 00. |    |        |    |       |         |        |    |        |    |       |         | 1 corumy |
|--|----------|---------|------------------------|---------|------------|---------|-------|----|-------|---|-----------------------|----|-------|----|--------|----|-------|---------|--------|----|--------|----|-------|---------|----------|
|  | Tota     | 1       | Zone                   | 1       | Zone 2     | 2       | Zone  | 3  | Zone  | 4 | Zone                  | 5  | Zone  | 6  | Zone ' | 7  | Zone  | 8       | Zone 9 | 9  | Zone 1 | 10 | Zone  | 11      |          |
| Q02 What do you like ab                              |          |         |                        |         |            |         | 01.   |    |       |   |                       |    |       |    |        |    |       |         |        |    |        |    |       |         |          |
| Excluding those who do                               | ineir ma | un jooc | a snoppin <sub>i</sub> | g via i | ne inierne | ei ai Q | 01:   |    |       |   |                       |    |       |    |        |    |       |         |        |    |        |    |       |         |          |
| Nothing / very little                                | 5.2%     | 52      | 1.8%                   |         | 7.3%       | 3       | 2.1%  | 2  | 4.0%  | 2 | 3.7%                  | 3  | 2.2%  | 3  | 7.3%   |    | 13.7% | 19      | 2.7%   | 2  |        | 3  |       | 4       |          |
| Attractive environment / nice                        | 2.8%     | 28      | 6.1%                   | 8       | 0.9%       | 0       | 2.6%  | 3  | 4.2%  | 2 | 2.4%                  | 2  | 0.0%  | 0  | 2.3%   | 3  | 1.8%  | 3       | 8.3%   | 5  | 2.9%   | 1  | 0.0%  | 0       |          |
| place  | 0.2%     | 2       | 0.00/                  | 1       | 0.00/      | 0       | 0.00/ | 0  | 0.00/ | 0 | 0.00/                 | 0  | 0.80/ | 1  | 0.00/  | 0  | 0.00/ | 0       | 0.00/  | 0  | 0.00/  | 0  | 0.00/ | 0       |          |
| Close to friends or relatives                        |          |         | 0.8%                   | 1       | 0.0%       | 0       | 0.0%  | 0  | 0.0%  |   | 0.0%                  | 0  | 0.8%  | (2 | 0.0%   |    | 0.0%  |         | 0.0%   |    | 0.0%   |    |       |         |          |
| Close to home  | 42.0%    | 422     | 39.8%                  |         | 40.1%      | 15      | 35.4% |    | 48.6% |   | 63.4%                 | 48 | 53.5% | 62 | 39.6%  | 49 | 40.7% | 57<br>1 | 30.9%  | 20 |        | 23 |       | 24<br>0 |          |
| Close to work  | 1.1%     | 11      | 1.0%                   | 1       | 4.7%       | 2       | 0.8%  | 1  | 2.2%  | 1 | 1.3%                  | 1  | 2.1%  | 2  | 1.1%   | 1  | 0.9%  | -       | 0.0%   | 0  | 0.0%   | 0  | 0.0%  |         |          |
| ompact   | 2.5%     | 25      | 1.0%                   | 1       | 1.7%       | 1       | 9.5%  | 11 | 0.0%  | 0 | 0.6%                  | 0  | 0.0%  | 0  | 0.8%   | 1  | 3.1%  | 4       | 4.8%   | 3  | 4.7%   | 2  | 0.7%  | 1       |          |
| asy to get to by bike                                | 0.0%     | 0       | 0.0%                   | 0       |            | 0       | 0.0%  | 0  | 0.0%  | 0 | 0.0%                  | 0  | 0.0%  | 0  | 0.0%   | 0  |       | 0       | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0       |          |
| asy to get to by bus                                 | 0.1%     | 1       | 0.0%                   | 0       |            | 1       | 0.0%  | 0  | 0.0%  | 0 | 0.6%                  | 0  | 0.0%  | 0  | 0.0%   | 0  |       | 0       | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0       |          |
| asy to get to by car                                 | 3.0%     | 30      | 1.0%                   | 1       | 2.4%       | 1       | 7.1%  | 8  | 3.5%  | 2 | 1.2%                  | 1  | 0.8%  | 1  | 6.7%   | 8  | 1.5%  | 2       | 3.7%   | 2  | 1.8%   | 1  | 2.5%  | 2       |          |
| asy to park  | 6.5%     | 65      | 8.0%                   | 11      | 6.2%       | 2       | 9.5%  | 11 | 6.0%  | 3 | 3.2%                  | 2  | 6.2%  | 7  | 1.7%   | 2  |       | 14      | 5.2%   | 3  | 5.5%   | 3  | 5.8%  | 5       |          |
| Good facilities                                      | 1.3%     | 13      | 0.0%                   | 0       |            | 1       | 0.8%  | 1  | 0.7%  | 0 | 0.0%                  | 0  | 1.9%  | 2  | 0.8%   | 1  | 2.0%  | 3       | 1.6%   | 1  | 7.6%   | 4  | 0.0%  | 0       |          |
| ood food stores                                      | 2.7%     | 27      | 3.1%                   | 4       | 2.7%       | 1       | 2.4%  | 3  | 2.0%  | 1 | 2.6%                  | 2  | 4.6%  | 5  | 3.7%   | 5  | 1.4%  | 2       | 0.0%   | 0  | 6.7%   | 3  | 1.4%  | 1       |          |
| ood pubs, cafés or restaurants                       | 0.0%     | 0       | 0.0%                   | 0       | 1.2%       | 0       | 0.0%  | 0  | 0.0%  | 0 | 0.0%                  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0       | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0       |          |
| ood range of non-food<br>shops                       | 3.0%     | 31      | 0.8%                   | 1       | 1.9%       | 1       | 2.2%  | 3  | 8.8%  | 5 | 1.0%                  | 1  | 10.9% | 13 | 1.9%   | 2  | 0.0%  | 0       | 0.0%   | 0  | 2.0%   | 1  | 5.1%  | 4       |          |
| lakes a change from other places                     | 0.2%     | 2       | 0.0%                   | 0       | 0.0%       | 0       | 0.0%  | 0  | 0.0%  | 0 | 0.0%                  | 0  | 0.0%  | 0  | 0.6%   | 1  | 0.7%  | 1       | 0.0%   | 0  | 0.9%   | 0  | 0.0%  | 0       |          |
| uiet   | 3.4%     | 34      | 0.0%                   | 0       | 3.9%       | 1       | 13.7% | 16 | 3.0%  | 2 | 0.0%                  | 0  | 4.2%  | 5  | 4.2%   | 5  | 1.1%  | 2       | 0.0%   | 0  | 2.0%   | 1  | 1.8%  | 2       |          |
| afe and secure                                       | 0.1%     | 1       | 0.0%                   | 0       |            | 0       | 0.0%  | 0  | 0.0%  | 0 | 0.0%                  | 0  | 0.0%  | 0  | 0.0%   | 0  |       | 0       | 0.8%   | 1  | 1.1%   | 1  | 0.0%  | 0       |          |
| he market (food / farmers'<br>market, other markets) | 0.1%     | 1       | 0.0%                   | 0       |            | 0       | 0.0%  | 0  | 1.1%  | 1 |                       | 0  | 0.0%  | 0  | 0.0%   | 0  |       | 0       | 0.0%   | 0  |        | 0  |       | 0       |          |
| raditional   | 0.9%     | 9       | 0.0%                   | 0       | 1.2%       | 0       | 0.8%  | 1  | 1.5%  | 1 | 1.7%                  | 1  | 0.0%  | 0  | 2.9%   | 4  | 0.0%  | 0       | 0.8%   | 1  | 1.5%   | 1  | 0.7%  | 1       |          |
|  | 0.1%     | 1       | 0.0%                   | 0       |            | 0       | 0.0%  | 0  | 0.0%  | 0 | 0.0%                  | 0  | 0.0%  | 0  | 0.6%   | 1  | 0.0%  | 0       | 0.0%   | 0  | 0.0%   | 0  | 0.7%  | 0       |          |
| raffic free shopping centre                          |          | -       |                        |         |            |         |       |    |       |   |                       |    |       |    |        | 1  |       | 3       |        |    |        | 1  |       | 0       |          |
| ther   | 1.6%     | 16      | 1.0%                   | 1       |            | 1       | 3.4%  | 4  | 0.7%  | 0 | 2.3%                  | 2  | 1.4%  | 2  | 0.8%   | -  | 1.8%  |         | 2.7%   | 2  | 1.4%   | -  | 0.0%  |         |          |
| specific shop  | 0.0%     | 0       | 0.0%                   | 0       |            | 0       | 0.0%  | 0  | 0.0%  | 0 | 0.0%                  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0       | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0       |          |
| specific attraction                                  | 0.0%     | 0       | 0.0%                   | 0       |            | 0       | 0.0%  | 0  | 0.0%  | 0 | 0.0%                  | 0  | 0.0%  | 0  | 0.0%   | 0  |       | 0       | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0       |          |
| lean / tidy store                                    | 0.5%     | 5       | 0.0%                   | 0       |            | 0       | 2.1%  | 2  | 0.8%  | 0 | 0.0%                  | 0  | 0.8%  | 1  | 0.0%   | 0  |       | 0       | 0.8%   | 1  | 1.5%   | 1  | 0.0%  | 0       |          |
| amiliarity / habit / always<br>shopped there         | 3.4%     | 34      | 7.4%                   | 10      |            | 1       | 4.2%  | 5  | 0.0%  | 0 | 1.3%                  | 1  | 2.5%  | 3  | 4.0%   | 5  |       | 3       | 3.3%   | 2  | 2.7%   | 1  | 3.5%  | 3       |          |
| riendly / helpful staff                              | 2.4%     | 24      | 4.8%                   | 7       |            | 1       | 1.9%  | 2  | 2.9%  | 2 | 1.3%                  | 1  | 0.0%  | 0  | 2.1%   | 3  | 1.8%  | 3       | 4.1%   | 3  | 0.9%   | 0  | 4.4%  | 4       |          |
| eneral convenience                                   | 0.8%     | 8       | 0.0%                   | 0       |            | 0       | 2.7%  | 3  | 0.0%  | 0 | 0.0%                  | 0  | 2.2%  | 3  | 0.0%   | 0  |       | 0       | 3.2%   | 2  | 0.0%   | 0  | 0.7%  | 1       |          |
| ood company ethics<br>(Fairtrade etc.)               | 0.2%     | 2       | 0.0%                   | 0       | 0.0%       | 0       | 0.0%  | 0  | 0.7%  | 0 | 0.0%                  | 0  | 0.8%  | 1  | 0.0%   | 0  | 0.0%  | 0       | 0.0%   | 0  | 1.1%   | 1  | 0.0%  | 0       |          |
| ood internal layout                                  | 1.1%     | 11      | 0.8%                   | 1       | 3.0%       | 1       | 1.3%  | 2  | 0.8%  | 0 | 0.0%                  | 0  | 0.0%  | 0  | 1.4%   | 2  | 1.1%  | 2       | 1.0%   | 1  | 2.0%   | 1  | 2.5%  | 2       |          |
| ood range / choice of food products                  | 8.3%     | 83      | 10.8%                  | 15      | 7.9%       | 3       | 7.9%  | 9  | 10.0% | 6 | 4.1%                  | 3  | 10.8% | 13 | 4.0%   | 5  |       | 10      | 5.8%   | 4  | 4.8%   | 2  | 16.3% | 14      |          |
| ood range of independent<br>shops                    | 0.2%     | 2       | 0.0%                   | 0       | 0.0%       | 0       | 0.0%  | 0  | 0.0%  | 0 | 1.0%                  | 1  | 0.8%  | 1  | 0.0%   | 0  | 0.0%  | 0       | 0.0%   | 0  | 0.9%   | 0  | 0.0%  | 0       |          |
| ood special offers                                   | 0.6%     | 6       | 0.8%                   | 1       | 1.2%       | 0       | 0.0%  | 0  | 0.0%  | 0 | 0.0%                  | 0  | 0.0%  | 0  | 0.6%   | 1  | 0.0%  | 0       | 2.2%   | 1  | 2.0%   | 1  | 1.1%  | 1       |          |
| las a petrol station                                 | 0.3%     | 3       | 0.8%                   | 1       | 0.0%       | 0       | 0.0%  | 0  | 0.0%  | 0 | 1.6%                  | 1  | 0.0%  | 0  | 0.0%   | 0  |       | 1       | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0       |          |
| 1  | 1.0%     | 10      |                        | 1       |            | 0       | 0.6%  | 1  | 0.0%  | 0 | 3.9%                  | 3  | 0.0%  | 0  | 1.7%   | 2  |       | 2       | 0.0%   | 0  | 1.5%   | 1  | 0.0%  | 0       |          |
| Ias everything I need                                |          |         | 0.8%                   |         |            |         |       | 1  |       | - |                       |    |       |    |        |    |       |         |        |    |        | -  |       |         |          |
| Large / spacious store                               | 0.8%     | 8       | 1.0%                   | 1       | 0.0%       | 0       | 2.9%  | 3  | 3.5%  | 2 | 0.0%                  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0       | 0.0%   | 0  | 3.2%   | 2  | 0.0%  | 0       |          |

| , respired                                   |       |      |       |     |       |    |       |     |       | _  | <b>0</b> - <b>0</b> |    | - 00. |     |       |     |       |     |        |    |        |    |        |    | 1 001 001 7 2010 |
|--|-------|------|-------|-----|-------|----|-------|-----|-------|----|---------------------|----|-------|-----|-------|-----|-------|-----|--------|----|--------|----|--------|----|------------------|
|  | Tota  | ıl   | Zone  | 1   | Zone  | 2  | Zone  | 3   | Zone  | 4  | Zone                | 5  | Zone  | 6   | Zone  | 7   | Zone  | 8   | Zone 9 | 9  | Zone 1 | 10 | Zone 1 | 1  |                  |
| Lower prices                                 | 12.8% | 128  | 12.8% | 17  | 14.0% | 5  | 6.0%  | 7   | 16.2% | 9  | 6.1%                | 5  | 9.8%  | 11  | 19.6% | 24  | 7.7%  | 11  | 21.9%  | 14 | 7.2%   | 4  | 24.0%  | 21 |                  |
| Loyalty card scheme                          | 0.6%  | 6    | 0.0%  | 0   | 0.7%  | 0  | 0.6%  | 1   | 0.0%  | 0  | 0.0%                | 0  | 0.0%  | 0   | 0.0%  | 0   | 1.4%  | 2   | 0.0%   | 0  | 2.9%   | 1  | 1.4%   | 1  |                  |
| Not too big / crowded                        | 0.8%  | 8    | 2.8%  | 4   | 1.9%  | 1  | 0.8%  | 1   | 0.0%  | 0  | 1.0%                | 1  | 0.8%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.8%   | 1  | 0.0%   | 0  | 0.0%   | 0  |                  |
| Preference for the retailer                  | 1.3%  | 13   | 2.1%  | 3   | 2.3%  | 1  | 1.7%  | 2   | 0.0%  | 0  | 0.6%                | 0  | 0.0%  | 0   | 1.5%  | 2   | 1.4%  | 2   | 3.0%   | 2  | 1.8%   | 1  | 0.7%   | 1  |                  |
| Quality of food products                     | 5.7%  | 57   | 8.4%  | 11  | 4.1%  | 2  | 6.8%  | 8   | 7.3%  | 4  | 1.2%                | 1  | 4.5%  | 5   | 6.3%  | 8   | 4.6%  | 6   | 5.9%   | 4  | 5.2%   | 3  | 5.9%   | 5  |                  |
| Value for money                              | 2.8%  | 28   | 4.1%  | 6   | 2.7%  | 1  | 2.1%  | 2   | 0.8%  | 0  | 0.7%                | 1  | 1.4%  | 2   | 2.2%  | 3   | 5.3%  | 7   | 3.8%   | 2  | 0.0%   | 0  | 4.5%   | 4  |                  |
| Work there / staff discount                  | 0.9%  | 9    | 2.0%  | 3   | 0.0%  | 0  | 2.2%  | 3   | 1.5%  | 1  | 0.0%                | 0  | 0.0%  | 0   | 0.0%  | 0   | 0.9%  | 1   | 2.0%   | 1  | 0.0%   | 0  | 0.8%   | 1  |                  |
| (Don't know)                                 | 2.2%  | 22   | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0   | 1.5%  | 1  | 1.3%                | 1  | 1.0%  | 1   | 1.1%  | 1   | 4.2%  | 6   | 2.1%   | 1  | 2.0%   | 1  | 11.3%  | 10 |                  |
| Weighted base:                               |       | 1003 |       | 137 |       | 37 |       | 118 |       | 56 |                     | 76 |       | 116 |       | 124 |       | 140 |        | 63 |        | 49 |        | 86 |                  |
| Sample:                                      |       | 1013 |       | 92  |       | 93 |       | 94  |       | 97 |                     | 93 |       | 90  |       | 98  |       | 90  |        | 91 |        | 87 |        | 88 |                  |
| Q03 How do you norma  Excluding those who do | •     | •    |       |     |       |    | ,     |     |       |    |                     |    |       |     |       |     |       |     |        |    |        |    |        |    |                  |
| Car / van (as driver)                        | 81.8% | 820  | 87.4% | 119 | 90.6% | 34 | 79.6% | 94  | 50.3% | 28 | 80.9%               | 61 | 85.2% | 99  | 85.3% | 106 | 80.6% | 113 | 84.0%  | 53 | 75.2%  | 37 | 88.1%  | 76 |                  |
| Car / van (as passenger)                     | 11.2% | 112  | 9.7%  | 13  | 6.4%  | 2  |       |     | 26.5% | 15 | 6.2%                | 5  |       | 11  | 10.5% | 13  |       | 14  | 16.0%  |    | 17.4%  | 9  | 8.6%   | 7  |                  |
| Bus, minibus or coach                        | 1.2%  | 12   | 1.6%  | 2   | 1.9%  | 1  | 5.2%  | 6   |       | 0  | 0.6%                | 0  | 0.0%  | 0   |       | 1   | 0.7%  | 1   | 0.0%   | 0  | 0.9%   | 0  | 0.0%   | 0  |                  |
| Using park & ride facility                   | 0.0%  | 0    | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0  | 0.0%                | 0  | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |                  |
| Motorcycle, scooter or                       | 0.0%  | 0    | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0  | 0.0%                | 0  | 0.0%  | 0   | 0.0%  | 0   |       | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |                  |
| moped  |       |      |       |     |       |    |       |     |       |    |                     |    |       |     |       |     |       |     |        |    |        |    |        |    |                  |
| Walk   | 5.0%  | 50   | 0.0%  | 0   | 1.2%  | 0  | 3.3%  | 4   | 21.9% | 12 | 11.1%               | 8  | 4.9%  | 6   | 3.2%  | 4   | 7.6%  | 11  | 0.0%   | 0  | 5.6%   | 3  | 2.6%   | 2  |                  |
| Taxi   | 0.3%  | 3    | 0.0%  | 0   | 0.0%  | 0  | 0.6%  | 1   | 1.4%  | 1  | 0.0%                | 0  | 0.8%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%   | 0  | 0.9%   | 0  | 0.0%   | 0  |                  |
| Train  | 0.0%  | 0    | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0  | 0.0%                | 0  | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |                  |
| Bicycle                                      | 0.3%  | 3    | 1.2%  | 2   | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0  | 1.2%                | 1  | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.7%   | 1  |                  |
| Mobility scooter / wheelchair                |       | 0    | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0   |       | 0  | 0.0%                | 0  | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.00   | 0  | 0.0%   | 0  | 0.0%   | 0  |                  |
| Other  | 0.0%  | 0    | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0   |       | 0  | 0.0%                | 0  | 0.00  | 0   | 0.0%  | 0   | 0.0%  | 0   |        | 0  | 0.0%   | 0  |        | 0  |                  |
| (Don't know / varies)                        | 0.2%  | 2    | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0  | 0.0%                | 0  | 0.0%  | 0   | 0.0%  | 0   | 1.1%  | 2   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |                  |
| Weighted base:                               |       | 1003 |       | 137 |       | 37 |       | 118 |       | 56 |                     | 76 |       | 116 |       | 124 |       | 140 |        | 63 |        | 49 |        | 86 |                  |
| Sample:                                      |       | 1013 |       | 92  |       | 93 |       | 94  |       | 97 |                     | 93 |       | 90  |       | 98  |       | 90  |        | 91 |        | 87 |        | 88 |                  |
|  |       |      |       |     |       |    |       |     |       |    |                     |    |       |     |       |     |       |     |        |    |        |    |        |    |                  |

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Babergh & Mid Suffolk Household Survey For Carter Jonas

Weighted:

Total

Zone 2

Zone 3

Zone 4

Zone 5

Zone 6

Zone 7

Zone 8

Zone 9

Zone 10

Zone 11

# Q04 When you visit (STORE MENTIONED AT Q01) for your main food shopping, do you combine your shopping with other activities (for example non-food shopping, leisure / entertainment, visiting restaurants, bars, banks, etc.)? [MR]

Excluding those who do their main food shopping via the Internet at O01:

Zone 1

| Excluding those who d  | o their mo | un food      | l shoppin | g via t   | he Interne | et at Q  | 901:  |           |       |          |       |          |       |           |       |           |       |           |       |          |       |          |       |          |
|--|------------|--------------|-----------|-----------|------------|----------|-------|-----------|-------|----------|-------|----------|-------|-----------|-------|-----------|-------|-----------|-------|----------|-------|----------|-------|----------|
| Yes - non-food shopping  | 19.1%      | 191          | 24.7%     | 34        | 29.8%      | 11       | 26.2% | 31        | 19.6% | 11       | 15.4% | 12       | 15.5% | 18        | 10.5% | 13        | 17.6% | 25        | 18.7% | 12       | 21.4% | 10       | 16.9% | 15       |
| Yes - other food shopping  | 11.6%      | 116          | 17.4%     | 24        | 18.1%      | 7        | 9.5%  | 11        | 19.4% | 11       | 5.4%  | 4        | 5.4%  | 6         | 2.3%  | 3         | 10.6% | 15        | 14.1% | 9        | 23.9% | 12       | 17.5% | 15       |
| Yes - bars / pubs  | 0.3%       | 3            | 0.8%      | 1         | 0.0%       | 0        | 0.0%  | 0         | 0.0%  | 0        | 0.0%  | 0        | 0.0%  | 0         | 0.0%  | 0         | 0.0%  | 0         | 1.8%  | 1        | 0.9%  | 0        | 0.0%  | 0        |
| Yes - bingo  | 0.0%       | 0            | 0.0%      | 0         | 0.0%       | 0        | 0.0%  | 0         | 0.0%  | 0        | 0.0%  | 0        | 0.0%  | 0         | 0.0%  | 0         | 0.0%  | 0         | 0.0%  | 0        | 0.0%  | 0        | 0.0%  | 0        |
| Yes - cafés  | 2.6%       | 26           | 3.7%      | 5         | 6.6%       | 2        | 0.6%  | 1         | 5.9%  | 3        | 1.8%  | 1        | 6.0%  | 7         | 0.6%  | 1         | 0.0%  | 0         | 2.7%  | 2        | 3.2%  | 2        | 2.2%  | 2        |
| Yes - cinemas  | 0.5%       | 5            | 0.0%      | 0         | 0.0%       | 0        | 0.0%  | 0         | 0.0%  | 0        | 0.0%  | 0        | 0.0%  | 0         | 0.0%  | 0         | 3.7%  | 5         | 0.0%  | 0        | 0.0%  | 0        | 0.0%  | 0        |
| Yes - get petrol   | 9.9%       | 100          | 10.2%     | 14        | 5.9%       | 2        | 10.5% | 12        | 0.7%  | 0        | 23.6% | 18       | 5.4%  | 6         | 8.6%  | 11        | 16.4% | 23        | 8.7%  | 6        | 14.1% | 7        | 0.7%  | 1        |
| Yes - go to park   | 0.1%       | 1            | 0.0%      | 0         | 0.0%       | 0        | 0.0%  | 0         | 0.0%  | 0        | 0.0%  | 0        | 0.0%  | 0         | 0.0%  | 0         | 0.0%  | 0         | 0.0%  | 0        | 1.5%  | 1        | 0.0%  | 0        |
| Yes - gyms / health and fitness  | 0.7%       | 7            | 0.0%      | 0         | 4.7%       | 2        | 1.4%  | 2         | 0.0%  | 0        | 0.0%  | 0        | 0.0%  | 0         | 0.0%  | 0         | 0.0%  | 0         | 3.5%  | 2        | 1.1%  | 1        | 0.8%  | 1        |
| Yes - library  | 0.2%       | 2            | 0.0%      | 0         | 0.7%       | 0        | 0.0%  | 0         | 0.7%  | 0        | 1.2%  | 1        | 0.0%  | 0         | 0.0%  | 0         | 0.0%  | 0         | 0.8%  | 1        | 0.0%  | 0        | 0.0%  | 0        |
| Yes - markets  | 0.5%       | 5            | 0.0%      | 0         | 1.1%       | 0        | 0.0%  | 0         | 1.7%  | 1        | 0.0%  | 0        | 0.0%  | 0         | 1.7%  | 2         | 0.0%  | 0         | 0.0%  | 0        | 0.0%  | 0        | 1.8%  | 2        |
| Yes - meeting family   | 2.3%       | 23           | 4.5%      | 6         | 2.3%       | 1        | 1.7%  | 2         | 0.0%  | 0        | 3.3%  | 2        | 1.7%  | 2         | 4.3%  | 5         | 0.7%  | 1         | 2.5%  | 2        | 1.1%  | 1        | 1.5%  | 1        |
| Yes - meeting friends  | 1.0%       | 10           | 4.0%      | 5         | 1.6%       | 1        | 1.1%  | 1         | 0.0%  | 0        | 0.0%  | 0        | 0.8%  | 1         | 0.0%  | 0         | 0.0%  | 0         | 1.6%  | 1        | 0.0%  | 0        | 0.8%  | 1        |
| Yes - museums / art gallery  | 0.1%       | 1            | 0.0%      | 0         | 0.0%       | 0        | 0.0%  | 0         | 0.0%  | 0        | 0.0%  | 0        | 0.0%  | 0         | 0.0%  | 0         | 0.0%  | 0         | 0.8%  | 1        | 1.5%  | 1        | 0.0%  | 0        |
| Yes - other service (e.g. travel agent, estate agent etc.)                   | 0.6%       | 6            | 0.8%      | 1         | 0.7%       | 0        | 0.0%  | 0         | 1.8%  | 1        | 0.6%  | 0        | 0.0%  | 0         | 1.7%  | 2         | 0.0%  | 0         | 0.8%  | 1        | 1.5%  | 1        | 0.0%  | 0        |
| Yes - personal service (e.g. hairdressers, beauty salon etc.)                | 1.0%       | 10           | 2.6%      | 4         | 0.7%       | 0        | 0.6%  | 1         | 0.7%  | 0        | 0.6%  | 0        | 0.0%  | 0         | 1.1%  | 1         | 0.7%  | 1         | 1.0%  | 1        | 1.1%  | 1        | 1.5%  | 1        |
| Yes - restaurants  | 0.4%       | 4            | 0.0%      | 0         | 0.7%       | 0        | 0.0%  | 0         | 0.0%  | 0        | 0.0%  | 0        | 0.0%  | 0         | 2.1%  | 3         | 0.0%  | 0         | 0.8%  | 1        | 0.0%  | 0        | 1.1%  | 1        |
| Yes - swimming   | 0.6%       | 6            | 0.0%      | 0         | 1.1%       | 0        | 0.6%  | 1         | 0.7%  | 0        | 3.3%  | 2        | 0.0%  | 0         | 1.4%  | 2         | 0.0%  | 0         | 0.8%  | 1        | 0.0%  | 0        | 0.0%  | 0        |
| Yes - theatre  | 0.0%       | 0            | 0.0%      | 0         | 0.0%       | 0        | 0.0%  | 0         | 0.0%  | 0        | 0.0%  | 0        | 0.0%  | 0         | 0.0%  | 0         | 0.0%  | 0         | 0.0%  | 0        | 0.0%  | 0        | 0.0%  | 0        |
| Yes - visiting services such<br>as banks and other<br>financial institutions | 9.5%       | 95           | 6.1%      | 8         | 9.7%       | 4        | 12.7% | 15        | 2.4%  | 1        | 30.5% | 23       | 3.3%  | 4         | 1.6%  | 2         | 12.0% | 17        | 4.6%  | 3        | 19.7% | 10       | 10.2% | 9        |
| Yes - work   | 3.8%       | 38           | 7.2%      | 10        | 7.8%       | 3        | 2.7%  | 3         | 3.4%  | 2        | 0.0%  | 0        | 3.7%  | 4         | 5.2%  | 6         | 5.3%  | 7         | 3.9%  | 2        | 0.0%  | 0        | 0.0%  | 0        |
| Yes - other  | 0.5%       | 5            | 0.0%      | 0         | 1.2%       | 0        | 0.8%  | 1         | 0.0%  | 0        | 0.0%  | 0        | 0.0%  | 0         | 0.6%  | 1         | 0.0%  | 0         | 0.8%  | 1        | 2.2%  | 1        | 1.8%  | 2        |
| No   | 53.9%      | 540          | 49.4%     | 68        | 36.1%      | 13       | 50.2% | 59        | 61.5% | 35       | 43.4% | 33       | 66.8% | 78        | 64.0% | 79        | 53.9% | 76        | 50.8% | 32       | 44.4% | 22       | 53.7% | 46       |
| Yes - medical appointment<br>(doctor, dentist, optician<br>etc.)             | 0.3%       | 3            | 0.8%      | 1         | 0.0%       | 0        | 0.0%  | 0         | 0.0%  | 0        | 0.0%  | 0        | 0.0%  | 0         | 1.1%  | 1         | 0.0%  | 0         | 0.0%  | 0        | 0.0%  | 0        | 0.7%  | 1        |
| (Don't know)   | 0.4%       | 4            | 0.0%      | 0         | 0.0%       | 0        | 0.0%  | 0         | 0.0%  | 0        | 1.7%  | 1        | 0.0%  | 0         | 0.0%  | 0         | 0.0%  | 0         | 0.8%  | 1        | 0.0%  | 0        | 2.2%  | 2        |
| Weighted base:<br>Sample:  |            | 1003<br>1013 |           | 137<br>92 |            | 37<br>93 |       | 118<br>94 |       | 56<br>97 |       | 76<br>93 |       | 116<br>90 |       | 124<br>98 |       | 140<br>90 |       | 63<br>91 |       | 49<br>87 |       | 86<br>88 |
|  |            |              |           |           |            |          |       |           |       |          |       |          |       |           |       |           |       |           |       |          |       |          |       |          |

Weighted:

|   | Tota  | l   | Zone  | 1  | Zone  | 2  | Zone 3 | 3  | Zone 4 |       | Zone 5      |        | Zone      | 5       | Zone       | 7       | Zone    | 8  | Zone  | 9  | Zone | 10 | Zone 1 | 1  |
|---|-------|-----|-------|----|-------|----|--------|----|--------|-------|-------------|--------|-----------|---------|------------|---------|---------|----|-------|----|------|----|--------|----|
| Q05 When you combine those who combine to | , ,   |     |       |    | ,     |    | •      | •  | U      | who d | do their me | ain fo | ood shopp | ing via | a the Inte | rnet ai | t Q01): |    |       |    |      |    |        |    |
| Bramford                                  | 0.2%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0     | 0.0%        | 0      | 0.0%      | 0       | 0.0%       | 0       | 0.0%    | 0  | 0.0%  | 0  | 2.6% | 1  | 0.0%   | 0  |
| Bury St. Edmunds                          | 10.7% | 49  | 1.6%  |    | 67.9% | 16 | 6.3%   | 4  | 4.4%   | 1     | 0.0%        | 0      | 0.0%      | 0       | 0.0%       |         | 14.8%   | 10 | 50.2% | 15 |      | 2  | 0.0%   | 0  |
| Capel St. Mary                            | 0.9%  | 4   | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0     | 0.0%        | 0      | 10.7%     | 4       | 0.0%       | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0% | 0  | 0.0%   | 0  |
| Colchester                                | 2.8%  | 13  | 12.9% | 9  | 0.0%  | 0  | 1.6%   | 1  | 0.0%   | 0     | 0.0%        | 0      | 8.1%      | 3       | 0.0%       | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0% | 0  | 0.0%   | 0  |
| Copdock Mill                              | 0.8%  | 4   | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0     | 0.0%        | 0      | 9.7%      | 4       | 0.0%       | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0% | 0  | 0.0%   | 0  |
| Debenham                                  | 0.5%  | 2   | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0     | 0.0%        | 0      | 0.0%      | 0       | 5.2%       | 2       | 0.0%    | 0  | 0.0%  | 0  | 0.0% | 0  | 0.0%   | 0  |
| Eye                                       | 0.3%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0     | 0.0%        | 0      | 0.0%      | 0       | 0.0%       | 0       | 0.0%    | 0  | 0.0%  | 0  | 5.2% | 1  | 0.0%   | 0  |
| Hadleigh                                  | 6.0%  | 27  | 0.0%  | 0  | 0.0%  | 0  | 4.2%   | 2  | 0.0%   | 0     | 50.8%       | 21     | 7.5%      | 3       | 2.2%       | 1       | 0.0%    | 0  | 0.0%  | 0  | 0.0% | 0  | 0.0%   | 0  |
| Halstead                                  | 0.2%  | 1   | 1.6%  | 1  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0     | 0.0%        | 0      | 0.0%      | 0       | 0.0%       | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0% | 0  | 0.0%   | 0  |
| Haverhill                                 | 1.4%  | 6   | 8.2%  | 6  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0     | 0.0%        | 0      | 0.0%      | 0       | 0.0%       | 0       | 0.0%    | 0  | 1.7%  | 1  | 0.0% | 0  | 0.0%   | 0  |
| Ipswich                                   | 11.7% | 54  | 0.0%  | 0  | 0.0%  | 0  | 1.3%   | 1  | 1.8%   | 0     | 19.1%       | 8      | 46.8%     | 18      | 49.6%      | 22      | 4.8%    | 3  | 3.8%  | 1  | 0.0% | 0  | 0.0%   | 0  |
| Lavenham                                  | 0.3%  | 1   | 0.0%  | 0  | 1.8%  | 0  | 1.3%   | 1  | 0.0%   | 0     | 0.0%        | 0      | 0.0%      | 0       | 0.0%       | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0% | 0  | 0.0%   | 0  |
| Manningtree                               | 0.5%  | 2   | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0     | 0.0%        | 0      | 5.6%      | 2       | 0.0%       | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0% | 0  | 0.0%   | 0  |
| Needham Market                            | 0.1%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0     | 0.0%        | 0      | 0.0%      | 0       | 0.0%       | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0% | 0  | 1.5%   | 1  |
| Stowmarket                                | 14.8% | 68  | 0.0%  | 0  | 10.1% | 2  | 0.0%   | 0  | 0.0%   | 0     | 5.1%        | 2      | 0.0%      | 0       | 26.8%      | 12      | 60.6%   | 39 | 36.0% | 11 | 2.6% | 1  | 1.5%   | 1  |
| Sudbury                                   | 26.0% | 119 | 61.1% | 42 | 17.8% | 4  | 85.3%  | 50 | 93.9%  | 20    | 5.1%        | 2      | 0.0%      | 0       | 0.0%       | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0% | 0  | 0.0%   | 0  |
| Barham                                    | 0.2%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0     | 0.0%        | 0      | 0.0%      | 0       | 1.8%       | 1       | 0.0%    | 0  | 0.0%  | 0  | 0.0% | 0  | 0.0%   | 0  |
| Beccles                                   | 0.3%  | 2   | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0     | 0.0%        | 0      | 0.0%      | 0       | 0.0%       | 0       |         | 0  | 0.0%  | 0  | 0.0% | 0  | 4.1%   | 2  |
| Botesdale                                 | 0.1%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0     | 0.0%        | 0      | 0.0%      | 0       | 0.0%       | 0       | 0.0%    | 0  | 0.0%  | 0  | 2.0% | 1  | 0.0%   | 0  |
| Bungay                                    | 0.3%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0     | 0.0%        | 0      | 0.0%      | 0       | 0.0%       | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0% | 0  | 3.4%   | 1  |
| Clare                                     | 0.2%  | 1   | 1.6%  | 1  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0     | 0.0%        | 0      | 0.0%      | 0       | 0.0%       | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0% | 0  | 0.0%   | 0  |
| Claydon                                   | 0.6%  | 3   | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0     | 0.0%        | 0      | 0.0%      | 0       | 6.2%       | 3       | 0.0%    | 0  | 0.0%  | 0  | 0.0% | 0  | 0.0%   | 0  |
| Diss                                      | 10.8% | 49  |       | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0     | 0.0%        | 0      | 0.0%      | 0       | 3.6%       | 2       | 3.0%    | 2  | 4.9%  | 2  |      | 17 | 71.4%  | 27 |
| Felixstowe                                | 0.2%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0     | 0.0%        | 0      | 2.5%      | 1       | 0.0%       | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0% | 0  | 0.0%   | 0  |
| Framlingham                               | 0.5%  | 2   |       | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0     | 0.0%        | 0      | 0.0%      | 0       | 1.8%       | 1       | 0.0%    | 0  | 0.0%  | 0  |      | 1  | 1.9%   | 1  |
| Halesworth                                | 0.1%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0     | 0.0%        | 0      | 0.0%      | 0       | 0.0%       | 0       |         | 0  | 0.0%  | 0  |      | 0  | 1.5%   | 1  |
| Harleston                                 | 0.7%  | 3   | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0     | 0.0%        | 0      | 0.0%      | 0       | 0.0%       | 0       |         | 0  | 0.0%  | 0  |      | 0  | 8.0%   | 3  |
| Holbrook                                  | 0.2%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0     | 0.0%        | 0      | 2.5%      | 1       | 0.0%       | 0       |         | 0  | 0.0%  | 0  |      | 0  | 0.0%   | 0  |
| Leyton                                    | 1.3%  | 6   |       | 6  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0     | 0.0%        | 0      | 0.0%      | 0       | 0.0%       | 0       |         | 0  | 0.0%  | 0  | 0.0% | 0  | 0.0%   | 0  |
| Newmarket                                 | 0.1%  | 1   | 0.0%  | 0  | 2.4%  | 1  | 0.0%   | 0  | 0.0%   | 0     | 0.0%        | 0      | 0.0%      | 0       | 0.0%       | 0       |         | 0  | 0.0%  | 0  |      | 0  | 0.0%   | 0  |
| Norwich                                   | 0.5%  | 3   | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0     | 0.0%        | 0      | 0.0%      | 0       | 0.0%       | 0       |         | 0  | 1.7%  | 1  | 1.6% | 0  | 4.1%   | 2  |
| Rickinghall                               | 0.1%  | 0   |       | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0     | 0.0%        | 0      | 0.0%      | 0       | 0.0%       | 0       |         | 0  | 0.0%  | 0  |      | 0  | 0.0%   | 0  |
| Semer                                     | 0.2%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0     | 1.8%        | 1      | 0.0%      | 0       | 0.0%       | 0       | 0.0%    | 0  | 0.0%  | 0  |      | 0  | 0.0%   | 0  |
| Thetford                                  | 0.2%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0     | 0.0%        | 0      | 0.0%      | 0       | 0.0%       | 0       |         | 0  | 0.0%  | 0  | 2.6% | 1  | 0.0%   | 0  |
| Tolgate                                   | 0.4%  | 2   | 2.6%  | 2  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0     | 0.0%        | 0      | 0.0%      | 0       | 0.0%       | 0       |         | 0  | 0.0%  | 0  |      | 0  | 0.0%   | 0  |
| Walsham                                   | 0.1%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0     | 0.0%        | 0      | 0.0%      | 0       | 0.0%       | 0       |         | 0  | 1.7%  | 1  | 0.0% | 0  | 0.0%   | 0  |
| Woodbridge                                | 0.2%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0     | 0.0%        | 0      | 0.0%      | 0       | 0.0%       | 0       |         | 0  | 0.0%  | 0  |      | 0  | 2.5%   | 1  |
| (Don't know / varies)                     | 5.5%  | 25  | 1.6%  | 1  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0     | 18.2%       | 8      | 6.6%      | 3       | 2.7%       | 1       | 16.8%   | 11 | 0.0%  | 0  | 6.4% | 2  | 0.0%   | 0  |
| Weighted base:                            |       | 459 |       | 69 |       | 24 |        | 59 |        | 22    |             | 41     |           | 39      |            | 45      |         | 65 |       | 31 |      | 27 |        | 38 |
| vi cigiited base.                         |       |     |       |    |       |    |        |    |        |       |             |        |           |         |            |         |         |    |       |    |      |    |        |    |

|  | Total        |      | Zone 1  |        | Zone 2   |       | Zone 3    | 3    | Zone 4   |       | Zone 5    | 5    | Zone      | 6     | Zone '  | 7      | Zone  | 8  | Zone 9 |   | Zone 1 | ) | Zone 1 | 1 |
|--|--------------|------|---------|--------|----------|-------|-----------|------|----------|-------|-----------|------|-----------|-------|---------|--------|-------|----|--------|---|--------|---|--------|---|
| 06 In addition to (STOR  | E MENT       | IONE | D AT Q0 | 1), is | there an | y otł | ner store | that | you regi | ılarl | y use for | you! | r main-fo | ood s | hopping | j? [MI | R]    |    |        |   |        |   |        |   |
| ldi, 84 London Road,<br>COLCHESTER   | 0.4%         | 4    | 2.1%    | 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 | 1.3%   | 1 | 0.0%   | 0 |
| ldi, Gipping Way,<br>STOWMARKET  | 0.1%         | 1    | 0.0%    | 0      | 0.0%     | 0     | 0.0%      | 0    | 0.0%     | 0     | 0.0%      | 0    | 0.0%      | 0     | 0.0%    | 0      | 0.6%  | 1  | 0.0%   | 0 |        | 0 | 0.0%   | 0 |
| ldi, Girling Street,<br>SUDBURY  | 3.6%         | 40   | 8.0%    | 12     | 1.3%     | 1     | 15.3%     | 19   | 12.2%    | 7     | 1.8%      | 1    | 0.0%      | 0     | 0.0%    | 0      | 0.0%  | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |
| ldi, HAVERHILL   | 0.3%         | 3    | 1.7%    | 2      | 1.5%     | 1     | 0.0%      | 0    | 0.0%     | 0     | 0.0%      | 0    | 0.0%      | 0     | 0.0%    | 0      | 0.0%  | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |
| sda Superstore, Meadow<br>Centre, Wilkes Way,<br>STOWMARKET  | 2.6%         | 29   | 0.0%    | 0      | 1.0%     | 0     | 0.0%      | 0    | 0.0%     | 0     | 10.0%     | 8    | 0.0%      | 0     | 1.6%    | 2      | 7.3%  | 12 | 7.8%   | 6 | 1.5%   | 1 | 0.0%   | 0 |
| sda superstore, Turner<br>Rise, COLCHESTER   | 0.6%         | 6    | 1.8%    | 3      | 3.6%     | 1     | 0.0%      | 0    | 3.6%     | 2     | 0.0%      | 0    | 0.0%      | 0     | 0.0%    | 0      | 0.0%  | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |
| o op, Church Street, EYE   | 0.4%         | 4    | 0.0%    | 0      | 0.0%     | 0     | 0.0%      | 0    | 0.0%     | 0     |           | 0    | 0.0%      | 0     | 0.0%    | 0      |       | 0  | 0.0%   | 0 |        | 3 | 1.0%   | 1 |
| o-op, 100 East Street,<br>SUDBURY  | 0.6%         | 6    |         | 0      |          | 0     | 2.0%      | 2    | 5.1%     | 3     |           | 0    | 0.0%      | 0     |         |        | 0.0%  | 0  | 0.0%   | 0 |        | 0 | 0.7%   | 1 |
| o-op, 2 High Street,<br>LAVENHAM   | 0.2%         | 2    | 0.0%    | 0      |          | 0     | 1.3%      | 2    | 0.0%     | 0     |           | 0    | 0.0%      | 0     |         |        | 0.0%  | 0  | 0.0%   | 0 |        | 0 | 0.0%   | 0 |
| o-op, 72 High Street,<br>HADLEIGH<br>o-op, 80A High Street,  | 1.9%<br>0.0% | 21   | 0.0%    | 0      |          | 0     | 0.0%      | 0    | 0.0%     |       | 0.0%      | 18   | 0.7%      | 0     | 0.0%    | 0      | 0.0%  | 0  | 0.0%   | 0 |        | 0 | 0.0%   | 0 |
| LAVENHAM   | 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 |
| o-op, Hall Street, LONG<br>MELFORD<br>o-op, HALSTEAD   | 0.0%         | 1    | 0.7%    | 1      | 0.0%     | 0     | 0.0%      | 0    | 0.0%     | 0     |           | 0    | 0.0%      | 0     | 0.0%    | 0      |       | 0  | 0.0%   | 0 |        | 0 | 0.0%   | 0 |
| o-op, MANNINGTREE  | 0.1%         | 1    | 0.7%    | 0      |          | 0     | 0.0%      | 0    | 0.0%     | 0     |           | 0    | 0.0%      | 1     | 0.0%    | 0      |       | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |
| o-op, NEEDHAM<br>MARKET  | 0.1%         | 2    | 0.0%    | 0      |          | 0     | 0.0%      | 0    | 0.0%     | 0     |           | 0    | 0.0%      | 0     |         | 2      |       | 0  | 0.0%   | 0 |        | 0 | 0.0%   | 0 |
| o-op, The Street, CAPEL<br>ST MARY   | 0.2%         | 2    | 0.0%    | 0      | 0.0%     | 0     | 0.0%      | 0    | 0.0%     | 0     | 0.0%      | 0    | 1.6%      | 2     | 0.0%    | 0      | 0.0%  | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |
| armfoods Freezer Centres,<br>Unit 3a, Sudbury Retail<br>Park, Northern Road,<br>Newton Road, SUDBURY | 0.5%         | 6    | 0.9%    | 1      |          | 0     |           | 4    | 0.8%     | 0     | 0.070     | 0    | 0.0%      | 0     | ****    |        | 0.0%  | 0  | 0.0%   | 0 | ,      | 0 | 0.0%   | 0 |
| idl, Bury Road,<br>STOWMARKET  | 2.8%         | 31   | 0.0%    |        | 0.7%     | 0     | 0.0%      | 0    | 0.0%     | 0     |           | 0    | 0.0%      | 0     |         |        | 14.1% | 22 | 3.2%   | 2 |        | 0 | 0.6%   | 1 |
| orrisons, 175 London<br>Road, HADLEIGH   | 2.1%         | 23   | 0.0%    | 0      |          | 0     | 5.3%      | 7    | 1.5%     |       | 15.1%     | 12   | 2.6%      | 4     |         |        | 0.0%  | 0  | 0.0%   | 0 |        | 0 | 0.0%   | 0 |
| orrisons, DISS   | 2.6%         | 28   | 0.0%    | 0      | 0.0%     | 0     | 0.0%      | 0    | 0.0%     | 0     |           | 0    | 0.0%      | 0     | 3.1%    | 4      |       | 7  | 0.0%   |   | 16.2%  | 9 | 8.2%   | 8 |
| orrisons, Sheringham Court, Milton Road South, STOWMARKET  | 2.3%         | 25   | 0.0%    | 0      | 0.7%     | 0     | 0.0%      | 0    | 0.0%     | 0     | 0.0%      | 0    | 0.0%      | 0     | 3.5%    | 4      | 12.3% | 20 | 0.7%   | 1 | 0.0%   | 0 | 0.0%   | 0 |
| orrisons, Sproughton<br>Road, IPSWICH  | 2.0%         | 22   | 0.0%    | 0      | 0.7%     | 0     | 0.0%      | 0    | 1.5%     | 1     | 0.0%      | 0    | 3.3%      | 4     | 13.3%   | 17     | 0.0%  | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |
| oys of Wroxham, Great<br>Eastern Road, SUDBURY   | 0.2%         | 2    | 0.0%    | 0      | 0.0%     | 0     | 1.3%      | 2    | 0.7%     | 0     | 0.0%      | 0    | 0.0%      | 0     | 0.0%    | 0      | 0.0%  | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |

|  | Total |    | Zone 1 | 1  | Zone 2 |   | Zone  | 3  | Zone 4 |   | Zone 5 | ) | Zone         | 6  | Zone 7       |   | Zone         | 8  | Zone 9 |   | Zone 10 | ) | Zone 11 | - |  |
|--|-------|----|--------|----|--------|---|-------|----|--------|---|--------|---|--------------|----|--------------|---|--------------|----|--------|---|---------|---|---------|---|--|
| Sainsbury's Superstore,  | 0.6%  | 6  | 3.3%   | 5  | 0.0%   | 0 | 0.0%  | 0  | 0.0%   | 0 | 0.6%   | 0 | 0.7%         | 1  | 0.0%         | 0 | 0.0%         | 0  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |  |
| 11-14 Priory Walk,<br>COLCHESTER                                 |       |    |        |    |        |   |       |    |        |   |        |   |              |    |              |   |              |    |        |   |         |   |         |   |  |
| Sainsbury's, Cornard Road,<br>SUDBURY                            | 5.1%  | 56 | 6.4%   | 10 | 1.8%   | 1 | 26.7% | 34 | 12.1%  | 7 | 5.9%   | 5 | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0  | 0.7%   | 1 | 0.0%    | 0 | 0.0%    | 0 |  |
| Sainsbury's, Hadleigh Road,<br>IPSWICH                           | 1.7%  | 18 | 0.0%   | 0  | 0.0%   | 0 | 0.0%  | 0  | 0.0%   | 0 | 2.1%   | 2 | 7.1%         | 10 | 4.5%         | 6 | 0.7%         | 1  | 0.0%   | 0 | 0.0%    | 0 | 0.0,0   | 0 |  |
| Sainsbury's, HAVERHILL   | 0.6%  | 6  | 4.4%   | 6  |        | 0 | 0.0%  | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |  |
| Sainsbury's, MILDENHALL  | 0.1%  | 1  | 0.0%   | 0  |        | 0 | 0.0%  | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0  | 0.9%   | 1 | 0.0%    | 0 | 0.0%    | 0 |  |
| Tesco Express, Crouch<br>Street, COLCHESTER                      | 0.1%  | 1  | 0.9%   | 1  | 0.0%   | 0 | 0.0%  | 0  | 0.0%   | 0 |        | 0 | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |  |
| Tesco Metro, Kesgrave, IPSWICH                                   | 0.4%  | 4  | 0.0%   | 0  | 0.0%   | 0 | 0.0%  | 0  | 0.0%   | 0 | 0.9%   | 1 | 0.9%         | 1  | 1.6%         | 2 | 0.0%         | 0  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |  |
| Tesco Superstore,<br>Bedingfeld Way, BURY<br>ST. EDMUNDS         | 0.5%  | 6  | 0.0%   | 0  | 3.1%   | 1 | 0.0%  | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0  | 4.5%   | 3 | 1.7%    | 1 | 0.0%    | 0 |  |
| Tesco Superstore, Cedars<br>Link Road,<br>STOWMARKET             | 4.0%  | 44 | 0.0%   | 0  | 1.0%   | 0 | 0.0%  | 0  | 0.0%   | 0 | 1.8%   | 1 | 0.0%         | 0  | 4.6%         | 6 | 17.4%        | 28 | 8.4%   | 6 | 4.2%    | 2 | 0.0%    | 0 |  |
| Tesco Superstore, St<br>Saviours Interchange,<br>BURY ST EDMUNDS | 0.6%  | 7  | 0.9%   | 1  | 4.3%   | 2 | 0.0%  | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0  | 5.3%   | 4 | 0.0%    | 0 | 0.0%    | 0 |  |
| Tesco, BRAINTREE   | 0.2%  | 2  | 0.0%   | 0  | 0.0%   | 0 | 0.0%  | 0  | 0.0%   | 0 | 3.1%   | 2 | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |  |
| Tesco, Greenstead Road,<br>COLCHESTER                            | 0.2%  | 3  | 0.0%   | 0  | 0.0%   | 0 | 0.0%  | 0  | 0.0%   | 0 | 0.0%   | 0 | 1.9%         | 3  | 0.0%         | 0 | 0.0%         | 0  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |  |
| Tesco, Woodhall Business<br>Park, Springlands Way,<br>SUDBURY    | 4.0%  | 44 | 8.8%   | 13 | 5.7%   | 2 | 15.8% | 20 | 13.9%  | 8 | 0.7%   | 1 | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |  |
| Waitrose, Robert Boby Way,<br>BURY ST EDMUNDS                    | 1.2%  | 13 | 0.7%   | 1  | 8.5%   | 3 | 0.0%  | 0  | 0.0%   | 0 | 0.6%   | 0 | 0.0%         | 0  | 0.0%         | 0 | 0.6%         | 1  | 9.0%   | 7 | 1.5%    | 1 | 0.0%    | 0 |  |
| Waitrose, Station Road,<br>SUDBURY                               | 3.9%  | 43 | 8.0%   | 12 | 1.8%   | 1 | 12.5% | 16 | 12.5%  | 7 | 8.5%   | 7 | 0.7%         | 1  | 0.0%         | 0 | 0.0%         | 0  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |  |
| Bury St. Edmunds   | 0.2%  | 2  | 0.0%   | 0  | 1.1%   | 0 | 0.8%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0  | 1.4%   | 1 | 0.0%    | 0 | 0.0%    | 0 |  |
| Cedars Park  | 0.0%  | 1  | 0.0%   | 0  |        | 0 | 0.0%  | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0  | 0.0%   | 0 | 1.0%    | 1 | 0.0%    | 0 |  |
| Colchester   | 0.3%  | 3  | 1.2%   | 2  | 0.0%   | 0 | 0.0%  | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.7%         | 1  | 0.0%         | 0 | 0.0%         | 0  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |  |
| Copdock Mill   | 0.1%  | 2  | 0.0%   | 0  | 0.0%   | 0 | 0.0%  | 0  | 0.0%   | 0 | 0.0%   | 0 | 1.2%         | 2  | 0.0%         | 0 | 0.0%         | 0  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |  |
| Debenham   | 0.3%  | 3  | 0.0%   | 0  |        | 0 | 0.0%  | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%         | 0  | 2.0%         | 3 | 0.0%         | 0  | 0.0%   | 0 | 0.8%    | 0 | 0.0%    | 0 |  |
| Dedham   | 0.1%  | 1  | 0.0%   | 0  | 0.0%   | 0 | 0.0%  | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.7%         | 1  | 0.0%         | 0 | 0.0%         | 0  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |  |
| Eye  | 0.1%  | 1  | 0.0%   | 0  | 0.0%   | 0 | 0.0%  | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0  | 0.0%   | 0 | 1.3%    | 1 | 0.0%    | 0 |  |
| Hadleigh   | 0.2%  | 2  | 0.0%   | 0  | 0.0%   | 0 | 0.0%  | 0  | 0.0%   | 0 | 1.6%   | 1 | 0.7%         | 1  | 0.0%         | 0 | 0.0%         | 0  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |  |
| Haverhill  | 0.1%  | 1  | 0.7%   | 1  | 0.0%   | 0 | 0.0%  | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |  |
| Ipswich  | 1.2%  | 13 | 0.0%   | 0  | 0.0%   | 0 | 0.0%  | 0  | 0.0%   | 0 | 0.6%   | 0 | 5.7%         | 8  | 2.3%         | 3 | 0.0%         | 0  | 0.0%   | 0 | 3.4%    | 2 | 0.0%    | 0 |  |
| Lavenham   | 0.0%  | 0  | 0.0%   | 0  |        | 0 | 0.0%  | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |  |
| Manningtree  | 0.1%  | 1  | 0.0%   | 0  | 0.0%   | 0 | 0.0%  | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.9%         | 1  | 0.0%         | 0 | 0.0%         | 0  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |  |
| Needham Market   | 0.1%  | 1  | 0.0%   | 0  |        | 0 | 0.0%  | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%         | 0  | 0.6%         | 1 | 0.0%         | 0  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |  |
| Sudbury  | 0.4%  | 4  | 1.2%   | 2  | 0.0%   | 0 | 0.9%  | 1  | 2.6%   | 1 | 0.0%   | 0 | 0.0%<br>0.0% | 0  | 0.0%<br>0.0% | 0 | 0.0%<br>4.0% | 0  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |  |
| Stowmarket   | 0.7%  | 7  | 0.0%   | 0  | 0.0%   | 0 | 0.0%  | 0  | 0.0%   | 0 | 0.0%   |   |              |    |              |   |              | 6  | 1.1%   |   | 0.0%    | 0 | 0.0%    | 0 |  |

| O .   |       |    |        |   |        |   |        |   |        |   |        |   |        |   |        |   |        |   |        |   |         |   |        |   | 3 |
|---|-------|----|--------|---|--------|---|--------|---|--------|---|--------|---|--------|---|--------|---|--------|---|--------|---|---------|---|--------|---|---|
|   | Total |    | Zone 1 |   | Zone 2 |   | Zone 3 |   | Zone 4 |   | Zone 5 |   | Zone 6 |   | Zone ' | 7 | Zone 8 | 8 | Zone 9 |   | Zone 10 | 0 | Zone 1 | L |   |
| Street / Farmers' Markets in  | 0.1%  | 2  | 0.0%   | 0 | 0.8%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.7%   | 1 | 0.0%   | 0 | 0.0%    | 0 | 0.0%   | 0 |   |
| Stowmarket Street / Farmers' Markets in                                       | 0.3%  | 4  | 0.0%   | 0 | 0.0%   | 0 | 1.4%   | 2 | 3.2%   | 2 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%   | 0 |   |
| Sudbury<br>Aldi, Mere Street, Diss  | 1.0%  | 11 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 8.4%    | 5 | 6.1%   | 6 |   |
| Aldi, Meredith Road, Ipswich  | 1.2%  | 13 | 0.0%   | 0 |        | 0 |        | 0 |        | 0 |        | 0 | 0.0%   | - | 10.6%  | - |        | 0 |        | 0 |         | 0 | 0.0%   | 0 |   |
| Aldi, Newmarket Road,<br>Dettingen Way, Bury St.<br>Edmunds                   | 0.6%  | 7  | 0.0%   | 0 | 7.8%   | 3 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 4.7%   | 4 | 1.0%    | 1 | 0.0%   | 0 |   |
| Andrews Quality Butchers,<br>High Street, Hadleigh                            | 0.1%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 1.8%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%   | 0 |   |
| Asda Superstore, Acle New<br>Road, Runham Vauxhall,<br>Great Yarmouth         | 0.1%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.9%   | 1 |   |
| Asda Superstore, Stoke Park<br>Drive, Ipswich                                 | 0.5%  | 5  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 3.3%   | 5 | 0.6%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%   | 0 |   |
| Asda Superstore, Western<br>Way, Bury St. Edmunds                             | 0.6%  | 7  | 0.0%   | 0 | 7.8%   | 3 | 0.0%   | 0 | 1.5%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 3.9%   | 3 | 0.0%    | 0 | 0.0%   | 0 |   |
| Asda Superstore,<br>Whitehouse Industrial<br>Estate, Goddard Road,<br>Ipswich | 0.7%  | 8  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 1.3%   | 1 | 1.6%   | 2 | 2.8%   | 4 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 1.3%   | 1 |   |
| Budgens, Bullock Fair Close,<br>Harleston                                     | 0.4%  | 5  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 4.9%   | 5 |   |
| Co-op, Broad Street, Eye  | 0.1%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |        | 0 | 0.0%   | 0 |         | 0 | 0.6%   | 1 |   |
| Co-op, Fiveways Retail Park,<br>Peartree Road, Stanway,<br>Colchester         | 0.1%  | 1  | 0.9%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%   | 0 |   |
| Co-op, High Street, Earls<br>Colne  | 0.2%  | 2  | 1.2%   | 2 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%   | 0 |   |
| Co-op, Market Hill, Clare   | 0.2%  | 2  | 1.1%   | 2 |        | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%   | 0 |   |
| Co-op, Market Hill,<br>Framlingham  | 0.1%  | 2  | 0.0%   | 0 |        | 0 | 0.0%   | 0 | 0.0%   | 0 |        | 0 | 0.0%   | 0 | 0.6%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.7%   | 1 |   |
| Co-op, Sheldrake Drive,<br>Ipswich  | 0.1%  | 2  | 0.0%   | 0 |        | 0 | 0.0%   | 0 | 0.0%   | 0 |        | 0 | 1.2%   | 2 | 0.0%   | 0 |        | 0 | 0.0%   | 0 |         | 0 | 0.0%   | 0 |   |
| Co-op, The Street, Holbrook   | 0.1%  | 1  | 0.0%   | 0 |        | 0 | 0.0%   | 0 | 0.0%   | 0 |        | 0 | 0.9%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%   | 0 |   |
| Co-op, The Street,<br>Rickinghall, Diss                                       | 0.1%  | 1  | 0.0%   | 0 |        | 0 | 0.0%   | 0 | 0.0%   | 0 |        | 0 | 0.0%   | 0 |        |   | 0.0%   | 0 | 0.0%   | 0 |         | 1 | 0.0%   | 0 |   |
| Hollow Trees Farm Shop,<br>Semer, Ipswich                                     | 0.1%  | 1  | 0.0%   | 0 |        | 0 | 0.0%   | 0 | 0.0%   | 0 |        | 1 | 0.0%   | 0 |        |   | 0.0%   | 0 | 0.0%   | 0 |         | 0 | 0.0%   | 0 |   |
| Iceland, North Street,<br>Sudbury   | 0.4%  | 5  | 0.0%   | 0 |        | 0 | 1.4%   | 2 | 3.6%   | 2 |        | 1 | 0.0%   | 0 | 0.0%   | 0 |        | 0 | 0.0%   | 0 |         | 0 | 0.0%   | 0 |   |
| Lidl, Copenhagen Way,<br>Norwich  | 0.1%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.6%   | 1 |   |
| Lidl, Handford Road,<br>Ipswich   | 0.1%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.9%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%   | 0 |   |

| Weighted.   |       |    |        |   |        |   |        |   |        | _ | 01 04  | 1 00 | - 501 | 1410 |        |    |        |   |        |   |        |   |        |   | rebruary 2015 |
|---|-------|----|--------|---|--------|---|--------|---|--------|---|--------|------|-------|------|--------|----|--------|---|--------|---|--------|---|--------|---|---------------|
|   | Total |    | Zone 1 |   | Zone 2 |   | Zone 3 |   | Zone 4 |   | Zone 5 |      | Zone  | 6    | Zone 7 | 7  | Zone 8 | 3 | Zone 9 | ) | Zone 1 | 0 | Zone 1 | 1 |               |
| Lidl, Holt Road, Cromer   | 0.1%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0    | 0.0%  | 0    | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.6%   | 1 |               |
| Lidl, London Road, Ipswich  | 0.3%  | 3  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0    | 1.6%  | 2    | 1.1%   | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |               |
| Local shops, Beccles  | 0.2%  | 2  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0    | 0.0%  | 0    | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 1.9%   | 2 |               |
| Local shops, Diss   | 0.1%  | 2  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0    | 0.0%  | 0    | 1.3%   | 2  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |               |
| Local shops, Earls Colne  | 0.1%  | 1  | 0.7%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0    | 0.0%  | 0    | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |               |
| Local shops, East Bergholt  | 0.2%  | 2  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0    | 1.6%  | 2    | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |               |
| Local shops, Harleston  | 0.1%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0    | 0.0%  | 0    | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.6%   | 1 |               |
| Local shops, Mundesley  | 0.0%  | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.6%   | 0    | 0.0%  | 0    | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |               |
| Local shops, Norwich  | 0.0%  | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0    | 0.0%  | 0    | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.8%   | 0 | 0.0%   | 0 |               |
| Local shops, Shotley  | 0.1%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0    | 0.7%  | 1    | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |               |
| Local shops, Stowupland   | 0.1%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0    | 0.0%  | 0    | 0.0%   | 0  | 0.0%   | 0 | 1.1%   | 1 | 0.0%   | 0 | 0.0%   | 0 |               |
| Local shops, Tharston   | 0.0%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0    | 0.0%  | 0    | 0.0%   | 0  | 0.0%   | 0 | 0.7%   | 1 | 0.0%   | 0 | 0.0%   | 0 |               |
| Local shops,<br>Walsham-le-Willows  | 0.1%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0    | 0.0%  | 0    | 0.0%   | 0  | 0.0%   | 0 | 0.9%   | 1 | 0.0%   | 0 | 0.0%   | 0 |               |
| Local shops, Woodbridge   | 0.1%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0    | 0.0%  | 0    | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 1.0%   | 1 |               |
| Marks & Spencer,<br>Buttermarket, Bury St.<br>Edmunds                           | 0.3%  | 3  | 0.9%   | 1 | 2.2%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0    | 0.0%  | 0    | 0.0%   | 0  | 0.0%   | 0 | 1.1%   | 1 | 0.0%   | 0 | 0.0%   | 0 |               |
| Marks & Spencer,<br>Martlesham Heath Retail<br>Park, Beardmore Park,<br>Ipswich | 0.1%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0    | 0.0%  | 0    | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.7%   | 1 |               |
| Marks & Spencer, Westgate<br>Street, Ipswich                                    | 0.1%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0    | 0.0%  | 0    | 0.8%   | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |               |
| Morrisons, Iconfield Park,<br>Garland Road, Harwich                             | 0.2%  | 2  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0    | 1.6%  | 2    | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |               |
| Sainsbury's, Bedingfeld<br>Way, Bury St. Edmunds                                | 1.6%  | 18 | 0.0%   | 0 | 11.6%  | 5 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0    | 0.0%  | 0    | 0.0%   | 0  | 3.0%   | 5 | 10.4%  | 8 | 1.3%   | 1 | 0.0%   | 0 |               |
| Sainsbury's, Brazen Gate,<br>Norwich  | 0.2%  | 2  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0    | 0.0%  | 0    | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 2.5%   | 1 | 0.7%   | 1 |               |
| Sainsbury's, Felixstowe<br>Road, Ipswich  | 0.9%  | 10 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0    | 4.3%  | 6    | 1.3%   | 2  | 1.3%   | 2 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |               |
| Sainsbury's, Forest Retail<br>Park, London Road,<br>Thetford                    | 0.1%  | 1  | 0.0%   | 0 |        | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0,0  | 0    | 0.0%  | 0    | 0.0%   | 0  |        | 0 | 0.0%   | 0 | 1.3%   | 1 | 0.0%   | 0 |               |
| Sainsbury's, High Street,<br>Halstead   | 0.5%  | 6  | 4.0%   | 6 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0    | 0.0%  | 0    | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |               |
| Sainsbury's, Pound Lane,<br>Norwich   | 0.1%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0    | 0.0%  | 0    | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 1.3%   | 1 |               |
| Sainsbury's, Western<br>Approach, Stanway,<br>Colchester                        | 0.5%  | 5  | 1.8%   | 3 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0    | 1.9%  | 3    | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |               |
| Tesco Extra, Copdock<br>Interchange, Ipswich                                    | 2.4%  | 26 | 1.2%   | 2 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 1.3%   | 1    | 7.9%  | 11   | 9.0%   | 11 | 1.0%   | 2 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |               |
| Tesco Extra, Highwoods<br>Square, Colchester                                    | 0.1%  | 1  | 0.7%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0    | 0.0%  | 0    | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |               |
| Tesco Superstore, Cangle  | 0.3%  | 3  | 1.2%   | 2 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0    | 0.9%  | 1    | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |               |

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|   | Tota  |      | Zone   | 1   | Zone  | 2.  | Zone   | 3      | Zone    | 4     | Zone   | 5   | Zone  | 6   | Zone  | 7   | Zone  | 8   | Zone  | 9   | Zone 1 | 10  | Zone   | 11  |
|---|-------|------|--------|-----|-------|-----|--------|--------|---------|-------|--------|-----|-------|-----|-------|-----|-------|-----|-------|-----|--------|-----|--------|-----|
|   | 1000  |      | Zone   | -   | Lone  | _   | Zone   |        | Zone    | •     | Zone   | -   | Zone  | Ü   | Zone  | •   | Zone  | Ü   | Zone  | ,   | Zone : |     | Zone . |     |
| D 111 131   |       |      |        |     |       |     |        |        |         |       |        |     |       |     |       |     |       |     |       |     |        |     |        |     |
| Road, Haverhill Tesco Superstore, George                  | 0.1%  | 1    | 0.0%   | 0   | 0.0%  | 0   | 0.0%   | 0      | 0.0%    | 0     | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%   | 0   | 0.7%   | 1   |
| Westwood Way, Beccles Tesco Superstore, Ipswich           | 0.1%  | 2    | 0.0%   | 0   | 0.0%  | 0   | 0.0%   | 0      | 0.0%    | 0     | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.8%   | 0   | 1.2%   | 1   |
| Road, Norwich Tesco Superstore, Victoria Road, Diss       | 2.8%  | 31   | 0.0%   | 0   | 0.0%  | 0   | 0.0%   | 0      | 0.0%    | 0     | 0.0%   | 0   | 0.0%  | 0   | 1.7%  | 2   | 0.0%  | 0   | 0.7%  | 1   | 8.9%   | 5   | 24.1%  | 23  |
| Waitrose, Church Street,<br>Saxmundham                    | 0.1%  | 1    | 0.0%   | 0   | 0.0%  | 0   | 0.0%   | 0      | 0.0%    | 0     | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%   | 0   | 0.7%   | 1   |
| Waitrose, Eaton Centre,<br>Church Lane, Eaton,<br>Norwich | 0.1%  | 2    | 0.0%   | 0   | 0.0%  | 0   | 0.0%   | 0      | 0.0%    | 0     | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%   | 0   | 1.6%   | 2   |
| Waitrose, Futura Park, Crane<br>Boulevard, Ipswich        | 0.3%  | 4    | 0.0%   | 0   | 0.0%  | 0   | 0.0%   | 0      | 0.0%    | 0     | 3.1%   | 2   | 0.0%  | 0   | 1.1%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%   | 0   | 0.0%   | 0   |
| Waitrose, Norwich Road,<br>Wymondham                      | 0.1%  | 1    | 0.0%   | 0   | 0.0%  | 0   | 0.0%   | 0      | 0.0%    | 0     | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%   | 0   | 0.6%   | 1   |
| Waitrose, St. Andrews<br>Avenue, Colchester               | 0.1%  | 1    | 0.0%   | 0   | 0.0%  | 0   | 0.0%   | 0      | 0.0%    | 0     | 0.0%   | 0   | 0.7%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%   | 0   | 0.0%   | 0   |
| Internet / mail order                                     | 1.6%  | 17   | 3.3%   | 5   | 3.2%  | 1   | 0.0%   | 0      | 0.0%    | 0     | 2.2%   | 2   | 0.0%  | 0   | 2.2%  | 3   | 2.1%  | 3   | 0.0%  | 0   | 4.4%   | 2   | 0.7%   | 1   |
| (Don't know / varies)                                     | 1.6%  | 17   | 0.0%   | 0   | 1.3%  | 1   | 0.0%   | 0      | 0.0%    | 0     | 0.9%   | 1   | 3.2%  | 4   | 1.0%  | 1   | 2.2%  | 4   | 5.9%  | 4   | 2.5%   | 1   | 1.3%   | 1   |
| (Nowhere else)  | 36.3% | 399  | 39.5%  | 59  | 31.8% | 13  | 28.9%  | 36     | 42.0%   | 24    | 22.9%  | 18  | 39.2% | 53  | 40.0% | 50  | 37.4% | 60  | 34.6% | 26  | 40.4%  | 23  | 38.3%  | 37  |
| Weighted base:  |       | 1100 |        | 149 |       | 39  |        | 126    |         | 58    |        | 80  |       | 135 |       | 126 |       | 159 |       | 75  |        | 57  |        | 97  |
| Sample:   |       | 1100 |        | 100 |       | 100 |        | 100    |         | 100   |        | 100 |       | 100 |       | 100 |       | 100 |       | 100 |        | 100 |        | 100 |
| Q06AWhich internet / hon<br>Those who do their mail       |       |      |        |     |       |     | our ma | in foo | d shopp | oing? |        |     |       |     |       |     |       |     |       |     |        |     |        |     |
| Asda  | 15.5% | 3    | 0.0%   | 0   | 0.070 | 0   | 0.0%   | 0      | 0.0%    | 0     | 0.00   | 0   | 0.0%  | 0   |       |     | 64.0% | 2   |       |     | 21.6%  | 1   | 0.0%   | 0   |
| Sainsbury's   | 11.4% | 2    |        |     | 33.9% | 0   | 0.0%   | 0      | 0.0%    | 0     |        | 0   | 0.0%  |     | 36.0% | 1   | 0.0%  | 0   |       |     | 21.6%  | 1   | 0.0%   | 0   |
| Tesco   | 55.9% |      | 100.0% | 5   | 0.00  | 0   | 0.0%   | 0      | 0.0%    |       | 100.0% | 2   | 0.0%  |     |       |     | 36.0% | 1   | 0.0%  | 0   | 0.0%   | 0   |        | 0   |
| Waitrose / Ocado  | 13.1% | 2    |        |     | 66.1% | 1   | 0.0%   | 0      | 0.0%    | 0     | 0.00   | 0   | 0.0%  | 0   | 0.070 | 0   |       | 0   |       |     | 56.7%  | 1   | 0.0%   | 0   |
| (Don't know / varies)                                     | 4.2%  | 1    | 0.0%   | 0   | 0.0%  | 0   | 0.0%   | 0      | 0.0%    | 0     | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%   | U   | 100.0% | 1   |
| Weighted base:  |       | 17   |        | 5   |       | 1   |        | 0      |         | 0     |        | 2   |       | 0   |       | 3   |       | 3   |       | 0   |        | 2   |        | 1   |
| Sample:   |       | 18   |        | 3   |       | 3   |        | 0      |         | 0     |        | 2   |       | 0   |       | 2   |       | 2   |       | 0   |        | 5   |        | 1   |

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# Babergh & Mid Suffolk Household Survey For Carter Jonas

Weighted:

| · · · cignicus  | TD 4.1 |       | 7 1       |      | 7 2      |     | 7 2       |      | 7 4       |     |           |      | 7        | ,    |          |      | 7           | 0      | 77 0      |         | 7        | 10      | 7 .    |         | 1 corumy 20          |
|---|--------|-------|-----------|------|----------|-----|-----------|------|-----------|-----|-----------|------|----------|------|----------|------|-------------|--------|-----------|---------|----------|---------|--------|---------|----------------------|
|   | Total  |       | Zone 1    |      | Zone 2   |     | Zone 3    |      | Zone 4    |     | Zone 5    |      | Zone 6   | •    | Zone 7   |      | Zone        | 8      | Zone 9    | ,       | Zone 1   | 10      | Zone 1 | 11      |                      |
| Q07 In addition to your m   |        | d sho | pping, wl | here | do you n | orm | ally do n | nost | of your h | ous | ehold's s | mall | scale to | p-up | food sho | ppir | ng (i.e. tl | he sto | ore you v | visit r | egularly | y (2+ t | imes a | week to | buy bread, milk, etc |
| Aldi, 84 London Road,<br>COLCHESTER   | 0.1%   | 1     | 0.0%      | 0    | 0.0%     | 0   | 0.8%      | 1    | 0.0%      | 0   | 0.0%      | 0    | 0.0%     | 0    | 0.0%     | 0    | 0.0%        | 0      | 0.0%      | 0       | 0.0%     | 0       | 0.0%   | 0       |                      |
| Aldi, Girling Street,<br>SUDBURY  | 1.4%   | 16    | 1.5%      | 2    | 0.0%     | 0   | 3.9%      | 5    | 14.5%     | 8   | 0.0%      | 0    | 0.0%     | 0    | 0.0%     | 0    | 0.0%        | 0      | 0.0%      | 0       | 0.0%     | 0       | 0.0%   | 0       |                      |
| Aldi, HAVERHILL   | 0.1%   | 1     | 0.7%      | 1    | 0.0%     | 0   | 0.0%      | 0    | 0.0%      | 0   | 0.0%      | 0    | 0.0%     | 0    | 0.0%     | 0    | 0.0%        | 0      | 0.0%      | 0       | 0.0%     | 0       | 0.0%   | 0       |                      |
| Asda Superstore, Meadow<br>Centre, Wilkes Way,<br>STOWMARKET  | 2.4%   | 27    | 0.0%      | 0    | 0.7%     | 0   | 0.8%      | 1    | 0.0%      | 0   | 3.1%      | 2    | 1.6%     | 2    | 1.6%     | 2    | 12.0%       | 19     | 0.0%      | 0       | 0.0%     | 0       | 0.0%   | 0       |                      |
| Asda superstore, Turner<br>Rise, COLCHESTER   | 0.5%   | 5     | 2.1%      | 3    | 0.0%     | 0   | 1.7%      | 2    | 0.0%      | 0   | 0.0%      | 0    | 0.0%     | 0    | 0.0%     | 0    | 0.0%        | 0      | 0.0%      | 0       | 0.0%     | 0       | 0.0%   | 0       |                      |
| Co op, Church Street, EYE   | 1.0%   | 11    | 0.7%      | 1    | 0.0%     | 0   | 0.0%      | 0    | 0.0%      | 0   | 0.0%      | 0    | 0.0%     | 0    | 0.0%     | 0    | 0.7%        | 1      | 0.0%      | 0       | 14.9%    | 8       | 0.0%   | 0       |                      |
| Co-op, 100 East Street,<br>SUDBURY  | 0.4%   | 4     | 0.0%      | 0    | 0.0%     | 0   | 0.0%      | 0    | 7.0%      | 4   | 0.0%      | 0    | 0.0%     | 0    | 0.0%     | 0    | 0.0%        | 0      | 0.0%      | 0       | 0.0%     | 0       | 0.0%   | 0       |                      |
| Co-op, 2 High Street,<br>LAVENHAM   | 0.9%   | 10    | 0.0%      | 0    | 1.5%     | 1   | 7.4%      | 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       |                      |
| Co-op, 4 & 5 Acacia Court,<br>BRANTHAM  | 0.4%   | 5     | 0.0%      | 0    |          | 0   | 0.0%      | 0    | 0.0%      | 0   |           | 0    | 3.4%     | 5    | 0.0%     | 0    | 0.0%        | 0      | 0.0%      | 0       | 0.0%     | 0       |        | 0       |                      |
| Co-op, 72 High Street,<br>HADLEIGH  | 1.8%   | 19    | 0.0%      | 0    |          | 0   | 1.0%      | 1    | 0.0%      | 0   | 21.5%     | 17   | 0.7%     | 1    | 0.0%     | 0    |             | 0      | 0.0%      | 0       | 0.0%     | 0       |        | 0       |                      |
| Co-op, 80A High Street,<br>LAVENHAM   | 0.1%   | 1     | 0.0%      | 0    |          | 1   | 0.0%      | 0    | 0.0%      | 0   |           | 0    | 0.0%     | 0    | 0.0%     | 0    |             | 0      | 0.0%      | 0       | 0.0%     | 0       |        | 1       |                      |
| Co-op, Hall Street, LONG<br>MELFORD   | 1.7%   | 18    | 2.8%      |      | 1.1%     |     | 10.9%     | 14   | 0.0%      | 0   |           | 0    | 0.0%     | 0    |          |      | 0.0%        | 0      | 0.0%      | 0       | 0.0%     | 0       |        | 0       |                      |
| Co-op, MANNINGTREE  | 0.8%   | 9     | 0.0%      | 0    |          | 0   | 0.0%      | 0    | 0.0%      | 0   |           | 0    | 6.9%     | 9    | 0.0%     | 0    |             | 0      | 0.0%      | 0       | 0.0%     | 0       |        | 0       |                      |
| Co-op, Mildenhall Road,<br>BURY ST EDMUNDS  | 0.4%   | 4     | 0.0%      | 0    |          | 0   | 0.0%      | 0    | 0.0%      | 0   |           | 0    | 0.0%     | 0    |          | 0    |             | 0      | 5.5%      | 4       | 0.0%     | 0       |        | 0       |                      |
| Co-op, NEEDHAM<br>MARKET  | 0.5%   | 6     | 0.0%      | 0    |          | 0   | 0.0%      | 0    | 0.0%      | 0   |           | 0    | 0.0%     | 0    |          | 5    |             | 0      | 0.0%      | 0       | 0.0%     | 0       |        | 0       |                      |
| Co-op, The Drift, Canhams<br>Road, GREAT<br>CORNARD   | 0.3%   | 3     | 0.0%      | 0    | 0.0%     | 0   | 2.6%      | 3    | 0.0%      | 0   | 0.0%      | 0    | 0.0%     | 0    | 0.0%     | 0    | 0.0%        | 0      | 0.0%      | 0       | 0.0%     | 0       | 0.0%   | 0       |                      |
| Co-op, The Street,<br>BRAMFORD  | 0.5%   | 6     | 0.0%      | 0    | 0.0%     | 0   | 0.0%      | 0    | 0.0%      | 0   | 0.0%      | 0    | 0.7%     | 1    | 3.9%     | 5    | 0.0%        | 0      | 0.0%      | 0       | 0.0%     | 0       | 0.0%   | 0       |                      |
| Co-op, The Street, CAPEL<br>ST MARY   | 1.7%   | 19    | 0.0%      | 0    | 0.0%     | 0   | 0.0%      | 0    | 0.0%      | 0   | 0.0%      | 0    | 13.8%    | 19   | 0.0%     | 0    | 0.0%        | 0      | 0.0%      | 0       | 0.0%     | 0       | 0.0%   | 0       |                      |
| Co-op Local, DEDHAM   | 0.6%   | 7     | 0.0%      | 0    | 0.0%     | 0   | 0.0%      | 0    | 0.0%      | 0   |           | 0    | 2.1%     | 3    | 3.0%     | 4    |             | 0      | 0.0%      | 0       | 0.0%     | 0       |        | 0       |                      |
| Farmfoods Freezer Centres,<br>Unit 3a, Sudbury Retail<br>Park, Northern Road,<br>Newton Road, SUDBURY | 0.4%   | 4     | 0.0%      | 0    | 0.0%     | 0   | 2.1%      | 3    | 0.8%      | 0   | 0.6%      | 0    | 0.0%     | 0    | 0.0%     | 0    | 0.0%        | 0      | 0.7%      | 1       | 0.0%     | 0       | 0.0%   | 0       |                      |
| Lidl, Bury Road,<br>STOWMARKET  | 0.9%   | 10    | 0.0%      | 0    | 0.0%     | 0   | 0.0%      | 0    | 0.0%      | 0   | 0.0%      | 0    | 0.0%     | 0    | 0.0%     | 0    | 5.4%        | 9      | 2.0%      | 2       | 0.0%     | 0       | 0.0%   | 0       |                      |
| McColls,19 Market Hill<br>SUDBURY   | 0.1%   | 1     | 0.0%      | 0    | 0.0%     | 0   | 0.0%      | 0    | 1.1%      | 1   | 0.0%      | 0    | 0.0%     | 0    | 0.0%     | 0    | 0.0%        | 0      | 0.0%      | 0       | 0.0%     | 0       | 0.0%   | 0       |                      |

|  | Total        |         | Zone 1 |   | Zone 2 |   | Zone 3 | 3  | Zone 4       |   | Zone 5 | 5  | Zone 6       | 5 | Zone 7       |   | Zone 8 | 3      | Zone 9       |   | Zone 10 | ) | Zone 11      |        |  |
|--|--------------|---------|--------|---|--------|---|--------|----|--------------|---|--------|----|--------------|---|--------------|---|--------|--------|--------------|---|---------|---|--------------|--------|--|
| Morrisons, 175 London  | 1.8%         | 20      | 0.0%   | 0 | 0.0%   | 0 | 3.3%   | 4  | 0.0%         | 0 | 20.0%  | 16 | 0.0%         | 0 | 0.0%         | 0 | 0.0%   | 0      | 0.0%         | 0 | 0.0%    | 0 | 0.0%         | 0      |  |
| Road, HADLEIGH   | 0.70/        | 0       | 0.00/  | 0 | 0.00/  | 0 | 0.00/  | 0  | 0.00/        | 0 | 0.00/  | 0  | 0.00/        | 0 | 0.00/        | 0 | 0.60/  | 1      | 0.00/        | 0 | 2.60/   | 1 | £ 90/        |        |  |
| Morrisons, DISS  | 0.7%<br>0.5% | 8<br>6  | 0.0%   | 0 |        | 0 | 0.0%   | 0  | 0.0%<br>0.0% | 0 |        | 0  | 0.0%<br>0.0% | 0 | 0.0%<br>0.0% | 0 | 0.6%   | 1<br>5 | 0.0%<br>0.0% | 0 | 2.6%    | 1 | 5.8%<br>0.0% | 6<br>0 |  |
| Morrisons, Sheringham<br>Court, Milton Road South,<br>STOWMARKET | 0.5%         | 0       | 0.0%   | U | 0.0%   | U | 0.0%   | U  | 0.0%         | U | 0.0%   | U  | 0.0%         | U | 0.0%         | U | 3.3%   | 3      | 0.0%         | U | 1.0%    | 1 | 0.0%         | U      |  |
| Morrisons, Sproughton  | 0.3%         | 4       | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%         | 0 | 0.0%   | 0  | 0.7%         | 1 | 2.0%         | 3 | 0.0%   | 0      | 0.0%         | 0 | 0.0%    | 0 | 0.0%         | 0      |  |
| Road, IPSWICH  |              |         |        |   |        |   |        |    |              |   |        |    |              | 0 |              |   |        |        |              |   |         |   |              |        |  |
| Roys of Wroxham, Great   | 0.2%         | 2       | 0.7%   | 1 | 0.0%   | 0 | 0.6%   | 1  | 0.7%         | 0 | 0.0%   | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%   | 0      | 0.0%         | 0 | 0.0%    | 0 | 0.0%         | 0      |  |
| Eastern Road, SUDBURY  | 0.20/        | 2       | 1 00/  | 2 | 0.00/  | 0 | 0.00/  | 0  | 0.00/        | 0 | 0.60/  | 0  | 0.00/        | 0 | 0.00/        | 0 | 0.00/  | 0      | 0.00/        | 0 | 0.00/   | 0 | 0.00/        | 0      |  |
| Sainsbury's Superstore,<br>11-14 Priory Walk,<br>COLCHESTER      | 0.3%         | 3       | 1.8%   | 3 | 0.0%   | 0 | 0.0%   | 0  | 0.0%         | 0 | 0.6%   | 0  | 0.0%         | 0 | 0.0%         | U | 0.0%   | 0      | 0.0%         | 0 | 0.0%    | 0 | 0.0%         | U      |  |
| Sainsbury's, Cornard Road,<br>SUDBURY                            | 1.5%         | 16      | 2.0%   | 3 | 0.7%   | 0 | 7.2%   | 9  | 6.9%         | 4 | 0.0%   | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%   | 0      | 0.0%         | 0 | 0.0%    | 0 | 0.0%         | 0      |  |
| Sainsbury's, Hadleigh Road,<br>IPSWICH                           | 0.8%         | 9       | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%         | 0 | 0.0%   | 0  | 3.5%         | 5 | 2.5%         | 3 | 0.7%   | 1      | 0.0%         | 0 | 0.0%    | 0 | 0.0%         | 0      |  |
| Sainsbury's, HAVERHILL   | 0.3%         | 3       | 2.1%   | 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 | 0.0%         | 0      |  |
| Tesco Metro, Kesgrave,   | 0.2%         | 2       | 0.0%   | 0 |        | 0 | 0.0%   | 0  | 0.0%         | 0 |        | 0  | 1.6%         | 2 | 0.0%         | 0 | 0.0%   | 0      | 0.0%         | 0 | 0.0%    | 0 | 0.0%         | 0      |  |
| IPSWICH  | 0.00/        | 0       | 0.00/  | 0 | 0.70/  | 0 | 0.00/  | 0  | 0.00/        | 0 | 0.00/  | 0  | 0.00/        | 0 | 0.00/        | 0 | 0.00/  | 0      | 0.00/        | 0 | 0.00/   | 0 | 0.00/        | 0      |  |
| Tesco Superstore,<br>Bedingfeld Way, BURY<br>ST. EDMUNDS         | 0.0%         | 0       | 0.0%   | 0 | 0.7%   | 0 | 0.0%   | U  | 0.0%         | U | 0.0%   | U  | 0.0%         | U | 0.0%         | 0 | 0.0%   | U      | 0.0%         | 0 | 0.0%    | 0 | 0.0%         | U      |  |
| Tesco Superstore, Cedars<br>Link Road,<br>STOWMARKET             | 2.4%         | 26      | 0.0%   | 0 | 1.1%   | 0 | 0.0%   | 0  | 0.0%         | 0 | 0.0%   | 0  | 0.0%         | 0 | 0.6%         | 1 | 14.7%  | 23     | 1.8%         | 1 | 0.0%    | 0 | 0.0%         | 0      |  |
| Tesco Superstore, St<br>Saviours Interchange,<br>BURY ST EDMUNDS | 0.4%         | 4       | 0.0%   | 0 | 3.6%   | 1 | 0.0%   | 0  | 0.0%         | 0 | 0.0%   | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%   | 0      | 3.4%         | 3 | 0.0%    | 0 | 0.0%         | 0      |  |
| Tesco, BRAINTREE   | 0.2%         | 2       | 1.2%   | 2 | 0.0%   | 0 | 0.0%   | 0  | 0.0%         | 0 | 0.0%   | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%   | 0      | 0.0%         | 0 | 0.0%    | 0 | 0.0%         | 0      |  |
| Tesco, Greenstead Road,  | 0.5%         | 5       | 0.0%   | 0 |        | 0 | 0.0%   | 0  | 0.0%         | 0 |        | 0  | 3.9%         | 5 | 0.0%         | 0 | 0.0%   | 0      | 0.0%         | 0 | 0.0%    | 0 | 0.0%         | 0      |  |
| COLCHESTER   | 0.070        |         | 0.070  | 0 | 0.070  | Ü | 0.070  | Ü  | 0.070        |   | 0.070  |    | 2.570        |   | 0.070        | Ü | 0.070  | Ü      | 0.070        | Ü | 0.070   | Ü | 0.070        |        |  |
| Tesco, Woodhall Business   | 2.6%         | 29      | 5.8%   | 9 | 4.8%   | 2 | 8.9%   | 11 | 12.1%        | 7 | 0.0%   | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%   | 0      | 0.0%         | 0 | 0.0%    | 0 | 0.0%         | 0      |  |
| Park, Springlands Way,<br>SUDBURY                                |              |         |        |   |        |   |        |    |              |   |        |    |              |   |              |   |        |        |              |   |         |   |              |        |  |
| Waitrose, Robert Boby Way,<br>BURY ST EDMUNDS                    | 0.4%         | 4       | 0.0%   | 0 | 5.0%   | 2 | 0.8%   | 1  | 0.0%         | 0 | 0.0%   | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%   | 0      | 1.6%         | 1 | 0.0%    | 0 | 0.0%         | 0      |  |
| Waitrose, Station Road,<br>SUDBURY                               | 2.3%         | 25      | 2.0%   | 3 | 0.7%   | 0 | 12.8%  | 16 | 9.9%         | 6 | 0.0%   | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%   | 0      | 0.0%         | 0 | 0.0%    | 0 | 0.0%         | 0      |  |
| Bury St. Edmunds   | 1.0%         | 11      | 0.0%   | 0 | 3.9%   | 2 | 0.0%   | 0  | 0.0%         | 0 | 0.0%   | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%   | 0      | 10.6%        | 8 | 0.8%    | 0 | 0.7%         | 1      |  |
| Debenham   | 0.4%         | 4       | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%         | 0 | 0.0%   | 0  | 0.0%         | 0 | 2.6%         | 3 | 0.0%   | 0      | 0.0%         | 0 | 1.5%    | 1 | 0.0%         | 0      |  |
| Dedham   | 0.3%         | 3       | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%         | 0 | 0.0%   | 0  | 2.3%         | 3 | 0.0%         | 0 | 0.0%   | 0      | 0.0%         | 0 | 0.0%    | 0 | 0.0%         | 0      |  |
| Eye  | 0.1%         | 1       | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%         | 0 | 0.0%   | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%   | 0      | 0.0%         | 0 | 2.5%    | 1 | 0.0%         | 0      |  |
| Hadleigh   | 0.8%         | 9       | 0.0%   | 0 | 0.0%   | 0 | 1.3%   | 2  | 0.0%         | 0 | 8.0%   | 6  | 0.7%         | 1 | 0.0%         | 0 | 0.0%   | 0      | 0.0%         | 0 | 0.0%    | 0 | 0.0%         | 0      |  |
| Halstead   | 0.5%         | 6       | 3.1%   | 5 | 0.0%   | 0 | 0.0%   | 0  | 0.0%         | 0 | 0.0%   | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%   | 0      | 0.0%         | 0 | 0.0%    | 0 | 1.2%         | 1      |  |
|  | 1 20/        | 1 7     | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%         | 0 | 1.3%   | 1  | 6.8%         | 9 | 3.5%         | 4 | 0.0%   | 0      | 0.0%         | 0 | 0.0%    | 0 | 0.0%         | 0      |  |
| Ipswich<br>Lavenham  | 1.3%<br>0.1% | 15<br>1 | 0.0%   | 0 | 0.0%   | 0 | 0.6%   | 1  | 0.0%         | 0 | 0.0%   | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%   | 0      | 0.0%         | 0 | 0.0%    | 0 | 0.0%         | 0      |  |

|   |       |    |        |   |        |   |        |   |        |   |        |   |        |   |        |    |        |    |        |    |        |   |        |    | • |
|---|-------|----|--------|---|--------|---|--------|---|--------|---|--------|---|--------|---|--------|----|--------|----|--------|----|--------|---|--------|----|---|
|   | Total |    | Zone 1 |   | Zone 2 |   | Zone 3 |   | Zone 4 |   | Zone 5 |   | Zone 6 |   | Zone 7 | 7  | Zone 8 | 3  | Zone 9 | )  | Zone 1 | 0 | Zone 1 | 1  |   |
| Long Melford  | 0.2%  | 3  | 1.8%   | 3 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0  |   |
| Manningtree   | 0.3%  | 3  | 0.0%   | 0 |        | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 2.1%   | 3 | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 |        | 0  |   |
| Needham Market  | 0.3%  | 4  | 0.0%   | 0 |        | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 3.0%   | 4  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0  |   |
| Sudbury   | 0.7%  | 7  | 0.0%   | 0 | 0.0%   | 0 | 2.7%   | 3 | 6.6%   | 4 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0  |   |
| Stowmarket  | 1.0%  | 12 | 0.0%   | 0 | 1.9%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 6.8%   | 11 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0  |   |
| Street / Farmers' Markets in<br>Stowmarket                                    | 0.1%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.6%   | 1  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0  |   |
| Street / Farmers' Markets in<br>Sudbury                                       | 0.1%  | 2  | 0.0%   | 0 | 0.0%   | 0 | 0.6%   | 1 | 1.3%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.070  | 0 |        | 0  |   |
| Aldi, Hines Road, Ipswich   | 0.1%  | 1  | 0.0%   | 0 |        | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.00   | 1 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0  |   |
| Aldi, Mere Street, Diss   | 0.1%  | 1  | 0.0%   | 0 |        | 0 | 0.0%   | 0 | 0.0%   | 0 |        | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 1.5%   | 1 | 0.6%   | 1  |   |
| Aldi, Newmarket Road,<br>Dettingen Way, Bury St.<br>Edmunds                   | 0.3%  | 3  | 0.0%   | 0 | 4.0%   | 2 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.7%   | 1  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0  |   |
| Andrews Quality Butchers,<br>High Street, Hadleigh                            | 0.1%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.7%   | 1 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0  |   |
| Asda Superstore, Stoke Park<br>Drive, Ipswich                                 | 0.3%  | 3  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 2.5%   | 3 | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0  |   |
| Asda Superstore, Western<br>Way, Bury St. Edmunds                             | 0.2%  | 2  | 0.0%   | 0 | 5.5%   | 2 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0  |   |
| Asda Superstore,<br>Whitehouse Industrial<br>Estate, Goddard Road,<br>Ipswich | 1.8%  | 20 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 15.9%  | 20 | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0  |   |
| Budgens, Bullock Fair Close,<br>Harleston                                     | 0.9%  | 10 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 | 10.4%  | 10 |   |
| Budgens, The Street, East<br>Bergholt   | 0.1%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.7%   | 1 | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0  |   |
| Co-op, Ashfield Road,<br>Elmswell   | 1.5%  | 16 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 1.3%   | 2  | 18.9%  | 14 | 0.0%   | 0 | 0.0%   | 0  |   |
| Co-op, Broad Street, Eye  | 0.1%  | 1  | 0.0%   | 0 |        | 0 | 0.0%   | 0 | 0.0%   | 0 |        | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 2.5%   | 1 | 0.0%   | 0  |   |
| Co-op, Chancery Lane,<br>Debenham   | 0.5%  | 5  | 0.0%   | 0 |        | 0 | 0.0%   | 0 | 0.0%   | 0 |        | 0 | 0.0%   | 0 | 3.8%   | 5  | 0.0%   | 0  | 0.0%   | 0  | 1.0%   | 1 | 0.0%   | 0  |   |
| Co-op, Chapel Road, West<br>Bergholt  | 0.7%  | 8  | 5.2%   | 8 |        | 0 | 0.0%   | 0 | 0.0%   | 0 |        | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 |        | 0  |   |
| Co-op, Colchester Road,<br>Ipswich  | 0.1%  | 1  | 0.0%   | 0 |        | 0 | 0.0%   | 0 | 0.0%   | 0 |        | 0 | 0.0%   | 0 |        | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 |        | 0  |   |
| Co-op, Combs Lane, Combs<br>Ford, Stowmarket                                  | 0.1%  | 1  | 0.0%   | 0 |        | 0 | 0.0%   | 0 | 0.0%   | 0 |        | 0 | 0.0%   | 0 | 0.0%   |    | 0.7%   | 1  | 0.0%   | 0  |        | 0 |        | 0  |   |
| Co-op, Fircroft Road,<br>Ipswich  | 0.1%  | 1  | 0.0%   | 0 |        | 0 | 0.0%   | 0 | 0.0%   | 0 |        | 0 | 0.0%   | 0 |        |    | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 |        | 0  |   |
| Co-op, Fiveways Retail Park,<br>Peartree Road, Stanway,<br>Colchester         | 0.1%  | 1  | 0.9%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0  |   |
| Co-op, Greenways<br>Neighbourhood Centre,<br>Ravenswood, Ipswich              | 0.1%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.7%   | 1  |   |

|  | Total |    | Zone 1 |    | Zone 2 |   | Zone 3 |   | Zone 4 |   | Zone 5 |   | Zone 6 |   | Zone 7 |    | Zone 8 | ; | Zone 9 |   | Zone 1 | .0 | Zone 1 | 1  |
|--|-------|----|--------|----|--------|---|--------|---|--------|---|--------|---|--------|---|--------|----|--------|---|--------|---|--------|----|--------|----|
| Co-op, High Street, Earls                      | 0.6%  | 7  | 4.2%   | 6  | 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  |
| Colne  |       | ,  |        |    |        |   |        |   |        | 1 |        |   |        |   |        |    |        |   |        |   |        |    |        |    |
| Co-op, High Street, Laxfield                   | 0.1%  | 1  | 0.0%   | 0  |        | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  |        | 0 | 0.0%   | 0 |        | 0  | 1.2%   | 1  |
| Co-op, Hillside Road East,<br>Bungay           | 0.1%  | 1  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 1.0%   | 1  |
| Co-op, London Road,<br>Harleston               | 0.2%  | 2  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 2.2%   | 2  |
| Co-op, Market Hill, Clare                      | 1.0%  | 11 | 7.5%   | 11 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0  |
| Co-op, Market Hill,<br>Framlingham             | 0.4%  | 4  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 1.4%   | 2  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 2.8%   | 3  |
| o-op, Market Place,<br>Harleston               | 0.1%  | 1  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 1.3%   | 1  |
| o-op, Norwich Road,<br>Barham, Claydon         | 0.9%  | 10 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 8.2%   | 10 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0  |
| Co-op, Old Street, Haughley                    | 0.3%  | 3  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 4.5%   | 3 | 0.0%   | 0  | 0.0%   | 0  |
| o-op, Selkirk Road,<br>Ipswich                 | 0.1%  | 1  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.8%   | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0  |
| o-op, Sprites Lane,<br>Laburnam Close, Ipswich | 0.2%  | 2  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 1.8%   | 2 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 |        | 0  | 0.0%   | 0  |
| o-op, The Street, Holbrook                     | 0.6%  | 6  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 4.5%   | 6 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0  |
| o-op, The Street, Long<br>Stratton             | 0.1%  | 1  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.6%   | 1  |
| o-op, The Street,<br>Rickinghall, Diss         | 0.9%  | 10 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.7%   | 1 | 17.4%  | 10 | 0.0%   | 0  |
| o-op, The Street,<br>Wherstead, Holbrook       | 0.2%  | 3  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 1.9%   | 3 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0  |
| Co-op, The Street, Woolpit                     | 0.4%  | 5  | 0.0%   | 0  | 1.1%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 5.7%   | 4 | 0.0%   | 0  | 0.0%   | 0  |
| o-op, Thoroughfare,<br>Woodbridge              | 0.1%  | 1  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 1.0%   | 1  |
| follow Trees Farm Shop,<br>Semer, Ipswich      | 0.2%  | 2  | 0.0%   | 0  | 0.0%   | 0 | 0.6%   | 1 | 0.0%   | 0 | 1.8%   | 1 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0  |
| celand, Cornhill, Bury St. Edmunds             | 0.0%  | 0  | 0.0%   | 0  | 0.8%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0  |
| celand, High Street, Haverhill                 | 0.1%  | 1  | 0.9%   | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0  |
| eeland, North Street,<br>Sudbury               | 0.5%  | 6  | 0.0%   | 0  | 0.0%   | 0 | 4.3%   | 5 | 0.7%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0  |
| idl, Handford Road,<br>Ipswich                 | 0.2%  | 3  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.7%   | 1 | 1.4%   | 2  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0  |
| idl, London Road, Ipswich                      | 0.1%  | 2  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 1.2%   | 2 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0  |
| ocal shops, Bacton                             | 0.2%  | 2  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 1.2%   | 2 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0  |
| ocal shops, Beccles                            | 1.0%  | 11 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | Ö | 0.0%   |    | 11.6%  | 11 |
| ocal shops, Bildeston                          | 0.1%  | 1  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 1.8%   | 1 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0  |
| ocal shops, Boxford                            | 0.2%  | 2  | 0.0%   | 0  | 0.0%   | 0 | 1.6%   | 2 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0  |
| ocal shops, Cavendish                          | 0.1%  | 1  | 0.7%   | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0  |
| 1 .  | 0.1%  | 1  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.7%   | 1 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | Ö | 0.0%   | 0  | 0.0%   | 0  |
| Local shops, Chelmondiston                     |       |    |        |    |        |   |        |   |        |   |        |   |        |   |        |    |        |   |        |   |        |    |        |    |

|   | Total | l  | Zone 1 | l  | Zone 2 |   | Zone 3 |   | Zone 4 |   | Zone 5 | 5 | Zone 6 | 5 | Zone 7 |   | Zone 8 | 3 | Zone 9 |   | Zone 1 | 0 | Zone 1 | 1  |  |
|---|-------|----|--------|----|--------|---|--------|---|--------|---|--------|---|--------|---|--------|---|--------|---|--------|---|--------|---|--------|----|--|
| Local shops, Combs Ford                             | 0.1%  | 2  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 1.0%   | 2 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  |  |
| Local shops, Combs Ford<br>Local shops, Dickleburgh | 0.1%  | 1  | 0.0%   | 0  |        | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.6%   | 1  |  |
| Local shops, Diss                                   | 0.1%  | 5  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 2.7%   | 2 | 3.3%   | 3  |  |
| Local shops, East Bergholt                          | 0.4%  | 5  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 3.5%   | 5 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  |  |
| Local shops, Elmswell                               | 0.3%  | 3  | 0.0%   | 0  |        | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 4.1%   | 3 | 0.0%   | 0 | 0.0%   | 0  |  |
| Local shops, Fressingfield                          | 0.1%  | 1  | 0.0%   | 0  |        | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 1.3%   | 1  |  |
| Local shops, Gislingham                             | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.8%   | 0 | 0.0%   | 0  |  |
| Local shops, Glemsford                              | 1.6%  | 17 |        | 17 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | ő  |  |
| Local shops, Harleston                              | 0.9%  | 10 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 10.3%  | 10 |  |
| Local shops, Hitcham                                | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.6%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  |  |
| Local shops, Holbrook                               | 0.1%  | 2  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 1.2%   | 2 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  |  |
| Local shops, Horley                                 | 0.2%  | 2  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 1.3%   | 2 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  |  |
| Local shops, Hoxne                                  | 0.1%  | 1  | 0.0%   | 0  |        | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.6%   | 1  |  |
| Local shops, Lawshall                               | 0.3%  | 4  | 0.0%   | 0  | 9.3%   | 4 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  |  |
| Local shops, Mendlesham                             | 0.2%  | 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 | 0.0%   | 0  |  |
| Local shops, Metfield                               | 0.1%  | 1  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 1.3%   | 1  |  |
| Local shops, Monks Eleigh                           | 0.1%  | 1  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.9%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  |  |
| Local shops, Mundesley                              | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.6%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  |  |
| Local shops, Norton                                 | 0.1%  | 1  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 1.1%   | 1 | 0.0%   | 0 | 0.0%   | 0  |  |
| Local shops, Otley                                  | 0.1%  | 1  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 1.1%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  |  |
| Local shops, Rattlesden                             | 0.0%  | 0  | 0.0%   | 0  | 0.8%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  |  |
| Local shops, Redgrave                               | 0.1%  | 1  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 1.5%   | 1 | 0.0%   | 0  |  |
| Local shops, Rickinghall                            | 0.0%  | 1  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 1.0%   | 1 | 0.0%   | 0  |  |
| Local shops, Rougham                                | 0.0%  | 1  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.7%   | 1 | 0.0%   | 0 | 0.0%   | 0  |  |
| Local shops, Sicklesmere                            | 0.1%  | 1  | 0.0%   | 0  | 1.8%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  |  |
| Local shops, Stanton                                | 0.1%  | 1  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.7%   | 1  |  |
| Local shops, Stradbroke                             | 0.2%  | 2  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 1.0%   | 1 | 1.6%   | 2  |  |
| Local shops, Tharston                               | 0.1%  | 1  | 0.0%   | 0  |        | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.9%   | 1 | 0.0%   | 0 | 0.0%   | 0  |  |
| Local shops, Thorndon                               | 0.1%  | 1  | 0.0%   | 0  |        | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 1.5%   | 1 | 0.0%   | 0  |  |
| Local shops,<br>Walsham-le-Willows                  | 0.1%  | 1  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.9%   | 1 | 0.0%   | 0 | 0.0%   | 0  |  |
| Local shops, Westley                                | 0.1%  | 1  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.9%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  |  |
| Local shops, Woodbridge                             | 0.1%  | 1  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 1.0%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  |  |
| Local shops, Woolpit                                | 0.1%  | 1  | 0.0%   | 0  | 0.7%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.7%   | 1 | 0.0%   | 0 | 0.0%   | 0  |  |
| Marks & Spencer, Buttermarket, Bury St. Edmunds     | 0.2%  | 2  | 0.0%   | 0  | 1.1%   | 0 | 1.3%   | 2 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  |  |
| Marks & Spencer, Westgate<br>Street, Ipswich        | 0.2%  | 3  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.7%   | 1 | 1.4%   | 2 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  |  |
| Morrisons, Iconfield Park,<br>Garland Road, Harwich | 0.1%  | 1  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.8%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  |  |
| Sainsbury's, Bedingfeld<br>Way, Bury St. Edmunds    | 0.7%  | 7  | 0.0%   | 0  | 7.1%   | 3 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 6.0%   | 5 | 0.0%   | 0 | 0.0%   | 0  |  |
| Sainsbury's, High Street,<br>Halstead               | 0.5%  | 6  | 3.8%   | 6  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  |  |
| Sainsbury's, Western<br>Approach, Stanway,          | 0.2%  | 2  | 1.2%   | 2  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  |  |
|   |       |    |        |    |        |   |        |   |        |   |        |   |        |   |        |   |        |   |        |   |        |   |        |    |  |

|  | Tota   | ıl         | Zone  | 1   | Zone   | 2      | Zone    | 3       | Zone    | 4      | Zone         | 5   | Zone         | 6      | Zone   | e <b>7</b> | Zon    | e 8 | Zone         | 9   | Zone   | 10  | Zone   | 11  |
|--|--------|------------|-------|-----|--------|--------|---------|---------|---------|--------|--------------|-----|--------------|--------|--------|------------|--------|-----|--------------|-----|--------|-----|--------|-----|
| Colchester   |        |            |       |     |        |        |         |         |         |        |              |     |              |        |        |            |        |     |              |     |        |     |        |     |
| Spar, Bells Lane, Glemsford                        | 0.2%   | 2          | 1.6%  | 2   | 0.0%   | 0      | 0.0%    | 0       | 0.0%    | 0      | 0.0%         | 0   | 0.0%         | 0      | 0.0%   | 0          | 0.0%   | 0   | 0.0%         | 0   | 0.0%   | 0   | 0.0%   | 0   |
| Spar, Church Street,                               | 0.1%   | 2          |       | 0   |        | 0      | 0.0%    | 0       |         | 0      |              | 0   | 0.0%         | 0      |        | 0          |        |     | 0.0%         | 0   |        | 0   | 1.6%   | 2   |
| Stradbroke, Eye                                    |        |            |       |     |        |        |         |         |         |        |              |     |              |        |        |            |        |     |              |     |        |     |        |     |
| Spar, High Street,                                 | 0.1%   | 2          | 0.0%  | 0   | 0.0%   | 0      | 0.0%    | 0       | 0.0%    | 0      | 0.0%         | 0   | 0.0%         | 0      | 0.0%   | 0          | 1.0%   | 2   | 0.0%         | 0   | 0.0%   | 0   | 0.0%   | 0   |
| Mundesley  |        |            |       |     |        |        |         |         |         |        |              |     |              |        |        |            |        |     |              |     |        |     |        |     |
| Street / Farmers' Markets in                       | 0.2%   | 2          | 0.0%  | 0   | 0.0%   | 0      | 0.0%    | 0       | 0.0%    | 0      | 0.0%         | 0   | 0.0%         | 0      | 1.4%   | 2          | 0.0%   | 0   | 0.0%         | 0   | 0.0%   | 0   | 0.0%   | 0   |
| Woodbridge   |        |            |       |     |        |        |         |         |         |        |              |     |              |        |        |            |        |     |              |     |        |     |        |     |
| Tesco Extra, Copdock                               | 0.3%   | 3          | 0.0%  | 0   | 0.0%   | 0      | 0.0%    | 0       | 0.0%    | 0      | 0.0%         | 0   | 2.5%         | 3      | 0.0%   | 0          | 0.0%   | 0   | 0.0%         | 0   | 0.0%   | 0   | 0.0%   | 0   |
| Interchange, Ipswich                               | 0.20/  | _          | 1.20/ | 2   | 0.00/  | 0      | 0.00/   | 0       | 0.00/   | 0      | 0.00/        | 0   | 0.00/        | 0      | 0.00/  | 0          | 0.00/  | 0   | 0.00/        | 0   | 0.00/  | 0   | 0.00/  | 0   |
| Tesco Superstore, Cangle<br>Road, Haverhill        | 0.2%   | 2          | 1.2%  | 2   | 0.0%   | 0      | 0.0%    | 0       | 0.0%    | 0      | 0.0%         | 0   | 0.0%         | 0      | 0.0%   | 0          | 0.0%   | 0   | 0.0%         | 0   | 0.0%   | 0   | 0.0%   | 0   |
| Tesco Superstore, Ipswich                          | 0.1%   | 1          | 0.0%  | 0   | 0.0%   | 0      | 0.0%    | 0       | 0.0%    | 0      | 0.0%         | 0   | 0.0%         | 0      | 0.0%   | 0          | 0.0%   | 0   | 0.0%         | 0   | 0.0%   | 0   | 0.9%   | 1   |
| Road. Norwich                                      | 0.1 /0 | ,          | 0.070 | U   | 0.070  | U      | 0.070   | U       | 0.070   | U      | 0.070        | U   | 0.070        | U      | 0.070  | U          | 0.070  | U   | 0.070        | U   | 0.070  | U   | 0.970  | 1   |
| Tesco Superstore, Victoria                         | 0.2%   | 2          | 0.0%  | 0   | 0.0%   | 0      | 0.0%    | 0       | 0.0%    | 0      | 0.0%         | 0   | 0.0%         | 0      | 0.0%   | 0          | 0.0%   | 0   | 0.0%         | 0   | 4.3%   | 2   | 0.0%   | 0   |
| Road, Diss   |        |            |       |     |        |        |         |         |         |        |              |     |              |        |        |            |        |     |              |     |        |     |        |     |
| Waitrose, Corn Exchange,                           | 0.1%   | 1          | 0.0%  | 0   | 0.0%   | 0      | 0.0%    | 0       | 0.0%    | 0      | 0.0%         | 0   | 0.7%         | 1      | 0.0%   | 0          | 0.0%   | 0   | 0.0%         | 0   | 0.0%   | 0   | 0.0%   | 0   |
| Ipswich  |        |            |       |     |        |        |         |         |         |        |              |     |              |        |        |            |        |     |              |     |        |     |        |     |
| Waitrose, Fred Archer Way,                         | 0.0%   | C          | 0.0%  | 0   | 1.1%   | 0      | 0.0%    | 0       | 0.0%    | 0      | 0.0%         | 0   | 0.0%         | 0      | 0.0%   | 0          | 0.0%   | 0   | 0.0%         | 0   | 0.0%   | 0   | 0.0%   | 0   |
| Newmarket  |        | _          |       |     |        |        |         |         |         |        |              |     |              |        |        |            |        |     |              |     |        |     |        |     |
| Waitrose, Futura Park, Crane                       | 0.1%   | 2          | 0.0%  | 0   | 0.0%   | 0      | 0.0%    | 0       | 0.0%    | 0      | 0.0%         | 0   | 1.2%         | 2      | 0.0%   | 0          | 0.0%   | 0   | 0.0%         | 0   | 0.0%   | 0   | 0.0%   | 0   |
| Boulevard, Ipswich<br>Internet / mail order        | 0.5%   | 6          | 0.0%  | 0   | 0.0%   | 0      | 0.0%    | 0       | 0.0%    | 0      | 0.00/        | 0   | 0.00/        | 0      | 0.6%   | 1          | 3.3%   | 5   | 0.00/        | 0   | 0.00/  | 0   | 0.0%   | 0   |
| (Don't know / varies)                              | 2.7%   | 30         |       | 0   |        | 0<br>1 | 0.0%    | 0       | 0.0%    | 0      | 0.0%<br>0.0% | 0   | 0.0%<br>4.2% | 0<br>6 | 1.7%   | 2          |        |     | 0.0%<br>4.5% | 0   |        | 3   | 2.1%   | 0 2 |
| (Don't do top-up shopping)                         | 30.7%  | 337        |       | 49  |        | _      | 22.2%   |         | 37.3%   | 22     | 37.1%        | 30  |              | 28     | 32.4%  | 41         |        |     | 25.6%        | 19  |        | 21  | 33.6%  | 33  |
|  | 30.770 |            |       |     | 32.070 |        | 22.270  |         | 37.370  |        | 37.170       |     | 20.570       |        | 32.470 |            |        |     | 23.070       |     | 37.170 |     | 33.070 |     |
| Weighted base:                                     |        | 1100       |       | 149 |        | 39     |         | 126     |         | 58     |              | 80  |              | 135    |        | 126        |        | 159 |              | 75  |        | 57  |        | 97  |
| ample:   |        | 1100       | )     | 100 |        | 100    |         | 100     |         | 100    |              | 100 |              | 100    |        | 100        |        | 100 |              | 100 |        | 100 |        | 100 |
| Q07AWhich retailer do yo<br>Those who do their top |        |            |       |     |        |        | nome de | elivery | / shopp | ing fr | om?          |     |              |        |        |            |        |     |              |     |        |     |        |     |
| Asda   | 86.7%  | 5          | 0.0%  | 0   | 0.0%   | 0      | 0.0%    | 0       | 0.0%    | 0      | 0.0%         | 0   | 0.0%         | 0      | 0.0%   | 0          | 100.0% | 5   | 0.0%         | 0   | 0.0%   | 0   | 0.0%   | 0   |
| Other  | 13.3%  | 1          | 0.0%  | 0   | 0.0%   | 0      | 0.0%    | 0       | 0.0%    | 0      | 0.0%         | 0   | 0.0%         | 0      | 100.0% | 1          | 0.0%   | 0   | 0.0%         | 0   | 0.0%   | 0   | 0.0%   | 0   |
| Weighted base:                                     |        | $\epsilon$ | ;     | 0   |        | 0      |         | 0       |         | 0      |              | 0   |              | 0      |        | 1          |        | 5   |              | 0   |        | 0   |        | 0   |
| Sample:  |        | 2          |       | 0   |        | 0      |         | 0       |         | 0      |              | 0   |              | 0      |        | 1          |        | 1   |              | 0   |        | 0   |        | 0   |

Weighted:

|       |  | Tota  | ıl    | Zon     | e 1    | Zone   | 2      | Zone   | 3       | Zone     | 4     | Zone   | e 5    | Zone   | 6     | Zone  | e 7   | Zone  | e <b>8</b> | Zone  | e 9   | Zone  | 10    | Zone  | 11    |
|-------|--|-------|-------|---------|--------|--------|--------|--------|---------|----------|-------|--------|--------|--------|-------|-------|-------|-------|------------|-------|-------|-------|-------|-------|-------|
| Q08   | Of all the money y Those who do top-up | •     | •     | our mai | in and | top-up | food s | hoppin | ıg, wha | at share | goes  | to you | r main | food s | hoppi | ng?   |       |       |            |       |       |       |       |       |       |
| 1% -  | 5%                                     | 0.0%  | 0     | 0.0%    | 0      | 0.0%   | 0      | 0.0%   | 0       | 0.0%     | 0     | 0.0%   | 0      | 0.0%   | 0     | 0.0%  | 0     | 0.0%  | 0          | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     |
| 6% -  | 10%                                    | 0.0%  | 0     | 0.0%    | 0      | 0.0%   | 0      | 0.0%   | 0       | 0.0%     | 0     | 0.0%   | 0      | 0.0%   | 0     | 0.0%  | 0     | 0.0%  | 0          | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     |
| 11%   | - 15%                                  | 0.0%  | 0     | 0.0%    | 0      | 0.0%   | 0      | 0.0%   | 0       | 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%   | - 20%                                  | 0.4%  | 3     | 0.0%    | 0      | 0.0%   | 0      | 0.0%   | 0       | 0.0%     | 0     | 0.0%   | 0      | 0.0%   | 0     | 0.0%  | 0     | 0.9%  | 1          | 2.1%  | 1     | 0.0%  | 0     | 1.1%  | 1     |
| 21%   | - 25%                                  | 0.3%  | 2     | 0.0%    | 0      | 0.0%   | 0      | 0.0%   | 0       | 0.0%     | 0     | 0.0%   | 0      | 0.0%   | 0     | 1.2%  | 1     | 1.2%  | 1          | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     |
| 26%   | - 30%                                  | 0.8%  | 6     | 0.0%    | 0      | 0.0%   | 0      | 0.8%   | 1       | 1.7%     | 1     | 0.0%   | 0      | 1.5%   | 2     | 2.5%  | 2     | 0.0%  | 0          | 0.0%  | 0     | 0.0%  | 0     | 1.1%  | 1     |
|       | - 35%                                  | 0.0%  | 0     | 0.0%    | 0      | 0.0%   | 0      | 0.0%   | 0       | 0.0%     | 0     | 0.0%   | 0      | 0.0%   | 0     | 0.0%  | 0     | 0.0%  | 0          | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     |
| 36%   | - 40%                                  | 0.5%  | 4     | 0.0%    | 0      | 1.0%   | 0      | 0.0%   | 0       | 1.3%     | 0     | 1.5%   | 1      | 0.0%   | 0     | 0.9%  | 1     | 0.9%  | 1          | 0.9%  | 1     | 0.0%  | 0     | 0.0%  | 0     |
|       | - 45%                                  | 0.0%  | 0     | 0.0%    | 0      | 0.0%   | 0      | 0.0%   | 0       | 0.0%     | 0     | 0.0%   | 0      | 0.0%   | 0     | 0.0%  | 0     |       | 0          |       | 0     | 0.0%  | 0     | 0.0%  | 0     |
|       | - 50%                                  | 9.0%  | 69    | 9.7%    | 10     |        | 3      | 13.1%  | 13      | 7.8%     |       |        | 6      | 6.7%   | 7     | 22.4% | 19    |       | 2          | 1.5%  | 1     | 10.8% | 4     | 2.9%  | 2     |
| 51%   |  | 0.0%  | 0     | 0.0%    | 0      | 0.0%   | 0      | 0.0%   | 0       | 0.0%     | 0     | 0.0%   | 0      | 0.0%   | 0     | 0.0%  | 0     | 0.0%  | 0          | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     |
|       | - 60%                                  | 7.3%  | 56    | 7.2%    |        | 2.2%   | 1      | 10.7%  | 10      | 4.9%     |       | 17.2%  | 9      | 6.9%   | 7     | 6.2%  | 5     | 4.5%  | 5          | 4.6%  | 3     | 5.4%  | 2     | 8.4%  | 5     |
| 61%   |  | 0.9%  | 7     | 2.4%    | 2      | 0.0%   | 0      | 0.8%   | 1       | 1.1%     | 0     | 0.0%   | 0      | 0.0%   | 0     | 0.0%  | 0     | 2.0%  | 2          | 1.2%  | 1     | 1.2%  | 0     | 0.0%  | 0     |
| 66%   |  | 12.6% |       | 13.3%   |        | 6.7%   | 2      | 15.0%  |         | 11.7%    |       | 10.7%  | 5      | 26.4%  | 28    | 7.8%  | 7     | 6.5%  | 7          |       | 7     | 7.4%  | 3     | 7.6%  | 5     |
|       | - 75%                                  | 9.0%  | 69    | 9.0%    | 9      | 8.5%   | 2      | 7.3%   | 7       | 4.9%     |       | 13.0%  | 7      | 8.2%   | 9     | 7.2%  |       | 12.6% |            | 11.6% | 6     | 8.7%  | 3     | 7.3%  | 5     |
|       | - 80%                                  | 22.2% |       | 22.9%   |        | 25.3%  | 7      | 28.2%  |         | 34.4%    |       | 15.0%  | 8      |        | 25    | 25.7% |       | 13.2% |            | 16.5% |       | 27.6% | 10    |       | 12    |
| 81%   |  | 3.9%  | 29    | 3.8%    |        | 3.4%   | 1      | 1.7%   | 2       | 4.4%     | 2     | 3.0%   | 1      | 3.3%   | 4     | 0.0%  | 0     |       |            | 10.4% | 6     |       | 1     | 0.0%  | 0     |
| 86%   |  | 16.2% | 124   | 17.7%   |        |        | 6      | 7.7%   | 8       | 10.1%    | 4     | 13.7%  | 7      | 13.2%  | 14    | 12.6% | 11    |       | 24         |       | 10    | 16.6% |       | 26.2% | 17    |
| 91%   |  | 5.7%  | 43    | 1.8%    |        | 9.0%   | 2      | 3.8%   | 4       | 3.9%     | 1     | 3.7%   | 2      | 4.0%   | 4     | 3.9%  | 3     |       | 6          |       | 5     | 7.7%  | 3     |       | 11    |
|       | - 100%                                 | 1.9%  | 15    | 3.2%    |        | 2.0%   | 1      | 5.1%   | 5       | 0.0%     | 0     | 1.8%   | 1      | 0.0%   | 0     | 0.9%  | 1     | 2.0%  | 2          | 1.9%  | 1     | 3.2%  | 1     | 0.0%  | 0     |
| ,     | 't know)                               | 8.9%  | 68    | 9.0%    | 9      | 6.2%   | 2      | 5.1%   | 5       | 13.9%    | 5     | 8.9%   | 4      | 4.8%   | 5     | 8.7%  | 7     | 16.6% | 17         | 7.2%  | 4     | 8.4%  | 3     | 9.1%  | 6     |
| (Refu | ised)                                  | 0.4%  | 3     | 0.0%    | 0      | 0.0%   | 0      | 0.8%   | 1       | 0.0%     | 0     | 0.0%   | 0      | 1.5%   | 2     | 0.0%  | 0     | 0.0%  | 0          | 0.9%  | 1     | 0.0%  | 0     | 0.0%  | 0     |
| Mean  | ı:                                     |       | 75.61 |         | 75.94  |        | 79.02  |        | 73.52   |          | 74.81 |        | 72.54  |        | 74.56 |       | 69.76 |       | 79.08      |       | 78.91 |       | 77.67 |       | 80.17 |
| Weig  | hted base:                             |       | 763   |         | 100    |        | 26     |        | 98      |          | 36    |        | 50     |        | 108   |       | 85    |       | 104        |       | 56    |       | 36    |       | 64    |
| Samp  |  |       | 743   |         | 67     |        | 62     |        | 75      |          | 67    |        | 74     |        | 77    |       | 59    |       | 62         |       | 72    |       | 62    |       | 66    |

Weighted:

| weighted.   |              |        |              |        |              |       |              |        |              |        | 01 00        | •••• | 1 90         | iiub   |              |         |              |       |              |   |              |        |              |   | rebruary 201 |
|---|--------------|--------|--------------|--------|--------------|-------|--------------|--------|--------------|--------|--------------|------|--------------|--------|--------------|---------|--------------|-------|--------------|---|--------------|--------|--------------|---|--------------|
|   | Total        | l      | Zone 1       |        | Zone 2       |       | Zone 3       |        | Zone 4       | 1      | Zone 5       | 5    | Zone         | 6      | Zone         | 7       | Zone         | 8     | Zone 9       | ) | Zone 1       | 10     | Zone 1       | 1 |              |
| Q09 In addition to (STOR Those who do top-up she  |              |        | D AT Q07     | 7), is | there an     | y otl | ner store    | that   | you reg      | ularly | y use for    | you  | r house      | hold's | s small s    | scale 1 | top-up f     | ood s | hopping      | ? |              |        |              |   |              |
| Aldi, Girling Street,<br>SUDBURY  | 1.5%         | 11     | 4.7%         | 5      | 0.0%         | 0     | 5.0%         | 5      | 4.7%         | 2      | 0.0%         | 0    | 0.0%         | 0      | 0.0%         | 0       | 0.0%         | 0     | 0.0%         | 0 | 0.0%         | 0      | 0.0%         | 0 |              |
| Aldi, HAVERHILL<br>Asda Superstore, Meadow<br>Centre, Wilkes Way,                                     | 0.1%<br>0.7% | 1<br>5 | 1.1%<br>0.0% | 1      | 0.00         | 0     | 0.0%<br>0.0% | 0      | 0.0%<br>0.0% | 0      | 0.0%<br>0.0% | 0    | 0.0%<br>0.0% | 0      | 0.0%<br>0.0% | 0       | 0.0%<br>3.2% | 0     | 0.0%<br>0.9% | 0 | 0.0%<br>3.5% | 0<br>1 | 0.0%<br>0.0% | 0 |              |
| STOWMARKET<br>Asda superstore, Turner   | 0.2%         | 1      | 1.4%         | 1      | 0.0%         | 0     | 0.0%         | 0      | 0.0%         | 0      | 0.0%         | 0    | 0.0%         | 0      | 0.0%         | 0       | 0.0%         | 0     | 0.0%         | 0 | 0.0%         | 0      | 0.0%         | 0 |              |
| Rise, COLCHESTER Co op, Church Street, EYE Co-op, 100 East Street,                                    | 0.1%<br>0.7% | 1<br>5 | 0.0%<br>0.0% | 0      | 0.0%<br>0.0% | 0     | 0.0%<br>3.6% | 0<br>4 | 0.0%<br>4.2% | 0 2    | 0.0%<br>0.0% | 0    | 0.0%<br>0.0% | 0      | 0.0%<br>0.0% | 0       | 0.0%<br>0.0% | 0     | 0.0%<br>0.0% | 0 |              | 1      | 0.0%<br>0.0% | 0 |              |
| SUDBURY<br>Co-op, 2 High Street,  | 0.2%         | 1      | 0.0%         | 0      | 1.2%         | 0     | 1.0%         | 1      | 0.0%         | 0      |              | 0    | 0.0%         | 0      | 0.0%         |         | 0.0%         | 0     | 0.0%         | 0 | 0.0%         | 0      | 0.0%         | 0 |              |
| LAVENHAM<br>Co-op, 4 & 5 Acacia Court,<br>BRANTHAM  | 0.2%         | 2      | 0.0%         | 0      | 0.0%         | 0     | 0.0%         | 0      | 0.0%         | 0      | 0.0%         | 0    | 1.5%         | 2      | 0.0%         | 0       | 0.0%         | 0     | 0.0%         | 0 | 0.0%         | 0      | 0.0%         | 0 |              |
| Co-op, 72 High Street,<br>HADLEIGH  | 0.8%         | 6      | 0.0%         | 0      | 0.0%         | 0     | 1.7%         | 2      | 0.0%         | 0      | 8.5%         | 4    | 0.0%         | 0      | 0.0%         | 0       | 0.0%         | 0     | 0.0%         | 0 | 0.0%         | 0      | 0.0%         | 0 |              |
| Co-op, 80A High Street,<br>LAVENHAM   | 0.1%         | 1      | 0.0%         |        | 2.2%         | 1     | 0.0%         | 0      | 0.0%         | 0      | 0.0%         | 0    | 0.0%         | 0      | 0.0%         | 0       |              | 0     | 0.0%         | 0 |              | 0      | 0.0%         | 0 |              |
| Co-op, Hall Street, LONG MELFORD Co. op, HAL STEAD  | 0.1%         | 1      | 1.1%         |        | 0.0%         | 0     | 0.0%         | 0      | 0.0%         | 0      | 0.0%         | 0    | 0.0%         | 0      |              | 0       |              | 0     | 0.0%         | 0 |              | 0      | 0.0%         | 0 |              |
| Co-op, HALSTEAD<br>Co-op, MANNINGTREE   | 0.4%<br>0.2% | 3<br>1 | 2.4%<br>0.0% | 2      |              | 0     | 0.0%<br>0.0% | 0      | 0.0%<br>0.0% | 0      | 0.0%<br>0.0% | 0    | 0.0%<br>1.1% | 0      | 0.0%<br>0.0% | 0       |              | 0     | 0.0%<br>0.0% | 0 | 0.0%<br>0.0% | 0      | 0.9%<br>0.0% | 1 |              |
| Co-op, Mildenhall Road,   | 0.2%         | 1      | 0.0%         | 0      |              | 0     | 0.0%         | 0      | 0.0%         | 0      |              | 0    | 0.0%         | 0      |              |         | 0.0%         | 0     | 1.2%         | 1 |              | 0      |              | 0 |              |
| BURY ST EDMUNDS Co-op, The Street,  | 0.1%         | 1      | 0.0%         | 0      |              | 0     | 0.0%         | 0      | 0.0%         | 0      |              | 0    | 0.0%         | 1      | 0.0%         |         | 0.0%         | 0     | 0.0%         | 0 |              | 0      | 0.070        | 0 |              |
| BRAMFORD Co-op, The Street, CAPEL   | 0.1%         | 1      | 0.0%         | 0      |              | 0     | 0.0%         | 0      | 0.0%         | 0      |              | 0    | 0.9%         | 1      | 0.0%         |         | 0.0%         | 0     | 0.0%         | 0 |              | 0      | 0.0%         | 0 |              |
| ST MARY<br>Co-op Local, DEDHAM  | 0.1%         | 1      | 0.0%         | 0      | 0.0%         | 0     | 0.0%         | 0      | 0.0%         | 0      | 0.0%         | 0    | 0.0%         | 0      | 1.2%         | 1       | 0.0%         | 0     | 0.0%         | 0 | 0.0%         | 0      | 0.0%         | 0 |              |
| Farmfoods Freezer Centres,<br>Unit 3a, Sudbury Retail<br>Park, Northern Road,<br>Newton Road, SUDBURY | 0.6%         | 4      | 0.0%         | 0      | 1.6%         | 0     | 3.7%         | 4      | 1.3%         | 0      | 0.0%         | 0    | 0.0%         | 0      | 0.0%         | 0       | 0.0%         | 0     | 0.0%         | 0 | 0.0%         | 0      | 0.0%         | 0 |              |
| Lidl, Bury Road,<br>STOWMARKET  | 0.5%         | 4      | 0.0%         | 0      | 0.0%         | 0     | 0.0%         | 0      | 0.0%         | 0      | 0.0%         | 0    | 0.0%         | 0      | 0.9%         | 1       | 2.3%         | 2     | 0.9%         | 1 | 0.0%         | 0      | 0.0%         | 0 |              |
| Morrisons, 175 London<br>Road, HADLEIGH   | 0.9%         | 7      |              |        | 0.0%         | 0     | 1.7%         | 2      | 0.0%         | 0      |              | 4    |              | 1      | 0.0%         |         | 0.0%         | 0     | 0.0%         | 0 |              | 0      | 010,0        | 0 |              |
| Morrisons, DISS   | 0.3%         | 3      | 0.0%         | 0      |              | 0     | 0.0%         | 0      | 0.0%         | 0      | 0.0%         | 0    | 0.0%         | 0      | 0.0%         | 0       |              | 0     | 0.0%         | 0 |              | 2      | 1.5%         | 1 |              |
| Morrisons, Sheringham<br>Court, Milton Road South,<br>STOWMARKET                                      | 1.0%         | 8      | 0.0%         | 0      | 0.0%         | 0     | 0.0%         | 0      | 1.1%         | 0      | 0.0%         | 0    | 0.0%         | 0      | 0.0%         | 0       | 7.3%         | 8     | 0.0%         | 0 | 0.0%         | 0      | 0.0%         | 0 |              |
| Morrisons, Sproughton<br>Road, IPSWICH  | 0.0%         | 0      | 0.0%         | 0      | 1.0%         | 0     | 0.0%         | 0      | 0.0%         | 0      | 0.0%         | 0    | 0.0%         | 0      | 0.0%         | 0       | 0.0%         | 0     | 0.0%         | 0 | 0.0%         | 0      | 0.0%         | 0 |              |

|  |       |    |        |   |        |   |        |    |        |   |        |   |        |   |        |   |       |    |        |   |         |   |         |   | • |
|--|-------|----|--------|---|--------|---|--------|----|--------|---|--------|---|--------|---|--------|---|-------|----|--------|---|---------|---|---------|---|---|
|  | Total | [  | Zone 1 |   | Zone 2 |   | Zone 3 | 3  | Zone 4 |   | Zone 5 | 5 | Zone 6 | 5 | Zone 7 |   | Zone  | 8  | Zone 9 |   | Zone 10 | 0 | Zone 11 | 1 |   |
| Roys of Wroxham, Great   | 0.4%  | 3  | 1.8%   | 2 | 0.0%   | 0 | 0.0%   | 0  | 2.3%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%  | 0  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |   |
| Eastern Road, SUDBURY<br>Sainsbury's Superstore,<br>11-14 Priory Walk,<br>COLCHESTER | 0.2%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 1.3%   | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%  | 0  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |   |
| Sainsbury's, Cornard Road,<br>SUDBURY  | 1.6%  | 12 | 0.0%   | 0 | 0.0%   | 0 | 10.6%  | 10 | 5.6%   | 2 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%  | 0  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |   |
| Sainsbury's, Hadleigh Road,<br>IPSWICH   | 1.6%  | 12 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 1.5%   | 1 | 8.0%   | 9 | 2.1%   | 2 | 0.9%  | 1  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |   |
| Sainsbury's, HAVERHILL   | 0.2%  | 2  | 1.8%   | 2 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%  | 0  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |   |
| Tesco Express, Bromley<br>Road, COLCHESTER   | 0.1%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 1.0%   | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%  | 0  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |   |
| Tesco Express, St Johns,<br>COLCHESTER   | 0.2%  | 1  | 1.4%   | 1 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%  | 0  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |   |
| Tesco Metro, Kesgrave,<br>IPSWICH  | 0.1%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 1.1%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%  | 0  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |   |
| Tesco Superstore, Cedars<br>Link Road,<br>STOWMARKET                                 | 0.1%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 1.2%   | 1 | 0.0%  | 0  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |   |
| Tesco Superstore, St<br>Saviours Interchange,<br>BURY ST EDMUNDS                     | 0.3%  | 3  | 1.8%   | 2 | 2.9%   | 1 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%  | 0  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |   |
| Tesco, Woodhall Business<br>Park, Springlands Way,<br>SUDBURY                        | 1.4%  | 11 | 2.5%   | 2 | 1.6%   | 0 | 6.2%   | 6  | 4.9%   | 2 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%  | 0  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |   |
| Waitrose, Robert Boby Way,<br>BURY ST EDMUNDS  | 0.4%  | 3  | 0.0%   | 0 | 1.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 2.0%  | 2  | 0.9%   | 1 | 0.0%    | 0 | 0.0%    | 0 |   |
| Waitrose, Station Road,<br>SUDBURY   | 1.1%  | 9  | 3.8%   | 4 | 0.0%   | 0 | 1.9%   | 2  | 7.8%   | 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   | 0.9%  | 7  | 0.0%   | 0 | 6.6%   | 2 | 1.7%   | 2  | 1.7%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%  | 0  | 4.8%   | 3 | 0.0%    | 0 | 0.0%    | 0 |   |
| Capel St. Mary   | 0.1%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.9%   | 1 | 0.0%   | 0 | 0.0%  | 0  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |   |
| Debenham   | 0.1%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.9%   | 1 | 0.0%   | 0 | 0.0%  | 0  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |   |
| Dedham   | 0.1%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 1.2%   | 1 | 0.0%  | 0  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |   |
| Eye  | 0.4%  | 3  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%  | 0  | 0.0%   | 0 | 9.5%    | 3 | 0.0%    | 0 |   |
| Hadleigh   | 1.3%  | 10 | 0.0%   | 0 | 0.0%   | 0 | 3.0%   | 3  | 0.0%   | 0 | 12.0%  | 6 | 0.9%   | 1 | 0.0%   | 0 | 0.0%  | 0  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |   |
| Haverhill  | 0.2%  | 1  | 1.4%   | 1 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%  | 0  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |   |
| Ipswich  | 0.3%  | 2  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.9%   | 1 | 0.0%   | 0 | 1.2%  | 1  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |   |
| Long Melford   | 0.6%  | 5  | 0.0%   | 0 |        | 0 | 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 |   |
| Manningtree  | 0.3%  | 2  | 0.0%   | 0 |        | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 |        | 2 | 0.0%   | 0 | 0.0%  | 0  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |   |
| Needham Market   | 0.2%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 1.6%   | 1 | 0.0%  | 0  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |   |
| Sudbury  | 1.4%  | 11 | 1.1%   | 1 | 0.0%   | 0 | 5.4%   | 5  | 9.2%   | 3 | 1.8%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%  | 0  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |   |
| Stowmarket   | 2.2%  | 17 | 0.0%   | 0 |        | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 |        | 0 | 0.0%   |   | 16.0% | 17 | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |   |
| Street / Farmers' Markets in Sudbury   | 0.5%  | 4  | 1.4%   | 1 | 0.0%   | 0 | 0.0%   | 0  | 6.7%   | 2 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%  | 0  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |   |
| Aldi, Hines Road, Ipswich  | 0.1%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.9%   | 1 | 0.0%  | 0  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |   |
| Aldi, Mere Street, Diss  | 0.1%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%  | 0  | 0.0%   | 0 | 0.0%    | 0 | 0.9%    | 1 |   |
| Aldi, Meredith Road,   | 0.3%  | 2  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.9%   | 0 | 0.9%   | 1 | 1.2%   | 1 | 0.0%  | 0  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |   |
|  |       |    |        |   |        |   |        |    |        |   |        |   |        |   |        |   |       |    |        |   |         |   |         |   |   |

|  | Total |   | Zone 1 |   | Zone 2 |   | Zone 3 |   | Zone 4 |   | Zone 5 |   | Zone 6 |   | Zone 7 |   | Zone 8 |   | Zone 9 |   | Zone 10 |   | Zone 11 |   |
|--|-------|---|--------|---|--------|---|--------|---|--------|---|--------|---|--------|---|--------|---|--------|---|--------|---|---------|---|---------|---|
| Ipswich  |       |   |        |   |        |   |        |   |        |   |        |   |        |   |        |   |        |   |        |   |         |   |         |   |
| Aldi, Newmarket Road, Dettingen Way, Bury St. Edmunds              | 0.3%  | 2 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 1.2%   | 1 | 1.5%   | 1 | 0.0%    | 0 | 0.0%    | 0 |
| Andrews Quality Butchers, High Street, Hadleigh                    | 0.2%  | 2 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 3.5%   | 2 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |
| Asda Superstore, Stoke Park Drive, Ipswich                         | 0.2%  | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 1.1%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |
| Asda Superstore, Western<br>Way, Bury St. Edmunds                  | 0.1%  | 1 | 0.0%   | 0 | 3.2%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |
| Asda Superstore,<br>Whitehouse Industrial<br>Estate, Goddard Road, | 0.2%  | 2 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 1.5%   | 2 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |
| Ipswich<br>Budgens, Bullock Fair Close,<br>Harleston               | 0.3%  | 2 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 3.1%    | 2 |
| Co-op, Ashfield Road,<br>Elmswell                                  | 0.0%  | 0 | 0.0%   | 0 | 1.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |
| Co-op, Combs Lane, Combs<br>Ford, Stowmarket                       | 1.1%  | 9 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 8.4%   | 9 | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |
| Co-op, Hillside Road East,<br>Bungay                               | 0.1%  | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 1.5%    | 1 |
| Co-op, London Road,<br>Harleston                                   | 0.2%  | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 1.8%    | 1 |
| Co-op, Norwich Road,<br>Barham, Claydon                            | 0.1%  | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 1.2%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |
| Co-op, Sheldrake Drive,<br>Ipswich                                 | 0.2%  | 2 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 2.1%   | 2 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |
| Co-op, The Street,<br>Rickinghall, Diss                            | 0.1%  | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 1.2%    | 0 | 0.0%    | 0 |
| Co-op, The Street, Woolpit   | 0.1%  | 0 | 0.0%   | 0 | 1.6%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |
| Farmfoods, Barton Road,<br>Bury St. Edmunds                        | 0.1%  | 1 | 0.0%   | 0 | 2.2%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |
| Hollow Trees Farm Shop,<br>Semer, Ipswich                          | 0.1%  | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 2.0%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |
| Iceland, High Street,<br>Haverhill                                 | 0.2%  | 2 | 1.8%   | 2 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |
| Iceland, North Street,<br>Sudbury                                  | 0.3%  | 2 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 5.7%   | 2 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |
| Iceland, Taylors Square,<br>Beccles                                | 0.1%  | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 1.4%    | 1 |
| Lidl, Handford Road,<br>Ipswich                                    | 0.2%  | 1 | 1.4%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |
| Local shops, Acton   | 0.1%  | 1 | 0.0%   | 0 | 0.0%   | 0 | 1.0%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |
| Local shops, Beccles   | 0.1%  | 1 | 0.0%   | 0 |        | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | Ö | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 1.4%    | 1 |
| Local shops, Bungay  | 0.1%  | 1 | 0.0%   | 0 | 0.0%   | ő | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | ő | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | ő | 0.9%    | 1 |
|  |       |   |        |   |        |   |        |   |        |   |        |   |        |   |        |   |        |   |        |   |         |   |         |   |

| 8   |       |   |              |   |        |   |              |   |              |   |        |   |              |   |       |   |       |   |              |   |              |    |              |   | • |
|---|-------|---|--------------|---|--------|---|--------------|---|--------------|---|--------|---|--------------|---|-------|---|-------|---|--------------|---|--------------|----|--------------|---|---|
|   | Total |   | Zone 1       |   | Zone 2 |   | Zone 3       |   | Zone 4       | ı | Zone 5 | 5 | Zone         | 6 | Zone  | 7 | Zone  | 8 | Zone 9       | ) | Zone 1       | .0 | Zone 1       | 1 |   |
| _   |       |   |              |   |        |   |              |   |              |   |        |   |              |   |       |   |       |   |              |   |              |    |              |   |   |
| Essex   | 0.4%  | 2 | 0.00/        | 0 | 0.0%   | 0 | 0.00/        | 0 | 0.00/        | 0 | 0.0%   | 0 | 0.00/        | 0 | 0.0%  | 0 | 0.00/ | 0 | 0.00/        | 0 | 7.50/        | 2  | 0.00/        | 0 |   |
| Local shops, Diss<br>Local shops, East Bergholt | 0.4%  | 3 | 0.0%<br>0.0% | 0 |        | 0 | 0.0%<br>0.0% | 0 | 0.0%<br>0.0% | 0 | 0.0%   | 0 | 0.0%<br>2.4% | 0 |       | 0 |       | 0 | 0.0%<br>0.0% | 0 | 7.5%<br>0.0% | 3  | 0.0%<br>0.0% | 0 |   |
| Local shops, Elmswell                           | 0.5%  | 3 | 0.0%         | 0 |        | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%   | 0 | 0.0%         | 0 |       | 0 |       | 0 | 6.0%         | 3 | 0.0%         | 0  | 0.0%         | 0 |   |
| Local shops, Framlingham                        | 0.4%  | 1 | 0.0%         | 0 |        | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%   | 0 | 0.0%         | 0 |       | 0 |       | 0 | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 1 |   |
| Local shops, Fressingfield                      | 0.1%  | 1 | 0.0%         | 0 |        | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%   | 0 | 0.0%         | 0 |       | 0 |       | 0 | 0.0%         | 0 | 0.0%         | 0  | 0.9%         | 1 |   |
| Local shops, Glemsford                          | 0.1%  | 3 | 3.2%         | 3 | 0.0%   | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%   | 0 | 0.0%         | 0 | 0.0,0 | 0 |       | 0 | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0 |   |
| Local shops, Harleston                          | 0.5%  | 4 | 0.0%         | 0 |        | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%   | 0 | 0.0%         | 0 |       | 0 |       | 0 | 0.0%         | 0 | 0.0%         | 0  | 6.0%         | 4 |   |
| Local shops, Ickworth                           | 0.1%  | 1 | 0.0%         | 0 |        | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%   | 0 | 0.0%         | 0 |       | 0 |       | 0 | 1.5%         | 1 | 0.0%         | 0  | 0.0%         | 0 |   |
| Local shops, Lawshall                           | 0.0%  | 0 |              | 0 |        | 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 shops, Mendlesham                         | 0.2%  | 1 | 0.0%         | 0 |        | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%   | 0 | 0.0%         | 0 |       | 0 |       | 1 | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | ő |   |
| Local shops, Mistley                            | 0.2%  | 1 | 0.0%         | 0 |        | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%   | 0 | 1.1%         | 1 | 0.0%  | 0 |       | 0 | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0 |   |
| Local shops, Nayland                            | 0.5%  | 4 | 0.0%         | 0 |        | 0 | 4.3%         | 4 | 0.0%         | 0 | 0.0%   | 0 | 0.0%         | 0 |       | 0 |       | 0 | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | ő |   |
| Local shops, Norwich                            | 0.2%  | 1 | 0.0%         | 0 |        | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%   | 0 | 0.0%         | 0 |       | 1 | 0.0%  | 0 | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0 |   |
| Local shops, Old Newton                         | 0.3%  | 2 | 0.0%         | 0 |        | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%   | 0 | 0.0%         | 0 |       | 0 |       | 2 | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0 |   |
| Local shops, Pulham St.                         | 0.1%  | 1 | 0.0%         | 0 |        | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%   | 0 | 0.0%         | 0 |       | 0 |       | 0 | 0.0%         | 0 | 0.0%         | 0  | 1.1%         | 1 |   |
| Mary  | 0.170 | • | 0.070        | Ü | 0.070  | Ü | 0.070        | 0 | 0.070        | Ü | 0.070  | Ü | 0.070        | Ü | 0.070 | Ü | 0.070 | Ü | 0.070        |   | 0.070        |    | 1.170        | • |   |
| Local shops, Rickinghall                        | 0.1%  | 1 | 0.0%         | 0 | 0.0%   | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%   | 0 | 0.0%         | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%         | 0 | 2.5%         | 1  | 0.0%         | 0 |   |
| Local shops, Rougham                            | 0.1%  | 1 | 0.0%         | 0 |        | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%   | 0 | 0.0%         | 0 |       | 0 |       | 0 | 1.2%         | 1 | 0.0%         | 0  | 0.0%         | 0 |   |
| Local shops, Semer                              | 0.1%  | 1 | 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 |   |
| Local shops, Stradbroke                         | 0.2%  | 2 |              | 0 |        | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%   | 0 | 0.0%         | 0 |       | 0 |       | 0 | 0.0%         | 0 | 0.0%         | 0  | 2.4%         | 2 |   |
| Local shops, Thorndon                           | 0.1%  | 0 |              | 0 |        | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%   | 0 | 0.0%         | 0 |       | 0 |       | 0 | 0.0%         | 0 | 1.2%         | 0  | 0.0%         | 0 |   |
| Local shops, Woodbridge                         | 0.1%  | 1 | 0.0%         | 0 |        | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%   | 0 | 0.0%         | 0 |       | 1 | 0.0%  | 0 | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0 |   |
| Local shops, Woolpit                            | 0.3%  | 2 |              | 0 |        | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%   | 0 | 0.0%         | 0 |       | 0 |       | 0 | 3.6%         | 2 | 0.0%         | 0  | 0.0%         | 0 |   |
| Marks & Spencer Simply                          | 0.1%  | 1 |              | 0 |        | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%   | 0 | 0.0%         | 0 |       | 0 |       | 0 | 0.0%         | 0 | 0.0%         | 0  | 1.1%         | 1 |   |
| Food, Sweetbriar Retail                         |       |   |              |   |        |   |              |   |              |   |        |   |              |   |       |   |       |   |              |   |              |    |              |   |   |
| Park, Norwich                                   |       |   |              |   |        |   |              |   |              |   |        |   |              |   |       |   |       |   |              |   |              |    |              |   |   |
| Marks & Spencer,                                | 0.4%  | 3 | 0.0%         | 0 | 1.0%   | 0 | 0.8%         | 1 | 0.0%         | 0 | 0.0%   | 0 | 0.0%         | 0 | 0.0%  | 0 | 0.0%  | 0 | 4.0%         | 2 | 0.0%         | 0  | 0.0%         | 0 |   |
| Buttermarket, Bury St.                          |       |   |              |   |        |   |              |   |              |   |        |   |              |   |       |   |       |   |              |   |              |    |              |   |   |
| Edmunds   |       |   |              |   |        |   |              |   |              |   |        |   |              |   |       |   |       |   |              |   |              |    |              |   |   |
| Sainsbury's, Bedingfeld                         | 0.3%  | 2 | 0.0%         | 0 | 0.0%   | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%   | 0 | 0.0%         | 0 | 0.0%  | 0 | 1.5%  | 2 | 0.9%         | 1 | 0.0%         | 0  | 0.0%         | 0 |   |
| Way, Bury St. Edmunds                           |       |   |              |   |        |   |              |   |              |   |        |   |              |   |       |   |       |   |              |   |              |    |              |   |   |
| Sainsbury's, High Street,                       | 0.2%  | 1 | 1.4%         | 1 | 0.0%   | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%   | 0 | 0.0%         | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0 |   |
| Halstead  |       |   |              |   |        |   |              |   |              |   |        |   |              |   |       |   |       |   |              |   |              |    |              |   |   |
| Sainsbury's, Western                            | 0.2%  | 1 | 1.4%         | 1 | 0.0%   | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%   | 0 | 0.0%         | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0 |   |
| Approach, Stanway,                              |       |   |              |   |        |   |              |   |              |   |        |   |              |   |       |   |       |   |              |   |              |    |              |   |   |
| Colchester                                      |       |   |              |   |        |   |              |   |              |   |        |   |              |   |       |   |       |   |              |   |              |    |              |   |   |
| Tesco Express, Bramford                         | 0.1%  | 1 | 0.0%         | 0 | 0.0%   | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%   | 0 | 0.9%         | 1 | 0.0%  | 0 | 0.0%  | 0 | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0 |   |
| Road, Ipswich                                   |       |   |              |   |        |   |              |   |              |   |        |   |              |   |       |   |       |   |              |   |              |    |              |   |   |
| Tesco Express, Cornhill,                        | 0.1%  | 0 | 0.0%         | 0 | 1.6%   | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%   | 0 | 0.0%         | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0 |   |
| Bury St. Edmunds                                |       |   |              |   |        |   |              |   |              |   |        |   |              |   |       |   |       |   |              |   |              |    |              |   |   |
| Tesco Express, Norwich                          | 0.6%  | 4 | 0.0%         | 0 | 0.0%   | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%   | 0 | 0.0%         | 0 | 5.1%  | 4 | 0.0%  | 0 | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0 |   |
| Road, Ipswich                                   |       |   |              |   |        |   |              |   |              |   |        |   |              |   |       |   |       |   |              |   |              |    |              |   |   |
| Tesco Express, Stamford                         | 0.0%  | 0 | 0.0%         | 0 | 1.2%   | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%   | 0 | 0.0%         | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0 |   |
| Court, Horringer Road,                          |       |   |              |   |        |   |              |   |              |   |        |   |              |   |       |   |       |   |              |   |              |    |              |   |   |
| Bury St. Edmunds                                |       |   |              |   |        |   |              |   |              |   |        |   |              |   |       |   |       |   |              |   |              |    |              |   |   |
| Tesco Extra, Copdock                            | 0.5%  | 4 | 0.0%         | 0 | 0.0%   | 0 | 0.0%         | 0 | 2.3%         | 1 | 0.0%   | 0 | 0.9%         | 1 | 2.1%  | 2 | 0.0%  | 0 | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0 |   |
|   |       |   |              |   |        |   |              |   |              |   |        |   |              |   |       |   |       |   |              |   |              |    |              |   |   |

by Zone
Weighted:

# Babergh & Mid Suffolk Household Survey For Carter Jonas

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|   | Tota  | l   | Zone | 1   | Zone  | 2  | Zone | 3  | Zone 4 | 1  | Zone  | 5  | Zone  | 6   | Zone  | 7  | Zone  | 8   | Zone  | 9  | Zone  | 10 | Zone  | 11 |
|---|-------|-----|------|-----|-------|----|------|----|--------|----|-------|----|-------|-----|-------|----|-------|-----|-------|----|-------|----|-------|----|
|   |       |     |      |     |       |    |      |    |        |    |       |    |       |     |       |    |       |     |       |    |       |    |       |    |
| Interchange, Ipswich<br>(Don't know / varies) | 3.5%  | 27  | 6.0% | 6   | 2.9%  | 1  | 0.0% | 0  | 1.7%   | 1  | 4.9%  | 2  | 5.3%  | 6   | 0.0%  | 0  | 4.3%  | 4   | 7.9%  | 1  | 5.9%  | 2  | 0.0%  | 0  |
| (Nowhere else)                                | 58.7% | 448 |      | 55  | 66.2% | 17 |      | 40 |        | 15 | 54.2% | 27 | 66.8% | 72  | 76.6% | -  | 48.5% | 50  | 64.6% | 36 | 61.5% | 22 | 74.2% | 48 |
| Weighted base:                                |       | 763 |      | 100 |       | 26 |      | 98 |        | 36 |       | 50 |       | 108 |       | 85 |       | 104 |       | 56 |       | 36 |       | 64 |
| Sample:                                       |       | 743 |      | 67  |       | 62 |      | 75 |        | 67 |       | 74 |       | 77  |       | 59 |       | 62  |       | 72 |       | 62 |       | 66 |

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|   | Tota  | ıl     | Zone     | 1     | Zone      | 2    | Zone   | 3     | Zone      | 4      | Zone 5  |       | Zone   | 6     | Zone    | 7     | Zone      | 8     | Zone    | 9      | Zone 1  | 0     | Zone 1    | 1           |                 |
|---|-------|--------|----------|-------|-----------|------|--------|-------|-----------|--------|---------|-------|--------|-------|---------|-------|-----------|-------|---------|--------|---------|-------|-----------|-------------|-----------------|
|   |       |        |          |       |           |      |        |       |           |        |         |       |        |       |         |       |           |       |         |        |         |       |           |             |                 |
| Q10 In which ONE town clothing and footwe             |       | freest | anding s | store | or retail | park | do you | do mo | ost of yo | our ho | usehold | 's sh | opping | for m | en's, w | omen' | 's, child | ren's | and bab | y clot | hing an | d foo | twear (fa | ashion item | ıs - not sports |
| Tesco Extra, Copdock<br>Interchange, Ipswich          | 0.5%  | 6      | 0.0%     | 0     | 0.0%      | 0    | 0.0%   | 0     | 0.0%      | 0      | 0.0%    | 0     | 4.2%   | 6     | 0.0%    | 0     | 0.0%      | 0     | 0.0%    | 0      | 0.0%    | 0     | 0.0%      | 0           |                 |
| Copdock Mill Interchange,<br>Ipswich                  | 0.0%  | 0      | 0.0%     | 0     | 0.0%      | 0    | 0.0%   | 0     | 0.0%      | 0      | 0.6%    | 0     | 0.0%   | 0     | 0.0%    | 0     | 0.0%      | 0     | 0.0%    | 0      | 0.0%    | 0     | 0.0%      | 0           |                 |
| Woodhall Business Park,<br>Drury Drive, Sudbury       | 0.1%  | 1      | 0.9%     | 1     | 0.0%      | 0    | 0.0%   | 0     | 0.0%      | 0      | 0.0%    | 0     | 0.0%   | 0     | 0.0%    | 0     | 0.0%      | 0     | 0.0%    | 0      | 0.0%    | 0     | 0.0%      | 0           |                 |
| Braintree   | 1.1%  | 13     | 5.6%     | 8     | 0.0%      | 0    | 0.6%   | 1     | 1.6%      | 1      | 0.6%    | 0     | 0.9%   | 1     | 0.6%    | 1     | 0.0%      | 0     | 0.0%    | 0      | 0.0%    | 0     | 0.0%      | 0           |                 |
| Bury St Edmunds                                       | 23.0% | 253    | 28.8%    | 43    | 68.2%     | 27   | 40.0%  | 50    | 26.1%     | 15     | 6.3%    | 5     | 1.2%   | 2     | 10.5%   | 13    | 23.0%     | 37    | 62.5%   | 47     | 21.7%   | 12    | 2.3%      | 2           |                 |
| Colchester  | 7.8%  | 86     | 20.7%    | 31    | 0.0%      | 0    | 18.2%  | 23    | 18.8%     | 11     | 5.8%    | 5     | 12.5%  | 17    | 0.0%    | 0     | 0.0%      | 0     | 0.0%    | 0      | 0.0%    | 0     | 0.0%      | 0           |                 |
| Eye   | 0.1%  | 1      | 0.0%     | 0     | 0.0%      | 0    | 0.0%   | 0     | 0.0%      | 0      | 0.0%    | 0     | 0.0%   | 0     | 0.0%    | 0     | 0.0%      | 0     | 0.0%    | 0      | 1.5%    | 1     | 0.0%      | 0           |                 |
| Hadleigh  | 0.2%  | 2      | 0.0%     | 0     | 0.0%      | 0    | 0.0%   | 0     | 0.0%      | 0      | 0.6%    | 0     | 0.7%   | 1     | 0.8%    | 1     | 0.0%      | 0     | 0.0%    | 0      | 0.0%    | 0     | 0.0%      | 0           |                 |
| Halstead  | 0.1%  | 1      | 0.0%     | 0     | 0.0%      | 0    | 0.0%   | 0     | 0.0%      | 0      | 0.0%    | 0     | 0.0%   | 0     | 0.0%    | 0     | 0.0%      | 0     | 0.0%    | 0      | 0.0%    | 0     | 0.6%      | 1           |                 |
| Haverhill   | 0.1%  | 1      | 0.7%     | 1     | 0.0%      | 0    | 0.0%   | 0     | 0.0%      | 0      | 0.0%    | 0     | 0.0%   | 0     | 0.0%    | 0     | 0.0%      | 0     | 0.0%    | 0      | 0.0%    | 0     | 0.0%      | 0           |                 |
| Ipswich   | 25.1% | 276    | 0.0%     | 0     | 0.8%      | 0    | 7.0%   | 9     | 6.1%      | 4      | 53.3%   | 43    | 49.2%  | 66    | 61.4%   | 77    | 36.7%     | 58    | 1.1%    | 1      | 19.4%   | 11    | 7.7%      | 7           |                 |
| Long Melford  | 0.1%  | 1      | 0.0%     | 0     | 1.1%      | 0    | 0.0%   | 0     | 0.7%      | 0      | 0.0%    | 0     | 0.0%   | 0     | 0.0%    | 0     | 0.0%      | 0     | 0.0%    | 0      | 0.0%    | 0     | 0.0%      | 0           |                 |
| Needham Market  | 0.1%  | 1      | 0.0%     | 0     | 0.0%      | 0    | 0.0%   | 0     | 0.0%      | 0      | 0.0%    | 0     | 0.0%   | 0     | 0.6%    | 1     | 0.0%      | 0     | 0.0%    | 0      | 0.0%    | 0     | 0.0%      | 0           |                 |
| Stowmarket  | 3.4%  | 38     | 0.0%     | 0     | 1.3%      | 1    | 0.0%   | 0     | 0.0%      | 0      | 0.6%    | 0     | 0.0%   | 0     | 3.1%    | 4     | 17.3%     | 28    | 5.0%    | 4      | 2.6%    | 1     | 0.0%      | 0           |                 |
| Sudbury   | 5.3%  | 59     | 14.1%    | 21    | 2.1%      | 1    | 13.8%  | 17    | 29.6%     | 17     | 1.7%    | 1     | 0.7%   | 1     | 0.0%    | 0     | 0.0%      | 0     | 0.0%    | 0      | 0.0%    | 0     | 0.0%      | 0           |                 |
| Street Market in Stowmarket                           | 0.1%  | 1      | 0.0%     | 0     | 0.0%      | 0    | 0.0%   | 0     | 0.0%      | 0      | 0.0%    | 0     | 0.0%   | 0     | 0.0%    | 0     | 0.6%      | 1     | 0.0%    | 0      | 0.0%    | 0     | 0.0%      | 0           |                 |
| Street Market in Sudbury                              | 0.1%  | 1      | 0.7%     | 1     | 0.0%      | 0    | 0.0%   | 0     | 0.7%      | 0      | 0.0%    | 0     | 0.0%   | 0     | 0.0%    | 0     | 0.0%      | 0     | 0.0%    | 0      | 0.0%    | 0     | 0.0%      | 0           |                 |
| Abroad  | 0.0%  | 0      | 0.0%     | 0     | 0.7%      | 0    | 0.0%   | 0     | 0.0%      | 0      | 0.0%    | 0     | 0.0%   | 0     | 0.0%    | 0     | 0.0%      | 0     | 0.0%    | 0      | 0.0%    | 0     | 0.0%      | 0           |                 |
| Asda Superstore,<br>Whitehouse Industrial             | 0.0%  | 0      | 0.0%     | 0     | 0.0%      | 0    | 0.0%   | 0     | 0.0%      | 0      | 0.6%    | 0     | 0.0%   | 0     | 0.0%    | 0     | 0.0%      | 0     | 0.0%    | 0      | 0.0%    | 0     | 0.0%      | 0           |                 |
| Estate, Goddard Road,<br>Ipswich                      |       |        |          |       |           |      |        |       |           |        |         |       |        |       |         |       |           |       |         |        |         |       |           |             |                 |
| Beccles   | 0.1%  | 1      | 0.0%     | 0     |           | 0    | 0.0%   | 0     | 0.0%      | 0      | 0.0%    | 0     | 0.0%   | 0     | 0.0%    | 0     |           | 0     | 0.0%    | 0      | 0.0%    | 0     | 0.7%      | 1           |                 |
| Cambridge   | 1.4%  | 15     | 3.4%     | 5     | 8.7%      | 3    | 3.3%   | 4     | 1.5%      | 1      | 0.0%    | 0     | 0.0%   | 0     | 1.0%    | 1     | 0.0%      | 0     | 0.9%    | 1      | 0.0%    | 0     | 0.0%      | 0           |                 |
| Central London  | 0.5%  | 5      | 0.0%     | 0     | 0.0%      | 0    | 0.8%   | 1     | 0.0%      | 0      | 0.9%    | 1     | 1.6%   | 2     | 0.0%    | 0     |           | 0     | 0.0%    | 0      | 0.0%    | 0     | 1.6%      | 2           |                 |
| Chelmsford  | 0.7%  | 8      | 1.7%     | 2     | 0.0%      | 0    | 0.0%   | 0     | 0.0%      | 0      | 0.0%    | 0     | 3.9%   | 5     | 0.0%    | 0     |           | 0     | 0.0%    | 0      | 0.0%    | 0     | 0.0%      | 0           |                 |
| Diss  | 1.1%  | 12     | 0.0%     | 0     | 0.0%      | 0    | 0.0%   | 0     | 0.0%      | 0      | 0.0%    | 0     | 0.0%   | 0     | 0.0%    | 0     | 0.0%      | 0     | 0.0%    | 0      | 7.5%    | 4     | 8.0%      | 8           |                 |
| Exeter  | 0.1%  | 1      | 0.0%     | 0     | 0.0%      | 0    | 0.6%   | 1     | 0.0%      | 0      | 0.0%    | 0     | 0.0%   | 0     | 0.0%    | 0     | 0.0%      | 0     | 0.0%    | 0      | 0.0%    | 0     | 0.0%      | 0           |                 |
| Felixstowe  | 0.6%  | 6      | 0.0%     | 0     | 0.0%      | 0    | 0.0%   | 0     | 0.0%      | 0      | 0.6%    | 0     | 3.7%   | 5     | 0.6%    | 1     | 0.0%      | 0     | 0.0%    | 0      | 0.0%    | 0     | 0.0%      | 0           |                 |
| Framlingham   | 0.1%  | 1      | 0.0%     | 0     | 0.0%      | 0    | 0.0%   | 0     | 0.0%      | 0      | 0.0%    | 0     | 0.0%   | 0     | 0.6%    | 1     | 0.0%      | 0     | 0.0%    | 0      | 0.0%    | 0     | 0.0%      | 0           |                 |
| Great Yarmouth  | 0.2%  | 2      | 0.0%     | 0     | 0.0%      | 0    | 0.0%   | 0     | 0.0%      | 0      | 0.0%    | 0     | 0.0%   | 0     | 0.0%    | 0     | 0.0%      | 0     | 0.0%    | 0      | 1.3%    | 1     | 1.3%      | 1           |                 |
| Greenhithe  | 0.1%  | 1      | 0.9%     | 1     | 0.0%      | 0    | 0.0%   | 0     | 0.0%      | 0      | 0.0%    | 0     | 0.0%   | 0     | 0.0%    | 0     | 0.0%      | 0     | 0.0%    | 0      | 0.0%    | 0     | 0.0%      | 0           |                 |
| Harleston   | 0.3%  | 3      | 0.0%     | 0     | 0.0%      | 0    | 0.0%   | 0     | 0.0%      | 0      | 0.0%    | 0     | 0.0%   | 0     | 0.0%    | 0     | 0.0%      | 0     | 0.0%    | 0      | 0.0%    | 0     | 3.5%      | 3           |                 |
| Lowestoft   | 0.1%  | 1      | 0.0%     | 0     | 0.0%      | 0    | 0.0%   | 0     | 0.0%      | 0      | 0.0%    | 0     | 0.0%   | 0     | 0.0%    | 0     | 0.0%      | 0     | 0.0%    | 0      | 0.0%    | 0     | 1.2%      | 1           |                 |
| Martlesham  | 0.1%  | 1      | 0.0%     | 0     | 0.0%      | 0    | 0.0%   | 0     | 0.0%      | 0      | 0.0%    | 0     | 0.0%   | 0     | 1.1%    | 1     | 0.0%      | 0     | 0.0%    | 0      | 0.0%    | 0     | 0.0%      | 0           |                 |
| Newmarket   | 0.1%  | 1      | 0.0%     | 0     | 0.0%      | 0    | 0.0%   | 0     | 0.0%      | 0      | 0.0%    | 0     | 0.7%   | 1     | 0.0%    | 0     | 0.0%      | 0     | 0.0%    | 0      | 0.0%    | 0     | 0.0%      | 0           |                 |
| Norwich   | 7.9%  | 86     | 0.0%     | 0     |           | 0    | 0.0%   | 0     | 0.0%      | 0      | 0.0%    | 0     | 1.4%   | 2     | 4.5%    | 6     |           | 4     | 3.4%    |        | 23.7%   | 13    | 60.7%     | 59          |                 |
| Ransomes Euro Retail Park,<br>Central Avenue, Ipswich | 0.1%  | 1      | 0.0%     | 0     | 0.0%      | 0    | 0.0%   | 0     | 0.0%      | 0      | 0.0%    | 0     | 0.9%   | 1     | 0.0%    | 0     | 0.0%      | 0     | 0.0%    | 0      | 0.0%    | 0     | 0.0%      | 0           |                 |
| Sainsbury's, Cornard Road,<br>Sudbury                 | 0.2%  | 3      | 0.0%     | 0     | 0.0%      | 0    | 1.6%   | 2     | 0.8%      | 0      | 0.0%    | 0     | 0.0%   | 0     | 0.0%    | 0     | 0.0%      | 0     | 0.0%    | 0      | 0.0%    | 0     | 0.0%      | 0           |                 |

February 2015

### Babergh & Mid Suffolk Household Survey For Carter Jonas

|  | Tota  | ıl   | Zone  | 1   | Zone 2 | 2  | Zone  | 3   | Zone  | 4  | Zone  | 5  | Zone  | 6   | Zone  | 7   | Zone | 8   | Zone  | 9  | Zone  | 10 | Zone | 11 |
|--|-------|------|-------|-----|--------|----|-------|-----|-------|----|-------|----|-------|-----|-------|-----|------|-----|-------|----|-------|----|------|----|
|  |       |      |       |     |        |    |       |     |       |    |       |    |       |     |       |     |      |     |       |    |       |    |      |    |
| Stradbroke                                 | 0.2%  | 2    | 1.2%  | 2   | 0.0%   | 0  | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0   | 0.0% | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0  |
| Street market in Diss                      | 0.0%  | 0    | 0.0%  | 0   | 0.0%   | 0  | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0   | 0.0% | 0   | 0.0%  | 0  | 0.8%  | 0  | 0.0% | 0  |
| Tesco Superstore, Woodhall                 | 0.1%  | 1    | 0.0%  | 0   | 0.0%   | 0  | 0.0%  | 0   | 1.3%  | 1  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0   | 0.0% | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0  |
| Business Park,<br>Springlands Way, Sudbury |       |      |       |     |        |    |       |     |       |    |       |    |       |     |       |     |      |     |       |    |       |    |      |    |
| Thetford                                   | 0.0%  | 1    | 0.0%  | 0   | 0.0%   | 0  | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0   | 0.0% | 0   | 0.0%  | 0  | 1.0%  | 1  | 0.0% | 0  |
| West Thurrock                              | 0.5%  | 6    | 4.0%  | 6   | 0.0%   | 0  | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0   | 0.0% | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0  |
| Woodbridge                                 | 0.3%  | 3    | 0.0%  | 0   | 0.0%   | 0  | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.7%  | 1   | 1.7%  | 2   | 0.0% | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0  |
| Internet / catalogue                       | 12.7% | 140  | 14.5% | 22  | 13.1%  | 5  | 12.1% | 15  | 12.8% | 7  | 15.8% | 13 | 11.2% | 15  | 10.7% | 13  | 9.7% | 15  | 22.1% | 17 | 14.0% | 8  | 9.6% | 9  |
| (Don't know)                               | 3.1%  | 34   | 0.7%  | 1   | 1.8%   | 1  | 0.8%  | 1   | 0.0%  | 0  | 11.3% | 9  | 3.9%  | 5   | 0.6%  | 1   | 6.6% | 11  | 3.7%  | 3  | 2.8%  | 2  | 1.5% | 1  |
| (Don't do this type of shopping)           | 2.0%  | 23   | 1.9%  | 3   | 1.1%   | 0  | 1.2%  | 2   | 0.0%  | 0  | 1.4%  | 1  | 2.6%  | 4   | 2.1%  | 3   | 3.9% | 6   | 1.4%  | 1  | 3.7%  | 2  | 1.2% | 1  |
| Weighted base:                             |       | 1100 |       | 149 |        | 39 |       | 126 |       | 58 |       | 80 |       | 135 |       | 126 |      | 159 |       | 75 |       | 57 |      | 97 |
| Sample:                                    |       |      |       |     |        |    |       |     |       |    |       |    |       |     |       |     |      |     |       |    |       |    |      |    |

Q10AWhich internet / home delivery retailer do you also use for your household's shopping for men's, women's, children's and baby clothing and footwear (fashion items - not sports clothing and footwear)?

Those who do most of their clothing and footwear via the Internet at Q10:

| Amazon                | 5.9%  | 8   | 6.4%  | 1  | 11.2% | 1  | 0.0%  | 0  | 33.3% | 2  | 3.6%  | 0  | 14.1% | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 13.8% | 1  |
|-----------------------|-------|-----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|
| Asda                  | 0.9%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 7.7%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Debenhams             | 3.4%  | 5   | 6.4%  | 1  | 0.0%  | 0  | 8.3%  | 1  | 6.4%  | 0  | 5.9%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 12.1% | 1  | 0.0%  | 0  |
| Ebay                  | 2.7%  | 4   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 7.9%  | 1  | 10.5% | 2  | 0.0%  | 0  | 0.0%  | 0  | 7.0%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Ebuyer                | 1.1%  | 2   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 10.2% | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| John Lewis            | 1.5%  | 2   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 11.4% | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 5.2%  | 1  | 5.5%  | 0  | 0.0%  | 0  |
| Littlewoods           | 0.3%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 5.5%  | 0  | 0.0%  | 0  |
| Marks & Spencer       | 11.6% | 16  | 12.7% | 3  | 0.0%  | 0  | 5.0%  | 1  | 0.0%  | 0  | 19.8% | 2  | 16.9% | 3  | 15.8% | 2  | 16.5% | 3  | 0.0%  | 0  | 30.3% | 2  | 6.3%  | 1  |
| Next                  | 11.0% | 15  | 0.0%  | 0  | 6.3%  | 0  | 16.1% | 2  | 0.0%  | 0  | 0.0%  | 0  | 7.9%  | 1  | 0.0%  | 0  | 35.2% | 5  | 21.0% | 3  | 5.5%  | 0  | 21.5% | 2  |
| Sainsbury's           | 0.9%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 9.8%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Tesco                 | 1.0%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 5.2%  | 0  | 0.0%  | 0  | 6.4%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Other                 | 23.3% | 33  | 27.0% | 6  | 13.4% | 1  | 5.0%  | 1  | 33.4% | 2  | 7.2%  | 1  | 29.9% | 5  | 25.3% | 3  | 24.2% | 4  | 37.7% | 6  | 18.0% | 1  | 27.8% | 3  |
| Cotton Traders        | 3.7%  | 5   | 10.3% | 2  | 5.1%  | 0  | 14.5% | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 3.2%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Hotter Shoes          | 2.3%  | 3   | 5.2%  | 1  | 0.0%  | 0  | 5.0%  | 1  | 5.2%  | 0  | 7.2%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Very                  | 4.5%  | 6   | 5.2%  | 1  | 0.0%  | 0  | 27.3% | 4  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 7.4%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| (Don't know / varies) | 25.9% | 36  | 27.0% | 6  | 64.1% | 3  | 18.7% | 3  | 5.2%  | 0  | 48.4% | 6  | 14.3% | 2  | 41.8% | 6  | 6.2%  | 1  | 25.9% | 4  | 23.1% | 2  | 30.6% | 3  |
| Weighted base:        |       | 140 |       | 22 |       | 5  |       | 15 |       | 7  |       | 13 |       | 15 |       | 13 |       | 15 |       | 17 |       | 8  |       | 9  |
| Sample:               |       | 150 |       | 18 |       | 15 |       | 12 |       | 12 |       | 17 |       | 11 |       | 12 |       | 11 |       | 18 |       | 13 |       | 11 |

| Weighted:                                     |       |     |       |     |       |    |       |       |       | F  | or Ca  | arte | er Joi | as  |        |     |        |     |        |    |        |    |        |    | February 2015 |
|---|-------|-----|-------|-----|-------|----|-------|-------|-------|----|--------|------|--------|-----|--------|-----|--------|-----|--------|----|--------|----|--------|----|---------------|
|   | Tota  | l   | Zone  | 1   | Zone  | 2  | Zone  | 3     | Zone  | 4  | Zone : | 5    | Zone   | 6   | Zone 7 | 7   | Zone 8 | 1   | Zone 9 | ı  | Zone 1 | 0  | Zone 1 | 11 |               |
| Q11 How do you normall Those who buy clothing | •     | •   |       |     |       |    |       | T Q10 | ))?   |    |        |      |        |     |        |     |        |     |        |    |        |    |        |    |               |
| Car / van (as driver)                         | 78.0% | 705 | 80.5% | 99  | 85.7% | 28 | 79.7% | 86    | 55.5% | 28 | 80.5%  | 46   | 72.6%  | 81  | 82.5%  | 90  | 74.9%  | 95  | 84.4%  | 46 | 73.1%  | 33 | 85.5%  | 73 |               |
| Car / van (as passenger)                      | 8.9%  | 81  | 7.5%  | 9   | 8.0%  | 3  | 8.2%  | 9     | 15.8% | 8  | 4.8%   | 3    | 7.1%   | 8   | 6.2%   | 7   | 15.2%  | 19  | 11.2%  | 6  | 14.2%  | 6  | 3.4%   | 3  |               |
| Bus, minibus or coach                         | 7.8%  | 70  | 8.0%  | 10  | 5.0%  | 2  | 8.6%  | 9     | 10.2% | 5  | 11.8%  | 7    | 11.5%  | 13  | 7.3%   | 8   | 4.8%   | 6   | 4.5%   | 2  | 9.7%   | 4  | 4.9%   | 4  |               |
| Using park & ride facility                    | 1.8%  | 16  | 0.0%  | 0   | 1.3%  | 0  | 0.0%  | 0     | 0.0%  | 0  | 1.6%   | 1    | 4.9%   | 5   | 2.4%   | 3   | 2.5%   | 3   | 0.0%   | 0  | 1.9%   | 1  | 2.9%   | 3  |               |
| Motorcycle, scooter or moped                  | 0.1%  | 1   | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0     | 0.0%  | 0  | 0.0%   | 0    | 1.1%   | 1   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |               |
| Walk  | 2.0%  | 18  | 1.5%  | 2   | 0.0%  | 0  | 2.0%  | 2     | 18.5% | 9  | 0.0%   | 0    | 0.0%   | 0   | 0.0%   | 0   | 2.6%   | 3   | 0.0%   | 0  | 1.0%   | 0  | 0.7%   | 1  |               |
| Taxi  | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0     | 0.0%  | 0  | 0.0%   | 0    | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |               |
| Train   | 1.2%  | 11  | 1.5%  | 2   | 0.0%  | 0  | 1.6%  | 2     | 0.0%  | 0  | 1.3%   | 1    | 2.8%   | 3   | 1.6%   | 2   | 0.0%   | 0   | 0.0%   | 0  | 0.0%   | 0  | 1.8%   | 2  |               |
| Bicycle                                       | 0.2%  | 2   | 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  | 0.7%   | 1  |               |
| Mobility scooter / wheelchair                 | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0     | 0.0%  | 0  | 0.0%   | 0    | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |               |
| Other   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0     | 0.0%  | 0  | 0.0%   | 0    | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |               |
| (Don't know)                                  | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0     | 0.0%  | 0  | 0.0%   | 0    | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |               |
| Weighted base:                                |       | 904 |       | 123 |       | 33 |       | 108   |       | 51 |        | 57   |        | 111 |        | 109 |        | 127 |        | 54 |        | 45 |        | 85 |               |
| Sample:                                       |       | 900 |       | 79  |       | 82 |       | 85    |       | 88 |        | 78   |        | 82  |        | 84  |        | 81  |        | 75 |        | 81 |        | 85 |               |

|  | Tota  | 1            | Zone  | 1          | Zone     | 2         | Zone     | 3          | Zone    | 4         | Zone      | 5         | Zone   | e 6        | Zone     | 7          | Zone    | 8          | Zone     | 9         | Zone 1  | 10        | Zone   | 11        |                     |
|--|-------|--------------|-------|------------|----------|-----------|----------|------------|---------|-----------|-----------|-----------|--------|------------|----------|------------|---------|------------|----------|-----------|---------|-----------|--------|-----------|---------------------|
| Q12 Where do you norm use, etc.) (Excluding                              |       |              |       | nouse      | hold's s | hopp      | oing for | record     | ding me | dia fo    | or pictur | es an     | d soun | d (e.g     | . record | s, pre-    | recorde | ed and     | l unreco | orded     | CDs & I | DVDs,     | unexpo | osed fil  | ms for photographic |
| Currys PC World, London<br>Road / Copdock<br>Interchange, Ipswich        | 0.2%  | 3            | 0.0%  | 0          | 0.0%     | 0         | 0.0%     | 0          | 3.6%    | 2         | 0.6%      | 0         | 0.0%   | 0          | 0.0%     | 0          | 0.0%    | 0          | 0.0%     | 0         | 0.0%    | 0         | 0.0%   | 0         |                     |
| Tesco Extra, Copdock Interchange, Ipswich                                | 1.0%  | 10           | 0.0%  | 0          | 0.0%     | 0         | 0.0%     | 0          | 0.0%    | 0         | 0.7%      | 1         | 3.4%   | 5          | 4.3%     | 5          | 0.0%    | 0          | 0.0%     | 0         | 0.0%    | 0         | 0.0%   | 0         |                     |
| Woodhall Business Park,<br>Drury Drive, Sudbury                          | 0.1%  | 1            | 0.0%  | 0          | 0.0%     | 0         | 0.0%     | 0          | 2.5%    | 1         | 0.0%      | 0         | 0.0%   | 0          | 0.0%     | 0          | 0.0%    | 0          | 0.0%     | 0         | 0.0%    | 0         | 0.0%   | 0         |                     |
| Bury St Edmunds  | 5.6%  | 61           | 5.9%  | 9          | 20.8%    | 8         | 6.3%     | 8          | 11.6%   | 7         | 0.0%      | 0         | 0.0%   | 0          | 0.6%     | 1          | 4.3%    | 7          | 25.3%    | 19        | 5.7%    | 3         | 0.0%   | 0         |                     |
| Colchester   | 1.9%  | 21           | 8.8%  | 13         | 0.0%     | 0         | 2.4%     | 3          | 0.0%    | 0         | 1.3%      | 1         | 2.8%   | 4          | 0.0%     | 0          | 0.0%    | 0          | 0.0%     | 0         | 0.0%    | 0         | 0.0%   | 0         |                     |
| Eye  | 0.1%  | 1            | 0.0%  | 0          | 0.0%     | 0         | 0.0%     | 0          | 0.0%    | 0         | 0.0%      | 0         | 0.0%   | 0          |          | 0          | 0.0%    | 0          | 0.0%     | 0         | 1.3%    | 1         | 0.0%   | 0         |                     |
| Hadleigh   | 0.4%  | 4            | 0.0%  | 0          | 0.0%     | 0         | 0.8%     | 1          | 0.0%    | 0         | 3.1%      | 2         | 0.7%   | 1          |          | 0          | 0.0%    | 0          | 0.0%     | 0         | 0.0%    | 0         | 0.0%   | 0         |                     |
| Haverhill  | 0.3%  | 3            | 2.0%  | 3          | 0.0%     | 0         | 0.0%     | 0          | 0.0%    | 0         | 0.0%      | 0         | 0.0%   | 0          |          | 0          | 0.0%    | 0          | 0.0%     | 0         | 0.0%    | 0         | 0.0%   | 0         |                     |
| Ipswich  | 5.5%  | 60           | 0.0%  | 0          | 0.0%     | 0         | 0.0%     | 0          | 2.5%    | 1         | 7.0%      | 6         |        | 24         |          | 16         | 6.1%    | 10         | 0.0%     | 0         | 4.2%    | 2         | 1.0%   | 1         |                     |
| Stowmarket   | 2.8%  | 31           | 0.0%  | 0          | 0.8%     | 0         | 0.0%     | 0          | 0.0%    | 0         | 0.6%      | 0         | 0.0%   | 0          |          |            | 13.2%   | 21         | 6.6%     | 5         | 1.7%    | 1         | 0.0%   | 0         |                     |
| Sudbury  | 3.0%  | 33           | 7.7%  | 11         | 0.0%     | 0         | 9.8%     | 12         | 13.8%   | 8         | 0.9%      | 1         | 0.0%   | 0          |          | 0          | 0.0%    | 0          | 0.0%     | 0         | 0.0%    | 0         | 0.0%   | 0         |                     |
| Aldi, Girling Street, Sudbury  | 0.0%  | 0            | 0.0%  | 0          | 0.0%     | 0         | 0.0%     | 0          | 0.8%    | 0         | 0.0%      | 0         | 0.0%   | 0          |          | 0          | 0.0%    | 0          | 0.0%     | 0         | 0.0%    | 0         | 0.0%   | 0         |                     |
| Asda Superstore, Whitehouse Industrial Estate, Goddard Road,             | 0.1%  | 1            | 0.0%  | 0          | 0.0%     | 0         | 0.0%     | 0          | 0.0%    | 0         | 0.0%      | 0         | 0.7%   | 1          |          | 0          |         | 0          | 0.0%     | 0         | 0.0%    | 0         | 0.0%   | 0         |                     |
| Ipswich  | 0.10/ |              | 0.00/ | 0          | 0.00/    | 0         | 0.00/    | 0          | 0.00/   | 0         | 0.00/     | 0         | 0.00/  | 0          | 0.00/    | 0          | 0.00/   | 0          | 0.00/    | 0         | 0.00/   | 0         | 0.70/  | 1         |                     |
| Beccles  | 0.1%  | 1            | 0.0%  | 0          | 0.0%     | 0         | 0.0%     | 0          | 0.0%    | 0         |           | 0         | 0.0%   | 0          |          | 0          |         | 0          | 0.0%     | 0         | 0.0%    | 0         |        | 1         |                     |
| Cambridge  | 0.0%  | 1            | 0.0%  | 0          | 0.0%     | 0         | 0.0%     | 0          | 0.0%    | 0         | 0.0%      | 0         | 0.0%   | 0          | 0.0,0    | 0          | 0.0%    | 0          | 0.7%     | 1         | 0.0%    | 0         | 0.0%   | 0         |                     |
| Diss   | 1.0%  | 11           | 0.0%  | 0          | 0.0%     | 0         | 0.0%     | 0          | 0.0%    | 0         | 0.0%      | 0         | 0.0%   | 0          |          | 0          | 0.0%    | 0          | 0.0%     | 0         | 0.8%    |           | 10.4%  | 10        |                     |
| Martlesham   | 0.1%  | 1            | 0.0%  | 0          | 0.0%     | 0         |          | 0          | 0.0%    | 0         | 0.0%      | 0         | 0.0%   | 0          |          | 0          | 0.0%    | 0          | 0.0%     | 0         | 0.0%    | 0         | 1.3%   | 1         |                     |
| Morrisons, Sproughton<br>Road, Ipswich                                   | 0.3%  | 3            | 0.0%  | 0          | 0.0%     | 0         | 0.0%     | 0          | 0.0%    | 0         | 0.0%      | 0         | 0.0%   | 0          |          | 3          | 0.0%    | 0          | 0.0%     | 0         | 0.0%    | 0         | 0.0%   | 0         |                     |
| Norwich  | 1.9%  | 21           | 0.9%  | 1          | 0.0%     | 0         | 0.0%     | 0          | 0.0%    | 0         | 0.0%      | 0         | 0.0%   | 0          |          | 2          | 0.0%    | 0          | 0.0%     | 0         | 4.2%    |           | 16.0%  | 15        |                     |
| Sainsbury's, Cornard Road,<br>Sudbury                                    | 0.1%  | 1            | 0.0%  | 0          | 0.0%     | 0         |          | 1          | 0.0%    | 0         | 0.0%      | 0         |        | 0          | 0.10,0   | 0          | 0.0%    | 0          | 0.0%     | 0         | 0.0%    | 0         | 0.0%   | 0         |                     |
| Tesco Superstore, Woodhall<br>Business Park,<br>Springlands Way, Sudbury | 1.0%  | 11           | 0.9%  | 1          | 0.0%     | 0         | 5.3%     | 7          | 4.7%    | 3         | 0.0%      | 0         | 0.0%   | 0          | 0.0%     | 0          | 0.0%    | 0          | 0.0%     | 0         | 0.0%    | 0         | 0.0%   | 0         |                     |
| Tesco, Woodhall Business<br>Park, Springlands Way,                       | 0.4%  | 4            | 0.0%  | 0          | 0.0%     | 0         | 3.1%     | 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         |                     |
| Sudbury  |       |              |       |            |          |           |          |            |         |           |           |           |        |            |          |            |         |            |          |           |         |           |        |           |                     |
| West Thurrock  | 0.5%  | 6            | 4.0%  | 6          | 0.0%     | 0         | 0.0%     | 0          | 0.0%    | 0         | 0.0%      | 0         |        | 0          |          | 0          | 0.0%    | 0          | 0.0%     | 0         | 0.0%    | 0         | 0.0%   | 0         |                     |
| Internet / catalogue   | 37.6% | 414          | 31.6% |            | 39.7%    | 16        |          | 50         | 34.7%   | 20        | 44.7%     | 36        |        |            | 34.2%    |            | 47.3%   | 75         | 27.3%    |           | 36.2%   | 21        | 35.7%  | 35        |                     |
| (Don't know)   | 1.7%  | 18           | 1.7%  | 2          | 0.8%     | 0         | 2.1%     | 3          | 1.1%    | 1         | 9.5%      | 8         | 0.0%   | 0          | 2.1%     | 3          | 0.6%    | 1          | 0.7%     | 1         | 1.0%    | 1         | 0.0%   | 0         |                     |
| (Don't do this type of shopping)   | 34.5% | 380          | 36.4% | 54         | 37.8%    | 15        | 30.3%    | 38         | 24.7%   | 14        | 31.7%     | 25        | 36.0%  | 49         | 39.9%    | 50         | 28.4%   | 45         | 39.4%    | 29        | 45.0%   | 25        | 34.9%  | 34        |                     |
| Weighted base:<br>Sample:  |       | 1100<br>1100 |       | 149<br>100 |          | 39<br>100 |          | 126<br>100 |         | 58<br>100 |           | 80<br>100 |        | 135<br>100 |          | 126<br>100 |         | 159<br>100 |          | 75<br>100 |         | 57<br>100 |        | 97<br>100 |                     |

Weighted: February 2015

Zone 6

Zone 7

Zone 8

Zone 9

Zone 10

Zone 11

Zone 5

Q12AWhich internet / home delivery retailer do you also use for your household's shopping for recording media for pictures and sound (e.g. records, pre-recorded and unrecorded CDs & DVDs, unexposed films for photographic use, etc.) (Excluding video games)?

Those who buy recording media products via the Internet at Q12:

Total

Zone 1

Zone 2

Zone 3

| Amazon                | 84.3% | 349 | 97.6% | 46 | 67.9% | 11 | 73.7% | 37 | 72.9% | 15 | 82.6% | 30 | 83.5% | 43 | 89.1% | 38 | 88.6% | 67 | 85.1% | 17 | 89.5% | 18 | 79.8% | 28 |
|-----------------------|-------|-----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|
| Asda                  | 0.7%  | 3   | 0.0%  | 0  | 0.0%  | 0  | 1.5%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 2.8%  | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Ebay                  | 1.0%  | 4   | 0.0%  | 0  | 10.8% | 2  | 0.0%  | 0  | 2.4%  | 0  | 2.8%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 2.8%  | 1  |
| HMV                   | 0.3%  | 1   | 0.0%  | 0  | 1.7%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.9%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Tesco                 | 1.0%  | 4   | 0.0%  | 0  | 0.0%  | 0  | 8.4%  | 4  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Other                 | 1.0%  | 4   | 0.0%  | 0  | 9.1%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 3.1%  | 1  | 0.0%  | 0  | 2.6%  | 1  | 0.0%  | 0  | 2.8%  | 1  |
| Itunes                | 1.7%  | 7   | 2.4%  | 1  | 0.0%  | 0  | 8.4%  | 4  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 4.2%  | 1  | 3.5%  | 1  | 0.0%  | 0  |
| Play.com              | 1.1%  | 5   | 0.0%  | 0  | 2.1%  | 0  | 1.5%  | 1  | 7.3%  | 1  | 0.0%  | 0  | 4.1%  | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| (Don't know / varies) | 8.9%  | 37  | 0.0%  | 0  | 8.5%  | 1  | 6.4%  | 3  | 17.5% | 4  | 14.6% | 5  | 10.5% | 5  | 7.8%  | 3  | 8.6%  | 6  | 8.2%  | 2  | 7.0%  | 1  | 14.7% | 5  |
| Weighted base:        |       | 414 |       | 47 |       | 16 |       | 50 |       | 20 |       | 36 |       | 52 |       | 43 |       | 75 |       | 20 |       | 21 |       | 35 |
| Sample:               |       | 344 |       | 30 |       | 31 |       | 31 |       | 29 |       | 35 |       | 33 |       | 27 |       | 39 |       | 22 |       | 32 |       | 35 |

Zone 4

Zone 2 Total Zone 1 Zone 3 Zone 4 Zone 7 Zone 8 Zone 9 Zone 10 Zone 11 Zone 5 Zone 6 Q13 Where do you normally do most of your household's shopping for audio visual, photographic, computer items (such as stereos, radios, TVs, software, cameras, kindles, ipads, telephones, etc.)? Currys PC World, London 5.1% 56 0.0% 0.0% 0.0% 0 20.3% 16 11.4% 15 14.1% 18 2.5% 0.0% 0.0% 0.0% Road / Copdock Interchange, Ipswich Currys, Shawlands Retail 0.4% 2 0.0% 0 0.0% 0.6% 0.0% 0 0.0% 0 4 0.0% 0 0.0% 0 0.8% 1 4.1% 0 1 0.0% 0 0.0% Park, Newton Road, Sudbury Feather & Black, Copdock 0.1% 0.0% 0 0.0% 0.0% 0.0% 0.0% 0 0.0% 0 0.0% 0 0.6% 0.0% 0.0% 0 0.0% 0 0 Interchange, Ipswich Tesco Extra, Copdock 0.6% 6 0.0% 0 0.0% 0.0% 0 0.0% 0 1.1% 1 2.5% 3 1.0% 1 0.0% 0 0.0% 0 1.7% 1 0.0% 0 Interchange, Ipswich Copdock Mill Interchange. 0 1.6% 18 0.0% 0 0.0% 0 3.3% 4 2.1% 2.4% 2 2.6% 4 4.8% 6 0.0% 0 0.0% 0 2.0% 0.0% **Ipswich** Shawlands Retail Park, 0.3% 3 1.2% 2 0.0% 0 0.6% 1.5% 1 0.0% 0.0% 0 0.0% 0.0% 0.0% 0.0% 0 0.0% 0 1 Newton Road, Sudbury Woodhall Business Park, 0.3% 3 0.0% 0 0.0% 0 2.6% 3 0.0% 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Drury Drive, Sudbury Braintree 0.1% 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 0.0% 0 1 1 Bury St Edmunds 9.9% 109 17.3% 26 52.0% 20 10.8% 14 7.2% 4 0.6% 0 0.0% 0 0.0% 4.7% 45.4% 34 5.5% 3 0.6% 0 Colchester 6.5% 71 27.1% 40 0.0% 0 13.3% 17 14.8% 9 0.0% 0 4.4% 6 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Debenham 0.1% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.6% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Hadleigh 0.5% 5 0.0% 0 0.0% 0 0.0% 0 0.0% 0 4.2% 3 0.7% 0.8% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0 0.1% 1 0.0% 0 0.0% 0.6% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% Halstead 0 1 0 Haverhill 0.3% 3 2.2% 3 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Ipswich 8.4% 93 0.9% 1 0.0% 0 3.4% 4 1.1% 16.4% 13 20.3% 27 16.6% 21 11.9% 19 1.4% 7.6% 4 1.0% 1 4.9% 0.0% 0 3.6% 5.8% 3.5% 0.0% 0 54 0.0% 0.0% 0 9.5% 8 0.0% 0 21.9% 35 3 1.0% Stowmarket 1 0 7 2 0 Sudbury 5.7% 63 14.2% 21 1.8% 1 16.6% 21 31.3% 18 2.4% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Asda Superstore. 0.2% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.6% 0 0.0% 0 1.4% 2 0.0% 0 0.0% 0 0.0% 0 0.0% Whitehouse Industrial Estate, Goddard Road, Ipswich 0.0% Botesdale 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.8% 0 0.0% 0 Cambridge 1.1% 12 4.2% 6 1.1% 0 0.0% 0 2.5% 0.0% 0 0.0% 0 0.0% 0 0.6% 3.6% 3 0.0% 0 0.0% 0 0 0 0.1% 0.0% 0.0% 0 0.6% 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Central London 1 1 Clare 0.1% 1 0.7% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 Comet, Anglia Parkway 0.1% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.9% 1 0.0% 0 0 0.0% 0 0 0.0% 0 0.0% South, Bury Road, Ipswich 2.2% 24 0.0% 0 0.0% 0.0% 0 0 1.3% 2 2 10 Diss 0 0.0% 0 0.0% 0 0.0% 1.3% 0.0% 0 18.6% 11 10.4% Great Yarmouth 0.1% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0.6% 1 Greenhithe 0.4% 4 0.0% 0 0.0% 0 3.3% 4 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.1% 1 0.0% 0 0.0% 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0.0% 0 0.6% Halesworth 0 0 0 0 -1 Harleston 0.2% 3 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 2.7% 3 John Lewis, Futura Park, 0.3% 3 0.0% 0 0.0% 0 1.3% 2 0.0% 0 0.7% 1 0.0% 0 0.8% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Ransomes Way, Crane Boulevard, Ipswich Lowestoft 0.1% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0.7%

|  | Tota  | ıl   | Zone  | 1   | Zone 2 | 2   | Zone  | 3   | Zone  | 4   | Zone  | 5   | Zone  | 6   | Zone  | 7   | Zone  | 8   | Zone  | 9   | Zone  | 10  | Zone  | 11  |
|--|-------|------|-------|-----|--------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|
|  |       |      |       |     |        |     |       |     |       |     |       |     |       |     |       |     |       |     |       |     |       |     |       |     |
| Martlesham   | 0.3%  | 3    | 0.0%  | 0   | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.8%  | 1   | 0.0%  | 0   | 1.1%  | 1   | 0.0%  | 0   | 1.3%  | 1   |
| Norwich  | 4.7%  | 52   | 0.0%  | 0   | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.9%  | 1   | 0.0%  | 0   | 2.8%  | 4   | 0.0%  | 0   | 1.8%  | 1   | 7.2%  | 4   | 43.3% | 42  |
| Ransomes Euro Retail Park,<br>Central Avenue, Ipswich                    | 0.1%  | 1    | 0.0%  | 0   | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.9%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Sainsbury's, Cornard Road,<br>Sudbury                                    | 0.1%  | 1    | 0.0%  | 0   | 0.0%   | 0   | 1.0%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Tesco Superstore, Woodhall<br>Business Park,<br>Springlands Way, Sudbury | 0.1%  | 1    | 0.0%  | 0   | 0.8%   | 0   | 0.0%  | 0   | 1.3%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Tesco, Woodhall Business<br>Park, Springlands Way,<br>Sudbury            | 0.1%  | 1    | 0.0%  | 0   | 0.0%   | 0   | 0.6%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Warren Heath   | 0.1%  | 1    | 0.0%  | 0   | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 1.1%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Woodbridge   | 0.1%  | 1    | 0.0%  | 0   | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.6%  | 1   |
| Woolpit  | 0.1%  | 1    | 0.0%  | 0   | 0.7%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.7%  | 1   | 0.0%  | 0   | 0.0%  | 0   |
| Internet / catalogue   | 26.1% | 287  | 20.6% | 31  | 28.7%  | 11  | 24.5% | 31  | 14.2% | 8   | 27.5% | 22  | 31.6% | 43  | 32.3% | 41  | 29.9% | 48  | 25.5% | 19  | 26.8% | 15  | 19.9% | 19  |
| (Don't know)   | 3.5%  | 39   | 2.8%  | 4   | 1.5%   | 1   | 3.5%  | 4   | 1.1%  | 1   | 3.3%  | 3   | 4.9%  | 7   | 2.7%  | 3   | 3.7%  | 6   | 3.0%  | 2   | 9.4%  | 5   | 3.3%  | 3   |
| (Don't do this type of shopping)   | 14.9% | 164  | 7.8%  | 12  | 9.9%   | 4   | 11.4% | 14  | 18.9% | 11  | 9.1%  | 7   | 20.8% | 28  | 12.4% | 16  | 22.9% | 37  | 14.0% | 10  | 19.5% | 11  | 14.9% | 14  |
| Weighted base:   |       | 1100 |       | 149 |        | 39  |       | 126 |       | 58  |       | 80  |       | 135 |       | 126 |       | 159 |       | 75  |       | 57  |       | 97  |
| Sample:  |       | 1100 |       | 100 |        | 100 |       | 100 |       | 100 |       | 100 |       | 100 |       | 100 |       | 100 |       | 100 |       | 100 |       | 100 |

Q13AWhich internet / home delivery retailer do you also use for your household's shopping for audio visual, photographic, computer items (such as stereos, radios, TVs, software, cameras, kindles, ipads, telephones, etc.)?

Those who buy audio / visual equipment via the Internet at Q13:

| Amazon                | 36.4% | 105 | 22.1% | 7  | 39.4% | 4  | 51.4% | 16 | 46.0% | 4  | 24.6% | 5  | 45.3% | 19 | 28.1% | 11 | 37.7% | 18 | 35.6% | 7  | 31.2% | 5  | 41.9% | 8  |
|-----------------------|-------|-----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|
| AO.com                | 3.3%  | 9   | 8.0%  | 2  | 0.0%  | 0  | 5.6%  | 2  | 0.0%  | 0  | 0.0%  | 0  | 12.3% | 5  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Argos                 | 3.3%  | 10  | 5.5%  | 2  | 2.9%  | 0  | 2.5%  | 1  | 0.0%  | 0  | 4.6%  | 1  | 0.0%  | 0  | 6.5%  | 3  | 4.5%  | 2  | 0.0%  | 0  | 6.3%  | 1  | 0.0%  | 0  |
| Asda                  | 0.6%  | 2   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 3.3%  | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Currys                | 6.1%  | 18  | 3.6%  | 1  | 22.8% | 3  | 3.1%  | 1  | 18.0% | 1  | 7.2%  | 2  | 10.0% | 4  | 4.4%  | 2  | 3.3%  | 2  | 0.0%  | 0  | 6.4%  | 1  | 6.8%  | 1  |
| Ebay                  | 2.1%  | 6   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 4.6%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 20.9% | 4  | 0.0%  | 0  | 5.0%  | 1  |
| Ebuyer                | 0.4%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 2.5%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| John Lewis            | 8.3%  | 24  | 13.4% | 4  | 9.0%  | 1  | 2.5%  | 1  | 0.0%  | 0  | 6.8%  | 1  | 5.1%  | 2  | 5.2%  | 2  | 4.5%  | 2  | 18.5% | 4  | 30.9% | 5  | 9.8%  | 2  |
| Littlewoods           | 4.8%  | 14  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 5.8%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 32.9% | 13 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| PC World              | 0.3%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 3.1%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Sainsbury's           | 0.1%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 4.7%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Tesco                 | 1.7%  | 5   | 4.5%  | 1  | 2.9%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 7.0%  | 3  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Other                 | 1.6%  | 5   | 0.0%  | 0  | 0.0%  | 0  | 11.0% | 3  | 5.8%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 3.7%  | 1  |
| Apple                 | 1.3%  | 4   | 0.0%  | 0  | 0.0%  | 0  | 3.1%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 2.3%  | 1  | 3.3%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 2.9%  | 0  | 0.0%  | 0  |
| Co-op                 | 0.4%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 2.5%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Very                  | 0.1%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 4.7%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| (Don't know / varies) | 29.1% | 84  | 42.9% | 13 | 23.1% | 3  | 17.8% | 5  | 15.1% | 1  | 52.2% | 11 | 25.1% | 11 | 19.7% | 8  | 34.8% | 17 | 25.0% | 5  | 22.3% | 3  | 32.8% | 6  |
| Weighted base:        |       | 287 |       | 31 |       | 11 |       | 31 |       | 8  |       | 22 |       | 43 |       | 41 |       | 48 |       | 19 |       | 15 |       | 19 |
| Sample:               |       | 243 |       | 20 |       | 24 |       | 27 |       | 17 |       | 20 |       | 25 |       | 22 |       | 24 |       | 19 |       | 25 |       | 20 |

|   | Tota  | 1   | Zone  | 1  | Zone  | 2  | Zone  | 3  | Zone 4       | 4     | Zone :    | 5      | Zone     | 6     | Zone    | 7    | Zone      | 8       | Zone 9   | )     | Zone 1   | 10    | Zone 1   | 1        |                    |
|---|-------|-----|-------|----|-------|----|-------|----|--------------|-------|-----------|--------|----------|-------|---------|------|-----------|---------|----------|-------|----------|-------|----------|----------|--------------------|
| Q14 Where do you norr mixers) and white                                   | •     |     | •     |    |       |    | _     |    |              | estic | electrica | ıl goo | ds inclu | uding | small d | omes | tic elect | rical a | applianc | es (s | uch as i | rons, | kettles, | fans, co | offee makers, food |
| Currys PC World, London<br>Road / Copdock<br>Interchange, Ipswich         | 5.9%  | 65  | 0.7%  | 1  | 0.0%  | 0  | 1.0%  | 1  | 2.5%         | 1     | 21.9%     | 17     | 12.8%    | 17    | 13.9%   | 17   | 4.6%      | 7       | 0.7%     | 1     | 0.0%     | 0     | 1.3%     | 1        |                    |
| Currys, Shawlands Retail Park, Newton Road, Sudbury                       | 0.8%  | 8   | 1.7%  | 2  | 0.0%  | 0  | 3.1%  | 4  | 3.3%         | 2     | 0.0%      | 0      | 0.0%     | 0     | 0.0%    | 0    | 0.0%      | 0       | 0.0%     | 0     | 0.0%     | 0     | 0.0%     | 0        |                    |
| Homebase, Waldingfield<br>Road, Sudbury                                   | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.7%         | 0     | 0.0%      | 0      | 0.0%     | 0     | 0.0%    | 0    | 0.0%      | 0       | 0.0%     | 0     | 0.0%     | 0     | 0.0%     | 0        |                    |
| Tesco Extra, Copdock<br>Interchange, Ipswich                              | 1.1%  | 12  |       |    | 0.0%  | 0  | 0.0%  | 0  | 0.0%         | 0     | 1.3%      | 1      | 6.4%     | 9     | 1.0%    |      | 0.0%      | 0       | 0.0%     | 0     |          | 1     | 0.0%     | 0        |                    |
| Copdock Mill Interchange, Ipswich   | 2.5%  | 27  | 0.0%  |    | 0.0%  | 0  | 6.6%  | 8  | 2.1%         | 1     |           | 2      | 5.4%     | 7     |         |      | 0.0%      | 0       | 0.7%     | 1     |          | 1     | 0.6%     | 1        |                    |
| Shawlands Retail Park,<br>Newton Road, Sudbury<br>Woodhall Business Park, | 0.3%  | 3   | 0.0%  | 0  |       | 0  | 0.6%  | 2  | 2.1%<br>0.0% | 0     | 0.0%      | 0      | 0.0%     | 0     | 0.0%    |      | 0.0%      | 0       | 0.0%     | 0     |          | 0     | 0.0%     | 0        |                    |
| Drury Drive, Sudbury<br>Braintree   | 0.1%  | 1   | 0.0%  | 0  |       | 0  | 0.0%  | 0  | 0.0%         | 0     | 0.9%      | 1      | 0.0%     | 0     | 0.0%    | 0    | 0.0%      | 0       | 0.0%     | 0     | 0.0%     | 0     | 0.0%     | 0        |                    |
| Bury St Edmunds   | 10.4% | 114 | 14.8% | 22 | 64.7% | 25 | 9.2%  | 12 | 7.0%         | 4     | 1.1%      | 1      | 0.0%     | 0     | 0.0%    | 0    | 3.4%      | 5       | 55.7%    | 42    | 5.3%     | 3     | 0.0%     | 0        |                    |
| Colchester  | 5.8%  | 64  | 24.8% | 37 | 0.0%  | 0  | 9.7%  | 12 | 12.8%        | 7     | 0.0%      | 0      | 5.8%     | 8     | 0.0%    | 0    | 0.0%      | 0       | 0.0%     | 0     | 0.0%     | 0     | 0.0%     | 0        |                    |
| Debenham  | 0.1%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%         | 0     | 0.0%      | 0      | 0.0%     | 0     | 0.6%    | 1    | 0.0%      | 0       | 0.0%     | 0     | 0.0%     | 0     | 0.0%     | 0        |                    |
| Eye   | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%         | 0     | 0.0%      | 0      | 0.0%     | 0     | 0.0%    | 0    | 0.0%      | 0       | 0.0%     | 0     | 0.8%     | 0     | 0.0%     | 0        |                    |
| Hadleigh  | 1.3%  | 14  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%         |       | 10.8%     | 9      | 3.6%     | 5     | 0.8%    | 1    | 0.0%      | 0       | 0.0%     | 0     | 0.0%     | 0     | 0.0%     | 0        |                    |
| Halstead  | 0.4%  | 4   | 2.0%  | 3  | 0.0%  | 0  | 0.6%  | 1  | 0.0%         | 0     | 0.0%      | 0      | 0.0%     | 0     | 0.0%    | 0    | 0.0%      | 0       | 0.0%     | 0     | 0.0%     | 0     | 0.6%     | 1        |                    |
| Haverhill   | 0.4%  | 4   | 2.9%  | 4  | 0.0%  | 0  | 0.0%  | 0  | 0.0%         | 0     | 0.0%      | 0      | 0.0%     | 0     | 0.0%    | 0    | 0.0%      | 0       | 0.0%     | 0     | 0.0%     | 0     | 0.0%     | 0        |                    |
| Ipswich   | 9.4%  | 103 | 1.8%  | 3  | 0.0%  | 0  | 0.8%  | 1  | 1.5%         |       | 21.5%     | 17     | 22.1%    | 30    | 30.0%   | 38   | 4.0%      | 6       | 6.3%     | 5     | 2.3%     | 1     | 1.7%     | 2        |                    |
| Stowmarket  | 8.5%  | 93  |       | 1  | 4.1%  | 2  | 0.0%  | 0  | 0.0%         | 0     | 0.0%      | 0      | 0.0%     | 0     | 7.8%    |      |           |         | 11.2%    | 8     | 1.0%     | 1     | 0.0%     | 0        |                    |
| Sudbury   | 9.0%  | 99  |       | 36 | 1.8%  | 1  | 24.5% | 31 | 40.0%        |       | 11.0%     | 9      | 0.0%     | 0     | 0.0%    | 0    |           | 0       | 0.0%     | 0     | 0.0%     | 0     | 0.0%     | 0        |                    |
| Asda Superstore, Whitehouse Industrial Estate, Goddard Road, Ipswich      | 0.1%  | 1   | 0.0%  | 0  | 0.7%  | 0  | 0.0%  | 0  | 0.0%         | 0     | 0.6%      | 0      | 0.0%     | 0     | 0.0%    | 0    | 0.0%      | 0       | 0.0%     | 0     | 0.0%     | 0     | 0.0%     | 0        |                    |
| B&Q, Woodhall Business<br>Park, Eastern Bypass,<br>Sudbury                | 0.1%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.6%  | 1  | 0.0%         | 0     | 0.0%      | 0      | 0.0%     | 0     | 0.0%    | 0    | 0.0%      | 0       | 0.0%     | 0     | 0.0%     | 0     | 0.0%     | 0        |                    |
| Bacton  | 0.2%  | 2   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%         | 0     | 0.0%      | 0      | 0.0%     | 0     | 1.1%    | 1    | 0.0%      | 0       | 0.0%     | 0     | 0.8%     | 0     | 0.0%     | 0        |                    |
| Beccles   | 0.1%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%         | 0     | 0.0%      | 0      | 0.0%     | 0     | 0.0%    | 0    | 0.0%      | 0       | 0.0%     | 0     | 0.0%     | 0     | 0.6%     | 1        |                    |
| Buckton   | 0.1%  | 1   | 0.0%  | 0  |       | 0  | 0.0%  | 0  | 0.0%         | 0     | 0.0%      | 0      | 0.0%     | 0     | 0.0%    | 0    | 0.0%      | 0       | 0.0%     | 0     | 1.2%     | 1     | 0.0%     | 0        |                    |
| Cambridge   | 0.4%  | 5   |       | 1  | 1.3%  | 1  | 0.0%  | 0  | 0.8%         | 0     | 0.0%      | 0      | 0.0%     | 0     | 0.0%    | 0    | 0.0%      | 0       | 3.4%     | 3     | 0.0%     | 0     | 0.0%     | 0        |                    |
| Clare   | 0.1%  | 1   | 0.7%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%         | 0     | 0.0%      | 0      | 0.0%     | 0     | 0.0%    | 0    | 0.0%      | 0       | 0.0%     | 0     | 0.0%     | 0     | 0.0%     | 0        |                    |
| Diss  | 3.2%  | 35  |       | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%         | 0     | 0.0%      | 0      | 0.0%     | 0     | 0.0%    | 0    | 0.0%      | 0       | 0.0%     |       | 23.0%    | 13    |          | 22       |                    |
| Earls Colne   | 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       | 0.0%     | 0     | 0.0%     | 0     | 0.0%     | 0        |                    |
| Framlingham   | 0.1%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%         | 0     | 0.0%      | 0      | 0.0%     | 0     | 0.6%    | 1    | 0.0%      | 0       | 0.0%     | 0     | 0.0%     | 0     | 0.0%     | 0        |                    |
| Greenhithe  | 0.4%  | 4   | 0.0%  | 0  | 0.0%  | 0  | 3.3%  | 4  | 0.0%         | 0     | 0.0%      | 0      | 0.0%     | 0     | 0.0%    | 0    | 0.0%      | 0       | 0.0%     | 0     | 0.0%     | 0     | 0.0%     | 0        |                    |
| Halesworth  | 0.1%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%         | 0     | 0.0%      | 0      | 0.0%     | 0     | 0.0%    | 0    | 0.0%      | 0       | 0.0%     | 0     | 0.0%     | 0     | 0.6%     | 1        |                    |

|  | Tota  | ıl   | Zone  | 1   | Zone  | 2   | Zone  | 3   | Zone  | 4   | Zone  | 5   | Zone  | 6   | Zone  | 7   | Zone  | 8   | Zone  | 9   | Zone  | 10  | Zone  | 11  |
|--|-------|------|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|
| Harleston  | 0.7%  | 8    | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 8.3%  | 8   |
| John Lewis, Futura Park,<br>Ransomes Way, Crane<br>Boulevard, Ipswich    | 0.4%  | 4    | 0.0%  | 0   |       | 0   | 1.3%  | 2   | 0.0%  | 0   |       | 1   | 0.0%  | 0   |       | 1   | 0.0%  | Ö   | 0.0%  | 0   |       | 0   |       | 1   |
| Leiston  | 0.1%  | 1    | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.7%  | 1   |
| Lowestoft  | 0.1%  | 1    | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.7%  | 1   |
| Martlesham   | 0.4%  | 4    | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 1.4%  | 2   | 0.0%  | 0   | 1.1%  | 1   | 0.0%  | 0   | 1.3%  | 1   |
| Melksham   | 0.2%  | 2    | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 1.4%  | 2   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Morrisons, Sproughton<br>Road, Ipswich                                   | 0.1%  | 1    | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.7%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Norwich  | 3.7%  | 41   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 2.8%  | 4   | 0.0%  | 0   | 2.5%  | 2   | 7.9%  | 5   | 31.9% | 31  |
| Ransomes Euro Retail Park,<br>Central Avenue, Ipswich                    | 0.1%  | 1    | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.9%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Sainsbury's, Cornard Road,<br>Sudbury                                    | 0.2%  | 2    | 0.0%  | 0   | 0.0%  | 0   | 1.6%  | 2   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Stanton  | 0.0%  | 1    | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.7%  | 1   | 0.0%  | 0   | 0.0%  | 0   |
| Tesco Superstore, Woodhall<br>Business Park,<br>Springlands Way, Sudbury | 0.3%  | 3    | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 3.8%  | 2   | 0.9%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Woodbridge   | 0.1%  | 1    | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.6%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Woolpit  | 0.0%  | 1    | 0.0%  | 0   |       | 0   | 0.0%  | 0   | 0.0%  | 0   |       | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.7%  | 1   | 0.0%  | 0   | 0.0%  | 0   |
| Internet / catalogue   | 23.5% | 258  | 18.4% | 27  | 24.7% | 10  | 29.5% | 37  | 15.1% | 9   | 14.9% | 12  | 28.1% | 38  | 23.6% | 30  | 28.3% | 45  | 13.0% | 10  | 35.5% | 20  |       | 21  |
| (Don't know)   | 4.2%  | 46   | 2.6%  | 4   | 1.3%  | 1   | 3.9%  | 5   | 0.0%  | 0   | 5.3%  | 4   | 7.1%  | 10  | 2.7%  | 3   | 5.8%  | 9   | 1.4%  | 1   | 9.8%  | 6   | 3.9%  | 4   |
| (Don't do this type of shopping)   | 5.3%  | 58   |       | 4   | 1.3%  | 1   | 2.3%  | 3   | 8.2%  | 5   | 7.1%  | 6   | 7.1%  | 10  | 5.5%  | 7   | 8.9%  | 14  | 2.5%  | 2   |       | 5   | 2.3%  | 2   |
| Weighted base:   |       | 1100 |       | 149 |       | 39  |       | 126 |       | 58  |       | 80  |       | 135 |       | 126 |       | 159 |       | 75  |       | 57  |       | 97  |
| Sample:  |       | 1100 |       | 100 |       | 100 |       | 100 |       | 100 |       | 100 |       | 100 |       | 100 |       | 100 |       | 100 |       | 100 |       | 100 |

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#### Babergh & Mid Suffolk Household Survey For Carter Jonas

Total Zone 1 Zone 2 Zone 3 Zone 4 Zone 5 Zone 6 Zone 7 Zone 8 Zone 9 Zone 10 Zone 11

Q14AWhich internet / home delivery retailer do you also use for your household's shopping for all other domestic electrical goods including small domestic electrical appliances (such as irons, kettles, fans, coffee makers, food mixers) and white goods (fridges, freezers, dishwashers) and smaller etc)?

Those who buy domestic electrical goods via the Internet at Q14:

| Amazon                | 18.6% | 48  | 19.1% | 5  | 11.5% | 1  | 10.9% | 4  | 26.8% | 2  | 28.4% | 3  | 22.3% | 8  | 21.9% | 6  | 14.7% | 7  | 11.8% | 1  | 23.0% | 5  | 21.3% | 4  |  |
|-----------------------|-------|-----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|--|
| AO.com                | 12.4% | 32  | 0.0%  | 0  | 9.2%  | 1  | 19.4% | 7  | 16.8% | 1  | 0.0%  | 0  | 17.0% | 6  | 9.4%  | 3  | 16.5% | 7  | 0.0%  | 0  | 14.1% | 3  | 14.2% | 3  |  |
| Argos                 | 8.8%  | 23  | 15.2% | 4  | 17.3% | 2  | 13.7% | 5  | 4.4%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 4.4%  | 1  | 14.3% | 6  | 10.7% | 1  | 6.3%  | 1  | 6.1%  | 1  |  |
| Asda                  | 0.9%  | 2   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 3.5%  | 2  | 6.6%  | 1  | 0.0%  | 0  | 0.0%  | 0  |  |
| ASOS                  | 0.2%  | 0   | 0.0%  | 0  | 4.4%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |  |
| B&Q                   | 0.6%  | 2   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 4.2%  | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |  |
| Boots                 | 0.4%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 5.4%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 2.8%  | 1  |  |
| Currys                | 13.1% | 34  | 0.0%  | 0  | 12.7% | 1  | 18.9% | 7  | 15.1% | 1  | 4.7%  | 1  | 17.0% | 6  | 31.1% | 9  | 4.7%  | 2  | 18.4% | 2  | 12.4% | 2  | 7.4%  | 2  |  |
| Homebase              | 0.1%  | 0   | 0.0%  | 0  | 2.7%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |  |
| John Lewis            | 12.5% | 32  | 25.3% | 7  | 24.1% | 2  | 12.2% | 5  | 5.4%  | 0  | 12.6% | 1  | 0.0%  | 0  | 15.0% | 4  | 6.9%  | 3  | 24.2% | 2  | 18.8% | 4  | 14.2% | 3  |  |
| Littlewoods           | 0.2%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 2.2%  | 0  | 0.0%  | 0  |  |
| Sainsbury's           | 0.4%  | 1   | 0.0%  | 0  | 5.9%  | 1  | 0.0%  | 0  | 4.4%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |  |
| Tesco                 | 1.6%  | 4   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 5.4%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 8.2%  | 4  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |  |
| Other                 | 4.9%  | 13  | 4.1%  | 1  | 4.4%  | 0  | 13.2% | 5  | 5.4%  | 0  | 0.0%  | 0  | 5.6%  | 2  | 4.4%  | 1  | 2.6%  | 1  | 0.0%  | 0  | 4.8%  | 1  | 0.0%  | 0  |  |
| Co-op                 | 3.7%  | 10  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 19.4% | 7  | 0.0%  | 0  | 4.8%  | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |  |
| (Don't know / varies) | 21.8% | 56  | 36.3% | 10 | 7.7%  | 1  | 11.7% | 4  | 10.8% | 1  | 54.3% | 6  | 14.5% | 6  | 13.8% | 4  | 23.9% | 11 | 28.3% | 3  | 18.4% | 4  | 34.0% | 7  |  |
| Weighted base:        |       | 258 |       | 27 |       | 10 |       | 37 |       | 9  |       | 12 |       | 38 |       | 30 |       | 45 |       | 10 |       | 20 |       | 21 |  |
| Sample:               |       | 240 |       | 19 |       | 22 |       | 31 |       | 17 |       | 13 |       | 23 |       | 22 |       | 26 |       | 13 |       | 33 |       | 21 |  |

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# Babergh & Mid Suffolk Household Survey For Carter Jonas

Weighted: For Carter Jonas

|   | Tota         | 1   | Zone         | 1  | Zone 2       | 2    | Zone         | 3     | Zone         | 4      | Zone         | 5     | Zone         | 6      | Zone         | 7      | Zone         | 8     | Zone ?       | 9      | Zone 1        | 0     | Zone 1        | 1                           |  |
|---|--------------|-----|--------------|----|--------------|------|--------------|-------|--------------|--------|--------------|-------|--------------|--------|--------------|--------|--------------|-------|--------------|--------|---------------|-------|---------------|-----------------------------|--|
|   |              |     |              |    |              |      |              |       |              |        |              |       |              |        |              |        |              |       |              |        |               |       |               |                             |  |
| Q15 Where do you norm pens, diaries, etc.) a          |              |     |              |    | hold's s     | hopp | ing for I    | oooks | (incl. d     | ictior | naries, e    | ncycl | opaedia      | ıs, te | kt books     | , guid | lebooks      | and r | nusical      | score  | s) and s      | tatio | nary (in      | cl. writing pads, envelopes |  |
| Tesco Extra, Copdock<br>Interchange, Ipswich          | 1.0%         | 11  | 0.0%         | 0  | 0.0%         | 0    | 0.0%         | 0     | 0.0%         | 0      | 3.8%         | 3     | 3.6%         | 5      | 2.2%         | 3      | 0.0%         | 0     | 0.0%         | 0      | 0.0%          | 0     | 0.0%          | 0                           |  |
| Copdock Mill Interchange,<br>Ipswich                  | 0.3%         | 3   | 0.0%         | 0  | 0.0%         | 0    | 0.0%         | 0     | 0.0%         | 0      | 3.1%         | 2     | 0.7%         | 1      | 0.0%         | 0      | 0.0%         | 0     | 0.0%         | 0      | 0.0%          | 0     | 0.0%          | 0                           |  |
| Woodhall Business Park,<br>Drury Drive, Sudbury       | 0.5%         | 5   | 0.0%         | 0  | 0.0%         | 0    | 3.3%         | 4     | 1.5%         | 1      | 0.0%         | 0     | 0.0%         | 0      | 0.0%         | 0      | 0.0%         | 0     | 0.0%         | 0      | 0.0%          | 0     | 0.0%          | 0                           |  |
| Bury St Edmunds                                       | 8.3%         | 91  | 6.8%         |    | 41.1%        | 16   | 9.3%         | 12    | 4.1%         | 2      | 0.0%         | 0     | 0.7%         | 1      | 0.0%         | 0      | 8.6%         | 14    | 43.1%        | 32     | 7.3%          | 4     | 0.0%          | 0                           |  |
| Colchester  | 2.9%         | 32  | 14.6%        | 22 | 0.0%         | 0    | 2.3%         | 3     | 0.0%         | 0      | 0.0%         | 0     | 5.1%         | 7      | 0.0%         | 0      | 0.0%         | 0     | 0.0%         | 0      | 0.0%          | 0     | 0.0%          | 0                           |  |
| Debenham  | 0.3%         | 3   | 0.0%         | 0  | 0.0%         | 0    | 0.0%         | 0     | 0.0%         | 0      | 0.0%         | 0     | 0.0%         | 0      | 2.3%         | 3      | 0.0%         | 0     | 0.0%         | 0      | 0.0%          | 0     | 0.0%          | 0                           |  |
| Eye   | 0.0%         | 0   | 0.0%         | 0  | 0.0%         | 0    | 0.0%         | 0     | 0.0%         | 0      | 0.0%         | 0     | 0.0%         | 0      | 0.0%         | 0      | 0.0%         | 0     | 0.0%         | 0      | 0.8%          | 0     | 0.0%          | 0                           |  |
| Hadleigh  | 1.4%         | 16  | 0.0%         | 0  | 0.0%         | 0    | 0.6%         | 1     | 0.0%         | 0      | 16.5%        | 13    | 1.4%         | 2      | 0.0%         | 0      | 0.0%         | 0     | 0.0%         | 0      | 0.0%          | 0     | 0.0%          | 0                           |  |
| Halstead  | 0.1%         | 1   | 0.7%         | 1  | 0.0%         | 0    | 0.0%         | 0     | 0.0%         | 0      | 0.0%         | 0     | 0.0%         | 0      | 0.0%         | 0      | 0.0%         | 0     | 0.0%         | 0      | 0.0%          | 0     | 0.0%          | 0                           |  |
| Haverhill   | 0.7%         | 8   | 5.3%         | 8  | 0.0%         | 0    | 0.0%         | 0     | 0.0%         | 0      |              | 0     | 0.0%         | 0      |              | 0      | 0.0%         | 0     | 0.0%         | 0      | 0.0%          | 0     | 0.0%          | 0                           |  |
| Ipswich   | 11.8%        | 130 | 0.0%         | 0  | 0.0%         | 0    | 3.9%         | 5     | 0.0%         | 0      | 23.3%        | 19    | 38.7%        | 52     | 30.7%        | 39     | 7.7%         | 12    | 1.5%         | 1      | 3.0%          | 2     | 0.7%          | 1                           |  |
| Long Melford  | 0.3%         | 3   | 0.7%         | 1  | 0.0%         | 0    | 1.3%         | 2     | 0.0%         | 0      | 0.0%         | 0     | 0.0%         | 0      | 0.0%         | 0      | 0.0%         | 0     | 0.0%         | 0      | 0.0%          | 0     | 0.0%          | 0                           |  |
| Needham Market  | 0.1%         | 1   | 0.0%         | 0  | 0.0%         | 0    | 0.0%         | 0     | 0.0%         | 0      | 0.0%         | 0     | 0.0%         | 0      |              | 1      | 0.0%         | 0     | 0.0%         | 0      | 0.0%          | 0     | 0.0%          | 0                           |  |
| Stowmarket  | 7.3%         | 80  | 0.0%         | 0  | 1.7%         | 1    | 0.0%         | 0     | 0.0%         | 0      | 9.5%         | 8     | 0.0%         | 0      |              | 9      |              | 54    | 9.8%         | 7      | 3.4%          | 2     | 0.0%          | 0                           |  |
| Sudbury   | 10.3%        |     | 26.5%        | 39 | 3.9%         | 2    | 30.5%        |       | 53.9%        | 31     | 3.2%         | 3     | 0.0%         | 0      |              | 0      | 0.0%         | 0     | 0.0%         | 0      | 0.0%          | 0     | 0.0%          | 0                           |  |
| Street Market in Sudbury                              | 0.0%         | 0   | 0.0%         | 0  | 0.0%         | 0    | 0.0%         | 0     | 0.7%         | 0      | 0.0%         | 0     | 0.0%         | 0      |              | 0      | 0.0%         | 0     | 0.0%         | 0      | 0.0%          | 0     | 0.0%          | 0                           |  |
| Asda Superstore, Whitehouse Industrial                | 1.3%         | 15  | 0.0%         | 0  | 0.0%         | 0    | 0.0%         | 0     | 0.0%         | 0      | 0.0%         | 0     | 0.0%         | 0      | 11.7%        | 15     | 0.0%         | 0     | 0.0%         | 0      | 0.0%          | 0     | 0.0%          | 0                           |  |
| Estate, Goddard Road,                                 |              |     |              |    |              |      |              |       |              |        |              |       |              |        |              |        |              |       |              |        |               |       |               |                             |  |
| Ipswich   | 0.10/        | 1   | 0.00/        | 0  | 0.00/        | 0    | 0.00/        | 0     | 0.00/        | 0      | 0.00/        | 0     | 0.00/        | 0      | 0.00/        | 0      | 0.00/        | 0     | 0.00/        | 0      | 0.00/         | 0     | 1.20/         | 1                           |  |
| Beccles   | 0.1%         | 1   | 0.0%         | 0  |              | 0    | 0.0%         | 0     | 0.0%         | 0      |              | 0     | 0.0%         | 0      |              | 0      |              | 0     | 0.0%         | 0      | 0.0%          | 0     |               | •                           |  |
| Bungay  | 0.1%         | 1   | 0.0%         | 0  | 0.0%         | 0    | 0.0%         | 0     | 0.0%         | 0      | 0.0%         | 0     | 0.0%         | 0      |              | 0      | 0.0%         | 0     | 0.0%         | 0<br>1 | 0.0%          | 0     | 1.0%          | 1                           |  |
| Cambridge   | 0.4%         | 4   | 1.7%         | 2  | 0.0%         | 0    | 0.6%         | 1     | 0.0%         | 0      | 0.0%         | 0     | 0.0%         | 0      |              | 0      | 0.0%         | 0     | 1.6%         | -      | 0.0%          | 0     | 0.0%          | 0                           |  |
| Central London  | 0.2%         | 2   | 0.0%         | 0  | 0.0%         | 0    | 0.8%         | 1     | 0.0%         | 0      | 0.9%         | 0     | 0.0%         | 0      |              | 0      | 0.0%         | 0     | 0.0%         | 0      | 1.0%          | 1     | 0.0%          | 0                           |  |
| Clare   | 0.2%         | 2   | 1.5%         | 2  | 0.0%         | 0    | 0.0%         | 0     | 0.0%         | 0      | 0.0%         |       | 0.0%         | 0      |              | 0      | 0.0%         | 0     | 0.0%         | 0      | 0.0%          | 0     | 0.0%          | 0                           |  |
| Claydon   | 0.1%<br>3.6% | 40  | 0.0%<br>0.0% | 0  | 0.0%<br>0.0% | 0    | 0.0%<br>0.0% | 0     | 0.0%<br>0.0% | 0      | 0.0%<br>0.0% | 0     | 0.0%<br>0.0% | 0      |              | 3      | 0.0%         | 1     | 0.0%<br>0.0% |        | 0.0%<br>20.1% |       | 0.0%<br>25.1% | 24                          |  |
| Diss  |              |     |              | 0  |              | 0    |              |       |              | 0      |              | 0     |              |        |              |        | 0.6%         | 0     |              |        |               | 0     |               | 0                           |  |
| Felixstowe  | 0.2%<br>0.1% | 3   | 0.0%<br>0.0% | 0  | 0.0%<br>0.0% | 0    | 0.0%<br>0.0% | 0     | 0.0%<br>0.0% | 0      | 0.0%<br>0.0% | 0     | 0.7%<br>0.0% | 1 0    | 1.3%<br>0.6% | 2      | 0.0%<br>0.0% | 0     | 0.0%<br>0.0% | 0      | 0.0%<br>0.0%  | 0     | 0.0%<br>0.0%  | 0                           |  |
| Framlingham<br>Glemsford                              | 0.1%         | 1   | 0.0%         | 1  | 0.0%         | 0    | 0.0%         | 0     | 0.0%         | 0      | 0.0%         | 0     | 0.0%         | 0      |              | 0      | 0.0%         | 0     | 0.0%         | 0      | 0.0%          | 0     | 0.0%          | 0                           |  |
| Halesworth  | 0.1%         | 1   | 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     | 0.6%          | 1                           |  |
| Harleston   | 0.1%         | 4   | 0.0%         | 0  | 0.0%         | 0    | 0.0%         | 0     | 0.0%         | 0      | 0.0%         | 0     | 0.0%         | 0      |              | 0      | 0.0%         | 0     | 0.0%         | 0      | 0.0%          | 0     | 4.3%          | 4                           |  |
| Holbrook  | 0.4%         | 2   | 0.0%         | 0  | 0.0%         | 0    | 0.0%         | 0     | 0.0%         | 0      | 0.0%         | 0     | 1.6%         | 2      |              | 0      | 0.0%         | 0     | 0.0%         | 0      | 0.0%          | 0     | 0.0%          | 0                           |  |
| Morrisons, Sproughton                                 | 0.2%         | 1   | 0.0%         | 0  |              | 0    | 0.0%         | 0     | 0.0%         | 0      |              | 0     | 0.0%         | 0      |              | 1      | 0.0%         | 0     | 0.0%         | 0      | 0.0%          | 0     | 0.0%          | 0                           |  |
| Road, Ipswich   |              |     |              |    |              |      |              |       |              |        |              |       |              |        |              |        |              |       |              |        |               |       |               |                             |  |
| Norwich   | 1.5%         | 16  | 0.0%         | 0  |              | 0    | 0.0%         | 0     | 0.0%         | 0      |              | 0     | 0.0%         | 0      |              | 0      |              | 0     | 0.0%         | 0      | 6.3%          |       | 13.1%         | 13                          |  |
| Ransomes Euro Retail Park,<br>Central Avenue, Ipswich | 0.1%         | 1   | 0.0%         | 0  |              | 0    | 0.0%         | 0     | 0.0%         | 0      |              | 0     | 0.0%         | 0      |              | 0      |              | 0     | 0.0%         | 0      | 0.0%          | 0     | 1.3%          | 1                           |  |
| Rickinghall   | 0.0%         | 0   | 0.0%         | 0  | 0.0%         | 0    | 0.0%         | 0     | 0.0%         | 0      | 0.0%         | 0     | 0.0%         | 0      |              | 0      | 0.0%         | 0     | 0.0%         | 0      | 0.8%          | 0     | 0.0%          | 0                           |  |
| Sainsbury's, Cornard Road,<br>Sudbury                 | 0.2%         | 2   | 0.0%         | 0  | 0.0%         | 0    | 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                           |  |

|  | Tota  | ıl   | Zone  | 1   | Zone  | 2   | Zone  | 3   | Zone  | 4   | Zone  | 5   | Zon   | e 6 | Zon   | e 7 | Z    | Zone 8 |    | Zone 9 | )   | Zone 1 | .0  | Zone  | 11  |
|--|-------|------|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|------|--------|----|--------|-----|--------|-----|-------|-----|
|  |       |      |       |     |       |     |       |     |       |     |       |     |       |     |       |     |      |        |    |        |     |        |     |       |     |
|  | 0.70  | _    | 0.00/ |     | 0.004 |     | 2.00/ |     | - 40. | 2   | 0.004 |     | 0.004 |     | 0.004 |     |      | 0.04   |    | 0.00/  |     | 0.004  |     | 0.004 |     |
| Tesco Superstore, Woodhall<br>Business Park,<br>Springlands Way, Sudbury | 0.5%  | 5    | 0.0%  | 0   | 0.0%  | 0   | 2.0%  | 2   | 5.1%  | 3   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | O   | 0.0  | .0%    | 0  | 0.0%   | 0   | 0.0%   | 0   | 0.0%  | 0   |
| Tesco, Woodhall Business<br>Park, Springlands Way,                       | 0.1%  | 1    | 0.0%  | 0   | 0.0%  | 0   | 0.8%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.   | .0%    | 0  | 0.0%   | 0   | 0.0%   | 0   | 0.0%  | 0   |
| Sudbury<br>West Suffolk Council libary<br>van                            | 0.0%  | 0    | 0.0%  | 0   | 0.7%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.   | .0%    | 0  | 0.0%   | 0   | 0.0%   | 0   | 0.0%  | 0   |
| West Thurrock  | 0.5%  | 6    | 4.0%  | 6   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.   | .0%    | 0  | 0.0%   | 0   | 0.0%   | 0   | 0.0%  | 0   |
| Winchester   | 0.0%  | 0    | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.   | .0%    | 0  | 0.0%   | 0   | 0.8%   | 0   | 0.0%  | 0   |
| Woodbridge   | 0.5%  | 6    | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 1.4%  | 2   | 2.5%  | 3   | 0.   | .0%    | 0  | 0.0%   | 0   | 0.0%   | 0   | 1.0%  | 1   |
| Woolpit  | 0.3%  | 3    | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 1.   | .0%    | 2  | 2.4%   | 2   | 0.0%   | 0   | 0.0%  | 0   |
| Internet / catalogue   | 29.5% | 325  | 26.4% | 39  | 28.4% | 11  | 32.3% | 41  | 26.7% | 15  | 22.2% | 18  | 34.1% | 46  | 26.8% | 34  | 34.  | .6% 5  | 55 | 19.4%  | 14  | 38.3%  | 22  | 30.6% | 30  |
| (Don't know)   | 1.3%  | 14   | 1.7%  | 2   | 1.5%  | 1   | 0.0%  | 0   | 1.5%  | 1   | 1.4%  | 1   | 0.0%  | 0   | 2.3%  | 3   | 3 1. | .7%    | 3  | 2.5%   | 2   | 2.8%   | 2   | 0.0%  | 0   |
| (Don't do this type of shopping)   | 12.9% | 141  | 9.0%  | 13  | 22.9% | 9   | 11.3% | 14  | 5.9%  | 3   | 16.2% | 13  | 11.8% | 16  | 7.4%  | 9   | 12.  | .2% 1  | 19 | 19.6%  | 15  | 15.5%  | 9   | 20.9% | 20  |
| Weighted base:   |       | 1100 |       | 149 |       | 39  |       | 126 |       | 58  |       | 80  |       | 135 |       | 126 | 5    | 15     | 59 |        | 75  |        | 57  |       | 97  |
| Sample:  |       | 1100 |       | 100 |       | 100 |       | 100 |       | 100 |       | 100 |       | 100 |       | 100 | )    | 10     | 00 |        | 100 |        | 100 |       | 100 |

Q15AWhich internet / home delivery retailer do you also use for your household's shopping for books (incl. dictionaries, encyclopaedias, text books, guidebooks and musical scores) and stationery (incl. writing pads, envelopes pens, diaries, etc.) and drawing materials?

Those who buy books and stationery via the Internet at Q15:

| Amazon                | 81.0% | 263 | 89.1% | 35 | 85.8% | 10 | 82.4% | 34 | 84.0% | 13 | 86.3% | 15 | 91.9% | 42 | 68.6% | 23 | 75.6% | 42 | 51.2% | 7  | 87.8% | 19 | 78.7% | 23 |  |
|-----------------------|-------|-----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|--|
| Ebay                  | 0.8%  | 3   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 5.2%  | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 3.2%  | 1  |  |
| John Lewis            | 0.3%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 5.9%  | 1  | 0.0%  | 0  | 0.0%  | 0  |  |
| Tesco                 | 1.4%  | 5   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 5.2%  | 2  | 0.0%  | 0  | 19.5% | 3  | 0.0%  | 0  | 0.0%  | 0  |  |
| WHSmith               | 0.6%  | 2   | 4.6%  | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |  |
| Other                 | 4.8%  | 16  | 0.0%  | 0  | 6.8%  | 1  | 6.5%  | 3  | 0.0%  | 0  | 3.2%  | 1  | 2.1%  | 1  | 14.4% | 5  | 2.2%  | 1  | 11.8% | 2  | 3.3%  | 1  | 7.2%  | 2  |  |
| Play.com              | 0.1%  | 0   | 0.0%  | 0  | 3.6%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |  |
| The Book People       | 1.8%  | 6   | 2.8%  | 1  | 0.0%  | 0  | 4.2%  | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 11.5% | 2  | 0.0%  | 0  | 5.2%  | 2  |  |
| (Don't know / varies) | 9.2%  | 30  | 3.5%  | 1  | 3.8%  | 0  | 7.0%  | 3  | 16.0% | 2  | 10.6% | 2  | 6.0%  | 3  | 6.6%  | 2  | 22.3% | 12 | 0.0%  | 0  | 8.9%  | 2  | 5.7%  | 2  |  |
| Weighted base:        |       | 325 |       | 39 |       | 11 |       | 41 |       | 15 |       | 18 |       | 46 |       | 34 |       | 55 |       | 14 |       | 22 |       | 30 |  |
| Sample:               |       | 308 |       | 27 |       | 23 |       | 30 |       | 27 |       | 28 |       | 29 |       | 30 |       | 31 |       | 16 |       | 35 |       | 32 |  |

Zone 2 Total Zone 1 Zone 3 Zone 7 Zone 8 Zone 9 Zone 10 Zone 11 Zone 4 Zone 5 Zone 6 Q16 Where do you normally do most of your household's shopping for games & toys; pets and pet products; hobby items; sport equipment and camping goods; bicycles; and musical instruments? Currys PC World, London 0.1% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0 0.0% 0 0.0% 0.0% 0.0% 0 0.7% Road / Copdock Interchange, Ipswich Mothercare, Copdock 0.2% 2 2 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 3.1% 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% Interchange, Ipswich Pets at Home, Shawlands 0.7% 8 0.0% 0 0.0% 3.7% 4.2% 2 0.7% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0 5 Retail Park, Newton Road, Sudbury 0.9% Tesco Extra, Copdock 10 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 3.9% 5 3.5% 4 0.0% 0 0.0% 0.0% 0 0.0% 0 Interchange, Ipswich Toys R Us. London Road / 0 1.6% 18 0.0% 0 0.7% 0 0.0% 0 0.0% 0 3.1% 3 4.6% 6 1.8% 2 3.1% 5 1.1% 1 0.8% 0 0.0% Copdock Interchange, Inswich 0 Copdock Mill Interchange. 0.5% 0.0% 0 0.0% 0.0% 0.0% 0 0.0% 0 3.2% 0.0% 0 0.7% 0.7% 1 0.0% 0 0.0% 6 0 0 4 Ipswich Shawlands Retail Park. 0.3% 3 0.9% 0.0% 0.0% 0 2.5% 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0.0% 0 0.0% 0 Newton Road, Sudbury Woodhall Business Park, 0.1% 0.0% 0 0.0% 0 0.0% 0.0% 0 0.9% 0.0% 0 0.0% 0.0% 0.0% 0 0 0.0% 0 0 0 0.0% Drury Drive, Sudbury Braintree 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.8% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 2 Bury St Edmunds 6.6% 73 7.8% 12 31.8% 13 4.8% 6 3.8% 0.0% 0 0.0% 0 0.6% 1 5.7% 9 38.8% 29 2.6% 0.0% 0 38 2 0 Colchester 3.5% 12.9% 19 0.0% 0 8.3% 10 3.2% 0.6% 0 4.8% 7 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% Copdock Mill 0.1% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.7% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Debenham 0.1% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.1% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0 0.8% 0 1.0% 11 0.0% 0 0.0% 0.0% 0.0% 0 12.6% 10 0.0% 0.0% 0.0% 0.0% 0 0.0% Hadleigh 0 0 1 0 0 Halstead 0.3% 3 1.7% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.8% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 3 3 Haverhill 0.3% 2.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 9.8% 107 0.0% 0 0.0% 0 5.7% 7 2.8% 2 13.6% 11 17.4% 24 26.9% 34 12.6% 20 1.1% 1 10.7% 6 3.7% 4 **Ipswich** 0.2% 2 0.0% 0 0.0% 1.3% 2 0.0% 0 0.0% 0 0 0.0% 0.0% 0.0% 0.0% 0 Lavenham 0 0.0% 0 0 0 0.0% 0 Long Melford 0.2% 2 1.2% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Manningtree 0.6% 6 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 4.6% 6 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Needham 0.2% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.4% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 2 3 0.4% 5 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 1.2% 2.5% 0.0% 0 0.0% 0.0% 0 0.0% 0 Needham Market 0 0 50 0 Stowmarket 4.5% 0.0% 0 2.6% 1 0.0% 0 0.0% 0 1.1% 1 0.0% 2.7% 3 25.3% 40 4.1% 3 1.5% 1 0.0% 0 6.7% 73 18 0 0 0 Sudbury 18.0% 27 2.8% 1 21.9% 28 30.5% 0.0% 0.0% 0.0% 0 0.0% 0.0% 0.0% 0 0.0% 0.1% 0.0% 0 0.0% 0.0% 0.0% 0 0.0% 0 0.0% 0 1.0% 0.0% 0 0.0% 0.0% 0 0.0% 0 Abroad 1 0 0 1 0 0.0% 0.0% 0 0.0% Bungay 0.1% 1 0.0% 0 0 0.0% 0 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.7% 0 Cambridge 0.2% 2 0.9% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.9% 0.0% 0 0.0% 0.1% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.9% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Carterton 0.1% 1 0 0.0% 0.0% 0 0 0 0.0% 0.0% 0 Central London 0.0% 0 0.0% 0 0.0% 0.0% 0 0 0.0% 0 1.3% 0.0% Clare 0.1% 1 0.7% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Claydon 0.1% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.6% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Diss 3.1% 34 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.6% 0.6% 0.0% 0 12.5% 7 26.3% 26 0.0% 0 0.0% Framlingham 0.1% 1 0.0% 0 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.7% Great Yeldham 0.1% 1 0.0% 0 0.0% 0 1.0% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0

|  | Tota  | ıl   | Zone  | 1   | Zone 2 | 2   | Zone  | 3   | Zone  | 4   | Zone     | 5   | Zone  | 6   | Zone  | 7   | Zone  | 8   | Zone  | 9   | Zone  | 10  | Zone  | 11  |
|--|-------|------|-------|-----|--------|-----|-------|-----|-------|-----|----------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|
| Harleston  | 0.5%  | 6    | 0.0%  | 0   | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%     | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 5.8%  | 6   |
| Harlow   | 0.1%  | 1    | 0.7%  | 1   | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%     | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Hungerford   | 0.1%  | 1    | 0.0%  | 0   | 0.0%   | 0   | 0.6%  | 1   | 0.0%  | 0   | 0.0%     | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Lowestoft  | 0.2%  | 2    |       | 0   | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%     | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 1.7%  | 2   |
| Marks Tey  | 0.1%  | 1    | 0.9%  | 1   | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%     | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | ő   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Martlesham Heath Retail<br>Park, Beardmore Park,<br>Ipswich              | 0.0%  | 0    |       | 0   |        | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%     | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.8%  | 0   | 0.0%  | 0   |
| Newmarket  | 0.1%  | 1    | 0.0%  | 0   | 1.5%   | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%     | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Norwich  | 2.1%  | 23   | 0.0%  | 0   | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%     | 0   | 0.0%  | 0   | 1.1%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 7.4%  | 4   | 17.9% | 17  |
| Old Newton   | 0.2%  | 2    | 0.0%  | 0   | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%     | 0   | 0.0%  | 0   | 0.0%  | 0   | 1.3%  | 2   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Pets at Home, Beardmore<br>Park, Martlesham Heath,<br>Ipswich            | 0.1%  | 2    | 0.0%  | 0   | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%     | 0   | 1.2%  | 2   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Ransomes Euro Retail Park,<br>Central Avenue, Ipswich                    | 0.2%  | 2    | 0.0%  | 0   | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 1.3%     | 1   | 0.0%  | 0   | 1.1%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Sainsbury's, Cornard Road,<br>Sudbury                                    | 0.1%  | 1    | 0.0%  | 0   | 0.0%   | 0   | 1.0%  | 1   | 0.0%  | 0   | 0.0%     | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Semer  | 0.0%  | 0    | 0.0%  | 0   | 0.7%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%     | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Street market in Pulham  | 0.3%  | 3    | 0.0%  | 0   | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%     | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 3.3%  | 3   |
| Tesco Superstore, Woodhall<br>Business Park,<br>Springlands Way, Sudbury | 0.6%  | 7    | 0.070 | 0   |        | 0   | 5.1%  | 6   | 0.7%  | 0   | 0.0%     | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | ****  | 0   | 0.0%  | 0   |
| Tesco, Woodhall Business<br>Park, Springlands Way,<br>Sudbury            | 0.2%  | 2    |       | 0   |        | 0   | 1.4%  | 2   | 0.0%  | 0   | ****     | 0   | 0.0%  | 0   |       | 0   | 0.0%  | 0   | 0.0%  | 0   |       | 0   |       | 0   |
| Tiptree, Essex   | 0.2%  | 2    | 1.2%  | 2   | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   |          | 0   | 0.0%  | 0   |       | 0   | 0.0%  | 0   | 0.0%  | 0   |       | 0   |       | 0   |
| Voodbridge   | 0.2%  | 2    |       | 0   | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%     | 0   | 0.0%  | 0   | 1.4%  | 2   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Voolpit  | 0.1%  | 1    | 0.0%  | 0   | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%     | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.9%  | 1   | 0.0%  | 0   | 0.0%  | 0   |
| nternet / catalogue  | 23.0% | 253  |       |     |        | 11  | 20.5% | 26  | 17.6% |     | 40.3%    | 32  | 23.0% |     | 17.8% | 22  |       | 37  | 20.7% | 15  | 23.6% | 13  |       | 18  |
| Don't know)  | 1.6%  | 17   | 2.9%  | 4   | 0.8%   | 0   | 0.8%  | 1   | 0.0%  | 0   | - 10 , 0 | 1   | 1.9%  | 3   | 0.0%  | 0   | 3.0%  | 5   | 0.7%  | 1   | 2.3%  | 1   | 1.3%  | 1   |
| (Don't do this type of shopping)   | 27.5% | 303  | 23.2% | 35  | 31.5%  | 12  | 24.0% | 30  | 33.9% | 20  | 21.1%    | 17  | 32.6% | 44  | 34.3% | 43  | 24.5% | 39  | 31.0% | 23  | 36.5% | 21  | 19.5% | 19  |
| Weighted base:   |       | 1100 |       | 149 |        | 39  |       | 126 |       | 58  |          | 80  |       | 135 |       | 126 |       | 159 |       | 75  |       | 57  |       | 97  |
|  |       | 1100 |       | 100 |        | 100 |       | 100 |       | 100 |          | 100 |       | 100 |       | 100 |       | 100 |       | 100 |       | 100 |       | 100 |

Zone 6

Zone 7

Zone 8

Zone 9

Zone 10

Zone 11

Weighted: February 2015 Zone 5

Q16AWhich internet / home delivery retailer do you also use for your household's shopping for games & toys; pets and pet products; hobby items; sport equipment and camping goods; bicycles; and musical instruments?

Those who buy games, toys, pet products, sports equipment etc. via the Internet at Q16:

Zone 1

Zone 2

Zone 3

Zone 4

Total

| Amazon                | 49.3% | 125 | 48.0% | 18 | 50.8% | 6  | 39.3% | 10 | 35.4% | 4  | 23.1% | 7  | 77.3% | 24 | 46.9% | 10 | 54.7% | 20 | 40.9% | 6  | 64.3% | 9  | 60.0% | 11 |
|-----------------------|-------|-----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|
| Argos                 | 3.1%  | 8   | 3.0%  | 1  | 12.2% | 1  | 16.2% | 4  | 6.2%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 5.3%  | 1  | 0.0%  | 0  |
| Asda                  | 1.4%  | 4   | 3.0%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 5.1%  | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 5.4%  | 1  |
| Ebay                  | 8.2%  | 21  | 10.3% | 4  | 18.4% | 2  | 3.7%  | 1  | 8.3%  | 1  | 3.1%  | 1  | 0.0%  | 0  | 37.7% | 8  | 5.7%  | 2  | 7.4%  | 1  | 3.3%  | 0  | 0.0%  | 0  |
| John Lewis            | 0.3%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 5.5%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Tesco                 | 1.7%  | 4   | 0.0%  | 0  | 0.0%  | 0  | 6.6%  | 2  | 0.0%  | 0  | 1.7%  | 1  | 6.8%  | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Toys R Us             | 0.7%  | 2   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 2.3%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 7.4%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Other                 | 9.6%  | 24  | 22.0% | 8  | 6.4%  | 1  | 30.6% | 8  | 0.0%  | 0  | 3.1%  | 1  | 3.1%  | 1  | 9.5%  | 2  | 0.0%  | 0  | 0.0%  | 0  | 19.8% | 3  | 5.4%  | 1  |
| Sports Direct         | 2.4%  | 6   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 8.3%  | 1  | 4.5%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 6.4%  | 2  | 0.0%  | 0  | 0.0%  | 0  | 7.2%  | 1  |
| (Don't know / varies) | 23.1% | 58  | 13.6% | 5  | 12.2% | 1  | 3.7%  | 1  | 41.8% | 4  | 62.1% | 20 | 7.7%  | 2  | 5.9%  | 1  | 33.1% | 12 | 38.7% | 6  | 7.3%  | 1  | 21.9% | 4  |
| Weighted base:        |       | 253 |       | 37 |       | 11 |       | 26 |       | 10 |       | 32 |       | 31 |       | 22 |       | 37 |       | 15 |       | 13 |       | 18 |
| Sample:               |       | 200 |       | 25 |       | 19 |       | 16 |       | 15 |       | 21 |       | 20 |       | 16 |       | 18 |       | 13 |       | 22 |       | 15 |

Weighted:

| weighteu.  |           |        |         |       |           |       |         |        |                       | 1     | or C      | ai u   | 1 90    | iias |         |        |            |        |          |      |           |        |        |    | rebluary 2013 |
|--|-----------|--------|---------|-------|-----------|-------|---------|--------|-----------------------|-------|-----------|--------|---------|------|---------|--------|------------|--------|----------|------|-----------|--------|--------|----|---------------|
|  | Tota      | ıl     | Zone    | 1     | Zone      | 2     | Zone    | 3      | Zone                  | 4     | Zone      | 5      | Zone    | 6    | Zone    | 7      | Zone       | 8      | Zone !   | 9    | Zone 1    | .0     | Zone 1 | 11 |               |
| Q17 Where do you norm  | ally do ı | most ( | of your | house | ehold's s | shopp | ing for | furnit | ure, car <sub>l</sub> | oets, | other flo | oor co | verings | and  | househo | old te | xtiles (in | nclude | es beds, | sofa | s, tables | , etc) | ?      |    |               |
| Carpetright, Shawlands<br>Retail Park, Newton Road,<br>Sudbury | 2.1%      | 23     | 2.9%    | 4     | 0.8%      | 0     | 8.8%    | 11     | 11.0%                 | 6     | 0.6%      | 0      | 0.0%    | 0    | 0.0%    | 0      | 0.0%       | 0      | 0.0%     | 0    | 0.0%      | 0      | 0.0%   | 0  |               |
| Feather & Black, Copdock<br>Interchange, Ipswich               | 0.1%      | 1      | 0.0%    | 0     | 0.0%      | 0     | 0.0%    | 0      | 0.0%                  | 0     | 0.6%      | 0      | 0.0%    | 0    | 0.0%    | 0      | 0.0%       | 0      | 0.0%     | 0    | 1.0%      | 1      | 0.0%   | 0  |               |
| Homebase, Waldingfield<br>Road, Sudbury                        | 0.1%      | 1      | 0.0%    | 0     | 0.0%      | 0     | 0.0%    | 0      | 1.5%                  | 1     | 0.0%      | 0      | 0.0%    | 0    | 0.0%    | 0      | 0.0%       | 0      | 0.0%     | 0    | 0.0%      | 0      | 0.0%   | 0  |               |
| Copdock Mill Interchange,<br>Ipswich                           | 2.3%      | 25     | 0.0%    | 0     | 0.0%      | 0     | 1.6%    | 2      | 0.0%                  | 0     | 3.9%      | 3      | 5.7%    | 8    | 5.6%    | 7      | 1.4%       | 2      | 0.7%     | 1    | 3.0%      | 2      | 0.7%   | 1  |               |
| Shawlands Retail Park,<br>Newton Road, Sudbury                 | 0.9%      | 9      | 1.2%    | 2     | 0.0%      | 0     | 4.7%    | 6      | 3.1%                  | 2     | 0.0%      | 0      | 0.0%    | 0    | 0.0%    | 0      | 0.0%       | 0      | 0.0%     | 0    | 0.0%      | 0      | 0.0%   | 0  |               |
| Woodhall Business Park,<br>Drury Drive, Sudbury                | 0.3%      | 3      | 0.0%    | 0     | 0.0%      | 0     | 1.6%    | 2      | 2.1%                  | 1     | 0.0%      | 0      | 0.0%    | 0    | 0.0%    | 0      | 0.0%       | 0      | 0.0%     | 0    | 0.0%      | 0      | 0.0%   | 0  |               |
| Braintree  | 0.3%      | 4      | 1.2%    | 2     | 0.0%      | 0     | 0.0%    | 0      | 2.9%                  | 2     | 0.0%      | 0      | 0.0%    | 0    | 0.0%    | 0      | 0.0%       | 0      | 0.0%     | 0    | 0.0%      | 0      | 0.0%   | 0  |               |
| Bramford   | 0.3%      | 3      | 0.0%    | 0     | 0.0%      | 0     | 0.0%    | 0      | 0.0%                  | 0     | 0.0%      | 0      | 0.7%    | 1    | 1.1%    | 1      | 0.0%       | 0      | 0.0%     | 0    | 0.0%      | 0      | 0.7%   | 1  |               |
| Bury St Edmunds  | 15.0%     | 165    | 25.5%   | 38    | 57.8%     | 23    | 16.4%   | 21     | 12.5%                 | 7     | 1.7%      | 1      | 0.0%    | 0    | 4.3%    | 5      | 11.2%      | 18     | 57.7%    | 43   | 12.2%     | 7      | 2.1%   | 2  |               |
| Colchester   | 8.4%      | 92     | 27.8%   | 41    | 0.0%      | 0     |         | 17     | 24.8%                 | 14    | 0.0%      | 0      | 7.1%    | 10   | 5.5%    | 7      | 1.3%       | 2      | 0.0%     | 0    | 0.0%      | 0      | 0.6%   | 1  |               |
| Eye  | 0.2%      | 3      |         | 0     |           | 0     | 0.0%    | 0      |                       | 0     | 0.0%      | 0      | 0.0%    | 0    | 1.1%    | 1      | 0.0%       | 0      | 0.0%     | 0    | 1.5%      | 1      | 0.0%   | 0  |               |
| Great Conard   | 0.1%      | 1      | 0.0%    | 0     | 0.0%      | 0     | 0.6%    | 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  |               |
| Hadleigh   | 1.5%      | 16     |         | 0     |           | 0     | 0.0%    | 0      | 0.0%                  |       | 18.9%     | 15     | 0.7%    | 1    | 0.0%    | 0      | 0.0%       | 0      | 0.0%     | 0    | 0.0%      | 0      | 0.0%   | 0  |               |
| Ipswich  | 15.5%     | 171    | 0.0%    | 0     | 1.1%      | 0     | 1.4%    | 2      | 3.0%                  | 2     | 29.3%     | 23     | 42.6%   | 58   | 33.3%   | 42     | 24.8%      | 39     | 0.0%     | 0    | 4.9%      | 3      | 1.6%   | 2  |               |
| Long Melford   | 0.1%      | 1      | 0.0%    | 0     | 0.0%      | 0     | 0.8%    | 1      | 0.0%                  | 0     | 0.0%      | 0      | 0.0%    | 0    | 0.0%    | 0      | 0.0%       | 0      | 0.0%     | 0    | 0.0%      | 0      | 0.0%   | 0  |               |
| Needham  | 0.1%      | 1      | 0.0%    | 0     | 0.0%      | 0     | 0.0%    | 0      | 0.0%                  | 0     | 0.0%      | 0      | 0.0%    | 0    | 0.6%    | 1      | 0.0%       | 0      | 0.0%     | 0    | 0.0%      | 0      | 0.0%   | 0  |               |
| Needham Market   | 0.1%      | 2      |         | 0     | 0.0%      | 0     | 0.0%    | 0      | 0.0%                  | 0     | 0.0%      | 0      | 0.0%    | 0    | 1.8%    | 2      | 0.0%       | 0      | 0.0%     | 0    | 0.0%      | 0      | 0.0%   | 0  |               |
| Stowmarket   | 2.4%      | 26     |         | 0     | 1.8%      | 1     | 0.0%    | 0      | 0.0%                  | 0     | 0.0%      | 0      | 0.0%    | 0    | 2.7%    | 3      | 12.7%      | 20     | 2.1%     | 2    | 0.8%      | 0      | 0.0%   | 0  |               |
| Sudbury  | 4.2%      | 46     |         | 19    | 4.2%      | 2     | 12.9%   |        | 16.0%                 | 9     | 0.6%      | 0      | 0.0%    | 0    | 0.0%    | 0      | 0.0%       | 0      | 0.0%     | 0    | 0.0%      | 0      | 0.0%   | 0  |               |
| Anglia Retail Park, Bury<br>Road, Ipswich                      | 0.3%      | 3      |         |       | 0.0%      | 0     |         | 0      |                       | 0     | 0.0%      | 0      | 0.0%    | 0    |         | 3      | 0.0%       | 0      | 0.0%     | 0    | 0.0%      | 0      | 0.0%   | 0  |               |
| Bainbridge   | 0.1%      | 1      | 0.0%    | 0     | 0.0%      | 0     | 0.0%    | 0      | 0.0%                  | 0     | 0.0%      | 0      | 0.0%    | 0    | 0.0%    | 0      | 0.0%       | 0      | 0.9%     | 1    | 0.0%      | 0      | 0.0%   | 0  |               |
| Beccles  | 0.1%      | 1      | 0.0%    | 0     | 0.0%      | 0     | 0.0%    | 0      | 0.0%                  | 0     | 0.0%      | 0      | 0.0%    | 0    | 0.0%    | 0      | 0.0%       | 0      | 0.0%     | 0    | 0.0%      | 0      | 0.7%   | 1  |               |
| Buckton  | 0.1%      | 2      | 0.0%    | 0     | 0.0%      | 0     | 0.0%    | 0      | 0.0%                  | 0     | 0.0%      | 0      | 0.0%    | 0    | 0.0%    | 0      | 1.0%       | 2      | 0.0%     | 0    | 0.0%      | 0      | 0.0%   | 0  |               |
| Bungay   | 0.2%      | 2      | 0.0%    | 0     | 0.0%      | 0     | 0.0%    | 0      | 0.0%                  | 0     | 0.0%      | 0      | 0.0%    | 0    | 0.0%    | 0      | 0.0%       | 0      | 0.0%     | 0    | 0.0%      | 0      | 2.3%   | 2  |               |
| Cambridge  | 0.5%      | 5      | 1.7%    | 2     | 1.8%      | 1     | 0.0%    | 0      | 1.5%                  | 1     | 0.0%      | 0      | 0.0%    | 0    | 0.0%    | 0      | 0.0%       | 0      | 1.6%     | 1    | 0.0%      | 0      | 0.0%   | 0  |               |
| Carpetright, Anglia Parkway<br>North, Ipswich                  | 0.4%      | 4      | 0.0%    | 0     | 0.0%      | 0     | 0.0%    | 0      | 0.0%                  | 0     | 0.0%      | 0      | 1.6%    | 2    | 1.8%    | 2      | 0.0%       | 0      | 0.0%     | 0    | 0.0%      | 0      | 0.0%   | 0  |               |
| Central London   | 0.2%      | 2      | 0.0%    | 0     | 2.2%      | 1     | 0.0%    | 0      | 0.0%                  | 0     | 0.0%      | 0      | 0.7%    | 1    | 0.0%    | 0      | 0.0%       | 0      | 0.0%     | 0    | 0.0%      | 0      | 0.0%   | 0  |               |
| Diss   | 3.0%      | 33     | 0.0%    | 0     | 0.0%      | 0     | 0.0%    | 0      | 0.0%                  | 0     | 0.0%      | 0      | 0.0%    | 0    | 1.3%    | 2      | 0.0%       | 0      | 0.0%     | 0    | 20.8%     | 12     | 19.8%  | 19 |               |
| Earls Colne  | 0.2%      | 2      | 1.2%    | 2     | 0.0%      | 0     | 0.0%    | 0      | 0.0%                  | 0     | 0.0%      | 0      | 0.0%    | 0    | 0.0%    | 0      | 0.0%       | 0      | 0.0%     | 0    | 0.0%      | 0      | 0.0%   | 0  |               |
| Futura Park, Crane<br>Boulevard, Ipswich                       | 0.1%      | 1      | 0.0%    | 0     | 0.0%      | 0     | 0.0%    | 0      | 0.0%                  | 0     | 0.0%      | 0      | 0.0%    | 0    | 0.0%    | 0      | 0.0%       | 0      | 0.0%     | 0    | 0.0%      | 0      | 0.7%   | 1  |               |
| Glemsford  | 0.1%      | 1      | 0.7%    | 1     | 0.0%      | 0     | 0.0%    | 0      | 0.0%                  | 0     | 0.0%      | 0      | 0.0%    | 0    | 0.0%    | 0      | 0.0%       | 0      | 0.0%     | 0    | 0.0%      | 0      | 0.0%   | 0  |               |
| Great Yarmouth   | 0.0%      | 0      | 0.0%    | 0     | 1.1%      | 0     | 0.0%    | 0      | 0.0%                  | 0     | 0.0%      | 0      | 0.0%    | 0    | 0.0%    | 0      | 0.0%       | 0      | 0.0%     | 0    | 0.0%      | 0      | 0.0%   | 0  |               |
| Greenhithe   | 0.1%      | 1      | 0.0%    | 0     | 0.0%      | 0     | 0.0%    | 0      | 0.0%                  | 0     | 0.0%      | 0      | 0.9%    | 1    | 0.0%    | 0      | 0.0%       | 0      | 0.0%     | 0    | 0.0%      | 0      | 0.0%   | 0  |               |
| Harleston  | 0.1%      | 1      |         | 0     | 0.0%      | 0     | 0.0%    | 0      | 0.0%                  | 0     | 0.0%      | 0      | 0.0%    | 0    | 0.0%    | 0      | 0.0%       | 0      | 0.0%     | 0    | 0.0%      | 0      | 0.6%   | 1  |               |
| John Lewis, Futura Park,                                       | 0.1%      | 1      |         | 0     | 0.0%      | 0     | 0.0%    | 0      | 0.0%                  | 0     | 0.9%      | 1      | 0.0%    | 0    | 0.0%    | 0      | 0.0%       | 0      | 0.0%     | 0    | 0.0%      | 0      | 0.0%   | 0  |               |
| 20, 2 didid 1 din,   | J.1 /J    |        | 0.070   | 0     | 0.070     | v     | 0.070   | 3      | 0.070                 | v     | 0.770     |        | 0.070   | 0    | 0.070   | J      | 0.070      | Ü      | 0.070    | J    | 0.070     | Ü      | 0.070  | Ü  |               |

|                                  | Tota  | l    | Zone  | 1   | Zone  | 2   | Zone  | 3   | Zone | 4   | Zone  | 5   | Zone  | 6   | Zone  | 7   | Zone  | 8   | Zone  | 9   | Zone 1 | 10  | Zone 1 | 11  |  |
|----------------------------------|-------|------|-------|-----|-------|-----|-------|-----|------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|--------|-----|--------|-----|--|
| Ransomes Way, Crane              |       |      |       |     |       |     |       |     |      |     |       |     |       |     |       |     |       |     |       |     |        |     |        |     |  |
| Boulevard, Ipswich               |       |      |       |     |       |     |       |     |      |     |       |     |       |     |       |     |       |     |       |     |        |     |        |     |  |
| Lowestoft                        | 0.2%  | 2    | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0% | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%   | 0   | 1.9%   | 2   |  |
| Martlesham                       | 0.3%  | 4    | 0.0%  | 0   | 0.0%  | 0   |       | 0   | 0.0% | 0   | 0.0%  | 0   |       | 1   | 1.8%  | 2   | 0.0%  | 0   | 0.0%  | 0   | 0.0%   | 0   | 0.0%   | 0   |  |
| Mellis Village                   | 0.3%  | 4    | 0.0%  | 0   | 0.0%  | 0   | 1.0%  | 1   | 0.0% | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.6%  | 1   | 0.9%  | 1   | 0.0%   | 0   | 1.0%   | 1   |  |
| Newmarket                        | 0.1%  | 1    | 0.0%  | 0   | 2.6%  | 1   | 0.0%  | 0   | 0.0% | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%   | 0   | 0.0%   | 0   |  |
| Norwich                          | 3.1%  | 34   | 0.0%  | 0   | 0.0%  | 0   |       | 0   | 0.0% | 0   | 0.0%  | 0   |       | 0   | 0.6%  | 1   | 0.0%  | 0   | 2.7%  | 2   | 7.5%   | 4   | 27.6%  | 27  |  |
| Onehouse                         | 0.0%  | 1    | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0% | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.7%  | 1   | 0.0%   | 0   | 0.0%   | 0   |  |
| Ransomes Euro Retail Park,       | 0.2%  | 2    | 0.0%  | 0   | 0.0%  | 0   |       | 0   | 0.8% | 0   |       | 0   | 0.0%  | 0   | 1.1%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%   | 0   | 0.0%   | 0   |  |
| Central Avenue, Ipswich          |       |      |       |     |       |     |       |     |      |     |       |     |       |     |       |     |       |     |       |     |        |     |        |     |  |
| Sainsbury's, Cornard Road,       | 0.0%  | 0    | 0.0%  | 0   | 1.1%  | 0   | 0.0%  | 0   | 0.0% | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%   | 0   | 0.0%   | 0   |  |
| Sudbury                          |       |      |       |     |       |     |       |     |      |     |       |     |       |     |       |     |       |     |       |     |        |     |        |     |  |
| Stonham Aspal                    | 0.1%  | 1    | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0% | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%   | 0   | 0.6%   | 1   |  |
| Street market in Wickham         | 0.1%  | 1    | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0% | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.6%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%   | 0   | 0.0%   | 0   |  |
| Walton                           | 0.1%  | 2    | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0% | 0   | 0.0%  | 0   | 1.2%  | 2   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%   | 0   | 0.0%   | 0   |  |
| Welwyn Garden City               | 0.1%  | 1    | 0.7%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0% | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%   | 0   | 0.0%   | 0   |  |
| West Thurrock                    | 1.2%  | 13   | 0.9%  | 1   | 0.0%  | 0   | 0.8%  | 1   | 5.9% | 3   | 0.9%  | 1   | 4.8%  | 6   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%   | 0   | 0.0%   | 0   |  |
| Witham                           | 0.0%  | 0    | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.7% | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%   | 0   | 0.0%   | 0   |  |
| Woodbridge                       | 0.5%  | 6    | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0% | 0   | 0.0%  | 0   | 1.4%  | 2   | 3.2%  | 4   | 0.0%  | 0   | 0.0%  | 0   | 0.0%   | 0   | 0.0%   | 0   |  |
| Internet / catalogue             | 7.5%  | 82   | 6.2%  | 9   | 9.7%  | 4   | 12.3% | 16  | 2.6% | 1   | 4.8%  | 4   | 5.7%  | 8   | 6.3%  | 8   | 9.7%  | 15  | 12.2% | 9   | 6.4%   | 4   | 4.7%   | 5   |  |
| (Don't know)                     | 10.0% | 110  | 2.6%  | 4   | 4.2%  | 2   | 7.6%  | 10  | 1.3% | 1   | 24.2% | 19  | 13.2% | 18  | 7.0%  | 9   | 12.6% | 20  | 4.1%  | 3   | 14.3%  | 8   | 17.9%  | 17  |  |
| (Don't do this type of shopping) | 16.9% | 186  | 14.7% | 22  | 11.7% | 5   | 16.2% | 20  | 8.7% | 5   | 13.7% | 11  | 12.8% | 17  | 18.1% | 23  | 24.8% | 39  | 16.5% | 12  | 27.6%  | 16  | 16.3%  | 16  |  |
| Weighted base:                   |       | 1100 |       | 149 |       | 39  |       | 126 |      | 58  |       | 80  |       | 135 |       | 126 |       | 159 |       | 75  |        | 57  |        | 97  |  |
| Sample:                          |       | 1100 |       | 100 |       | 100 |       | 100 |      | 100 |       | 100 |       | 100 |       | 100 |       | 100 |       | 100 |        | 100 |        | 100 |  |

| Amazon                | 13.3% | 11 0.0%  | 0 15.4% | 1 0.0%  | 0 0.0%  | 0 0.0%  | 0 27.8% | 2 44.7% | 4 10.3% | 2 9.4%  | 1 26.9% | 1 28.1% | 1 |
|-----------------------|-------|----------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---|
| Asda                  | 0.5%  | 0 0.0%   | 0.0%    | 0 0.0%  | 0 25.8% | 0 0.0%  | 0 0.0%  | 0.0%    | 0 0.0%  | 0.0%    | 0 0.0%  | 0 0.0%  | 0 |
| B&Q                   | 1.2%  | 1 0.0%   | 0.0%    | 0 6.1%  | 1 0.0%  | 0 0.0%  | 0 0.0%  | 0 0.0%  | 0 0.0%  | 0.0%    | 0 0.0%  | 0 0.0%  | 0 |
| Ebay                  | 15.7% | 13 0.0%  | 0.0%    | 0 10.9% | 2 0.0%  | 0 0.0%  | 0 0.0%  | 0 0.0%  | 0 41.8% | 6 31.1% | 3 26.5% | 1 21.0% | 1 |
| John Lewis            | 9.5%  | 8 14.8%  | 1 15.1% | 1 10.9% | 2 0.0%  | 0 0.0%  | 0 15.6% | 1 0.0%  | 0 0.0%  | 0 18.8% | 2 34.6% | 1 0.0%  | 0 |
| Littlewoods           | 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 12.0% | 0 0.0%  | 0 |
| Marks & Spencer       | 2.1%  | 2 0.0%   | 0.0%    | 0 10.9% | 2 0.0%  | 0 0.0%  | 0 0.0%  | 0 0.0%  | 0 0.0%  | 0 0.0%  | 0 0.0%  | 0 0.0%  | 0 |
| Next                  | 7.6%  | 6 29.6%  | 3 0.0%  | 0 12.2% | 2 0.0%  | 0 19.6% | 1 0.0%  | 0 0.0%  | 0 0.0%  | 0 9.4%  | 1 0.0%  | 0 0.0%  | 0 |
| Other                 | 21.9% | 18 24.0% | 2 44.1% | 2 5.0%  | 1 0.0%  | 0 0.0%  | 0 0.0%  | 0 55.3% | 4 47.9% | 7 0.0%  | 0 0.0%  | 0 35.2% | 2 |
| Very                  | 0.6%  | 0 0.0%   | 0.0%    | 0.0%    | 0 31.9% | 0 0.0%  | 0 0.0%  | 0 0.0%  | 0 0.0%  | 0 0.0%  | 0 0.0%  | 0 0.0%  | 0 |
| (Don't know / varies) | 27.2% | 22 31.6% | 3 25.5% | 1 44.0% | 7 42.3% | 1 80.4% | 3 56.5% | 4 0.0%  | 0 0.0%  | 0 31.2% | 3 0.0%  | 0 15.8% | 1 |
| Weighted base:        |       | 82       | 9       | 4       | 16      | 1       | 4       | 8       | 8       | 15      | 9       | 4       | 5 |
| Sample:               |       | 72       | 7       | 8       | 11      | 3       | 6       | 6       | 6       | 5       | 9       | 6       | 5 |

Total Zone 1 Zone 2 Zone 3 Zone 4 Zone 5 Zone 6 Zone 7 Zone 8 Zone 9 Zone 10 Zone 11

|   | Tota      | ıl     | Zone      | 1     | Zone      | 2    | Zone 3     | 3     | Zone 4   | 1    | Zone 5    | i     | Zone    | 5      | Zone 7  | 7     | Zone 8     | 3      | Zone 9  |        | Zone 10 | )     | Zone 11    |                           |
|---|-----------|--------|-----------|-------|-----------|------|------------|-------|----------|------|-----------|-------|---------|--------|---------|-------|------------|--------|---------|--------|---------|-------|------------|---------------------------|
| Q18 Where do you norm:<br>shrubs etc)?                            | ally do ı | most o | of your h | nouse | ehold's s | hopp | oing for E | DIY g | oods, de | cora | ting supp | olies | and gar | den pı | roducts | (sucl | h as drill | s, lav | wn mowe | ers, h | ammers  | , hed | lge cutter | rs, garden tools, plants, |
| Carpetright, Shawlands<br>Retail Park, Newton Road,<br>Sudbury    | 0.0%      | 0      | 0.0%      | 0     | 0.0%      | 0    | 0.0%       | 0     | 0.8%     | 0    | 0.0%      | 0     | 0.0%    | 0      | 0.0%    | 0     | 0.0%       | 0      | 0.0%    | 0      | 0.0%    | 0     | 0.0%       | 0                         |
| Currys PC World, London<br>Road / Copdock<br>Interchange, Ipswich | 0.2%      | 2      | 0.0%      | 0     | 0.0%      | 0    | 0.0%       | 0     | 0.0%     | 0    | 0.0%      | 0     | 0.9%    | 1      | 0.0%    | 0     | 0.7%       | 1      | 0.0%    | 0      | 0.0%    | 0     | 0.0%       | 0                         |
| Feather & Black, Copdock<br>Interchange, Ipswich                  | 0.1%      | 1      | 0.0%      | 0     | 0.0%      | 0    | 0.0%       | 0     | 0.0%     | 0    | 0.0%      | 0     | 0.0%    | 0      | 0.8%    | 1     | 0.0%       | 0      | 0.0%    | 0      | 0.0%    | 0     | 0.0%       | 0                         |
| Homebase, Waldingfield<br>Road, Sudbury                           | 9.1%      | 100    | 17.3%     | 26    | 4.1%      | 2    | 37.0%      | 47    | 42.8%    | 25   | 2.2%      | 2     | 0.0%    | 0      | 0.0%    | 0     | 0.0%       | 0      | 0.0%    | 0      | 0.0%    | 0     | 0.0%       | 0                         |
| Tesco Extra, Copdock<br>Interchange, Ipswich                      | 0.2%      | 2      | 0.0%      | 0     | 0.0%      | 0    | 0.0%       | 0     | 0.0%     | 0    | 3.1%      | 2     | 0.0%    | 0      | 0.0%    | 0     | 0.0%       | 0      | 0.0%    | 0      | 0.0%    | 0     | 0.0%       | 0                         |
| Toys R Us, London Road /<br>Copdock Interchange,                  | 0.1%      | 1      | 0.0%      | 0     | 0.8%      | 0    | 0.0%       | 0     | 0.0%     | 0    | 1.3%      | 1     | 0.0%    | 0      | 0.0%    | 0     | 0.0%       | 0      | 0.0%    | 0      | 0.0%    | 0     | 0.0%       | 0                         |
| Ipswich<br>Copdock Mill Interchange,<br>Ipswich                   | 4.5%      | 50     | 0.0%      | 0     | 0.0%      | 0    | 0.0%       | 0     | 1.1%     | 1    | 9.1%      | 7     | 7.1%    | 10     | 9.5%    | 12    | 7.6%       | 12     | 0.0%    | 0      | 9.7%    | 6     | 2.7%       | 3                         |
| Shawlands Retail Park,<br>Newton Road, Sudbury                    | 1.8%      | 20     | 7.3%      | 11    | 0.0%      | 0    | 3.9%       | 5     | 6.8%     | 4    | 0.0%      | 0     | 0.0%    | 0      | 0.0%    | 0     | 0.0%       | 0      | 0.0%    | 0      | 0.0%    | 0     | 0.0%       | 0                         |
| Woodhall Business Park,<br>Drury Drive, Sudbury                   | 1.9%      | 21     | 1.8%      | 3     | 0.0%      | 0    | 6.9%       | 9     | 15.5%    | 9    | 0.9%      | 1     | 0.0%    | 0      | 0.0%    | 0     | 0.0%       | 0      | 0.0%    | 0      | 0.0%    | 0     | 0.0%       | 0                         |
| Bramford  | 0.1%      | 1      | 0.0%      | 0     | 0.0%      | 0    | 0.0%       | 0     | 0.0%     | 0    | 0.0%      | 0     | 0.0%    | 0      | 0.0%    | 0     | 0.0%       | 0      | 0.0%    | 0      | 0.0%    | 0     | 0.7%       | 1                         |
| Brantham  | 0.0%      | 1      | 0.0%      | 0     | 0.0%      | 0    | 0.0%       | 0     | 0.0%     | 0    | 0.0%      | 0     | 0.0%    | 0      | 0.0%    | 0     | 0.0%       | 0      | 0.7%    | 1      | 0.0%    | 0     | 0.0%       | 0                         |
| Bury St Edmunds   | 9.7%      | 107    | 1.7%      | 2     | 68.2%     | 27   | 3.9%       | 5     | 0.0%     | 0    | 0.0%      | 0     | 0.0%    | 0      | 0.0%    | 0     | 6.1%       | 10     | 75.8%   | 57     | 8.7%    | 5     | 1.3%       | 1                         |
| Capel St Mary   | 0.2%      | 2      | 0.0%      | 0     | 0.0%      | 0    | 0.0%       | 0     | 0.0%     | 0    | 0.7%      | 1     | 1.1%    | 1      | 0.0%    | 0     | 0.0%       | 0      | 0.0%    | 0      | 0.0%    | 0     | 0.0%       | 0                         |
| Colchester  | 5.0%      | 55     | 22.9%     | 34    | 0.0%      | 0    | 4.8%       | 6     | 0.8%     | 0    | 0.0%      | 0     | 10.7%   | 15     | 0.0%    | 0     | 0.0%       | 0      | 0.0%    | 0      | 0.0%    | 0     | 0.0%       | 0                         |
| Debenham  | 0.1%      | 1      | 0.0%      | 0     | 0.0%      | 0    | 0.0%       | 0     | 0.0%     | 0    | 0.0%      | 0     | 0.0%    | 0      | 1.1%    | 1     | 0.0%       | 0      | 0.0%    | 0      | 0.0%    | 0     | 0.0%       | 0                         |
| Eye   | 0.2%      | 2      | 0.0%      | 0     | 0.0%      | 0    | 0.0%       | 0     | 0.0%     | 0    | 0.0%      | 0     | 0.0%    | 0      | 0.0%    | 0     | 0.0%       | 0      | 0.0%    | 0      | 3.9%    | 2     | 0.0%       | 0                         |
| Hadleigh  | 2.8%      | 31     | 0.0%      | 0     | 1.3%      | 1    | 0.0%       | 0     | 0.0%     | 0    | 31.9%     | 26    | 2.9%    | 4      | 0.8%    | 1     | 0.0%       | 0      | 0.0%    | 0      | 0.0%    | 0     | 0.0%       | 0                         |
| Halstead  | 0.3%      | 3      | 2.1%      | 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     | 0.0%       | 0                         |
| Haverhill   | 0.8%      | 9      | 6.2%      | 9     | 0.0%      | 0    | 0.0%       | 0     | 0.0%     | 0    | 0.0%      | 0     | 0.0%    | 0      | 0.0%    | 0     | 0.0%       | 0      | 0.0%    | 0      | 0.0%    | 0     | 0.0%       | 0                         |
| Ipswich   | 19.2%     | 211    | 0.0%      | 0     | 0.0%      | 0    |            | 0     | 0.0%     | 0    | 24.8%     | 20    |         |        | 24.7%   | 31    | 49.4%      | 79     | 1.1%    |        | 14.8%   | 8     | 5.6%       | 5                         |
| Long Melford  | 0.3%      | 3      | 0.7%      | 1     | 1.8%      | 1    | 0.9%       | 1     | 0.0%     | 0    | 0.0%      | 0     | 0.0%    | 0      | 0.0%    | 0     | 0.0%       | 0      | 0.0%    | 0      | 0.0%    | 0     | 0.0%       | 0                         |
| Manningtree   | 0.1%      | 2      | 0.0%      | 0     | 0.0%      | 0    |            | 0     | 0.0%     | 0    | 0.0%      | 0     | 1.2%    | 2      | 0.0%    | 0     | 0.0%       | 0      | 0.0%    | 0      | 0.0%    | 0     | 0.0%       | 0                         |
| Needham   | 0.1%      | 1      | 0.0%      | 0     | 0.0%      | 0    | 0.0%       | 0     | 0.0%     | 0    | 0.0%      | 0     | 0.0%    | 0      | 0.6%    | 1     | 0.0%       | 0      | 0.0%    | 0      | 0.0%    | 0     | 0.0%       | 0                         |
| Needham Market  | 0.3%      | 4      | 0.0%      | 0     | 0.0%      | 0    | 0.0%       | 0     | 0.0%     | 0    | 0.7%      | 1     | 0.0%    | 0      | 2.5%    | 3     | 0.0%       | 0      | 0.0%    | 0      | 0.0%    | 0     | 0.0%       | 0                         |
| Stowmarket  | 1.1%      | 13     | 0.0%      | 0     | 3.9%      | 2    |            | 0     | 0.0%     | 0    | 0.0%      | 0     | 0.0%    | 0      | 3.3%    | 4     | 3.7%       | 6      | 0.7%    | 1      | 0.8%    | 0     | 0.0%       | 0                         |
| Sudbury   | 7.0%      | 77     | 19.7%     | 29    | 2.6%      | 1    | 27.5%      | 35    | 18.4%    | 11   | 2.2%      | 2     | 0.0%    | 0      | 0.0%    | 0     | 0.0%       | 0      | 0.0%    | 0      | 0.0%    | 0     | 0.0%       | 0                         |
| Anglia Retail Park, Bury<br>Road, Ipswich                         | 0.9%      | 10     | 0.0%      | 0     | 0.0%      | 0    |            | 0     | 0.0%     | 0    | 0.0%      | 0     | 0.0%    | 0      | 8.2%    | 10    | 0.0%       | 0      | 0.0%    | 0      | 0.0%    | 0     | 0.0%       | 0                         |
| B&Q, Anglia Parkway<br>South, Bury Road, Ipswich                  | 5.7%      | 63     | 0.0%      | 0     | 0.8%      | 0    | 0.0%       | 0     | 0.0%     | 0    | 3.3%      | 3     | 3.7%    | 5      | 32.6%   | 41    | 7.8%       | 12     | 1.5%    | 1      | 1.3%    | 1     | 0.0%       | 0                         |
| B&Q, The Sandlings, Euro<br>Retail Park, Warren Heath,            | 0.9%      | 10     | 0.0%      | 0     | 0.0%      | 0    | 0.0%       | 0     | 0.0%     | 0    | 0.0%      | 0     | 5.0%    | 7      | 0.0%    | 0     | 1.3%       | 2      | 0.0%    | 0      | 0.8%    | 0     | 0.7%       | 1                         |

|  | Tota | ıl   | Zone | 1   | Zone | 2   | Zone | 3   | Zone | 4   | Zone  | 5   | Zone | 6   | Zone | 7   | Zone  | 8   | Zone | 9   | Zone  | 10  | Zone  | 11  |
|--|------|------|------|-----|------|-----|------|-----|------|-----|-------|-----|------|-----|------|-----|-------|-----|------|-----|-------|-----|-------|-----|
|  |      |      |      |     |      |     |      |     |      |     |       |     |      |     |      |     |       |     |      |     |       |     |       |     |
| Ipswich  |      |      |      |     |      |     |      |     |      |     |       |     |      |     |      |     |       |     |      |     |       |     |       |     |
| B&Q, Woodhall Business<br>Park, Eastern Bypass,<br>Sudbury | 1.3% | 14   | 3.8% | 6   | 0.0% | 0   | 4.3% | 5   | 4.6% | 3   | 0.0%  | 0   | 0.0% | 0   | 0.0% | 0   | 0.0%  | 0   | 0.0% | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Bacton   | 0.4% | 4    | 0.0% | 0   | 0.7% | 0   | 0.0% | 0   | 0.0% | 0   | 0.0%  | 0   | 0.0% | 0   | 0.0% | 0   | 1.7%  | 3   | 0.0% | 0   | 1.7%  | 1   | 0.0%  | 0   |
| Badley   | 0.1% | 1    | 0.0% | 0   | 0.0% | 0   | 0.0% | 0   | 0.0% | 0   |       | 0   | 0.0% | 0   |      | 0   |       | 1   | 0.0% | 0   |       | 0   | 0.0%  | 0   |
| Bedford  | 0.1% | 1    | 0.0% | 0   | 0.0% | 0   | 0.0% | 0   | 0.0% | 0   | 0.0%  | 0   | 0.0% | 0   |      | 0   | 0.0%  | 0   | 0.0% | 0   |       | 1   | 0.0%  | Ő   |
| Brettenham   | 0.1% | 1    | 0.0% | 0   | 0.0% | 0   | 0.0% | 0   | 0.0% | 0   | 0.0%  | 0   | 0.0% | 0   |      | 0   | 0.0%  | 0   | 0.0% | 0   | 0.0%  | 0   | 0.6%  | 1   |
| Buckton  | 0.1% | 2    | 0.0% | 0   | 0.0% | 0   | 0.0% | 0   | 0.0% | 0   | 0.0%  | 0   | 0.0% | 0   |      | 0   | 1.0%  | 2   | 0.0% | 0   |       | 0   | 0.0%  | 0   |
| Chilton Industrial Estate,<br>Sudbury                      | 0.0% | 0    | 0.0% | 0   | 0.0% | 0   | 0.0% | 0   | 0.7% | 0   |       | 0   | 0.0% | 0   |      | 0   |       | 0   | 0.0% | 0   |       | 0   |       | 0   |
| Clare  | 0.1% | 1    | 0.7% | 1   | 0.0% | 0   | 0.0% | 0   | 0.0% | 0   | 0.0%  | 0   | 0.0% | 0   | 0.0% | 0   | 0.0%  | 0   | 0.0% | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Cotton   | 0.0% | 0    | 0.0% | 0   | 0.0% | 0   | 0.0% | 0   | 0.0% | 0   | 0.0%  | 0   | 0.0% | 0   | 0.0% | 0   | 0.0%  | 0   | 0.0% | 0   | 0.8%  | 0   | 0.0%  | 0   |
| Diss   | 1.9% | 21   | 0.0% | 0   | 0.0% | 0   | 0.0% | 0   | 0.0% | 0   | 0.0%  | 0   | 0.0% | 0   | 0.6% | 1   | 0.0%  | 0   | 0.0% | 0   | 19.1% | 11  | 9.4%  | 9   |
| Framlingham  | 0.3% | 3    | 0.0% | 0   | 0.0% | 0   | 0.0% | 0   | 0.0% | 0   | 0.0%  | 0   | 0.0% | 0   | 1.9% | 2   | 0.0%  | 0   | 0.0% | 0   | 1.0%  | 1   | 0.0%  | 0   |
| Halesworth   | 0.1% | 1    | 0.0% | 0   | 0.0% | 0   | 0.0% | 0   | 0.0% | 0   | 0.0%  | 0   | 0.0% | 0   | 0.0% | 0   | 0.0%  | 0   | 0.0% | 0   | 0.0%  | 0   | 1.2%  | 1   |
| Iarleston  | 1.0% | 11   | 0.0% | 0   | 0.0% | 0   | 0.0% | 0   | 0.0% | 0   | 0.0%  | 0   | 0.0% | 0   | 0.0% | 0   | 0.0%  | 0   | 0.0% | 0   | 0.0%  | 0   | 10.9% | 11  |
| Homebase, Felixstowe Road,<br>Warren Heath, Ipswich        | 0.2% | 2    | 0.0% | 0   | 0.0% | 0   | 0.0% | 0   | 0.0% | 0   |       | 0   | 0.9% | 1   | 0.8% | 1   | 0.0%  | 0   | 0.0% | 0   |       | 0   | 0.0%  | 0   |
| Leyton   | 0.5% | 6    | 4.0% | 6   | 0.0% | 0   | 0.0% | 0   | 0.0% | 0   | 0.0%  | 0   | 0.0% | 0   |      | 0   | 0.0%  | 0   | 0.0% | 0   | 0.0%  | 0   | 0.0%  | 0   |
| owestoft   | 0.2% | 2    | 0.0% | 0   | 0.0% | 0   | 0.0% | 0   | 0.0% | 0   | 0.0%  | 0   | 0.0% | 0   |      | 0   |       | 0   | 0.0% | 0   |       | 0   | 2.1%  | 2   |
| forrisons, Sproughton<br>Road, Ipswich                     | 0.1% | 1    | 0.0% | 0   | 0.0% | 0   | 0.0% | 0   | 0.0% | 0   |       | 0   | 0.7% | 1   | 0.0% | 0   |       | 0   | 0.0% | 0   |       | 0   |       | 0   |
| Mundford   | 0.0% | 1    | 0.0% | 0   |      | 0   | 0.0% | 0   | 0.0% | 0   |       | 0   | 0.0% | 0   | 0.0% | 0   |       | 0   | 0.7% | 1   | 0.0%  | 0   | 0.0,0 | 0   |
| Iorwich  | 4.2% | 46   | 0.0% | 0   | 0.0% | 0   | 0.0% | 0   | 0.0% | 0   | 0.0%  | 0   | 0.0% | 0   |      | 0   |       | 0   | 0.0% | 0   |       |     | 44.1% | 43  |
| Orwell Retail Park, Ranelagh<br>Road, Ipswich              | 0.2% | 3    | 0.0% | 0   | 0.0% | 0   | 0.0% | 0   | 0.0% | 0   |       | 0   | 1.9% | 3   |      | 0   |       | 0   | 0.0% | 0   |       | 0   | 0.0%  | 0   |
| Pulham St. Mary  | 0.1% | 1    | 0.0% | 0   | 0.0% | 0   | 0.0% | 0   | 0.0% | 0   |       | 0   | 0.0% | 0   |      | 0   |       | 0   | 0.0% | 0   |       | 0   | 0.6%  | 1   |
| Rickinghall  | 0.1% | 1    | 0.0% | 0   | 0.0% | 0   | 0.0% | 0   | 0.0% | 0   | 0.0%  | 0   | 0.0% | 0   |      | 0   |       | 0   | 0.0% | 0   |       | 1   | 0.0%  | 0   |
| Thetford   | 0.1% | 1    | 0.0% | 0   | 0.0% | 0   | 0.0% | 0   | 0.0% | 0   | 0.0%  | 0   | 0.0% | 0   |      | 0   | 0.0%  | 0   | 1.1% | 1   | 0.0%  | 0   | 0.0%  | 0   |
| Fostock  | 0.1% | 1    | 0.0% | 0   | 0.0% | 0   | 0.0% | 0   | 0.0% | 0   | 0.0%  | 0   | 0.0% | 0   | ,    | 0   | 0.0%  | 0   | 1.5% | 1   | 0.0%  | 0   | 0.0%  | 0   |
| Woodbridge   | 0.2% | 2    | 0.0% | 0   | 0.0% | 0   | 0.0% | 0   | 0.0% | 0   | 0.0%  | 0   | 0.0% | 0   |      | 1   | 0.0%  | 0   | 0.0% | 0   |       | 0   | 1.0%  | 1   |
| Voolpit  | 0.0% | 1    | 0.0% | 0   | 0.0% | 0   | 0.0% | 0   | 0.0% | 0   | 0.0%  | 0   | 0.0% | 0   |      | 0   | 0.0%  | 0   | 0.7% | 1   | 0.0%  | 0   | 0.0%  | 0   |
| ternet / catalogue   | 1.6% | 18   | 1.5% | 2   | 1.1% | 0   | 0.8% | 1   | 0.7% | 0   | 2.4%  | 2   | 0.9% | 1   | 1.4% | 2   | 2.3%  | 4   | 2.0% | 2   |       | 1   | 2.5%  | 2   |
| Don't know)  | 4.1% | 45   | 1.7% | 2   | 7.2% | 3   | 3.7% | 5   | 1.1% | 1   | 4.3%  | 3   | 4.9% | 7   | 0.6% | 1   | 7.4%  | 12  | 4.9% | 4   | 7.0%  | 4   | 3.8%  | 4   |
| Don't do this type of shopping)                            | 9.8% | 108  | 8.5% | 13  | 7.6% | 3   | 6.2% | 8   | 6.8% | 4   | 13.1% | 10  | 8.9% | 12  | 9.4% | 12  | 10.2% | 16  | 9.2% | 7   | 19.0% | 11  | 12.6% | 12  |
| Weighted base:   |      | 1100 |      | 149 |      | 39  |      | 126 |      | 58  |       | 80  |      | 135 |      | 126 |       | 159 |      | 75  |       | 57  |       | 97  |
| Sample:  |      | 1100 |      | 100 |      | 100 |      | 100 |      | 100 |       | 100 |      | 100 |      | 100 |       | 100 |      | 100 |       | 100 |       | 100 |

February 2015

#### Babergh & Mid Suffolk Household Survey For Carter Jonas

Total Zone 1 Zone 2 Zone 3 Zone 4 Zone 5 Zone 6 Zone 7 Zone 8 Zone 9 Zone 10 Zone 11

Q18AWhich internet / home delivery retailer do you also use for your household's shopping for DIY goods, decorating supplies and garden products (such as drills, lawn mowers, hammers, hedge cutters, garden tools, plants, shrubs etc)?

Those who buy DIY goods, decorating supplies and garden products via the Internet at Q18:

| Amazon                | 9.0%  | 2 0.0%  | 0.0%    | 0 0.0%   | 0 0.0%  | 0 52.4% | 1 0.0%   | 0 0.0%  | 0 0.0%  | 0 0.0%  | 0.0%    | 0 23.8% | 1 |
|-----------------------|-------|---------|---------|----------|---------|---------|----------|---------|---------|---------|---------|---------|---|
| B&Q                   | 22.5% | 4 0.0%  | 0.0%    | 0.0%     | 0 99.9% | 0.0%    | 0 100.0% | 1 44.7% | 1 42.7% | 2 0.0%  | 0.0%    | 0 0.0%  | 0 |
| Boots                 | 7.3%  | 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 52.4% | 1 |
| Currys                | 6.3%  | 1 50.0% | 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 |
| Ebay                  | 3.1%  | 1 0.0%  | 0 0.0%  | 0 0.0%   | 0 0.0%  | 0 0.0%  | 0 0.0%   | 0 0.0%  | 0.0%    | 0 0.0%  | 0 50.0% | 1 0.0%  | 0 |
| John Lewis            | 4.9%  | 1 0.0%  | 0.0%    | 0.0%     | 0 0.0%  | 0.0%    | 0 0.0%   | 0.0%    | 0 0.0%  | 0 57.1% | 1 0.0%  | 0 0.0%  | 0 |
| Other                 | 14.3% | 3 0.0%  | 0 0.0%  | 0 100.1% | 1 0.0%  | 0 23.8% | 0 0.0%   | 0 0.0%  | 0.0%    | 0 0.0%  | 0 50.0% | 1 23.8% | 1 |
| (Don't know / varies) | 32.7% | 6 50.0% | 1 99.9% | 0 0.0%   | 0 0.0%  | 0 23.8% | 0 0.0%   | 0 55.3% | 1 57.3% | 2 42.9% | 1 0.0%  | 0 0.0%  | 0 |
| Weighted base:        |       | 18      | 2       | 0        | 1       | 0       | 2        | 1       | 2       | 4       | 2       | 1       | 2 |
| Sample:               |       | 20      | 2       | 1        | 1       | 1       | 3        | 1       | 2       | 2       | 2       | 2       | 3 |

|   | Tota  | ıl  | Zone  | 1  | Zone  | 2  | Zone  | 3 | Zone  | 4  | Zone 5 | 5  | Zone  | 6  | Zone  | 7  | Zone  | 8   | Zone     | 9      | Zone 1   | 10     | Zone 1   | 11       |                |
|---|-------|-----|-------|----|-------|----|-------|---|-------|----|--------|----|-------|----|-------|----|-------|-----|----------|--------|----------|--------|----------|----------|----------------|
| Q19 Where do you norm non-electric appliar                                    |       |     |       |    |       |    |       |   |       |    |        |    |       |    |       |    |       |     | azors, h | air dr | yers, cu | ırling | tongs, e | electric | toothbrishes), |
| Currys PC World, London<br>Road / Copdock<br>Interchange, Ipswich             | 0.1%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.7%   | 1  | 0.0%  | 0  | 0.6%  | 1  | 0.0%  | 0   | 0.0%     | 0      | 0.0%     | 0      | 0.0%     | 0        |                |
| Tesco Extra, Copdock Interchange, Ipswich                                     | 2.1%  | 23  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 1.4%   | 1  | 12.7% | 17 | 3.5%  | 4  | 0.0%  | 0   | 0.0%     | 0      | 0.0%     | 0      | 0.0%     | 0        |                |
| Copdock Mill Interchange,<br>Ipswich  | 0.1%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 1.1%  | 1  | 0.0%  | 0   | 0.0%     | 0      | 0.0%     | 0      | 0.0%     | 0        |                |
| Woodhall Business Park,<br>Drury Drive, Sudbury                               | 0.6%  | 6   | 0.9%  | 1  | 0.0%  | 0  | 3.3%  | 4 | 1.5%  | 1  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%     | 0      | 0.0%     | 0      | 0.0%     | 0        |                |
| Bramford  | 0.1%  | 2   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.6%  | 1  | 0.0%  | 0   | 0.0%     | 0      | 0.0%     | 0      | 0.7%     | 1        |                |
| Bury St Edmunds   | 9.8%  | 108 | 2.6%  | 4  | 77.2% | 30 | 4.3%  | 5 | 0.7%  | 0  | 2.8%   | 2  | 1.2%  | 2  | 0.6%  | 1  | 4.6%  | 7   | 69.4%    | 52     | 8.1%     | 5      | 0.0%     | 0        |                |
| Capel St Mary   | 0.2%  | 2   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%   | 0  | 1.4%  | 2  | 0.0%  | 0  | 0.0%  | 0   | 0.0%     | 0      | 0.0%     | 0      | 0.0%     | 0        |                |
| Colchester  | 3.8%  | 42  | 19.8% | 29 | 0.0%  | 0  | 3.8%  | 5 | 0.0%  | 0  | 0.0%   | 0  | 5.5%  | 7  | 0.0%  | 0  | 0.0%  | 0   | 0.0%     | 0      | 0.0%     | 0      | 0.0%     | 0        |                |
| Debenham  | 0.1%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.6%  | 1  | 0.0%  | 0   | 0.0%     | 0      | 0.8%     | 0      | 0.0%     | 0        |                |
| Eye   | 0.5%  | 5   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%     | 0      | 9.5%     | 5      | 0.0%     | 0        |                |
| Hadleigh  | 4.8%  | 53  | 0.0%  | 0  | 0.0%  | 0  | 2.0%  | 2 | 0.0%  | 0  | 58.4%  | 47 | 1.6%  | 2  | 1.6%  | 2  | 0.0%  | 0   | 0.0%     | 0      | 0.0%     | 0      | 0.0%     | 0        |                |
| Halstead  | 0.5%  | 6   | 3.8%  | 6  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  |       | 0  | 0.0%  | 0   | 0.0%     | 0      | 0.0%     | 0      | 0.0%     | 0        |                |
| Haverhill   | 1.0%  | 12  | 7.8%  | 12 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%     | 0      | 0.0%     | 0      | 0.0%     | 0        |                |
| Ipswich   | 12.8% | 141 | 0.0%  | 0  | 0.0%  | 0  | 2.2%  | 3 | 1.5%  | 1  | 20.1%  | 16 | 44.5% | 60 |       | 53 | 3.3%  | 5   | 0.7%     | 1      | 2.5%     | 1      | 1.5%     | 1        |                |
| Lavenham  | 0.1%  | 1   | 0.0%  | 0  | 1.1%  | 0  | 0.8%  | 1 | 0.0%  | 0  |        | 0  | 0.0%  | 0  |       | 0  | 0.0%  | 0   | 0.0%     | 0      | 0.0%     | 0      | 0.0%     | 0        |                |
| Manningtree   | 0.6%  | 6   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%   | 0  | 4.8%  | 6  | 0.0%  | 0  | 0.0%  | 0   | 0.0%     | 0      | 0.0%     | 0      | 0.0%     | 0        |                |
| Needham   | 0.1%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  |       | 1  | 0.0%  | 0   | 0.0%     | 0      | 0.0%     | 0      | 0.0%     | 0        |                |
| Needham Market  | 0.1%  | 1   | 0.0%  | 0  | 1.1%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  |       | 1  | 0.0%  | 0   | 0.0%     | 0      | 0.0%     | 0      | 0.0%     | 0        |                |
| Stowmarket  | 13.1% | 144 | 0.0%  | 0  | 6.5%  | 3  | 0.0%  | 0 | 0.0%  | 0  | 4.8%   | 4  | 0.0%  | 0  | 13.4% | 17 | 67.6% | 108 | 14.6%    | 11     | 4.4%     | 2      | 0.0%     | 0        |                |
| Sudbury   | 16.7% | 184 | 41.0% | 61 | 4.8%  | 2  | 57.1% |   | 79.6% | 46 | 4.1%   | 3  | 0.0%  | 0  |       | 0  |       | 0   | 0.0%     | 0      | 0.0%     | 0      | 0.0%     | 0        |                |
| Aldi, Girling Street, Sudbury   | 0.2%  | 2   | 0.0%  | 0  | 0.0%  | 0  | 0.6%  | 1 | 1.6%  | 1  | 0.0%   | 0  | 0.0%  | 0  |       | 0  |       | 0   | 0.0%     | 0      | 0.0%     | 0      | 0.0%     | 0        |                |
| Asda Superstore,<br>Whitehouse Industrial<br>Estate, Goddard Road,<br>Ipswich | 1.6%  | 17  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  |        | 0  | 0.0%  | 0  | 13.7% | 17 | 0.0%  | 0   | 0.0%     | 0      | 0.0%     | 0      | 0.0%     | 0        |                |
| Beccles   | 0.3%  | 3   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%     | 0      | 0.0%     | 0      | 3.1%     | 3        |                |
| Bishop's Stortford  | 0.1%  | 1   | 0.7%  | 1  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  |       | 0  |       | 0   | 0.0%     | 0      | 0.0%     | 0      | 0.0%     | 0        |                |
| Botesdale   | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  |       | 0  | 0.0%  | 0   | 0.0%     | 0      | 0.8%     | 0      | 0.0%     | 0        |                |
| Bungay  | 0.1%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  |       | 0  | 0.0%  | 0   | 0.0%     | 0      | 0.0%     | 0      | 1.0%     | 1        |                |
| Cambridge   | 0.1%  | 1   | 0.0%  | 0  | 1.1%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  |       | 0  |       | 0   | 0.9%     | 1      | 0.0%     | 0      | 0.0%     | 0        |                |
| Central London  | 0.3%  | 3   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%   | 0  | 1.6%  | 2  | 1.0%  | 1  | 0.0%  | 0   | 0.0%     | 0      | 0.0%     | 0      | 0.0%     | ő        |                |
| Chelmsford  | 0.5%  | 5   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%   | 0  | 3.9%  | 5  |       | 0  | 0.0%  | 0   | 0.0%     | 0      | 0.0%     | 0      | 0.0%     | 0        |                |
| Clare   | 0.1%  | 1   | 0.7%  | 1  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  |       | 0  | 0.0%  | 0   | 0.0%     | 0      | 0.0%     | 0      | 0.0%     | 0        |                |
| Diss  | 7.4%  | 81  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  |       | 4  | 3.9%  | 6   | 2.0%     | 2      | 43.3%    | 25     | 46.2%    | 45       |                |
| Felixstowe  | 0.2%  | 2   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%   | 0  | 0.7%  | 1  | 0.6%  | 1  | 0.0%  | 0   | 0.0%     | 0      |          | 0      | 0.0%     | 0        |                |
| Framlingham   | 0.2%  | 2   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  |       | 2  |       | 0   | 0.0%     | 0      |          | 0      | 0.0%     | 0        |                |
| Futura Park, Crane Boulevard, Ipswich   | 0.1%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  |        | 0  | 0.0%  | 0  |       | 1  | 0.0%  | 0   | 0.0%     | 0      |          | 0      | 0.0%     | 0        |                |
| Halesworth  | 0.1%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%     | 0      | 0.0%     | 0      | 0.6%     | 1        |                |

|  | Tota  | 1    | Zone  | 1   | Zone | 2   | Zone  | 3   | Zone | 4   | Zone  | 5   | Zone | 6   | Zone | 7   | Zone  | 8   | Zone | 9   | Zone 1 | 10  | Zone  | 11  |
|--|-------|------|-------|-----|------|-----|-------|-----|------|-----|-------|-----|------|-----|------|-----|-------|-----|------|-----|--------|-----|-------|-----|
|  |       |      |       |     |      |     |       |     |      |     |       |     |      |     |      |     |       |     |      |     |        |     |       |     |
| Harleston  | 1.9%  | 20   | 0.0%  | 0   | 0.0% | 0   | 0.0%  | 0   | 0.0% | 0   | 0.0%  | 0   | 0.0% | 0   | 0.0% | 0   | 0.0%  | 0   | 0.0% | 0   | 0.0%   | 0   | 21.0% | 20  |
| Holbrook   | 0.5%  | 5    | 0.0%  | 0   | 0.0% | 0   | 0.0%  | 0   | 0.0% | 0   | 0.0%  | 0   | 3.9% | 5   | 0.0% | 0   | 0.0%  | 0   | 0.0% | 0   | 0.0%   | 0   | 0.0%  | 0   |
| Martlesham   | 0.2%  | 2    | 0.0%  | 0   | 0.0% | 0   | 0.0%  | 0   | 0.0% | 0   | 0.0%  | 0   | 0.0% | 0   | 0.8% | 1   | 0.0%  | 0   | 0.0% | 0   | 0.0%   | 0   | 1.3%  | 1   |
| Martlesham Heath                                     | 0.1%  | 1    | 0.0%  | 0   | 0.0% | 0   | 0.0%  | 0   | 0.0% | 0   | 0.0%  | 0   | 0.0% | 0   | 0.0% | 0   | 0.0%  | 0   | 0.0% | 0   | 0.0%   | 0   | 0.7%  | 1   |
| Morrisons, Sproughton                                | 0.5%  | 5    | 0.0%  | 0   | 0.0% | 0   | 0.0%  | 0   | 0.0% | 0   | 0.0%  | 0   | 0.7% | 1   | 3.5% | 4   | 0.0%  | 0   | 0.0% | 0   | 0.0%   | 0   | 0.0%  | 0   |
| Road, Ipswich  |       |      |       |     |      |     |       |     |      |     |       |     |      |     |      |     |       |     |      |     |        |     |       |     |
| Norwich  | 1.4%  | 16   | 0.0%  | 0   | 0.0% | 0   | 0.0%  | 0   | 0.0% | 0   | 0.0%  | 0   | 0.0% | 0   | 1.4% | 2   | 0.0%  | 0   | 0.0% | 0   | 4.4%   | 3   | 11.8% | 11  |
| Sainsbury's, Cornard Road,                           | 0.2%  | 2    | 0.0%  | 0   | 0.0% | 0   | 1.6%  | 2   | 0.0% | 0   | 0.0%  | 0   | 0.0% | 0   | 0.0% | 0   | 0.0%  | 0   | 0.0% | 0   | 0.0%   | 0   | 0.0%  | 0   |
| Sudbury  |       |      |       |     |      |     |       |     |      |     |       |     |      |     |      |     |       |     |      |     |        |     |       |     |
| Sprowston  | 0.1%  | 2    | 0.0%  | 0   | 0.0% | 0   | 0.0%  | 0   | 0.0% | 0   | 0.0%  | 0   | 1.2% | 2   | 0.0% | 0   | 0.0%  | 0   | 0.0% | 0   | 0.0%   | 0   | 0.0%  | 0   |
| Tesco Superstore, Woodhall Business Park,            | 1.6%  | 17   | 2.1%  | 3   | 0.0% | 0   | 8.6%  | 11  | 5.7% | 3   | 0.0%  | 0   | 0.0% | 0   | 0.0% | 0   | 0.0%  | 0   | 0.0% | 0   | 0.0%   | 0   | 0.0%  | 0   |
| Springlands Way, Sudbury<br>Tesco, Woodhall Business | 0.4%  | 5    | 0.0%  | 0   | 0.0% | 0   | 3.9%  | 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   |
| Park, Springlands Way,<br>Sudbury                    | 0.470 | 3    | 0.0%  | U   | 0.0% | U   | 3.970 | J   | 0.0% | U   | 0.070 | U   | 0.0% | U   | 0.0% | U   | 0.0%  | U   | 0.0% | U   | 0.070  | U   | 0.0%  | U   |
| Tiptree, Essex                                       | 0.2%  | 2    | 1.2%  | 2   | 0.0% | 0   | 0.0%  | 0   | 0.0% | 0   | 0.0%  | 0   | 0.0% | 0   | 0.0% | 0   | 0.0%  | 0   | 0.0% | 0   | 0.0%   | 0   | 0.0%  | 0   |
| West Bergholt  | 0.1%  | 1    | 0.7%  | 1   | 0.0% | 0   | 0.0%  | 0   | 0.0% | 0   | 0.0%  | 0   | 0.0% | 0   | 0.0% | 0   | 0.0%  | 0   | 0.0% | 0   | 0.0%   | 0   | 0.0%  | 0   |
| West Thurrock  | 0.5%  | 6    | 4.0%  | 6   | 0.0% | 0   | 0.0%  | 0   | 0.0% | 0   | 0.0%  | 0   | 0.0% | 0   | 0.0% | 0   | 0.0%  | 0   | 0.0% | 0   | 0.0%   | 0   | 0.0%  | 0   |
| Woodbridge   | 0.3%  | 3    | 0.0%  | 0   | 0.0% | 0   | 0.0%  | 0   | 0.0% | 0   | 0.0%  | 0   | 0.7% | 1   | 1.1% | 1   | 0.0%  | 0   | 0.0% | 0   | 0.0%   | 0   | 1.0%  | 1   |
| Internet / catalogue                                 | 7.0%  | 77   | 10.0% | 15  | 4.1% | 2   | 6.5%  | 8   | 5.2% | 3   | 2.5%  | 2   | 6.2% | 8   | 2.2% | 3   | 11.4% | 18  | 6.5% | 5   | 15.4%  | 9   | 4.5%  | 4   |
| (Don't know)   | 2.2%  | 24   | 2.6%  | 4   | 0.0% | 0   | 0.8%  | 1   | 1.5% | 1   | 3.7%  | 3   | 2.7% | 4   | 1.1% | 1   | 1.5%  | 2   | 0.7% | 1   | 7.1%   | 4   | 3.8%  | 4   |
| (Don't do this type of shopping)                     | 4.3%  | 47   | 1.8%  | 3   | 4.2% | 2   | 4.7%  | 6   | 2.8% | 2   | 1.5%  | 1   | 6.7% | 9   | 3.0% | 4   | 7.7%  | 12  | 5.3% | 4   | 3.8%   | 2   | 2.7%  | 3   |
| Weighted base:                                       |       | 1100 |       | 149 |      | 39  |       | 126 |      | 58  |       | 80  |      | 135 |      | 126 |       | 159 |      | 75  |        | 57  |       | 97  |
| Sample:  |       | 1100 |       | 100 |      | 100 |       | 100 |      | 100 |       | 100 |      | 100 |      | 100 |       | 100 |      | 100 |        | 100 |       | 100 |

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#### Babergh & Mid Suffolk Household Survey For Carter Jonas

Total Zone 1 Zone 2 Zone 3 Zone 4 Zone 5 Zone 6 Zone 7 Zone 8 Zone 9 Zone 10 Zone 11

Q19AWhich internet / home delivery retailer do you also use for your household's shopping on all goods for personal care, including electric appliances (e.g. electric razors, hair dryers, curling tongs, electric toothbrishes), non-electric appliances (e.g. scissors, hand razors, bathroom scales), cosmetics, perfume, toothpaste, aftershave, sun tan lotions, etc.

Those who buy personal care goods via the Internet at Q19:

| Amazon                | 16.4% | 13 | 9.2%  | 1  | 16.4% | 0 | 9.4%  | 1 | 28.3% | 1 | 0.0%  | 0 | 48.2% | 4 | 0.0%  | 0 | 17.0% | 3  | 10.8% | 1 | 8.2%  | 1  | 21.8% | 1 |
|-----------------------|-------|----|-------|----|-------|---|-------|---|-------|---|-------|---|-------|---|-------|---|-------|----|-------|---|-------|----|-------|---|
| Argos                 | 3.1%  | 2  | 0.0%  | 0  | 0.0%  | 0 | 9.4%  | 1 | 0.0%  | 0 | 0.0%  | 0 | 18.8% | 2 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 |
| Asda                  | 5.1%  | 4  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 18.8% | 2 | 0.0%  | 0 | 8.7%  | 2  | 0.0%  | 0 | 0.0%  | 0  | 16.4% | 1 |
| Boots                 | 7.9%  | 6  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 12.6% | 0 | 0.0%  | 0 | 0.0%  | 0 | 36.0% | 1 | 8.7%  | 2  | 23.7% | 1 | 0.0%  | 0  | 45.5% | 2 |
| Debenhams             | 0.6%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 | 5.0%  | 0  | 0.0%  | 0 |
| Ebay                  | 3.0%  | 2  | 12.2% | 2  | 0.0%  | 0 | 0.0%  | 0 | 15.6% | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 |
| John Lewis            | 2.3%  | 2  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 22.5% | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 17.7% | 1 | 5.0%  | 0  | 0.0%  | 0 |
| Sainsbury's           | 4.7%  | 4  | 0.0%  | 0  | 47.1% | 1 | 20.7% | 2 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 23.7% | 1 | 0.0%  | 0  | 0.0%  | 0 |
| Tesco                 | 20.4% | 16 | 40.5% | 6  | 0.0%  | 0 | 9.4%  | 1 | 27.8% | 1 | 0.0%  | 0 | 14.2% | 1 | 64.0% | 2 | 0.0%  | 0  | 13.3% | 1 | 42.9% | 4  | 16.4% | 1 |
| Other                 | 16.0% | 12 | 21.4% | 3  | 0.0%  | 0 | 0.0%  | 0 | 15.6% | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 42.0% | 8  | 10.8% | 1 | 6.2%  | 1  | 0.0%  | 0 |
| Ocado                 | 2.5%  | 2  | 9.2%  | 1  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 27.8% | 1 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 |
| Waitrose              | 1.6%  | 1  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 | 14.4% | 1  | 0.0%  | 0 |
| (Don't know / varies) | 16.5% | 13 | 7.4%  | 1  | 36.6% | 1 | 51.1% | 4 | 0.0%  | 0 | 49.6% | 1 | 0.0%  | 0 | 0.0%  | 0 | 23.4% | 4  | 0.0%  | 0 | 18.3% | 2  | 0.0%  | 0 |
| Weighted base:        |       | 77 |       | 15 |       | 2 |       | 8 |       | 3 |       | 2 |       | 8 |       | 3 |       | 18 |       | 5 |       | 9  |       | 4 |
| Sample:               |       | 72 |       | 10 |       | 5 |       | 5 |       | 6 |       | 3 |       | 6 |       | 2 |       | 9  |       | 6 |       | 15 |       | 5 |

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# Babergh & Mid Suffolk Household Survey For Carter Jonas

Weighted: For Carter Jonas

|  | Total |     | Zone 1 |    | Zone 2 |    | Zone 3 |    | Zone 4 |    | Zone 5 |    | Zone 6 |       | Zone 7 |       | Zone 8   |         | Zone 9    |       | Zone 10  |         | Zone 11 |          |                       |
|--|-------|-----|--------|----|--------|----|--------|----|--------|----|--------|----|--------|-------|--------|-------|----------|---------|-----------|-------|----------|---------|---------|----------|-----------------------|
| Q20 Where do you norr<br>therapeutic appliar                 |       |     |        |    |        |    |        |    |        |    |        |    |        | other | oharma | eutic | al prodı | ucts (e | e.g. vita | mins, | plasters | s, thei | momet   | ers, ban | dages, syringes); and |
| Tesco Extra, Copdock   | 2.7%  | 30  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.7%   | 1  | 17.7%  | 24    | 4.5%   | 6     | 0.0%     | 0       | 0.0%      | 0     | 0.0%     | 0       | 0.0%    | 0        |                       |
| Interchange, Ipswich<br>Copdock Mill Interchange,<br>Ipswich | 0.2%  | 2   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 1.3%   | 1  | 0.0%   | 0     | 1.1%   | 1     | 0.0%     | 0       | 0.0%      | 0     | 0.0%     | 0       | 0.0%    | 0        |                       |
| Woodhall Business Park, Drury Drive, Sudbury                 | 0.6%  | 7   | 0.9%   | 1  | 0.0%   | 0  | 3.3%   | 4  | 2.1%   | 1  | 0.0%   | 0  | 0.0%   | 0     | 0.0%   | 0     | 0.0%     | 0       | 0.0%      | 0     | 0.0%     | 0       | 0.0%    | 0        |                       |
| Bramford   | 0.3%  | 3   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0     | 1.7%   | 2     | 0.0%     | 0       | 0.0%      | 0     | 0.0%     | 0       | 0.7%    | 1        |                       |
| Bury St Edmunds  | 8.3%  | 92  | 3.5%   |    | 67.7%  | 27 | 1.3%   | 2  | 0.7%   | 0  | 0.6%   | 0  | 1.2%   | 2     | 0.0%   | 0     |          | 7       | 59.0%     | 44    | 6.4%     | 4       | 1.3%    | 1        |                       |
| Capel St Mary  | 0.5%  | 6   | 0.0%   | 0  |        | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 4.3%   | 6     | 0.0%   | 0     | 0.0%     | 0       | 0.0%      | 0     | 0.0%     | 0       | 0.0%    | 0        |                       |
| Colchester   | 2.5%  | 28  | 12.0%  | 18 | 0.0%   | 0  | 2.5%   | 3  | 0.0%   | 0  | 0.0%   | 0  | 4.8%   | 7     | 0.0%   | 0     | 0.0%     | 0       | 0.0%      | 0     | 0.0%     | 0       | 0.0%    | 0        |                       |
| Debenham   | 1.1%  | 12  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0     | 9.3%   | 12    | 0.0%     | 0       | 0.0%      | 0     | 0.8%     | 0       | 0.0%    | 0        |                       |
| Dedham   | 0.5%  | 5   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 3.0%   | 4     | 0.8%   | 1     | 0.0%     | 0       | 0.0%      | 0     | 0.0%     | 0       | 0.0%    | 0        |                       |
| Eye  | 1.4%  | 16  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0     | 0.0%   | 0     | 0.0%     | 0       | 0.0%      |       | 20.1%    | 11      | 4.6%    | 4        |                       |
| Great Conard   | 0.1%  | 1   | 0.0%   | 0  | 0.0%   | 0  | 0.6%   | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0     | 0.0%   | 0     | 0.0%     | 0       | 0.0%      | 0     | 0.0%     | 0       | 0.0%    | 0        |                       |
| Hadleigh   | 6.1%  | 67  | 0.0%   | 0  | 1.1%   | 0  | 3.3%   | 4  | 0.0%   | 0  | 73.0%  | 58 | 1.6%   | 2     | 1.6%   | 2     | 0.0%     | 0       | 0.0%      | 0     | 0.0%     | 0       | 0.0%    | 0        |                       |
| Halstead   | 1.3%  | 14  | 9.5%   | 14 | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0     | 0.0%   | 0     | 0.0%     | 0       | 0.0%      | 0     | 0.0%     | 0       | 0.0%    | 0        |                       |
| Haverhill  | 0.8%  | 9   | 6.1%   | 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       | 0.0%    | 0        |                       |
| Ipswich  | 9.5%  | 104 | 0.0%   | 0  | 0.0%   | 0  | 0.8%   | 1  | 0.0%   | 0  | 14.8%  | 12 | 31.0%  | 42    | 35.4%  | 44    | 2.5%     | 4       | 0.9%      | 1     | 0.8%     | 0       | 0.0%    | 0        |                       |
| Lavenham   | 0.7%  | 7   | 0.0%   | 0  | 2.8%   | 1  | 4.5%   | 6  | 0.0%   | 0  | 0.6%   | 0  | 0.0%   | 0     | 0.0%   | 0     | 0.0%     | 0       | 0.0%      | 0     | 0.0%     | 0       | 0.0%    | 0        |                       |
| Long Melford   | 1.5%  | 17  | 2.4%   | 4  | 2.2%   | 1  | 9.4%   | 12 | 1.3%   | 1  | 0.0%   | 0  | 0.0%   | 0     | 0.0%   | 0     | 0.0%     | 0       | 0.0%      | 0     | 0.0%     | 0       | 0.0%    | 0        |                       |
| Manningtree  | 1.4%  | 15  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 11.1%  | 15    | 0.0%   | 0     | 0.0%     | 0       | 0.0%      | 0     | 0.0%     | 0       | 0.0%    | 0        |                       |
| Needham  | 0.1%  | 1   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0     | 0.6%   | 1     | 0.0%     | 0       | 0.0%      | 0     | 0.0%     | 0       | 0.0%    | 0        |                       |
| Needham Market   | 2.2%  | 24  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.9%   | 1  | 0.0%   | 0     | 18.0%  | 23    | 0.6%     | 1       | 0.0%      | 0     | 0.0%     | 0       | 0.0%    | 0        |                       |
| Stowmarket   | 14.0% | 154 | 0.0%   | 0  | 4.4%   | 2  | 0.0%   | 0  | 0.0%   | 0  | 1.7%   | 1  | 0.0%   | 0     | 8.4%   | 11    | 80.0%    | 128     | 12.5%     | 9     | 5.7%     | 3       | 0.0%    | 0        |                       |
| Sudbury  | 16.9% | 186 | 40.6%  | 60 | 8.2%   | 3  | 55.5%  | 70 | 87.1%  | 51 | 2.1%   | 2  | 0.0%   | 0     | 0.0%   | 0     | 0.0%     | 0       | 0.0%      | 0     | 0.0%     | 0       | 0.0%    | 0        |                       |
| Abroad   | 0.0%  | 0   | 0.0%   | 0  | 1.1%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0     | 0.0%   | 0     | 0.0%     | 0       | 0.0%      | 0     | 0.0%     | 0       | 0.0%    | 0        |                       |
| Beccles  | 0.1%  | 1   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0     | 0.0%   | 0     | 0.0%     | 0       | 0.0%      | 0     | 0.0%     | 0       | 0.7%    | 1        |                       |
| Bedingham  | 0.5%  | 5   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 3.9%   | 5     | 0.0%   | 0     | 0.0%     | 0       | 0.0%      | 0     | 0.0%     | 0       | 0.0%    | 0        |                       |
| Botesdale  | 0.3%  | 4   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0     | 0.0%   | 0     | 0.0%     | 0       | 0.0%      | 0     | 6.3%     | 4       | 0.0%    | 0        |                       |
| Bungay   | 0.1%  | 2   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0     | 0.0%   | 0     | 0.0%     | 0       | 0.0%      | 0     | 0.0%     | 0       | 1.6%    | 2        |                       |
| Central London   | 0.2%  | 2   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 1.6%   | 2     | 0.0%   | 0     | 0.0%     | 0       | 0.0%      | 0     | 0.0%     | 0       | 0.0%    | 0        |                       |
| Clare  | 0.7%  | 8   | 5.4%   | 8  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0     | 0.0%   | 0     | 0.0%     | 0       | 0.0%      | 0     | 0.0%     | 0       | 0.0%    | 0        |                       |
| Claydon  | 0.4%  | 4   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0     | 3.3%   | 4     | 0.0%     | 0       | 0.0%      | 0     | 0.0%     | 0       | 0.0%    | 0        |                       |
| Culford  | 0.0%  | 0   | 0.0%   | 0  | 1.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0     | 0.0%   | 0     | 0.0%     | 0       | 0.0%      | 0     | 0.0%     | 0       | 0.0%    | 0        |                       |
| Diss   | 5.0%  | 56  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0     | 2.7%   | 3     | 0.6%     | 1       | 0.9%      | 1     | 39.8%    | 23      | 28.8%   | 28       |                       |
| Earls Colne  | 0.6%  | 7   | 4.8%   | 7  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0     | 0.0%   | 0     | 0.0%     | 0       | 0.0%      | 0     | 0.0%     | 0       | 0.0%    | 0        |                       |
| East Bergholt  | 1.0%  | 11  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 8.2%   | 11    | 0.0%   | 0     | 0.0%     | 0       | 0.0%      | 0     | 0.0%     | 0       | 0.0%    | 0        |                       |
| Elmswell   | 0.1%  | 1   | 0.0%   | 0  |        | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0     | 0.0%   | 0     | 0.0%     | 0       | 1.4%      | 1     | 0.0%     | 0       | 0.0%    | 0        |                       |
| Felixstowe   | 0.1%  | 1   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.7%   | 1     | 0.0%   | 0     | 0.0%     | 0       | 0.0%      | 0     | 0.0%     | 0       | 0.0%    | 0        |                       |
| Framlingham  | 0.5%  | 6   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0     | 3.0%   | 4     | 0.0%     | 0       | 0.0%      | 0     | 0.0%     | 0       | 2.1%    | 2        |                       |
| Fressingfield  | 0.1%  | 1   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0     | 0.0%   | 0     | 0.0%     | 0       | 0.0%      | 0     | 0.0%     | 0       | 1.3%    | 1        |                       |
| Glemsford  | 0.4%  | 4   | 2.2%   | 3  | 0.0%   | 0  | 0.6%   | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0     | 0.0%   | 0     | 0.0%     | 0       | 0.0%      | 0     | 0.0%     | 0       | 0.0%    | 0        |                       |
| Great Cornard  | 0.2%  | 2   | 0.0%   | 0  | 0.0%   | 0  | 1.4%   | 2  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0     | 0.0%   | 0     | 0.0%     | 0       | 0.0%      | 0     | 0.0%     | 0       | 0.0%    | 0        |                       |
| Halesworth   | 0.1%  | 1   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0     | 0.6%   | 1     | 0.0%     | 0       | 0.0%      | 0     | 0.0%     | 0       | 0.6%    | 1        |                       |

|  | Tota  | l    | Zone  | 1   | Zone  | 2   | Zone  | 3   | Zone  | 4   | Zone  | 5   | Zone  | 6   | Zone   | 7   | Zone  | 8   | Zone  | 9   | Zone  | 10  | Zone  | 11  |
|--|-------|------|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|--------|-----|-------|-----|-------|-----|-------|-----|-------|-----|
| Harleston  | 2.9%  | 32   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 32.5% | 32  |
| Holbrook   | 0.6%  | 6    | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 4.5%  | 6   | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Hopton-on-Sea  | 0.0%  | 0    | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.8%  | 0   | 0.0%  | 0   |
| Horley   | 0.0%  | 2    | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%   | 0   | 1.3%  | 2   | 0.0%  | 0   | 0.8%  | 0   | 0.0%  | 0   |
| Martlesham   | 0.2%  | 3    | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%   | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 2.1%  | 2   |
| Morrisons, Sproughton  | 0.3%  | 3    | 0.0%  | 0   | 0.0%  | 0   | 0.6%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 2.1%   | 3   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Road, Ipswich  | 0.570 | 3    | 0.070 | U   | 0.070 | U   | 0.070 | 1   | 0.070 | U   | 0.070 | U   | 0.070 | U   | 2.1 70 | 3   | 0.070 | U   | 0.070 | U   | 0.070 | U   | 0.070 | U   |
| Newmarket  | 0.0%  | 0    | 0.0%  | 0   | 1.1%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Norwich  | 1.1%  | 12   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 2.9%  | 2   | 10.6% | 10  |
| Sainsbury's, Cornard Road,<br>Sudbury                                    | 0.2%  | 2    | 0.0%  | 0   | 0.0%  | 0   | 1.6%  | 2   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Stradbroke   | 0.1%  | 1    | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 1.0%  | 1   |
| Street market in Pulham  | 0.1%  | 1    | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.7%  | 1   |
| Street market in Wickham   | 0.1%  | 1    | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.6%   | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Tesco Superstore, Woodhall<br>Business Park,<br>Springlands Way, Sudbury | 1.4%  | 16   | 2.1%  | 3   | 0.0%  | 0   | 6.4%  | 8   | 7.4%  | 4   | 0.0%  | 0   | 0.0%  | 0   | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Tesco, Woodhall Business<br>Park, Springlands Way,<br>Sudbury            | 0.3%  | 4    | 0.0%  | 0   | 0.0%  | 0   | 2.9%  | 4   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Tharston   | 0.0%  | 1    | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%   | 0   | 0.0%  | 0   | 0.7%  | 1   | 0.0%  | 0   | 0.0%  | 0   |
| West Bergholt  | 0.5%  | 6    | 4.1%  | 6   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Woodbridge   | 0.4%  | 5    | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.7%  | 1   | 2.1%   | 3   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 1.0%  | 1   |
| Woolpit  | 1.2%  | 13   | 0.0%  | 0   | 1.5%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%   | 0   | 0.0%  | 0   | 16.4% | 12  | 0.0%  | 0   | 0.0%  | 0   |
| Internet / catalogue   | 1.6%  | 18   | 0.9%  | 1   | 1.9%  | 1   | 0.6%  | 1   | 1.5%  | 1   | 0.0%  | 0   | 0.9%  | 1   | 0.6%   | 1   | 1.4%  | 2   | 4.0%  | 3   | 5.5%  | 3   | 3.8%  | 4   |
| (Don't know)   | 2.0%  | 22   | 3.9%  | 6   | 2.4%  | 1   | 0.6%  | 1   | 0.0%  | 0   | 3.1%  | 2   | 0.0%  | 0   | 2.0%   | 3   | 4.0%  | 6   | 0.0%  | 0   | 4.0%  | 2   | 0.7%  | 1   |
| (Don't do this type of   | 3.5%  | 38   | 1.5%  | 2   | 4.6%  | 2   | 4.1%  | 5   | 0.0%  | 0   | 1.3%  | 1   | 4.7%  | 6   | 0.6%   | 1   | 5.2%  | 8   | 4.3%  | 3   | 7.0%  | 4   | 5.7%  | 6   |
| shopping)  |       |      |       |     |       |     |       |     |       |     |       |     |       |     |        |     |       |     |       |     |       |     |       |     |
| Weighted base:   |       | 1100 |       | 149 |       | 39  |       | 126 |       | 58  |       | 80  |       | 135 |        | 126 |       | 159 |       | 75  |       | 57  |       | 97  |
| Sample:  |       | 1100 |       | 100 |       | 100 |       | 100 |       | 100 |       | 100 |       | 100 |        | 100 |       | 100 |       | 100 |       | 100 |       | 100 |

Q20AWhich internet / home delivery retailer do you also use for your household's shopping for medical goods (e.g. drugs, medicine), other pharmaceutical products (e.g. vitamins, plasters, thermometers, bandages, syringes); and therapeutic appliances / equipment (e.g. spectacles, contact lenses, hearing aids, wheelchairs, etc.).

Those who buy medical goods via the Internet at Q20:

| Asda                  | 4.1%  | 1 0.0%   | 0 0.0%  | 0 0.0%   | 0 0.0%   | 0 0.0% | 0 0.0%   | 0 0.0%   | 0 0.0%  | 0.0%    | 0 0.0%  | 0 19.6% | 1 |
|-----------------------|-------|----------|---------|----------|----------|--------|----------|----------|---------|---------|---------|---------|---|
| Boots                 | 10.3% | 2 0.0%   | 0.0%    | 0 0.0%   | 0.0%     | 0.0%   | 0 0.0%   | 0 0.0%   | 0.0%    | 0.0%    | 0 17.5% | 1 34.8% | 1 |
| Sainsbury's           | 1.8%  | 0 0.0%   | 0 42.9% | 0.0%     | 0.0%     | 0 0.0% | 0 0.0%   | 0.0%     | 0 0.0%  | 0.0%    | 0 0.0%  | 0.0%    | 0 |
| Tesco                 | 30.1% | 5 100.0% | 1 0.0%  | 0 100.0% | 1 100.0% | 1 0.0% | 0 0.0%   | 0.0%     | 0 0.0%  | 0 21.6% | 1 31.1% | 1 19.6% | 1 |
| Other                 | 25.2% | 4 0.0%   | 0.0%    | 0 0.0%   | 0.0%     | 0.0%   | 0 100.0% | 1 100.0% | 1 44.7% | 1 17.5% | 1 0.0%  | 0 26.0% | 1 |
| Waitrose              | 4.1%  | 1 0.0%   | 0.0%    | 0.0%     | 0.0%     | 0 0.0% | 0 0.0%   | 0.0%     | 0 0.0%  | 0 0.0%  | 0 23.2% | 1 0.0%  | 0 |
| (Don't know / varies) | 24.4% | 4 0.0%   | 0 57.0% | 0 0.0%   | 0 0.0%   | 0 0.0% | 0 0.0%   | 0 0.0%   | 0 55.2% | 1 60.8% | 2 28.3% | 1 0.0%  | 0 |
| Weighted base:        |       | 18       | 1       | 1        | 1        | 1      | 0        | 1        | 1       | 2       | 3       | 3       | 4 |
| Sample:               |       | 23       | 1       | 2        | 1        | 1      | 0        | 1        | 1       | 2       | 5       | 5       | 4 |

|  | Tota   | l   | Zone  | 1  | Zone     | 2    | Zone     | 3       | Zone 4  | 4      | Zone     | 5      | Zone     | 6      | Zone '    | 7     | Zone      | 8     | Zone    | 9    | Zone 1  | 10     | Zone 1 | 11               |               |
|--|--------|-----|-------|----|----------|------|----------|---------|---------|--------|----------|--------|----------|--------|-----------|-------|-----------|-------|---------|------|---------|--------|--------|------------------|---------------|
| Q21 Where do you norm travel goods, suitca           | •      |     | •     |    | hold's s | hopp | ing on a | all oth | er good | s incl | uding je | ewelle | ery & wa | itches | s; glassv | vare, | china, ta | ablew | are and | hous | ehold u | tensil | s; and | other personal e | effects (e.g. |
| Tesco Extra, Copdock<br>Interchange, Ipswich         | 0.3%   | 3   | 0.0%  | 0  | 0.0%     | 0    | 0.0%     | 0       | 0.0%    | 0      | 0.0%     | 0      | 2.5%     | 3      | 0.0%      | 0     | 0.0%      | 0     | 0.0%    | 0    | 0.0%    | 0      | 0.0%   | 0                |               |
| Copdock Mill Interchange,<br>Ipswich                 | 0.2%   | 2   | 0.0%  | 0  | 0.0%     | 0    | 0.0%     | 0       | 0.0%    | 0      | 0.0%     | 0      | 0.7%     | 1      | 0.6%      | 1     | 0.0%      | 0     | 0.0%    | 0    | 0.0%    | 0      | 0.0%   | 0                |               |
| Braintree  | 0.2%   | 2   | 0.7%  | 1  | 0.0%     | 0    | 0.0%     | 0       | 0.0%    | 0      | 0.0%     | 0      | 0.9%     | 1      | 0.0%      | 0     | 0.0%      | 0     | 0.0%    | 0    | 0.0%    | 0      | 0.0%   | 0                |               |
| Bury St Edmunds                                      | 10.0%  | 110 | 15.0% | 22 | 50.1%    | 20   | 9.2%     | 12      | 8.1%    | 5      | 1.4%     | 1      | 1.2%     | 2      | 1.7%      | 2     | 7.6%      | 12    | 40.3%   | 30   | 6.6%    | 4      | 0.7%   | 1                |               |
| Capel St Mary  | 0.1%   | 1   | 0.0%  | 0  | 0.0%     | 0    | 0.0%     | 0       | 0.0%    | 0      | 0.0%     | 0      | 1.1%     | 1      | 0.0%      | 0     | 0.0%      | 0     | 0.0%    | 0    | 0.0%    | 0      | 0.0%   | 0                |               |
| Colchester   | 5.4%   | 59  | 14.4% | 21 | 0.0%     | 0    | 12.7%    | 16      | 9.8%    | 6      | 1.1%     | 1      | 11.2%    | 15     | 0.0%      | 0     | 0.0%      | 0     | 0.0%    | 0    | 0.0%    | 0      | 0.0%   | 0                |               |
| Hadleigh   | 0.3%   | 4   | 0.0%  | 0  | 0.0%     | 0    | 0.0%     | 0       | 0.0%    | 0      | 3.4%     | 3      | 0.7%     | 1      | 0.0%      | 0     | 0.0%      | 0     | 0.0%    | 0    | 0.0%    | 0      | 0.0%   | 0                |               |
| Haverhill  | 0.3%   | 3   | 2.0%  | 3  | 0.0%     | 0    | 0.0%     | 0       | 0.0%    | 0      | 0.0%     | 0      | 0.0%     | 0      | 0.0%      | 0     | 0.0%      | 0     | 0.0%    | 0    | 0.0%    | 0      | 0.0%   | 0                |               |
| Ipswich  | 11.5%  | 126 | 0.0%  | 0  | 0.8%     | 0    | 4.0%     | 5       | 2.5%    | 1      | 31.8%    | 25     | 25.5%    | 34     | 34.0%     | 43    | 8.1%      | 13    | 0.0%    | 0    | 3.7%    | 2      | 2.1%   | 2                |               |
| Stowmarket   | 6.0%   | 66  | 0.0%  | 0  | 2.5%     | 1    | 0.0%     | 0       | 0.0%    | 0      | 0.6%     | 0      | 0.0%     | 0      | 6.9%      |       | 31.1%     | 50    | 7.3%    | 5    | 1.0%    | 1      | 0.0%   | 0                |               |
| Sudbury  | 8.1%   | 89  | 19.8% | 29 | 1.1%     | 0    | 30.0%    | 38      | 35.5%   | 21     | 1.5%     | 1      | 0.0%     | 0      | 0.0%      | 0     | 0.0%      | 0     | 0.0%    | 0    | 0.0%    | 0      | 0.0%   | 0                |               |
| Abroad   | 0.0%   | 0   | 0.0%  | 0  | 0.0%     | 0    | 0.0%     | 0       | 0.0%    | 0      | 0.0%     | 0      | 0.0%     | 0      | 0.0%      | 0     | 0.0%      | 0     | 0.0%    | 0    | 0.8%    | 0      | 0.0%   | 0                |               |
| Anglia Retail Park, Bury                             | 0.2%   | 2   | 0.0%  | 0  | 0.0%     | 0    | 0.0%     | 0       | 0.0%    | 0      | 0.0%     | 0      | 0.0%     | 0      |           | 2     | 0.0%      | 0     | 0.0%    | 0    | 0.0%    | 0      | 0.0%   | 0                |               |
| Road, Ipswich  | 0.270  | -   | 0.070 | Ü  | 0.070    | O    | 0.070    | Ü       | 0.070   | Ů      | 0.070    | Ü      | 0.070    | O      | 1.170     | -     | 0.070     | O     | 0.070   | Ü    | 0.070   | Ü      | 0.070  | · ·              |               |
| Billericay   | 0.1%   | 1   | 0.0%  | 0  | 1.5%     | 1    | 0.0%     | 0       | 0.0%    | 0      | 0.0%     | 0      | 0.0%     | 0      | 0.0%      | 0     | 0.0%      | 0     | 0.0%    | 0    | 0.0%    | 0      | 0.0%   | 0                |               |
| Cambridge  | 0.9%   | 10  | 3.2%  | 5  | 2.8%     | 1    | 1.0%     | 1       | 0.8%    | 0      | 0.0%     | 0      | 0.0%     | 0      | 0.0%      | 0     | 0.0%      | 0     | 3.6%    | 3    | 0.0%    | 0      | 0.0%   | 0                |               |
| Central London                                       | 0.5%   | 6   | 0.9%  | 1  | 1.1%     | 0    | 0.0%     | 0       | 0.0%    | 0      | 2.0%     | 2      | 1.6%     | 2      | 0.0%      | 0     | 0.0%      | 0     | 0.0%    | 0    | 0.0%    | 0      | 0.0%   | 0                |               |
| Diss   | 1.8%   | 20  | 0.0%  | 0  | 0.0%     | 0    | 0.0%     | 0       | 0.0%    | 0      | 0.0%     | 0      | 0.0%     | 0      | 1.3%      | 2     | 0.7%      | 1     | 0.0%    |      | 10.0%   |        | 11.5%  | 11               |               |
| Felixstowe   | 0.1%   | 1   | 0.0%  | 0  | 0.0%     | 0    | 0.0%     | 0       | 0.0%    | 0      | 0.0%     | 0      | 0.7%     | 1      | 0.0%      | 0     | 0.7%      | 0     | 0.0%    | 0    | 0.0%    | 0      | 0.0%   | 0                |               |
| Framlingham  | 0.1%   | 2   | 0.0%  | 0  | 0.0%     | 0    | 0.0%     | 0       | 0.0%    | 0      | 0.0%     | 0      | 0.0%     | 0      | 0.6%      | 1     | 0.0%      | 0     | 0.0%    | 0    | 0.0%    | 0      | 1.7%   | 2                |               |
| Futura Park, Crane                                   | 0.1%   | 1   | 0.0%  | 0  | 0.0%     | 0    | 0.0%     | 0       | 0.0%    | 0      | 0.0%     | 0      | 0.0%     | 0      |           | 0     | 0.7%      | 1     | 0.0%    | 0    | 0.0%    | 0      | 0.0%   | 0                |               |
| Boulevard, Ipswich                                   | 0.1 70 | 1   | 0.070 | U  | 0.070    | U    | 0.076    | U       | 0.070   | U      | 0.070    | U      | 0.070    | U      | 0.070     | U     | 0.770     | 1     | 0.070   | U    | 0.070   | U      | 0.070  |                  |               |
| Greenhithe   | 0.4%   | 4   | 0.0%  | 0  | 0.0%     | 0    | 3.3%     | 4       | 0.0%    | 0      | 0.0%     | 0      | 0.0%     | 0      | 0.0%      | 0     | 0.0%      | 0     | 0.0%    | 0    | 0.0%    | 0      | 0.0%   | 0                |               |
| Harleston  | 0.6%   | 7   | 0.0%  | 0  | 0.0%     | 0    | 0.0%     | 0       | 0.0%    | 0      | 0.0%     | 0      | 0.0%     | 0      | 0.0%      | 0     | 0.0%      | 0     | 0.0%    | 0    | 0.0%    | 0      | 7.0%   | 7                |               |
| Harwich  | 0.1%   | 1   | 0.0%  | 0  | 0.0%     | 0    | 0.0%     | 0       | 0.0%    | 0      | 0.0%     | 0      | 0.9%     | 1      | 0.0%      | 0     | 0.0%      | 0     | 0.0%    | 0    | 0.0%    | 0      | 0.0%   | 0                |               |
| John Lewis, Futura Park,                             | 0.2%   | 2   | 0.0%  | 0  | 0.0%     | 0    | 0.0%     | 0       | 0.0%    | 0      | 0.0%     | 0      | 0.0%     | 0      | 0.0%      | 0     | 1.3%      | 2     | 0.0%    | 0    | 0.0%    | 0      | 0.0%   | 0                |               |
| Ransomes Way, Crane<br>Boulevard, Ipswich            |        |     |       |    |          |      |          |         |         |        |          |        |          |        |           |       |           |       |         |      |         |        |        |                  |               |
| Lowestoft  | 0.1%   | 1   | 0.0%  | 0  | 0.0%     | 0    | 0.0%     | 0       | 0.0%    | 0      | 0.0%     | 0      | 0.0%     | 0      | 0.0%      | 0     | 0.0%      | 0     | 0.0%    | 0    | 0.0%    | 0      | 0.7%   | 1                |               |
| Northampton  | 0.1%   | 1   | 0.0%  | 0  | 0.0%     | 0    | 0.0%     | 0       | 0.0%    | 0      | 0.0%     | 0      | 0.0%     | 0      | 0.0%      | 0     | 0.7%      | 1     | 0.0%    | 0    | 0.0%    | 0      | 0.0%   | 0                |               |
| Norwich  | 3.4%   | 38  | 0.0%  | 1  | 0.0%     | 0    | 0.0%     | 0       | 0.0%    | 0      | 0.0%     | 0      | 1.2%     | 2      | 2.2%      | 3     | 1.6%      | 3     | 1.8%    | 1    | 8.9%    | -      | 23.6%  | 23               |               |
| Ransomes Euro Retail Park,                           | 0.1%   | 1   | 0.9%  | 0  | 0.0%     | 0    | 0.0%     | 0       | 0.0%    | 0      | 0.0%     | 0      | 0.0%     | 0      |           | 1     | 0.0%      | 0     | 0.0%    | 0    | 0.0%    | 0      | 0.0%   | 0                |               |
| Central Avenue, Ipswich                              | 0.170  | 1   | 0.070 | U  | 0.070    | U    | 0.070    | U       | 0.070   | U      | 0.070    | U      | 0.070    | U      | 1.1 /0    | 1     | 0.070     | U     | 0.070   | U    | 0.070   | U      | 0.070  | U                |               |
| Sainsbury's, Cornard Road,                           | 0.1%   | 1   | 0.0%  | 0  | 1.1%     | 0    | 0.6%     | 1       | 0.0%    | 0      | 0.0%     | 0      | 0.0%     | 0      | 0.0%      | 0     | 0.0%      | 0     | 0.0%    | 0    | 0.0%    | 0      | 0.0%   | 0                |               |
| Sudbury  |        |     |       |    |          |      |          |         |         |        |          |        |          |        |           |       |           |       |         |      |         |        |        |                  |               |
| Suffolk Retail Park, London<br>Road, Ipswich         | 0.1%   | 1   | 0.0%  | 0  | 0.0%     | 0    | 0.0%     | 0       | 0.0%    | 0      | 0.7%     | 1      | 0.0%     | 0      | 0.0%      | 0     | 0.0%      | 0     | 0.0%    | 0    | 0.0%    | 0      | 0.0%   | 0                |               |
| Tesco Superstore, Woodhall Business Park,            | 0.1%   | 1   | 0.0%  | 0  | 0.0%     | 0    | 1.0%     | 1       | 0.0%    | 0      | 0.0%     | 0      | 0.0%     | 0      | 0.0%      | 0     | 0.0%      | 0     | 0.0%    | 0    | 0.0%    | 0      | 0.0%   | 0                |               |
| Springlands Way, Sudbury<br>Tesco, Woodhall Business | 0.1%   | 1   | 0.0%  | 0  | 0.0%     | 0    | 0.8%     | 1       | 0.0%    | 0      | 0.0%     | 0      | 0.0%     | 0      | 0.0%      | 0     | 0.0%      | 0     | 0.0%    | 0    | 0.0%    | 0      | 0.0%   | 0                |               |
| Park, Springlands Way,                               |        |     |       |    |          |      |          |         |         |        |          |        |          |        |           |       |           |       |         |      |         |        |        |                  |               |

| Weighted:                        |       |      |       |     |       |     |       |     |        | ŀ   | for C | art | er Jo | nas |       |     |      |      |   |        |     |        |     |        |     | February 2015 |
|----------------------------------|-------|------|-------|-----|-------|-----|-------|-----|--------|-----|-------|-----|-------|-----|-------|-----|------|------|---|--------|-----|--------|-----|--------|-----|---------------|
|                                  | Tota  | ıl   | Zone  | 1   | Zone  | 2   | Zone  | 3   | Zone 4 | 1   | Zone  | 5   | Zone  | 6   | Zone  | e 7 | Zo   | ne 8 |   | Zone 9 | )   | Zone 1 | 0   | Zone 1 | 11  |               |
| Sudbury                          |       |      |       |     |       |     |       |     |        |     |       |     |       |     |       |     |      |      |   |        |     |        |     |        |     |               |
| West Thurrock                    | 0.6%  | 7    | 4.0%  | 6   | 0.7%  | 0   | 0.0%  | 0   | 0.0%   | 0   | 0.9%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0  | 6    | 0 | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   |               |
| Woodbridge                       | 0.1%  | 1    | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%   | 0   | 0.0%  | 0   | 0.7%  | 1   | 0.0%  | 0   | 0.0  | 6    | 0 | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   |               |
| Internet / catalogue             | 10.3% | 113  | 7.7%  | 12  | 6.9%  | 3   | 9.6%  | 12  | 12.7%  | 7   | 24.8% | 20  | 10.3% | 14  | 12.8% | 16  | 7.0  | 6 1  | 1 | 8.4%   | 6   | 5.8%   | 3   | 9.6%   | 9   |               |
| (Don't know)                     | 5.1%  | 56   | 2.1%  | 3   | 2.0%  | 1   | 5.1%  | 6   | 6.3%   | 4   | 6.1%  | 5   | 5.0%  | 7   | 4.4%  | 6   | 6.9  | 6 1  | 1 | 7.0%   | 5   | 7.2%   | 4   | 4.9%   | 5   |               |
| (Don't do this type of shopping) | 32.3% | 355  | 29.1% | 43  | 29.4% | 12  | 22.8% | 29  | 24.3%  | 14  | 25.7% | 20  | 36.0% | 49  | 33.0% | 41  | 34.1 | % 5  | 4 | 31.6%  | 24  | 56.1%  | 32  | 38.2%  | 37  |               |
| Weighted base:                   |       | 1100 |       | 149 |       | 39  |       | 126 |        | 58  |       | 80  |       | 135 |       | 126 | 5    | 15   | 9 |        | 75  |        | 57  |        | 97  |               |
| Sample:                          |       | 1100 |       | 100 |       | 100 |       | 100 |        | 100 |       | 100 |       | 100 |       | 100 | )    | 10   | 0 |        | 100 |        | 100 |        | 100 |               |

Q21AWhich internet / home delivery retailer do you also use for your household's shopping on all other goods including jewellery & watches; glassware, china, tableware and household utensils; and other personal effects (e.g. travel goods, suitcases, prams, sunglasses)?

| Amazon                | 23.9% | 27  | 21.2% | 2  | 30.9% | 1 | 10.4% | 1  | 16.7% | 1  | 3.8%  | 1  | 22.3% | 3  | 35.1% | 6  | 47.0% | 5  | 0.0%  | 0 | 54.5% | 2 | 51.9% | 5 |
|-----------------------|-------|-----|-------|----|-------|---|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|---|-------|---|-------|---|
| Argos                 | 5.0%  | 6   | 11.9% | 1  | 11.9% | 0 | 6.3%  | 1  | 13.8% | 1  | 0.0%  | 0  | 8.6%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 10.3% | 1 |
| Asda                  | 1.4%  | 2   | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 14.3% | 2  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Debenhams             | 0.9%  | 1   | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 6.2%  | 1  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Ebay                  | 6.5%  | 7   | 23.8% | 3  | 0.0%  | 0 | 10.4% | 1  | 0.0%  | 0  | 5.1%  | 1  | 8.6%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 18.3% | 1 | 0.0%  | 0 | 0.0%  | 0 |
| John Lewis            | 11.4% | 13  | 0.0%  | 0  | 0.0%  | 0 | 10.4% | 1  | 6.4%  | 0  | 2.3%  | 0  | 37.9% | 5  | 8.2%  | 1  | 8.7%  | 1  | 27.4% | 2 | 45.5% | 1 | 0.0%  | 0 |
| Littlewoods           | 0.4%  | 0   | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 6.4%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Next                  | 4.3%  | 5   | 11.9% | 1  | 0.0%  | 0 | 13.9% | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 11.0% | 2  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Other                 | 4.0%  | 5   | 11.9% | 1  | 0.0%  | 0 | 6.3%  | 1  | 16.7% | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 10.8% | 1  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| (Don't know / varies) | 42.3% | 48  | 19.3% | 2  | 57.1% | 2 | 42.2% | 5  | 40.0% | 3  | 88.9% | 18 | 22.6% | 3  | 39.6% | 6  | 19.2% | 2  | 54.3% | 3 | 0.0%  | 0 | 37.9% | 4 |
| Weighted base:        |       | 113 |       | 12 |       | 3 |       | 12 |       | 7  |       | 20 |       | 14 |       | 16 |       | 11 |       | 6 |       | 3 |       | 9 |
| Sample:               |       | 87  |       | 8  |       | 7 |       | 8  |       | 11 |       | 6  |       | 8  |       | 10 |       | 7  |       | 8 |       | 5 |       | 9 |

#### Q22 How often do you or your household visit Sudbury Town Centre for your non food shopping?

| Daily                   | 1.0%  | 12   | 0.0%  | 0   | 1.8%  | 1   | 2.5%  | 3   | 11.4% | 7   | 1.3%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
|-------------------------|-------|------|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|
| 4-6 days a week         | 1.0%  | 11   | 1.2%  | 2   | 0.0%  | 0   | 3.0%  | 4   | 9.6%  | 6   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| 2-3 days a week         | 6.8%  | 74   | 4.1%  | 6   | 2.4%  | 1   | 19.4% | 24  | 19.6% | 11  | 10.6% | 8   | 0.0%  | 0   | 10.6% | 13  | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 10.0% | 10  |
| One days a week         | 10.9% | 120  | 31.0% | 46  | 6.2%  | 2   | 36.2% | 46  | 33.1% | 19  | 2.6%  | 2   | 0.7%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 3.8%  | 3   | 1.3%  | 1   | 0.6%  | 1   |
| Every two weeks         | 5.5%  | 60   | 14.9% | 22  | 3.5%  | 1   | 14.3% | 18  | 12.1% | 7   | 5.8%  | 5   | 2.3%  | 3   | 0.0%  | 0   | 1.3%  | 2   | 2.4%  | 2   | 0.0%  | 0   | 0.0%  | 0   |
| Monthly                 | 6.2%  | 69   | 14.4% | 21  | 6.1%  | 2   | 15.0% | 19  | 9.2%  | 5   | 10.3% | 8   | 2.5%  | 3   | 0.0%  | 0   | 3.3%  | 5   | 2.5%  | 2   | 0.0%  | 0   | 2.1%  | 2   |
| Once every two months   | 1.8%  | 20   | 4.8%  | 7   | 12.0% | 5   | 3.1%  | 4   | 0.0%  | 0   | 2.6%  | 2   | 0.0%  | 0   | 0.0%  | 0   | 0.6%  | 1   | 0.0%  | 0   | 1.3%  | 1   | 0.0%  | 0   |
| Three-four times a year | 4.8%  | 52   | 8.6%  | 13  | 9.6%  | 4   | 4.3%  | 5   | 0.7%  | 0   | 21.4% | 17  | 4.8%  | 6   | 2.4%  | 3   | 0.6%  | 1   | 2.1%  | 2   | 1.7%  | 1   | 0.0%  | 0   |
| Once a year             | 4.0%  | 44   | 2.6%  | 4   | 8.9%  | 3   | 0.6%  | 1   | 0.0%  | 0   | 5.6%  | 4   | 11.5% | 16  | 3.8%  | 5   | 4.0%  | 6   | 2.1%  | 2   | 2.3%  | 1   | 1.9%  | 2   |
| Less often              | 3.0%  | 33   | 2.4%  | 4   | 3.9%  | 2   | 0.0%  | 0   | 3.6%  | 2   | 5.3%  | 4   | 2.3%  | 3   | 2.2%  | 3   | 5.6%  | 9   | 3.1%  | 2   | 4.0%  | 2   | 2.3%  | 2   |
| Never                   | 54.7% | 601  | 16.0% | 24  | 45.0% | 18  | 0.9%  | 1   | 0.7%  | 0   | 33.6% | 27  | 75.0% | 101 | 81.0% | 102 | 84.6% | 135 | 83.3% | 62  | 89.4% | 51  | 83.1% | 81  |
| (Don't know / varies)   | 0.3%  | 3    | 0.0%  | 0   | 0.7%  | 0   | 0.6%  | 1   | 0.0%  | 0   | 0.9%  | 1   | 0.9%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.7%  | 1   | 0.0%  | 0   | 0.0%  | 0   |
| Weighted base:          |       | 1100 |       | 149 |       | 39  |       | 126 |       | 58  |       | 80  |       | 135 |       | 126 |       | 159 |       | 75  |       | 57  |       | 97  |
| Sample:                 |       | 1100 |       | 100 |       | 100 |       | 100 |       | 100 |       | 100 |       | 100 |       | 100 |       | 100 |       | 100 |       | 100 |       | 100 |

|  | Tota  | 1   | Zone  | 1   | Zone 2 | 2    | Zone  | 3   | Zone 4 |    | Zone 5 |    | Zone 6 |    | Zone 7 |    | Zone 8 | 3  | Zone 9 |    | Zone 1 | 10 | Zone 1 | 11 |
|--|-------|-----|-------|-----|--------|------|-------|-----|--------|----|--------|----|--------|----|--------|----|--------|----|--------|----|--------|----|--------|----|
| Q23 What do you like ab Those who visit Sudbur |       | -   |       |     |        | Q22: |       |     |        |    |        |    |        |    |        |    |        |    |        |    |        |    |        |    |
| Nothing / very little                          | 17.6% | 88  |       |     | 21.6%  |      | 12.8% | 16  |        |    | 23.6%  | 12 | 19.8%  | 7  | 17.1%  |    | 40.2%  | 10 | 45.5%  |    | 21.9%  | 1  | 7.9%   | 1  |
| Attractive environment / nice place            | 11.6% | 58  | 16.0% | 20  | 15.1%  | 3    | 9.0%  | 11  | 12.1%  | 7  | 7.3%   | 4  | 16.2%  | 5  | 8.5%   | 2  | 0.0%   | 0  | 16.7%  | 2  | 33.8%  | 2  | 7.1%   | 1  |
| Close to friends or relatives                  | 0.7%  | 4   | 0.0%  | 0   | 7.7%   | 2    | 0.0%  | 0   | 0.7%   | 0  | 2.3%   | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 7.3%   | 0  | 0.0%   | 0  |
| Close to home                                  | 23.3% | 116 | 24.5% | 31  | 5.4%   | 1    | 39.5% | 49  | 54.3%  | 31 | 3.7%   | 2  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 12.2%  | 2  |
| Close to work                                  | 3.3%  | 17  | 0.0%  | 0   | 0.0%   | 0    | 3.1%  | 4   | 8.1%   | 5  | 15.3%  | 8  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Compact  | 8.3%  | 41  | 9.3%  | 12  | 6.1%   | 1    | 11.3% | 14  | 5.0%   | 3  | 3.4%   | 2  | 20.3%  | 7  | 5.1%   | 1  | 0.0%   | 0  | 4.2%   | 1  | 9.0%   | 1  | 3.6%   | 1  |
| Easy to get to by bike                         | 0.0%  | 0   | 0.0%  | 0   | 0.0%   | 0    | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Easy to get to by bus                          | 0.5%  | 3   | 0.0%  | 0   | 1.2%   | 0    | 1.2%  | 2   | 0.7%   | 0  | 0.9%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Easy to get to by car                          | 2.3%  | 12  | 4.3%  | 5   | 6.4%   | 1    | 3.3%  | 4   | 0.0%   | 0  | 1.4%   | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Easy to park                                   | 11.4% | 57  | 20.1% | 25  | 15.7%  | 3    | 14.1% | 18  | 3.8%   | 2  | 13.2%  | 7  | 3.5%   | 1  | 0.0%   | 0  | 0.0%   | 0  | 4.2%   | 1  | 0.0%   | 0  | 0.0%   | 0  |
| Good facilities                                | 1.0%  | 5   | 2.3%  | 3   | 0.0%   | 0    | 0.0%  | 0   | 0.0%   | 0  | 0.9%   | 0  | 4.7%   | 2  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Good food stores                               | 1.3%  | 7   | 0.9%  | 1   | 0.0%   | 0    | 0.8%  | 1   | 1.3%   | 1  | 0.0%   | 0  | 5.7%   | 2  | 3.4%   | 1  | 3.9%   | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| ood pubs, cafés or<br>restaurants              | 1.7%  | 8   | 2.9%  | 4   | 0.0%   | 0    | 1.0%  | 1   | 2.1%   | 1  | 3.1%   | 2  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 12.0%  | 1  | 0.0%   | 0  |
| Good range of non-food<br>shops                | 15.9% | 79  | 19.9% | 25  | 5.7%   | 1    | 9.6%  | 12  | 16.7%  | 10 | 13.8%  | 7  | 5.7%   | 2  | 5.1%   | 1  | 33.2%  | 8  | 11.0%  | 1  | 32.3%  | 2  | 59.0%  | 10 |
| Makes a change from other places               | 2.5%  | 12  | 1.5%  | 2   | 7.9%   | 2    | 0.0%  | 0   | 0.7%   | 0  | 5.5%   | 3  | 10.8%  | 4  | 0.0%   | 0  | 3.9%   | 1  | 4.2%   | 1  | 7.3%   | 0  | 0.0%   | 0  |
| Duiet Suiet                                    | 1.8%  | 9   | 1.5%  | 2   | 0.0%   | 0    | 2.0%  | 2   | 1.5%   | 1  | 3.4%   | 2  | 0.0%   | 0  | 0.0%   | 0  | 6.5%   | 2  | 4.2%   | 1  | 0.0%   | 0  | 0.0%   | 0  |
| afe and secure                                 | 0.2%  | í   | 0.0%  | 0   | 0.0%   | 0    | 0.0%  | 0   | 0.7%   | 0  | 0.9%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |        | 0  | 0.0%   | 0  |
| ne market                                      | 5.4%  | 27  | 7.6%  | 9   | 4.0%   | 1    | 5.9%  | 7   | 2.4%   | 1  | 5.9%   | 3  | 4.7%   | 2  | 0.0%   | 0  | 6.5%   | 2  | 9.2%   | 1  | 7.3%   | 0  | 0.0%   | 0  |
| raditional                                     | 2.9%  | 15  | 5.6%  | 7   | 3.2%   | 1    | 2.6%  | 3   | 4.1%   | 2  | 2.3%   | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| raffic free shopping centre                    | 0.0%  | 0   | 0.0%  | ó   | 0.0%   | 0    | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |        | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| ther   | 4.1%  | 21  | 2.0%  | 2   | 2.0%   | 0    | 2.7%  | 3   | 0.7%   | 0  | 0.0%   | 0  | 0.0%   | -  | 56.0%  | 13 | 0.0%   | 0  | 0.0%   | 0  | 9.0%   | 1  | 0.0%   | 0  |
| specific shop                                  | 2.2%  | 11  | 2.0%  | 2   | 2.0%   | 0    | 4.7%  | 6   | 0.0%   | 0  | 3.8%   | 2  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| specific attraction                            | 0.8%  | 4   | 0.0%  | 0   | 2.0%   | 0    | 0.0%  | 0   | 0.0%   | 0  | 1.4%   | 1  | 3.5%   | 1  | 4.2%   | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 4.4%   | 1  |
| ree car parking                                | 10.1% | 50  | 14.7% |     | 22.7%  | 5    | 19.6% | 24  | 0.8%   | 0  | 1.1%   | 1  | 4.7%   | 2  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| riendly people / atmosphere                    | 0.6%  | 3   | 1.1%  | 1   | 2.4%   | 1    | 0.8%  | 1   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| ood hairdressers                               | 0.7%  | 4   | 0.0%  | 0   | 0.0%   | 0    | 3.0%  | 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  |
| ood range of independent<br>shops              | 1.4%  | 7   | 3.9%  | 5   | 0.0%   | 0    | 0.8%  | 1   | 0.0%   | 0  | 0.9%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 4.2%   | 1  | 0.0%   | 0  | 0.0%   | 0  |
| Ias a Waitrose store                           | 0.8%  | 4   | 2.2%  | 3   | 1.5%   | 0    | 0.0%  | 0   | 0.0%   | 0  | 1.4%   | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| as Wynch & Blatch Ltd.                         | 0.7%  | 4   | 1.1%  | 1   | 4.7%   | 1    | 0.0%  | 0   | 0.0%   | 0  | 2.3%   | 1  | 0.0%   | 0  |        | Ö  | 0.0%   | 0  | 0.0%   | 0  |        | 0  | 0.0%   | 0  |
| nusual / quirky                                | 1.0%  | 5   | 0.0%  | 0   | 0.0%   | 0    | 1.4%  | 2   | 0.0%   | 0  | 5.7%   | 3  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Don't know)                                    | 3.2%  | 16  | 0.9%  | 1   | 1.2%   | 0    | 0.0%  | 0   | 0.8%   | 0  | 1.7%   | 1  | 18.4%  |    | 10.8%  | 3  | 9.7%   | 2  | 9.2%   | 1  | 0.0%   | 0  | 5.8%   | 1  |
|  |       |     |       |     |        |      |       |     |        |    |        |    |        |    |        |    |        |    |        |    |        |    |        |    |
| Veighted base:                                 |       | 499 |       | 125 |        | 22   |       | 125 |        | 58 |        | 53 |        | 34 |        | 24 |        | 25 |        | 12 |        | 6  |        | 16 |

|   | Tota    | ıl    | Zone                | 1    | Zone   | 2      | Zone   | 3     | Zone     | 4    | Zone   | 5    | Zone  | 6  | Zone  | 7  | Zone  | 8  | Zone  | 9  | Zone  | 10 | Zone  | 11 |
|---|---------|-------|---------------------|------|--------|--------|--------|-------|----------|------|--------|------|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|
| Q24 What could be impr  | oved ab | out S | udbury <sup>1</sup> | Town | Centre | that w | ould m | ake y | ou visit | more | often? | [MR] |       |    |       |    |       |    |       |    |       |    |       |    |
| Nothing   | 37.2%   | 409   | 40.9%               | 61   | 37.3%  | 15     | 17.5%  | 22    | 17.2%    | 10   | 30.4%  | 24   | 37.9% | 51 | 36.7% | 46 | 48.8% | 78 | 55.4% | 41 | 28.2% | 16 | 45.8% | 45 |
| Better access by road   | 2.9%    | 32    | 0.7%                | 1    |        | 1      | 3.9%   | 5     | 3.3%     | 2    | 0.6%   | 0    | 3.6%  | 5  | 3.1%  | 4  | 3.9%  | 6  | 5.8%  | 4  |       | 2  |       | 1  |
| Better public transport   | 1.3%    | 14    | 1.7%                | 2    |        | 0      | 2.6%   | 3     | 0.0%     | 0    |        | 0    | 2.3%  | 3  | 0.6%  | 1  | 1.0%  | 2  | 1.1%  | 1  | 0.8%  | 0  |       | 1  |
| Better signposting  | 0.2%    | 3     | 0.0%                | 0    |        | 0      | 0.0%   | 0     | 0.0%     | 0    | 0.0%   | 0    | 0.0%  | 0  | 0.0%  | 0  |       | 2  | 0.0%  | 0  |       | 0  |       | 0  |
| Cleaner streets   | 0.7%    | 8     | 1.1%                | 2    | 0.0%   | 0      | 0.0%   | 0     | 3.6%     | 2    | 0.0%   | 0    | 0.0%  | 0  | 0.0%  | 0  | 1.9%  | 3  | 0.9%  | 1  | 0.0%  | 0  |       | 0  |
| Facilities which would assist<br>you if shopping with<br>children | 0.2%    | 2     | 0.0%                | 0    | 0.0%   | 0      | 2.0%   | 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  |
| Free car parking  | 1.6%    | 18    | 2.0%                | 3    | 0.7%   | 0      | 8.2%   | 10    | 2.6%     | 1    | 2.2%   | 2    | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.1%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Jewellery / food markets /<br>other events                        | 0.0%    | 0     | 0.0%                | 0    | 0.0%   | 0      | 0.0%   | 0     | 0.0%     | 0    | 0.0%   | 0    | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| More / better comparison retailers (i.e. non-food shops)          | 4.8%    | 53    | 7.9%                | 12   | 11.0%  | 4      | 15.4%  | 19    | 17.0%    | 10   | 3.8%   | 3    | 1.6%  | 2  | 0.0%  | 0  | 0.7%  | 1  | 0.7%  | 1  | 1.0%  | 1  | 0.0%  | 0  |
| More / better entertainment / eating places                       | 0.2%    | 3     | 0.0%                | 0    | 0.7%   | 0      | 0.6%   | 1     | 2.7%     | 2    | 0.0%   | 0    | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| More / better food shops  | 1.7%    | 19    | 7.0%                | 10   | 0.7%   | 0      | 1.4%   | 2     | 2.6%     | 1    | 4.0%   | 3    | 0.9%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.0%  | 1  | 0.0%  | 0  |
| Iore / better parking   | 3.8%    | 42    | 6.6%                | 10   | 5.1%   | 2      | 8.5%   | 11    | 7.2%     | 4    | 4.8%   | 4    | 3.2%  | 4  | 1.6%  | 2  | 1.0%  | 2  | 2.7%  | 2  | 1.3%  | 1  | 0.6%  | 1  |
| Iore / better pedestrianised streets                              | 0.6%    | 7     | 0.0%                | 0    | 0.0%   | 0      | 3.7%   | 5     | 2.6%     | 1    | 0.0%   | 0    | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.9%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| More / better public conveniences                                 | 0.4%    | 4     | 0.0%                | 0    | 0.0%   | 0      | 2.3%   | 3     | 2.6%     | 1    | 0.0%   | 0    | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| More / better seats / flower displays                             | 0.1%    | 1     | 0.0%                | 0    | 0.0%   | 0      | 0.0%   | 0     | 1.8%     | 1    | 0.0%   | 0    | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| More / better services  | 0.3%    | 3     | 0.0%                | 0    | 1.1%   | 0      | 1.0%   | 1     | 0.0%     | 0    | 0.0%   | 0    | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.6%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| fore advertising  | 0.2%    | 2     | 0.0%                | 0    | 0.0%   | 0      | 0.0%   | 0     | 0.0%     | 0    | 0.0%   | 0    | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 2.1%  | 2  |
| fore national multiple shops / High Street shops                  | 9.3%    | 102   | 18.5%               | 28   | 14.8%  | 6      | 25.9%  | 33    | 37.9%    | 22   | 13.7%  | 11   | 2.1%  | 3  | 0.0%  | 0  | 0.0%  | 0  | 0.9%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Protection from the weather (i.e. covered shopping malls)         | 0.2%    | 2     | 0.0%                | 0    | 1.1%   | 0      | 0.0%   | 0     | 0.0%     | 0    | 0.0%   | 0    | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.3%  | 1  |
| Shops / services open on<br>Sundays                               | 0.0%    | 0     | 0.0%                | 0    | 1.1%   | 0      | 0.0%   | 0     | 0.0%     | 0    | 0.0%   | 0    | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Other   | 3.4%    | 37    | 3.3%                | 5    |        | 2      | 18.2%  | 23    | 8.0%     | 5    |        | 1    | 1.2%  | 2  |       | 0  | 0.0%  | 0  | 0.9%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| uild a by-pass  | 0.6%    | 6     | 3.0%                | 4    | 0.0%   | 0      | 0.8%   | 1     | 1.3%     | 1    | 0.0%   | 0    | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| ill vacant shops  | 1.1%    | 12    | 0.9%                | 1    | 0.0%   | 0      | 4.2%   | 5     | 8.2%     | 5    | 0.7%   | 1    | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.8%  | 0  | 0.0%  | 0  |
| it was nearer   | 1.6%    | 18    | 0.0%                | 0    | 0.7%   | 0      | 0.0%   | 0     | 0.0%     | 0    | 0.0%   | 0    | 0.0%  | 0  | 2.5%  | 3  | 1.8%  | 3  | 1.5%  | 1  | 12.0% | 7  | 4.0%  | 4  |
| ess charity shops   | 1.8%    | 19    | 5.5%                | 8    | 0.8%   | 0      | 6.1%   | 8     | 4.5%     | 3    | 0.0%   | 0    | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.6%  | 1  |
| ess estate agents   | 0.3%    | 3     | 1.5%                | 2    | 0.0%   | 0      | 0.8%   | 1     | 0.0%     | 0    | 0.0%   | 0    | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| ess traffic congestion  | 2.1%    | 23    | 3.6%                | 5    | 1.8%   | 1      | 5.8%   | 7     | 6.7%     | 4    | 1.1%   | 1    | 2.1%  | 3  | 0.0%  | 0  | 0.0%  | 0  | 0.7%  | 1  | 1.3%  | 1  | 0.7%  | 1  |
| fore clothes shops  | 0.7%    | 7     | 2.8%                | 4    | 3.6%   | 1      | 0.8%   | 1     | 0.8%     | 0    | 0.6%   | 0    | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| More independent shops  | 0.4%    | 4     | 0.9%                | 1    | 1.1%   | 0      | 0.0%   | 0     | 3.6%     | 2    | 0.0%   | 0    | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Open a cinema   | 0.6%    | 6     | 0.9%                | 1    | 0.0%   | 0      | 3.9%   | 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  |
| Open a Marks & Spencer store                                      | 0.5%    | 5     | 0.9%                | 1    | 0.0%   | 0      | 0.0%   | 0     | 2.3%     | 1    | 0.9%   | 1    | 1.2%  | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |

|                           | Tota        | al     | Zone     | e 1      | Zone       | 2       | Zone     | 3     | Zone     | 4      | Zone    | 5   | Zone  | 6   | Zone  | 7   | Zone  | 8   | Zone  | 9   | Zone  | 10  | Zone  | 11  |
|---------------------------|-------------|--------|----------|----------|------------|---------|----------|-------|----------|--------|---------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|
|                           |             |        |          |          |            |         |          |       |          |        |         |     |       |     |       |     |       |     |       |     |       |     |       |     |
| (Don't know)              | 31.6%       | 347    | 9.2%     | 14       | 19.7%      | 8       | 0.8%     | 1     | 1.9%     | 1      | 37.8%   | 30  | 47.0% | 63  | 55.4% | 70  | 40.8% | 65  | 32.2% | 24  | 53.0% | 30  | 42.9% | 42  |
| Weighted base:            |             | 1100   |          | 149      |            | 39      |          | 126   |          | 58     |         | 80  |       | 135 |       | 126 |       | 159 |       | 75  |       | 57  |       | 97  |
| Sample:                   |             | 1100   |          | 100      |            | 100     |          | 100   |          | 100    |         | 100 |       | 100 |       | 100 |       | 100 |       | 100 |       | 100 |       | 100 |
| Q25 How often do yo       | u or vour h | امعییم | hold vis | it Had   | leigh Ta   | wn C    | entre fo | r vou | non-fo   | and sh | onnina  | 2   |       |     |       |     |       |     |       |     |       |     |       |     |
| Q25 How often do yo       | u or your r | iousci | ioia vis | it i iaa | icigii i c | , wii O | citie io | ı you | 11011-10 | ,ou 31 | iopping | •   |       |     |       |     |       |     |       |     |       |     |       |     |
| Daily                     | 0.8%        | 9      | 0.0%     | 0        | 0.0%       | 0       | 0.0%     | 0     | 0.0%     | 0      | 9.1%    | 7   | 0.0%  | 0   | 1.4%  | 2   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| 4-6 days a week           | 0.6%        | 7      | 0.0%     | 0        | 0.0%       | 0       | 1.3%     | 2     | 0.0%     | 0      | 6.5%    | 5   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| 2-3 days a week           | 2.5%        | 27     | 0.0%     | 0        | 0.0%       | 0       | 1.2%     | 2     | 0.0%     | 0      | 28.2%   | 22  | 0.7%  | 1   | 0.0%  | 0   | 0.7%  | 1   | 1.1%  | 1   | 0.0%  | 0   | 0.0%  | 0   |
| One days a week           | 4.4%        | 49     | 0.0%     | 0        | 0.0%       | 0       | 8.8%     | 11    | 1.5%     | 1      | 21.4%   | 17  | 2.9%  | 4   | 11.4% | 14  | 0.9%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Every two weeks           | 3.0%        | 33     | 0.0%     | 0        | 0.0%       | 0       | 5.6%     | 7     | 1.5%     | 1      | 12.6%   | 10  | 8.3%  | 11  | 2.5%  | 3   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.6%  | 1   |
| Monthly                   | 3.4%        | 38     | 1.5%     | 2        | 4.2%       | 2       | 5.5%     | 7     | 2.4%     | 1      | 6.4%    | 5   | 10.7% | 14  | 3.1%  | 4   | 0.7%  | 1   | 0.7%  | 1   | 1.0%  | 1   | 0.0%  | 0   |
| Once every two months     | 2.8%        | 31     | 1.7%     | 2        | 3.2%       | 1       | 3.0%     | 4     | 0.7%     | 0      | 1.5%    | 1   | 7.3%  | 10  | 1.4%  | 2   | 5.6%  | 9   | 0.0%  | 0   | 0.0%  | 0   | 1.0%  | 1   |
| Three - four times a year | 5.8%        | 64     | 6.4%     | 9        | 4.7%       | 2       | 5.0%     | 6     | 7.0%     | 4      | 1.1%    | 1   | 14.7% | 20  | 6.6%  | 8   | 0.7%  | 1   | 0.7%  | 1   | 3.6%  | 2   | 10.0% | 10  |
| Once a year               | 5.0%        | 55     | 7.0%     | 10       | 5.8%       | 2       | 1.8%     | 2     | 3.5%     | 2      | 3.7%    | 3   | 13.1% | 18  | 4.4%  | 5   | 4.5%  | 7   | 4.8%  | 4   | 1.5%  | 1   | 0.6%  | 1   |
| Less often                | 3.5%        | 38     | 3.9%     | 6        | 2.3%       | 1       | 8.1%     | 10    | 0.7%     | 0      | 2.3%    | 2   | 2.0%  | 3   | 2.9%  | 4   | 4.2%  | 7   | 3.5%  | 3   | 1.9%  | 1   | 2.5%  | 2   |
| Never                     | 67.8%       | 746    | 79.6%    | 118      | 78.7%      | 31      | 59.8%    | 75    | 82.8%    | 48     | 5.6%    | 4   | 40.3% | 55  | 65.3% | 82  | 82.4% | 131 | 89.2% | 67  | 92.0% | 52  | 85.3% | 83  |
| (Don't know / varies)     | 0.3%        | 3      | 0.0%     | 0        | 1.1%       | 0       | 0.0%     | 0     | 0.0%     | 0      | 1.7%    | 1   | 0.0%  | 0   | 1.1%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Weighted base:            |             | 1100   |          | 149      |            | 39      |          | 126   |          | 58     |         | 80  |       | 135 |       | 126 |       | 159 |       | 75  |       | 57  |       | 97  |
| Sample:                   |             | 1100   |          | 100      |            | 100     |          | 100   |          | 100    |         | 100 |       | 100 |       | 100 |       | 100 |       | 100 |       | 100 |       | 100 |

Total Zone 1 Zone 2 Zone 3 Zone 4 Zone 6 Zone 7 Zone 8 Zone 9 Zone 10 Zone 11 Zone 5 Q26 What do you like about Hadleigh Town Centre? [MR] Those who visit Hadleigh Town Centre for non-food shopping at O25: Nothing / very little 12.5% 44 14.1% 14.1% 1 18.3% 9 6.3% 1 14.7% 11 9.2% 6.4% 3 16.6% 5 12.9% 1 24.3% 5.0% Attractive environment / nice 22.4% 79 18.9% 6 16.9% 1 29.3% 15 17.9% 2 7.8% 6 27.6% 22 27.1% 12 32.9% 9 37.2% 3 31.1% 1 12.3% 2 place 0 Close to friends or relatives 7.2% 26 4.5% 5.1% 0 7.7% 4 0.0% 0 4.9% 4 2.0% 2 32.4% 14 0.0% 0 0.0% 0 9.6% 0 0.0% Close to home 15.8% 56 0.0% 0 0.0% 0 3.3% 2 0.0% 0 58.6% 44 9.4% 8 4.6% 2 0.0% 0 0.0% 0 9.6% 0 0.0% 0 2 Close to work 1.1% 4 0.0% 0 0.0% 0 1.9% 1 0.0% 0 1.7% 1 0.0% 0 4.1% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Compact 6.3% 22 0.0% 0 5.1% 0 9.2% 5 0.0% 0 1.7% 1 15.9% 13 3.0% 1 0.0% 0 21.2% 2 0.0% 0 0.0% 0 0 Easy to get to by bike 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Easy to get to by bus 0.1% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0.6% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 3.9% 2.4% 8 0.0% 0 0.0% 0 0.0% 0 7.1% 3 0.0% 0.0% 0 Easy to get to by car 5.1% 0 4.0% 2 3 0 0 0.0% 0 0.0% 7.3% 10 Easy to park 26 0.0% 0 5.1% 0 11.0% 6 7.7% 7.9% 6 12.1% 7.9% 3 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Good facilities 0.9% 3 0.0% 0 0.0% 0 0.0% 0.0% 0 3.1% 2 1.2% 1 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0 0.0% 2 10.0% 2 0 0 4.5% 16 0.0% 0 0.0% 0 6.3% 1 2.6% 8 4.1% 8.5% 2 8.0% 9.6% 0.0% Good food stores 1 2.5% 9 0.0% 0 0.0% 0 0.0% 0.0% 0 0.7% 1 10.1% 8 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Good pubs, cafés or 0 restaurants 19.9% 70 20.9% 7.9% 7 20.9% 2 20.8% 16 34.3% 28 10.4% 5 15.4% 1 28.8% 0.0% 0 Good range of non-food 6 1 13.1% 4 14.4% 1 shops Makes a change from other 4.2% 15 3.7% 7.0% 1.5% 1 8.6% 0.0% 0 7.3% 6 1.8% 1 15.3% 4 0.0% 0 15.8% 1 0.0% 0 places Ouiet 3.1% 11 6.0% 2 0.0% 0 5.5% 3 7.7% 1.0% 1.2% 2.3% 1 5.7% 2 10.6% 1 0.0% 0 4.1% 0 0.0% 0 0.0% 0.0% 0 0 0.0% 0.0% 0 0.0% 0.0% 0.0% 0 0.0% 0 0 0 0.0% 0 0.0% 0 0.0% Safe and secure 0 The market 1.4% 5 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.2% 1 3.0% 1 7.7% 2 0.0% 0 9.6% 0 0.0% 0 Traditional 7.8% 28 10.1% 3 0.0% 0 14.7% 7 6.3% 2.2% 2 14.5% 12 6.0% 3 0.0% 0 0.0% 0 11.9% 0.0% 0 0 0.0% 0 0 0.0% 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0.0% 0.0% 0 0 0.0% 0.0% 0 0.0% Traffic free shopping centre 0 0 0 Other 1.4% 5 0.0% 0 0.0% 0 1.5% 1 0.0% 0 0.6% 0 1.2% 1 2.3% 1 4.3% 0.0% 0 9.6% 0 0.0% 0 3 0 A specific shop 0.7% 0.0% 0 3.9% 0 2.5% 1 0.0% 0 0.0% 0 0.0% 2.3% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 A specific attraction 4.9% 3.5% 12 0.0% 0 10.3% 0.0% 0 0.7% 10.4% 8 0.0% 0.0% 0.0% 0.0% 0 0.0% 0 Free car parking 1 2 1 0 0 0 Friendly people / atmosphere 0.7% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.6% 0 2.4% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Good range of independent 2.6% 9 0.0% 0 4.8% 0 4.4% 2 14.3% 1 2.1% 2 0.0% 0 3.0% 1 7.6% 2 0.0% 0 0.0% 0 0.0% 0 shops 0.8% 3 0.0% 0 5.1% 0.0% 0.0% 0 2.0% 0.0% 0 2.3% 0.0% 0 0.0% 0 0.0% 0 Has a Co-op store 0 0 0.0% 0 5 0 0 0.0% 0 Has a Morrisons store 1.5% 0.0% 0 9.0% 7.4% 4 3.9% 0 0.6% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 5 2 0.0% 0 0.0% 0 Has Adnam's store 1.4% 6.0% 0 2.5% 1 0.0% 0.7% 1 1.5% 1 0.0% 0 0.0% 0 0.0% 0 0.0% Has MW Partridge & Co. 5.8% 7 25.9% 2 9.0% 7.7% 4.7% 1.2% 3.7% 2 0.0% 6.5% 0.0% 0 0.0% 0 21 21.5% 5 4 0 store Unusual / quirky 1.2% 4 0.0% 0 0.0% 2.5% 1 6.3% 0.0% 0 1.5% 0.0% 0 0.0% 0 14.2% 0.0% 0 0.0% 0 (Don't know) 5.8% 20 4.5% 1 0.0% 0 3.7% 2 3.9% 0 0.0% 0 0.0% 0 4.9% 2 9.9% 3 0.0% 0 0.0% 0 82.7% 12 354 30 51 10 81 44 28 Weighted base: 75 8 5 14 343 21 24 41 21 96 60 30 21 12 9 8 Sample:

| Weighteu.  |         |              |         |            |        |           |         |            |          | _         | 01 0   | ui ii     | 1 001 | ilus       |       |            |        |            |        |           |       |           |       |           | rebluary 2013 |
|--|---------|--------------|---------|------------|--------|-----------|---------|------------|----------|-----------|--------|-----------|-------|------------|-------|------------|--------|------------|--------|-----------|-------|-----------|-------|-----------|---------------|
|  | Tota    | ıl           | Zone    | 1          | Zone   | 2         | Zone    | 3          | Zone     | 4         | Zone   | 5         | Zone  | 6          | Zone  | 7          | Zone 8 | 8          | Zone 9 | )         | Zone  | 10        | Zone  | 11        |               |
| Q27 What could be impro  | oved ab | out H        | adleigh | Town       | Centre | that v    | vould m | ake y      | ou visit | more      | often? | [MR]      |       |            |       |            |        |            |        |           |       |           |       |           |               |
| Nothing  | 46.2%   | 508          | 55.8%   | 83         | 53.4%  | 21        | 41.2%   | 52         | 46.9%    | 27        | 37.2%  | 30        | 52.5% | 71         | 40.2% | 50         | 48.1%  | 77         | 57.9%  | 43        | 37.2% | 21        | 34.4% | 33        |               |
| Better access by road  | 0.6%    | 7            | 0.0%    | 0          | 0.0%   | 0         | 0.0%    | 0          | 0.8%     | 0         | 1.3%   | 1         | 1.6%  | 2          | 0.6%  | 1          | 0.0%   | 0          | 0.0%   | 0         | 1.7%  | 1         | 1.3%  | 1         |               |
| Better public transport  | 0.6%    | 7            | 0.0%    | 0          | 0.0%   | 0         | 1.2%    | 2          | 0.8%     | 0         | 0.0%   | 0         | 1.2%  | 2          | 0.6%  | 1          | 1.6%   | 3          | 0.0%   | 0         | 0.0%  | 0         | 0.0%  | 0         |               |
| Better signposting   | 0.1%    | 1            | 0.0%    | 0          | 0.0%   | 0         | 0.8%    | 1          | 0.0%     | 0         | 0.0%   | 0         | 0.0%  | 0          | 0.0%  | 0          | 0.0%   | 0          | 0.0%   | 0         | 0.0%  | 0         | 0.0%  | 0         |               |
| Cleaner streets  | 1.3%    | 14           | 0.0%    | 0          | 0.0%   | 0         | 0.0%    | 0          | 0.0%     | 0         | 0.6%   | 0         | 0.0%  | 0          | 10.6% | 13         | 0.0%   | 0          |        | 0         | 0.0%  | 0         | 0.0%  | 0         |               |
| Facilities which would assist you if shopping with children    | 0.0%    | 0            |         | 0          | ,      | 0         | 0.0%    | 0          | 0.0%     | 0         | 0.0%   | 0         | 0.0%  | 0          |       | 0          | 0.0%   | 0          |        | 0         | 0.0%  | 0         |       | 0         |               |
| Free car parking   | 0.6%    | 7            |         | 2          | 0.7%   | 0         | 0.0%    | 0          | 2.2%     | 1         | 0.9%   | 1         | 1.6%  | 2          |       | 0          | 0.0%   | 0          |        | 1         | 0.0%  | 0         |       | 0         |               |
| Jewellery / food markets / other events                        | 0.0%    | 0            | 0.0%    | 0          | 0.0%   | 0         | 0.0%    | 0          | 0.0%     | 0         | 0.6%   | 0         | 0.0%  | 0          | 0.0%  | 0          | 0.0%   | 0          | 0.0%   | 0         | 0.0%  | 0         | 0.0%  | 0         |               |
| More / better comparison retailers (i.e. non-food shops)       | 1.8%    | 19           | 1.2%    | 2          | 0.0%   | 0         | 1.0%    | 1          | 0.0%     | 0         | 13.9%  | 11        | 3.9%  | 5          | 0.0%  | 0          | 0.0%   | 0          | 0.0%   | 0         | 0.0%  | 0         | 0.0%  | 0         |               |
| More / better entertainment / eating places                    | 0.2%    | 2            | 0.0%    | 0          | 0.0%   | 0         | 0.0%    | 0          | 0.0%     | 0         | 0.0%   | 0         | 1.6%  | 2          | 0.0%  | 0          | 0.0%   | 0          | 0.0%   | 0         | 0.0%  | 0         | 0.0%  | 0         |               |
| More / better food shops                                       | 0.3%    | 3            | 0.0%    | 0          | 0.0%   | 0         | 0.0%    | 0          | 0.0%     | 0         | 2.1%   | 2         | 1.2%  | 2          | 0.0%  | 0          | 0.0%   | 0          | 0.0%   | 0         | 0.0%  | 0         | 0.0%  | 0         |               |
| More / better parking  | 3.0%    | 33           | 2.6%    | 4          | 0.7%   | 0         | 1.6%    | 2          | 3.4%     | 2         | 7.4%   | 6         | 7.3%  | 10         | 3.9%  | 5          | 1.0%   | 2          | 3.1%   | 2         | 0.0%  | 0         | 0.0%  | 0         |               |
| More / better pedestrianised streets                           | 0.0%    | 0            | 0.0%    | 0          | 0.0%   | 0         | 0.0%    | 0          | 0.0%     | 0         | 0.0%   | 0         | 0.0%  | 0          | 0.0%  | 0          | 0.0%   | 0          | 0.0%   | 0         | 0.0%  | 0         | 0.0%  | 0         |               |
| More / better public conveniences                              | 0.1%    | 1            | 0.0%    | 0          | 0.0%   | 0         | 0.0%    | 0          | 0.0%     | 0         | 0.0%   | 0         | 0.0%  | 0          | 0.8%  | 1          | 0.0%   | 0          | 0.0%   | 0         | 0.0%  | 0         | 0.0%  | 0         |               |
| More / better seats / flower displays                          | 0.0%    | 0            | 0.0%    | 0          | 0.0%   | 0         | 0.0%    | 0          | 0.0%     | 0         | 0.0%   | 0         | 0.0%  | 0          | 0.0%  | 0          | 0.0%   | 0          | 0.0%   | 0         | 0.0%  | 0         | 0.0%  | 0         |               |
| More / better services   | 0.1%    | 1            | 0.0%    | 0          | 0.0%   | 0         | 0.0%    | 0          | 0.0%     | 0         | 0.0%   | 0         | 0.9%  | 1          | 0.0%  | 0          | 0.0%   | 0          | 0.0%   | 0         | 0.0%  | 0         | 0.0%  | 0         |               |
| More advertising   | 0.2%    | 2            | 0.0%    | 0          | 0.0%   | 0         | 0.8%    | 1          | 0.0%     | 0         | 0.0%   | 0         | 0.0%  | 0          | 0.0%  | 0          | 0.0%   | 0          | 0.0%   | 0         | 0.0%  | 0         | 1.3%  | 1         |               |
| More national multiple shops / High Street shops               | 2.9%    | 32           | 1.2%    | 2          | 3.6%   | 1         | 4.6%    | 6          | 0.7%     | 0         | 21.2%  | 17        | 2.3%  | 3          | 1.3%  | 2          | 0.0%   | 0          | 0.7%   | 1         | 0.0%  | 0         | 0.0%  | 0         |               |
| Protection from the weather<br>(ie. covered shopping<br>malls) | 0.0%    | 0            | 0.0%    | 0          | 0.0%   | 0         | 0.0%    | 0          | 0.0%     | 0         | 0.0%   | 0         | 0.0%  | 0          | 0.0%  | 0          | 0.0%   | 0          | 0.0%   | 0         | 0.0%  | 0         | 0.0%  | 0         |               |
| Shops / services open on Sundays                               | 0.0%    | 0            | 0.0%    | 0          | 0.0%   | 0         | 0.0%    | 0          | 0.0%     | 0         | 0.0%   | 0         | 0.0%  | 0          | 0.0%  | 0          | 0.0%   | 0          | 0.0%   | 0         | 0.0%  | 0         | 0.0%  | 0         |               |
| Other  | 0.7%    | 7            | 0.0%    | 0          | 0.0%   | 0         | 0.0%    | 0          | 0.0%     | 0         | 5.4%   | 4         | 0.7%  | 1          | 0.0%  | 0          | 1.3%   | 2          | 0.0%   | 0         | 0.0%  | 0         | 0.0%  | 0         |               |
| Better traffic management                                      | 0.3%    | 3            | 0.0%    | 0          | 0.0%   | 0         | 0.8%    | 1          | 0.0%     | 0         | 0.9%   | 1         | 1.2%  | 2          | 0.0%  | 0          | 0.0%   | 0          | 0.0%   | 0         | 0.0%  | 0         | 0.0%  | 0         |               |
| Fill vacant shops  | 0.2%    | 3            | 0.0%    | 0          | 0.0%   | 0         | 0.9%    | 1          | 0.0%     | 0         | 1.8%   | 1         | 0.0%  | 0          | 0.0%  | 0          | 0.0%   | 0          | 0.0%   | 0         | 0.0%  | 0         | 0.0%  | 0         |               |
| If it was nearer   | 2.0%    | 22           | 0.0%    | 0          | 1.1%   | 0         | 3.3%    | 4          | 1.3%     | 1         | 0.0%   | 0         | 0.0%  | 0          | 3.1%  | 4          | 1.8%   | 3          | 0.0%   | 0         | 9.4%  | 5         | 4.6%  | 4         |               |
| More independent shops   | 0.6%    | 7            | 0.7%    | 1          | 0.0%   | 0         | 0.0%    | 0          | 0.0%     | 0         | 0.7%   | 1         | 2.3%  | 3          | 0.8%  | 1          | 0.7%   | 1          | 0.0%   | 0         | 0.0%  | 0         |       | 0         |               |
| (Don't know)   | 39.5%   | 435          | 38.5%   | 57         | 41.2%  | 16        | 44.9%   | 56         | 45.0%    | 26        | 13.0%  | 10        | 24.7% | 33         | 38.1% | 48         | 45.4%  | 72         | 38.3%  | 29        | 51.6% | 29        | 58.4% | 57        |               |
| Weighted base:<br>Sample:                                      |         | 1100<br>1100 |         | 149<br>100 |        | 39<br>100 |         | 126<br>100 |          | 58<br>100 |        | 80<br>100 |       | 135<br>100 |       | 126<br>100 |        | 159<br>100 |        | 75<br>100 |       | 57<br>100 |       | 97<br>100 |               |

|                           | Tota      | ıl    | Zone     | 1       | Zone    | 2    | Zone     | 3     | Zone    | 4     | Zone  | 5    | Zone  | 6   | Zone  | 7   | Zone  | 8   | Zone  | 9   | Zone 1 | 10  | Zone  | 1   |
|---------------------------|-----------|-------|----------|---------|---------|------|----------|-------|---------|-------|-------|------|-------|-----|-------|-----|-------|-----|-------|-----|--------|-----|-------|-----|
| Q28 How often do you      | or your h | ousel | old visi | it Stov | vmarket | Towr | n Centre | for y | our non | -food | shopp | ing? |       |     |       |     |       |     |       |     |        |     |       |     |
| Daily                     | 1.6%      | 17    | 0.9%     | 1       | 0.8%    | 0    | 1.3%     | 2     | 0.0%    | 0     | 3.1%  | 2    | 0.0%  | 0   | 0.0%  | 0   | 6.8%  | 11  | 0.0%  | 0   | 1.0%   | 1   | 0.0%  | 0   |
| 4-6 days a week           | 0.6%      | 7     | 0.0%     | 0       |         | 0    | 0.0%     | 0     | 0.0%    | 0     | 0.0%  | 0    | 0.0%  | 0   |       | 1   | 3.3%  | 5   | 0.7%  | 1   | 0.0%   | 0   | 0.0%  | 0   |
| 2-3 days a week           | 2.5%      | 28    | 0.0%     | 0       |         | 0    | 0.0%     | 0     | 0.0%    | 0     | 0.6%  | 0    | 0.0%  | 0   |       | 5   | 8.7%  | 14  | 9.5%  | 7   | 1.9%   | 1   | 0.0%  | 0   |
| One days a week           | 7.8%      | 85    | 0.0%     | 0       | 2.5%    | 1    | 0.8%     | 1     | 0.0%    | 0     | 1.1%  | 1    | 0.0%  | 0   | 10.7% | 13  | 34.0% | 54  | 14.4% | 11  | 7.4%   | 4   | 0.0%  | 0   |
| Every two weeks           | 5.0%      | 55    | 0.0%     | 0       | 4.2%    | 2    | 0.0%     | 0     | 1.1%    | 1     | 13.0% | 10   | 0.0%  | 0   | 8.8%  | 11  | 14.3% | 23  | 7.1%  | 5   | 5.1%   | 3   | 0.6%  | 1   |
| Monthly                   | 8.3%      | 91    | 4.0%     | 6       | 3.9%    | 2    | 0.6%     | 1     | 0.7%    | 0     | 8.0%  | 6    | 1.1%  | 1   | 21.5% | 27  | 18.5% | 29  | 11.8% | 9   | 6.3%   | 4   | 6.2%  | 6   |
| Once every two months     | 3.2%      | 35    | 0.0%     | 0       | 5.2%    | 2    | 0.0%     | 0     | 0.8%    | 0     | 0.9%  | 1    | 0.7%  | 1   | 11.6% | 15  | 5.6%  | 9   | 2.5%  | 2   | 3.1%   | 2   | 3.9%  | 4   |
| Three - four times a year | 4.6%      | 50    | 1.2%     | 2       | 2.2%    | 1    | 2.0%     | 2     | 0.0%    | 0     | 4.3%  | 3    | 4.8%  | 6   | 6.5%  | 8   | 1.4%  | 2   | 14.8% | 11  | 15.5%  | 9   | 5.1%  | 5   |
| Once a year               | 3.2%      | 35    | 0.0%     | 0       | 3.0%    | 1    | 0.6%     | 1     | 2.5%    | 1     | 3.7%  | 3    | 1.9%  | 3   | 6.4%  | 8   | 0.0%  | 0   | 4.6%  | 3   | 18.1%  | 10  | 4.9%  | 5   |
| Less often                | 3.9%      | 43    | 0.9%     | 1       | 2.1%    | 1    | 4.1%     | 5     | 4.3%    | 2     | 4.9%  | 4    | 4.1%  | 5   | 4.2%  | 5   | 0.6%  | 1   | 6.2%  | 5   | 9.0%   | 5   | 7.7%  | 7   |
| Never                     | 58.8%     | 647   | 92.9%    | 138     | 74.4%   | 29   | 90.6%    | 114   | 90.6%   | 53    | 60.3% | 48   | 85.9% | 116 | 25.1% | 32  | 5.5%  | 9   | 27.2% | 20  | 31.7%  | 18  | 71.6% | 70  |
| (Don't know / varies)     | 0.6%      | 7     | 0.0%     | 0       | 0.7%    | 0    | 0.0%     | 0     | 0.0%    | 0     | 0.0%  | 0    | 1.6%  | 2   | 0.6%  | 1   | 1.3%  | 2   | 1.1%  | 1   | 1.0%   | 1   | 0.0%  | 0   |
| Weighted base:            |           | 1100  |          | 149     |         | 39   |          | 126   |         | 58    |       | 80   |       | 135 |       | 126 |       | 159 |       | 75  |        | 57  |       | 97  |
| Sample:                   |           | 1100  |          | 100     |         | 100  |          | 100   |         | 100   |       | 100  |       | 100 |       | 100 |       | 100 |       | 100 |        | 100 |       | 100 |

|  | Tota  | 1   | Zone  | 1  | Zone 2 |    | Zone 3 |    | Zone 4 |   | Zone 5 |    | Zone 6 |    | Zone ' | 7  | Zone  | 8   | Zone 9 | •  | Zone  | 10 | Zone 1 | 1  |
|--|-------|-----|-------|----|--------|----|--------|----|--------|---|--------|----|--------|----|--------|----|-------|-----|--------|----|-------|----|--------|----|
| Q29 What do you like abo<br>Those who visit Stowma |       |     |       |    | -      | -  | 8:     |    |        |   |        |    |        |    |        |    |       |     |        |    |       |    |        |    |
| Nothing / very little                              | 30.7% |     |       |    | 21.0%  |    | 50.0%  |    | 57.0%  |   | 50.0%  | 16 |        |    | 23.1%  |    | 33.6% | 51  | 30.7%  |    | 29.1% | 11 | 9.1%   | 3  |
| Attractive environment / nice place                | 7.9%  | 36  | 0.0%  | 0  | 4.3%   | 0  | 6.5%   | 1  | 7.1%   | 0 | 7.6%   | 2  | 7.7%   | 1  | 5.0%   | 5  | 5.9%  | 9   | 11.1%  | 6  | 14.6% | 6  | 19.2%  | 5  |
| Close to friends or relatives                      | 2.9%  | 13  | 0.0%  | 0  | 5.8%   | 1  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0  | 4.1%   | 4  | 3.5%  | 5   | 1.0%   | 1  | 2.5%  | 1  | 6.9%   | 2  |
| Close to home                                      | 27.1% | 123 | 0.0%  | 0  | 18.0%  | 2  | 0.0%   | 0  | 0.0%   | 0 | 12.4%  | 4  | 0.0%   | 0  | 35.1%  | 33 | 46.1% | 69  | 18.1%  | 10 | 10.6% | 4  | 3.5%   | 1  |
| lose to work                                       | 2.0%  | 9   | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 8.7%   | 0 | 0.0%   | 0  | 0.0%   | 0  | 2.9%   | 3  | 1.8%  | 3   | 3.7%   | 2  | 2.8%  | 1  | 0.0%   | 0  |
| ompact   | 7.3%  | 33  | 0.0%  | 0  | 14.4%  | 1  | 13.0%  | 2  | 0.0%   | 0 | 1.4%   | 0  | 5.1%   | 1  | 5.9%   | 6  | 4.2%  | 6   | 15.1%  | 8  | 9.9%  | 4  | 18.4%  | 5  |
| asy to get to by bike                              | 0.0%  | 0   | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0   | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  |
| asy to get to by bus                               | 0.1%  | 0   | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 | 1.4%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0   | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  |
| sy to get to by car                                | 2.5%  | 11  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0  | 5.1%   | 1  | 5.9%   | 6  | 0.6%  | 1   | 2.5%   | 1  | 6.6%  | 3  | 0.0%   | 0  |
| y to park  | 3.9%  | 18  | 13.0% | 1  | 7.5%   | 1  | 0.0%   | 0  | 0.0%   | 0 | 5.6%   | 2  | 0.0%   | 0  | 9.5%   | 9  | 0.0%  | 0   | 4.1%   | 2  | 7.1%  | 3  | 0.0%   | 0  |
| od facilities                                      | 1.9%  | 9   | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 | 6.2%   | 2  | 0.0%   | 0  | 0.0%   | 0  | 0.8%  | 1   | 2.9%   | 2  | 6.4%  | 2  | 5.6%   | 2  |
| d food stores                                      | 3.1%  | 14  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 | 1.4%   | 0  | 6.3%   | 1  | 2.8%   | 3  | 5.7%  | 9   | 2.5%   | 1  | 0.0%  | 0  | 0.0%   | 0  |
| pubs, cafés or                                     | 1.3%  | 6   | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 1.4%  | 2   | 2.5%   | 1  | 0.0%  | 0  | 8.9%   | 2  |
| estaurants<br>and range of non-food                | 11.1% | 51  | 0.0%  | 0  | 8.4%   | 1  | 0.0%   | 0  | 11.6%  | 1 | 1.4%   | 0  | 31.4%  | 6  | 16.0%  | 15 | 6.6%  | 10  | 14.1%  | 8  | 15.3% | 6  | 15.1%  | 4  |
| hops<br>kes a change from other                    | 2.4%  | 11  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 | 1.4%   | 0  | 13.4%  | 3  | 3.6%   | 3  | 0.0%  | 0   | 1.0%   | 1  | 5.5%  | 2  | 6.8%   | 2  |
| aces   | 2.470 | 11  | 0.070 | U  | 0.070  | U  | 0.070  | U  | 0.070  | U | 1.4/0  | U  | 13.470 | 3  | 3.070  | 3  | 0.070 | U   | 1.070  | 1  | 3.370 | 2  | 0.670  | 2  |
| t  | 1.9%  | 9   | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0  | 4.7%   | 4  | 0.0%  | 0   | 4.7%   | 3  | 3.0%  | 1  | 2.1%   | 1  |
| nd secure  | 0.5%  | 2   | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0  | 0.9%   | 1  | 0.0%  | 0   | 0.0%   | 0  | 4.1%  | 2  | 0.0%   | 0  |
| narket   | 1.4%  | 6   | 0.0%  | 0  | 2.6%   | 0  | 0.0%   | 0  | 0.0%   | 0 | 4.7%   | 1  | 0.0%   | 0  | 1.7%   | 2  | 0.6%  | 1   | 1.9%   | 1  | 2.3%  | 1  | 0.0%   | 0  |
| itional  | 1.3%  | 6   | 0.0%  | 0  | 0.0%   | 0  | 8.1%   | 1  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0  | 0.9%   | 1  | 0.0%  | 0   | 0.0%   | 0  | 7.1%  | 3  | 5.6%   | 2  |
| fic free shopping centre                           | 0.4%  | 2   | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0  | 5.1%   | 1  | 0.9%   | 1  | 0.0%  | 0   | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  |
| er   | 2.0%  | 9   | 0.0%  | 0  | 8.3%   | 1  | 0.0%   | 0  | 15.6%  | 1 | 9.2%   | 3  | 0.0%   | 0  | 1.4%   | 1  | 1.4%  | 2   | 1.0%   | 1  | 0.0%  | 0  | 2.6%   | 1  |
| ecific shop  | 0.8%  | 4   | 0.0%  | 0  | 9.0%   | 1  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0  | 1.1%   | 1  | 0.0%  | 0   | 1.0%   | 1  | 3.0%  | 1  | 0.0%   | 0  |
| pecific attraction                                 | 0.0%  | 0   | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0   | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  |
| ap car parking                                     | 3.2%  | 14  | 0.0%  | 0  | 3.2%   | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0  | 14.2%  | 13 | 0.0%  | 0   | 1.2%   | 1  | 0.0%  | 0  | 0.0%   | 0  |
| dly people / atmosphere                            | 0.7%  | 3   | 0.0%  | 0  | 2.6%   | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 1.7%  | 3   | 0.0%   | 0  | 1.1%  | 0  | 0.0%   | 0  |
| Lidl store   | 0.7%  | 3   | 17.2% | 2  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0  | 0.9%   | 1  | 0.0%  | 0   | 0.0%   | 0  | 1.1%  | 0  | 0.0%   | 0  |
| museum   | 0.4%  | 2   | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0   | 1.0%   | 1  | 1.1%  | 0  | 3.5%   | 1  |
| train station                                      | 0.4%  | 2   | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0   | 1.0%   | 1  | 0.0%  | 0  | 5.2%   | 1  |
| an Asda store                                      | 1.3%  | 6   | 0.0%  | 0  | 11.5%  | 1  | 6.5%   | 1  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0   | 0.0%   | 0  | 6.0%  | 2  | 6.8%   | 2  |
| 't know)   | 4.3%  | 19  | 0.0%  | 0  | 0.0%   | 0  | 22.4%  | 3  | 0.0%   | 0 | 0.0%   | 0  | 33.7%  | 6  | 1.4%   | 1  | 0.6%  | 1   | 5.6%   | 3  | 7.5%  | 3  | 7.3%   | 2  |
| ghted base:  |       | 454 |       | 11 |        | 10 |        | 12 |        | 5 |        | 32 |        | 19 |        | 94 |       | 151 |        | 54 |       | 39 |        | 28 |
|  |       | 438 |       |    |        | 29 |        | 9  |        | 7 |        | 34 |        |    |        | 73 |       | 96  |        | 74 |       | 67 |        | 31 |

Total Zone 2 Zone 9 Zone 10 Zone 11 Zone 1 Zone 3 Zone 4 Zone 5 Zone 6 Zone 7 Zone 8 Q30 What could be improved about Stowmarket Town Centre that would make you visit more often? [MR] 41.7% 52 17.2% 27 38.4% 29 47.9% 27 Nothing 36.9% 407 50.7% 75 41.9% 16 25.5% 32 41.1% 24 33.9% 27 40.8% 55 42.2% 41 0 Better access by road 0.6% 7 0.0% 0 0.0% 0 3.1% 4 0.0% 0 0.6% 0 0.9% 1 0.0% 0 0.7% 1 0.0% 0 0.0% 0 0.0% 0.8% 9 0.7% 0.0% 0 2.2% 3 2.6% 0.6% 0 0.0% 0 1.1% 1.0% 2 0.7% 0.0% 0 0.0% 0 Better public transport 1 1 1 1 0.0% 0 0 0.8% 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0.0% 0 0.0% 0 Better signposting 0.0% 0 0 0 0 0 Cleaner streets 1.0% 11 0.0% 0 1.1% 0 0.0% 0 0.8% 0 1.5% 1 0.0% 3.1% 4 0.0% 0 4.4% 3 1.3% 1 0.6% 1 Facilities which would assist 0.2% 3 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.0% 2 0.0% 0 1.7% 1 0.0% 0 you if shopping with children 30 1.5% 0 0 Free car parking 2.8% 0.0% 0 1 0.0% 0 0.0% 0 2.1% 2 0.0% 2.7% 3 13.8% 22 3.1% 2 0.8% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0 Jewellery / food markets / 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0 0.0% 0 0.0% 0.0% other events 10.5% 3 More / better comparison 116 0.0% 0 7.7% 3 1.2% 2 0.0% 0 7.1% 6 3.0% 4 17.1% 21 39.6% 63 16.0% 12 6.0% 1.5% retailers (i.e. non-food shops) More / better entertainment / 0.7% 8 0.0% 0.0% 0 0.0% 0.0% 0 3.1% 0.0% 0 0.6% 1 1.3% 2 2.1% 2 1.7% 0.0% eating places More / better food shops 2.8% 31 0.0% 0 4.8% 2 0.0% 0 0.0% 0 0.6% 0 0.7% 4.0% 5 10.8% 17 3.1% 2 4.7% 3 0.0% 0 2 More / better parking 4.2% 46 0.0% 0 1.8% 1 4.9% 0.0% 0 0.9% 1 2.5% 3 7.6% 10 11.2% 18 6.5% 5 2.9% 1.6% 2 6 0 0 More / better pedestrianised 0.2% 3 0.0% 0 0.0% 0 1.0% 1 0.0% 0 0.0% 0 0.0% 0.0% 0 0.6% 1 0.0% 0 0.8% 0 0.0% streets More / better public 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 conveniences More / better seats / flower 0.3% 4 0.0% 0 0.0% 0.0% 0 0.0% 0.0% 0 1.2% 2 0.0% 0.0% 0 1.1% 1 1.0% 1 0.6% 1 displays 0.3% 0 0.0% 0 0.0% 0.6% 0.7% 2 0 More / better services 4 0.0% 1.1% 0 0 0.0% 0.0% 0 0.0% 0 3.2% 0.0% 0.3% 3 0.0% 0 0.8% 0.0% 0.0% 0 More advertising 0.0% 0 0 0.0% 0 1.1% 1 0.0% 0.0% 0 1 0.0% 0 0 1.3% 1 3 0 More national multiple shops 6.0% 66 0.9% 1 11.0% 4 2.0% 2 0.7% 0 2.3% 2 0.0% 0 14.6% 18 16.3% 26 10.7% 8 5.1% 0.0% / High Street shops Protection from the weather 0.0% 0 0.0% 0 0.0% 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0 0.0% 0 0 0.0% (ie. covered shopping malls) Shops / services open on 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0.0% 0 0.0% 0 Sundays Other 1.9% 20 0.0% 0 0.0% 0 0.8% 1 0.0% 0.0% 0 0.0% 0 2.8% 4 3.8% 6 6.3% 5 7.9% 4 0.6% A complete refurbishment 0.7% 8 0.0% 0.0% 0.0% 0 0.9% 0 4.3% 5 0.0% 2.1% 2 0.8% 0.0% 0 0.0% 0 0 0 1 0.0% 0 0 0.0% 0.0% 1.1% 12 0.0% 0 5.9% 7 1.5% 0.6% 0 0.7% 1 1.1% 0.0% 0 1.0% 0.6% If it was nearer 1 0 1.3% 15 0.0% 0 1.0% 0.0% 0.8% 0 1.3% 0.0% 0 0.0% 5.8% 4.1% 0.8% 0 0.0% 0 Less charity shops 0 0 0 3 0 0 Less estate agents 0.4% 4 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 2.7% 4 0.0% 0 0.0% 0 0.0% Less traffic congestion 0.2% 2 0.0% 0 0.7% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0.7% 1 0.0% 0 0.0% 0 1.0% 1 More / better disabled 0.4% 5 0.0% 0 0.0% 0 0.0% 0.0% 0.0% 0 0.0% 0 0.6% 1.6% 3 0.7% 1 1.3% 0.0% 0 0 1 parking and transportation More independent shops 0.6% 6 0.0% 0 1.9% 1 0.0% 0 0.0% 0 1.5% 1 0.0% 0 1.1% 1 1.0% 2 2.0% 2 0.0% 0 0.0% 0 (Don't know) 35.4% 390 47.6% 71 32.1% 13 56.0% 71 51.5% 30 49.0% 39 51.0% 69 14.3% 18 2.8% 4 15.7% 12 25.7% 15 50.6% 49 1100 39 58 80 135 126 75 57 97 Weighted base: 149 126 159 100 Sample: 1100 100 100 100 100 100 100 100 100 100 100

1100

100

100

100

100

#### Babergh & Mid Suffolk Household Survey For Carter Jonas

Total Zone 1 Zone 2 Zone 3 Zone 4 Zone 5 Zone 6 Zone 7 Zone 8 Zone 9 Zone 10 Zone 11 Q31 Do you or your household visit the following leisure attractions? [MR/PR] Bingo / casino / bookmaker 6.0% 66 2.6% 4 4.2% 2 3.0% 5.3% 3 5.8% 5 4.1% 5 12.8% 16 7.9% 13 5.6% 3.3% 2 9.6% 9 56.7% 623 58.8% 87 58.7% 23 72.8% 92 50.3% 29 48.1% 38 47.5% 64 60.2% 76 54.8% 87 56.4% 42 49.6% 28 58.1% 56 Cinema Gym / health club / sports 24.7% 271 25.0% 37 21.8% 9 28.0% 35 19.3% 11 31.9% 25 16.0% 22 34.6% 43 27.5% 44 25.9% 19 25.1% 14 11.5% 11 facility Theatre/ concert / music 41.8% 460 51.0% 76 39.5% 16 42.6% 54 49.6% 29 42.9% 34 48.2% 65 44.7% 56 26.4% 42 36.8% 27 49.2% 28 34.3% 33 venue Museum / gallery or place of 34.7% 381 34.9% 52 30.5% 12 34.5% 43 38.9% 23 27.0% 22 49.9% 67 32.1% 40 32.9% 53 29.4% 22 36.3% 21 28.0% 27 historical / cultural interest Pub / bar / nightclub 59 47.6% 27 38.9% 38 47.9% 527 39.6% 19 54.4% 68 52.0% 30 53.0% 42 46.9% 63 54.5% 68 51.0% 81 41.2% 31 47.5% 816 76.6% 76.9% 30 76.8% 97 81.0% 47 62.4% 50 83.8% 113 83.8% 105 62.5% 56 68.1% Restaurant / café 74.2% 100 75.5% 39 67.1% 65 114 14 36.6% 27.5% 302 23.8% 35 28.1% 11 34.7% 44 35.3% 21 27.9% 22 26.4% 36 24.1% 30 21.3% 34 26.6% 20 24.4% 36 Family entertainment (e.g. tenpin bowling, skating rink) Other activity 0.3% 3 0.9% 1 1.6% 0.0% 0.0% 0.0% 0 0.0% 0 0.0% 0.0% 0 1.1% 1 0.8% 0 0.0% 0 125 14.1% 7 10.8% 11.3% 21 9.1% 6.8% 9.3% 5 17.8% 14 7.8% 11 8.2% 10 17.2% 27 8.9% 7 11.9% 10 (None) 4 9 **Bowls** 0.2% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.6% 0 0.0% 0 0.0% 0 0.6% 1 0.0% 0 1.5% 1 0.0% 0 0.3% 3 0.0% Golf 0 0.0% 0 0.0% 0 0.8% 0 0.0% 0 0.0% 0 0.8% 1 0.7% 1 0.0% 0 0.0% 0 0.6% 1 Weighted base: 1100 149 39 126 58 80 135 126 159 75 57 97

100

100

100

100

100

100

100

Sample:

9

#### Babergh & Mid Suffolk Household Survey For Carter Jonas

Weighted: February 2015 Total Zone 1 Zone 2 Zone 3 Zone 4 Zone 7 Zone 8 Zone 9 Zone 10 Zone 11 Zone 5 Zone 6 Q32 Where do you or members of your household normally go to play bingo or visit casinos or bookmakers? Those who visit Bingo, Casino or Bookmaker facilities at O31: Gala Bingo, Orwell Retail 25.5% 17 0.0% 0.0% 0 0.0% 0 0.0% 0 74.3% 3 38.8% 2 17.2% 3 68.4% 0.0% 0.0% 0 0.0% 0 Park, Ipswich 0.0% 0.0% Mecca, Llovds Avenue, 0.6% 0 0.0% 0 0.0% 0.0% 0 12.4% 0 0.0% 0 0 0.0% 0.0% 0.0% 0 0.0% 0 Ipswich Winners Bingo & Social 1.9% 0.0% 0 45.6% 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0.0% 0 12.4% 1 0.0% 0 0.0% 0 1 1 Club, Guildhall Street. Thetford Bury St Edmunds 2.6% 2 0.0% 0 34.9% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 27.2% 1 0.0% 0 0.0% 0 1 0 17.6% Capel St Mary 1.5% 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 1 0.0% 0 0.0% 0.0% 0.0% 0 0.0% 0 2 0.0% 2 0.0% 0.0% 0.0% 0.0% 0 Colchester 8.6% 6 64.0% 0 0.0% 0 67.2% 0 21.8% 1 0 0.0% 0 0 0 0.0% Eye 0.8% 1 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 29.2% 0.0% 0 24.6% 16 0.0% 0 0.0% 0 0.0% 0 20.3% 0.0% 0 21.8% 1 82.8% 13 9.5% 0.0% 0.0% 0 0.0% 0 **Ipswich** 1.2% 0 0.0% 0 0 0.0% 0 0 1 0.0% 0 20.7% 0.0% 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0.0% 0 Long Melford 2.9% 2 0.0% 0 19.6% 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 12.6% 2 0.0% 0.0% 0 0.0% 0 Stowmarket 0 0 0 0 Sudbury 6.5% 4 36.0% 0.0% 0 79.3% 3 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 1.8% 1 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 9.5% 0.0% 0 0.0% 0 0.0% 0 Central London 0 0.9% 0.0% 0 0.0% 0.0% 0.0% 0 0 0.0% 0 0.0% 0.0% 0.0% 0.0% Diss 1 0 0 0.0% 0 0 0 0 6.3% Elmswell 3.0% 2 0.0% 0 0.0% 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 48.0% 2 0.0% 0 0.0% 0 Harleston 5.1% 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 0.0% 0 36.7% 3 Norwich 5.7% 4 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 40.4% 4 0.7% 0 0 0 0.0% 0 0.0% 0.0% 0.0% 0 9.7% 0 0.0% 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% Portsmouth 0 0 0 Stradbroke 2.3% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 16.6% 2 Thetford 1.4% 1 0.0% 0 0.0% 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 12.4% 23.6% 0 0.0% 0 0.7% 0 0.0% 0 0.0% 0 23.6% 0 Thorndon 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0 0 Wickham Market 0.7% 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 23.6% 0 0.0% 0 (Don't know / varies) 1.1% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 16.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Weighted base: 66 4 3 5 5 13 9 16 49 2 3 3 4 9 Sample: 4 3 7 6 Q32AHow often do you or your household visit for bingo, casinos, or bookmakers? Those who visit Bingo, Casino or Bookmaker facilities at O31: Once a week 41.5% 28 36.0% 1 65.2% 1 100.0% 4 12.4% 0 16.0% 1 38.8% 2 82.8% 13 20.3% 3 0.0% 0 29.2% 1 18.9% 2 Once a fortnight 4.3% 3 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 12.4% 1 23.6% 0 20.1% 2 20 3 52.8% Once a month 30.3% 0.0% 0 0.0% 0 0.0% 0 87.6% 2 17.6% 1 11.0% 2 19.0% 2 87.6% 4 23.6% 0 61.0% 6 0 Once every two months 9.0% 6 0.0% 0.0% 0 0.0% 0 0.0% 0 21.4% 1 21.8% 1 6.2% 1 19.0% 2 0.0% 0 23.6% 0 0.0% 0 14.2% 9 64.0% 34.9% 0.0% Once every six months 2 0.0% 0 0.0% 0.0% 0 21.8% 0 41.7% 5 0.0% 0 0.0% 0 0.0% 0 0.7% 0 0 0 Once a year 0.0% 0 0.0% 0 0.0% 0.0% 0 9.7% 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0.0% 0 0.0% 0 Less often 0 0 0 0 0.0% 0 0.0% 0 (Don't know / varies) 0.0% 0 0.0% 0 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 9 Weighted base: 66 3 5 16 13

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Sample:

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|   | Tota  | 1      | Zone     | 1      | Zone 2   | 2    | Zone     | 3    | Zone 4 | ·  | Zone  | 5  | Zone  | 6  | Zone   | 7  | Zone  | 8  | Zone 9 | •  | Zone  | 10 | Zone 1 | 11 |
|---|-------|--------|----------|--------|----------|------|----------|------|--------|----|-------|----|-------|----|--------|----|-------|----|--------|----|-------|----|--------|----|
| Q33 Where do you or me<br>Those who visit Cinema                |       | of you | ır house | hold ı | normally | go t | o the ci | nema | ?      |    |       |    |       |    |        |    |       |    |        |    |       |    |        |    |
| Cineworld Cinemas -<br>Haverhill                                | 2.9%  | 18     | 19.1%    | 17     | 0.0%     | 0    | 1.4%     | 1    | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  |
| Cineworld, Cardinal Park, 11<br>Grafton Way, Ipswich            | 31.0% | 193    | 2.8%     | 2      | 0.0%     | 0    | 16.4%    | 15   | 11.4%  | 3  | 79.7% | 31 | 76.2% | 49 | 76.1%  | 57 | 25.9% | 23 | 6.7%   | 3  | 22.2% | 6  | 7.1%   | 4  |
| Colchester Theatretrain, Oak<br>Tree Centre                     | 0.3%  | 2      |          | 0      | 0.0%     | 0    | 0.0%     | 0    | 7.2%   | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.00,0 | 0  |       | 0  | 0.0%   | 0  |       | 0  |        | 0  |
| Ipswich Film Theatre, Corn<br>Exchange, King Street,<br>Ipswich | 0.4%  | 3      | 0.0%     | 0      | 0.0%     | 0    | 0.0%     | 0    | 2.2%   | 1  | 5.3%  | 2  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  |
| ODEON Colchester, 29-31<br>Head St, Colchester                  | 3.7%  | 23     | 11.7%    | 10     | 0.0%     | 0    | 9.5%     | 9    | 0.0%   | 0  | 0.0%  | 0  | 6.7%  | 4  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  |
| Regal Theatre, Ipswich<br>Street, Stowmarket                    | 8.5%  | 53     | 0.0%     | 0      | 0.0%     | 0    | 0.0%     | 0    | 0.0%   | 0  | 3.1%  | 1  | 0.0%  | 0  | 14.9%  | 11 | 42.5% | 37 | 4.0%   | 2  | 3.5%  | 1  | 1.7%   | 1  |
| The Quay (Theatre), Quay<br>Lane, Sudbury                       | 0.4%  | 2      | 0.0%     | 0      | 0.0%     | 0    | 1.4%     | 1    | 4.0%   | 1  | 0.0%  | 0  | 0.0%  | 0  |        | 0  |       | 0  | 0.0%   | 0  |       | 0  | 0.0%   | 0  |
| Braintree   | 8.2%  | 51     | 35.5%    | 31     | 0.0%     | 0    | 15.5%    | 14   | 19.8%  | 6  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  |
| Bury St Edmunds   | 29.5% | 184    | 27.2%    | 24     | 100.0%   | 23   | 54.0%    | 49   | 54.2%  | 16 | 6.1%  | 2  | 0.0%  | 0  |        | 3  | 17.3% | 15 | 86.8%  | 37 | 44.8% | 13 | 3.8%   | 2  |
| Colchester  | 0.4%  | 2      | 1.3%     | 1      | 0.0%     | 0    | 0.0%     | 0    | 1.3%   | 0  | 1.2%  | 0  | 0.0%  | 0  |        | 0  | 0.0%  | 0  | 0.0%   | 0  |       | 0  | 0.0%   | 0  |
| Dedham  | 0.3%  | 2      | 0.0%     | 0      | 0.0%     | 0    | 0.0%     | 0    | 0.0%   | 0  | 0.0%  | 0  | 3.0%  | 2  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  |
| Eye   | 0.2%  | 1      | 0.0%     | 0      | 0.0%     | 0    | 0.0%     | 0    | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 4.7%  | 1  | 0.0%   | 0  |
| Hadleigh  | 0.2%  | 1      | 0.0%     | 0      | 0.0%     | 0    | 0.0%     | 0    | 0.0%   | 0  | 3.1%  | 1  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  |
| Halstead  | 0.1%  | 1      | 0.0%     | 0      | 0.0%     | 0    | 0.8%     | 1    | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  |
| Haverhill   | 0.5%  | 3      | 2.5%     | 2      | 0.0%     | 0    | 1.0%     | 1    | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  |
| Ipswich   | 2.4%  | 15     | 0.0%     | 0      | 0.0%     | 0    | 0.0%     | 0    | 0.0%   | 0  | 0.0%  | 0  | 12.6% | 8  | 1.1%   | 1  | 4.1%  | 4  | 0.0%   | 0  | 3.4%  | 1  | 2.6%   | 1  |
| Stowmarket  | 1.7%  | 11     | 0.0%     | 0      | 0.0%     | 0    | 0.0%     | 0    | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 10.2% | 9  | 1.2%   | 1  | 1.6%  | 0  | 1.3%   | 1  |
| Diss  | 0.2%  | 2      | 0.0%     | 0      | 0.0%     | 0    | 0.0%     | 0    | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 2.7%   | 2  |
| Halesworth  | 0.2%  | 1      | 0.0%     | 0      | 0.0%     | 0    | 0.0%     | 0    | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 1.7%   | 1  |
| Harlesdon   | 0.1%  | 1      | 0.0%     | 0      | 0.0%     | 0    | 0.0%     | 0    | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  |        | 0  | 0.0%  | 0  | 0.0%   | 0  |       | 0  | 1.0%   | 1  |
| Hoxne   | 0.2%  | 1      | 0.0%     | 0      | 0.0%     | 0    | 0.0%     | 0    | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  |        | 0  | 0.0%  | 0  | 0.0%   | 0  |       | 0  | 1.7%   | 1  |
| Norwich   | 7.3%  | 45     | 0.0%     | 0      | 0.0%     | 0    | 0.0%     | 0    | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  |        | 0  | 0.0%  | 0  | 0.0%   | 0  |       | -  | 75.4%  | 43 |
| Woodbridge  | 1.0%  | 7      | 0.0%     | 0      | 0.0%     | 0    | 0.0%     | 0    | 0.0%   | 0  | 1.5%  | 1  | 1.5%  | 1  | 4.1%   | 3  | 0.0%  | 0  | 0.0%   | 0  |       | 2  | 0.0%   | 0  |
| (Don't know / varies)   | 0.3%  | 2      | 0.0%     | 0      | 0.0%     | 0    | 0.0%     | 0    | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  |        | 0  |       | 0  | 1.2%   | 1  | 1.9%  | 1  | 1.0%   | 1  |
| Weighted base:  | 0.570 | 623    | 0.070    | 87     | 3.070    | 23   | 0.070    | 92   | 0.070  | 29 | 0.070 | 38 | 0.070 | 64 | 0.070  | 76 | 0.070 | 87 | 1.2/0  | 42 | 1.7/0 | 28 | 1.070  | 56 |
|   |       | 561    |          | 54     |          | 54   |          |      |        | -  |       |    |       | 50 |        |    |       |    |        | _  |       | 48 |        | 48 |

|                       | Tota      | ıl    | Zone      | 1        | Zone 2      | 2  | Zone 3 | 3  | Zone  | 4  | Zone  | 5  | Zone  | 6  | Zone  | 7  | Zone 8 | 8  | Zone 9 | )  | Zone 1 | .0 | Zone 1 | 1  |
|-----------------------|-----------|-------|-----------|----------|-------------|----|--------|----|-------|----|-------|----|-------|----|-------|----|--------|----|--------|----|--------|----|--------|----|
| Q33AHow often do you  | or your h | ousal | hold visi | t the    | cinema?     |    |        |    |       |    |       |    |       |    |       |    |        |    |        |    |        |    |        |    |
| Those who visit Ciner |           |       | ioia visi | t tile v | cirierria : |    |        |    |       |    |       |    |       |    |       |    |        |    |        |    |        |    |        |    |
| Once a week           | 3.7%      | 23    | 1.6%      | 1        | 6.2%        | 1  | 7.3%   | 7  | 5.1%  | 1  | 1.9%  | 1  | 5.6%  | 4  | 2.3%  | 2  | 4.1%   | 4  | 4.3%   | 2  | 1.9%   | 1  | 0.0%   | 0  |
| Once a fortnight      | 8.3%      | 51    | 4.1%      | 4        | 19.3%       | 4  | 6.1%   | 6  | 11.1% | 3  | 8.1%  | 3  | 1.9%  | 1  | 24.1% | 18 | 8.9%   | 8  | 0.0%   | 0  | 10.8%  | 3  | 2.3%   | 1  |
| Once a month          | 30.4%     | 190   | 35.8%     | 31       | 14.6%       | 3  | 22.0%  | 20 | 35.6% | 10 | 52.1% | 20 | 24.4% | 16 | 23.6% | 18 | 34.2%  | 30 | 29.6%  | 12 | 17.8%  | 5  | 41.7%  | 24 |
| Once every two months | 32.7%     | 204   | 32.9%     | 29       | 30.1%       | 7  | 40.3%  | 37 | 25.6% | 7  | 24.6% | 9  | 35.4% | 23 | 30.0% | 23 | 35.6%  | 31 | 37.3%  | 16 | 35.4%  | 10 | 21.7%  | 12 |
| Once every six months | 18.8%     | 117   | 19.4%     | 17       | 25.1%       | 6  | 18.7%  | 17 | 12.4% | 4  | 7.9%  | 3  | 31.2% | 20 | 14.1% | 11 | 14.8%  | 13 | 22.3%  | 9  | 27.3%  | 8  | 18.0%  | 10 |
| Once a year           | 2.7%      | 17    | 2.1%      | 2        | 4.8%        | 1  | 1.9%   | 2  | 7.0%  | 2  | 2.4%  | 1  | 0.0%  | 0  | 3.2%  | 2  | 1.4%   | 1  | 5.2%   | 2  | 3.5%   | 1  | 4.4%   | 3  |
| Less often            | 1.7%      | 10    | 2.8%      | 2        | 0.0%        | 0  | 2.9%   | 3  | 1.6%  | 0  | 1.2%  | 0  | 1.5%  | 1  | 1.1%  | 1  | 0.0%   | 0  | 0.0%   | 0  | 3.4%   | 1  | 2.7%   | 2  |
| (Don't know / varies) | 1.8%      | 11    | 1.3%      | 1        | 0.0%        | 0  | 0.8%   | 1  | 1.6%  | 0  | 1.8%  | 1  | 0.0%  | 0  | 1.6%  | 1  | 1.1%   | 1  | 1.2%   | 1  | 0.0%   | 0  | 9.2%   | 5  |
| Weighted base:        |           | 623   |           | 87       |             | 23 |        | 92 |       | 29 |       | 38 |       | 64 |       | 76 |        | 87 |        | 42 |        | 28 |        | 56 |
| Sample:               |           | 561   |           | 54       |             | 54 |        | 63 |       | 46 |       | 47 |       | 50 |       | 52 |        | 50 |        | 49 |        | 48 |        | 48 |

|   | Total |    | Zone 1 |   | Zone 2 |      | Zone 3    | 3     | Zone 4   |     | Zone 5     |       | Zone 6     |   | Zone 7 |   | Zone 8 |   | Zone 9 |    | Zone 10 | ) | Zone 11 |   |
|---|-------|----|--------|---|--------|------|-----------|-------|----------|-----|------------|-------|------------|---|--------|---|--------|---|--------|----|---------|---|---------|---|
| 34 Where do you or me<br>Those who visit gym / h  |       |    |        |   |        | go t | o use a g | gym / | healthcl | ub/ | sports fac | ility | <b>/</b> ? |   |        |   |        |   |        |    |         |   |         |   |
| iss Swim & Fitness Centre,<br>Victoria Road, DISS   | 1.7%  | 5  | 0.0%   | 0 | 0.0%   | 0    | 0.0%      | 0     | 0.0%     | 0   | 0.0%       | 0     | 0.0%       | 0 | 0.0%   | 0 | 2.2%   | 1 | 0.0%   | 0  | 25.7%   | 4 | 0.0%    | 0 |
| very One Active, Mid-Suffolk Leisure Centre, Stowmarket   | 2.3%  | 6  | 0.0%   | 0 | 0.0%   | 0    | 0.0%      | 0     | 0.0%     | 0   | 1.8%       | 0     | 0.0%       | 0 | 11.0%  | 5 | 0.0%   | 0 | 2.7%   | 1  | 3.1%    | 0 | 0.0%    | 0 |
| reat Cornard Sports Centre  | 0.6%  | 2  | 0.0%   | 0 | 0.0%   | 0    | 2.2%      | 1     | 7.5%     | 1   | 0.0%       | 0     | 0.0%       | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%    | 0 | 0.0%    | 0 |
| adleigh High Leisure Centre   | 1.2%  | 3  | 0.0%   | 0 |        | 0    | 0.0%      | 0     | 0.0%     | _   | 13.0%      | 3     | 0.0%       | 0 | 0.0%   | 0 |        | 0 | 0.0%   | 0  |         | 0 |         | 0 |
| arleston Community<br>Leisure Facility  | 1.2%  | 3  | 3.7%   | 1 | 0.0%   | 0    | 0.0%      | 0     | 0.0%     | 0   | 0.0%       | 0     | 0.0%       | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%    | 0 | 18.0%   | 2 |
| swich Sports Club, Henley<br>Road, Ipswich  | 1.4%  | 4  | 0.0%   | 0 | 0.0%   | 0    | 0.0%      | 0     | 0.0%     | 0   | 9.7%       | 2     | 0.0%       | 0 | 3.0%   | 1 | 0.0%   | 0 | 0.0%   | 0  | 0.0%    | 0 | 0.0%    | 0 |
| ingfisher Leisure Centre,<br>Station Road, Sudbury  | 8.5%  | 23 | 9.5%   | 4 |        |      | 36.6%     | 13    | 48.6%    | 5   | 4.7%       | 1     | 0.0%       | 0 |        | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%    | 0 | 0.0%    | 0 |
| A fitness Bury St Edmunds   | 0.7%  | 2  | 3.7%   | 1 | 5.0%   | 0    | 0.0%      | 0     | 0.0%     | 0   | 0.0%       | 0     | 0.0%       | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  |         | 0 | 0.0%    | 0 |
| wah Health, Beauty and<br>Fitness Studio, Milner<br>Road, Chilton Industrial<br>Estate, Sudbury | 1.7%  | 5  | 10.2%  | 4 | 0.0%   | 0    | 0.0%      | 0     | 7.5%     | 1   | 0.0%       | 0     | 0.0%       | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%    | 0 | 0.0%    | 0 |
| rthgate Sports Centre,<br>Sidegate Lane West,   | 0.4%  | 1  | 0.0%   | 0 | 0.0%   | 0    | 0.0%      | 0     | 0.0%     | 0   | 0.0%       | 0     | 0.0%       | 0 | 2.3%   | 1 | 0.0%   | 0 | 0.0%   | 0  | 0.0%    | 0 | 0.0%    | 0 |
| RG Fitness Gym &<br>Studios, Creeting Road<br>West, Stowmarket                                  | 1.4%  | 4  | 0.0%   | 0 | 0.0%   | 0    | 0.0%      | 0     | 0.0%     | 0   | 0.0%       | 0     | 0.0%       | 0 | 4.1%   | 2 | 4.8%   | 2 | 0.0%   | 0  | 0.0%    | 0 | 0.0%    | 0 |
| owupland Sports Centre,<br>Church Road, Stowmarket  | 1.6%  | 4  | 0.0%   | 0 | 3.8%   | 0    | 0.0%      | 0     | 0.0%     | 0   | 9.7%       | 2     | 0.0%       | 0 | 0.0%   | 0 | 3.6%   | 2 | 0.0%   | 0  | 0.0%    | 0 | 0.0%    | 0 |
| radbroke Swim & Fitness<br>Centre, Wilby Road,<br>Stradbroke                                    | 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  | 14.4%   | 2 | 6.5%    | 1 |
| dbury Sports Centre,<br>Tudor Road  | 1.7%  | 5  | 6.6%   | 2 | 0.0%   | 0    | 3.6%      | 1     | 7.5%     | 1   | 0.0%       | 0     | 0.0%       | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%    | 0 | 0.0%    | 0 |
| e Spirit Health Club,<br>London Road, Ipswich   | 0.9%  | 3  | 0.0%   | 0 |        | 0    | 0.0%      | 0     | 0.0%     | 0   |            | 0     | 5.5%       | 1 |        |   | 0.0%   | 0 | 0.0%   | 0  |         | 0 | 0.0%    | 0 |
| st Health and Fitness,<br>Caxton House, Chilton<br>Industrial Estate, Sudbury                   | 0.4%  | 1  | 0.0%   | 0 |        | 0    | 0.0%      | 0     | 9.9%     | 1   | 0.0%       | 0     | 0.0%       | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%    | 0 | 0.0%    | 0 |
| aintree   | 0.2%  | 1  | 0.0%   | 0 |        | 0    | 0.0%      | 0     | 5.6%     | 1   |            | 0     | 0.0%       | 0 |        | 0 | 0.0%   | 0 | 0.0%   | 0  |         | 0 | 0.0%    | 0 |
| amford  | 0.8%  | 2  | 0.0%   | 0 | 0.0%   | 0    | 0.0%      | 0     | 0.0%     | 0   | 0.00       | 0     | 5.5%       | 1 | 2.3%   | 1 | 0.0%   | 0 | 0.0%   | 0  |         | 0 | 0.0%    | 0 |
| ry St Edmunds   | 11.1% | 30 | 0.0%   |   | 62.5%  |      | 11.8%     | 4     | 0.0%     | 0   | 0.0%       | 0     | 0.0%       | 0 | 0.0%   |   | 17.8%  | 8 | 60.6%  | 12 |         | 1 | 0.0%    | 0 |
| olchester   | 1.6%  | 4  | 10.2%  | 4 | 0.0%   | 0    | 0.0%      | 0     | 0.0%     | 0   |            | 0     | 0.0%       | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  |         | 0 | 0.0%    | 0 |
| ebenham   | 0.6%  | 2  | 0.0%   | 0 | 0.0%   | 0    | 0.0%      | 0     | 0.0%     | 0   | 0.0%       | 0     | 0.0%       | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  |         | 2 | 0.0%    | 0 |
| adleigh   | 2.6%  | 7  | 0.0%   | 0 | 0.0%   | 0    | 0.0%      | 0     | 0.0%     |     | 27.3%      | 7     | 0.0%       | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  |         | 0 | 0.0%    | 0 |
| alstead   | 0.9%  | 2  | 6.7%   | 2 | 0.0%   | 0    | 0.0%      | 0     | 0.0%     | 0   | 0.0%       | 0     | 0.0%       | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%    | 0 | 0.0%    | 0 |

|  | Total | l       | Zone 1       | l  | Zone 2       | ,  | Zone         | 3  | Zone 4       |    | Zone 5       | 5  | Zone  | 6  | Zone         | 7  | Zone  | 8  | Zone 9       | )  | Zone 1       | 0  | Zone 1 | 11 |
|--|-------|---------|--------------|----|--------------|----|--------------|----|--------------|----|--------------|----|-------|----|--------------|----|-------|----|--------------|----|--------------|----|--------|----|
| Haverhill  | 0.5%  | 1       | 3.7%         | 1  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%  | 0  | 0.0%         | 0  | 0.0%  | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%   | 0  |
| Ipswich  | 12.5% | 34      | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | -  | 11.9%        | 3  | 23.6% |    | 59.5%        | 26 | 0.0%  | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%   | 0  |
| Manningtree Manningtree                                      | 0.4%  | 34<br>1 | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 4.5%  | 1  | 0.0%         | 0  | 0.0%  | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%   | 0  |
| Needham Market   | 0.4%  | 2.      | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 2.9%         | 1  | 0.0%  | 0  |              | 1  | 0.0%  | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%   | 0  |
| Stowmarket   | 15.0% | 41      | 0.0%         |    | 11.4%        | 1  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%  | 0  |              | 2  | 71.6% | 31 | 31.3%        | 6  | 0.0%         | 0  | 0.0%   | 0  |
| Sudbury  | 6.5%  | 18      | 4.9%         | 2  | 8.1%         | 1  | 38.6%        |    | 13.3%        | 1  | 0.0%         | 0  | 0.0%  | 0  | 0.0%         | 0  | 0.0%  | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%   | 0  |
| Abingdon   | 0.2%  | 10      | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%  | 0  |              | 0  | 0.0%  | 0  | 0.0%         | 0  | 3.8%         | 1  | 0.0%   | 0  |
| Bungay   | 0.2%  | 1       | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%  | 0  | 0.0%         | 0  | 0.0%  | 0  | 0.0%         | 0  | 0.0%         | 0  | 6.5%   | 1  |
| Central London   | 2.3%  | 6       | 3.7%         | 1  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 22.7% | 5  | 0.0%         | 0  | 0.0%  | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.5%   | 0  |
| Clare  | 1.1%  | 3       | 4.9%         | 2  | 0.0%         | 0  | 3.6%         | 1  | 0.0%         | 0  | 0.0%         | 0  | 0.0%  | 0  |              | 0  | 0.0%  | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%   | 0  |
| Diss   | 1.1%  | 3       | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%  | 0  | 2.3%         | 1  | 0.0%  | 0  | 0.0%         | 0  | 12.6%        | 2  | 0.0%   | 0  |
| Earls Colne  | 1.0%  | 3<br>4  | 9.4%         | 4  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%  | 0  | 0.0%         | 0  | 0.0%  | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%   | 0  |
| East Bergholt  | 1.8%  | 5       | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 22.8% | 5  | 0.0%         | 0  | 0.0%  | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%   | 0  |
| Felixstowe   | 0.8%  | 2       | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 9.8%  | 2  | 0.0%         | 0  | 0.0%  | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%   | 0  |
|  | 0.3%  | 1       |              | 0  |              | 0  |              | 0  |              | 0  |              | 0  | 0.0%  | 0  |              | 0  | 0.0%  | 0  |              | 0  |              | 0  | 6.5%   | 1  |
| Framlingham<br>Harleston                                     | 0.5%  | 1       | 0.0%<br>0.0% | 0  | 0.0%  | 0  | 0.0%<br>0.0% | 0  | 0.0%  | 0  | 0.0%<br>0.0% | 0  | 0.0%<br>0.0% | 0  |        | 1  |
| Health and Fitness at Kersey                                 | 0.5%  | 2       | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 9.7%         | 2  | 0.0%  | 0  |              | 0  | 0.0%  | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%   | 0  |
| Mill, Kersey, Ipswich  | 0.9%  | 2       | 0.0%         | U  | 0.0%         | U  | 0.0%         | U  | 0.0%         | U  | 9.7%         | 2  | 0.0%  | U  | 0.0%         | U  | 0.0%  | U  | 0.0%         | U  | 0.0%         | U  | 0.0%   | U  |
| Hintlesham   | 0.4%  | 1       | 0.0%         | 0  |              | 0  | 0.0%         | 0  | 0.0%         | 0  |              | 0  | 5.5%  | 1  | 0.0%         | 0  | 0.0%  | 0  | 0.0%         | 0  |              | 0  | 0.0%   | 0  |
| Leavenheath, Colchester                                      | 0.5%  | 1       | 0.0%         | 0  | 0.0%         | 0  | 3.6%         | 1  | 0.0%         | 0  | 0.0%         | 0  | 0.0%  | 0  | 0.0%         | 0  | 0.0%  | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%   | 0  |
| Long Stratton  | 0.5%  | 1       | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%  | 0  | 0.0%         | 0  | 0.0%  | 0  | 0.0%         | 0  | 5.0%         | 1  | 6.5%   | 1  |
| Lowestoft  | 0.2%  | 1       | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%  | 0  | 0.0%         | 0  | 0.0%  | 0  | 0.0%         | 0  | 0.0%         | 0  | 5.2%   | 1  |
| Nedging-with-Naughton  | 0.2%  | 0       | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 1.8%         | 0  | 0.0%  | 0  | 0.0%         | 0  | 0.0%  | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%   | 0  |
| Norwich  | 0.4%  | 1       | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%  | 0  | 0.0%         | 0  | 0.0%  | 0  | 0.0%         | 0  | 6.8%         | 1  | 0.0%   | 0  |
| Rattlesden   | 0.1%  | 0       | 0.0%         | 0  | 3.1%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%  | 0  | 0.0%         | 0  | 0.0%  | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%   | 0  |
| Stradbroke   | 1.3%  | 3       | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%  | 0  | 0.0%         | 0  | 0.0%  | 0  | 0.0%         | 0  | 9.8%         | 1  | 18.0%  | 2  |
| The Gainsborough Health<br>Club & Spa, Cavendish,<br>Sudbury | 0.5%  | 1       | 3.7%         | 1  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%  | 0  | 0.0%         | 0  | 0.0%  | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%   | 0  |
| West Bergholt  | 0.4%  | 1       | 3.0%         | 1  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%  | 0  | 0.0%         | 0  | 0.0%  | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%   | 0  |
| Witham   | 2.2%  | 6       | 16.2%        | 6  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%  | 0  | 0.0%         | 0  | 0.0%  | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%   | 0  |
| Woodbridge   | 0.7%  | 2       | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%  | 0  | 4.1%         | 2  | 0.0%  | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%   | 0  |
| Woolpit  | 0.4%  | 1       | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%  | 0  | 0.0%         | 0  | 0.0%  | 0  | 5.4%         | 1  | 0.0%         | 0  | 0.0%   | 0  |
| (Don't know / varies)  | 1.6%  | 4       | 0.0%         | 0  | 6.1%         | 1  | 0.0%         | 0  | 0.0%         | 0  | 5.7%         | 1  | 0.0%  | 0  | 0.0%         | 0  | 0.0%  | 0  | 0.0%         | 0  | 0.0%         | 0  |        | 2  |
| Weighted base:   |       | 271     |              | 37 |              | 9  |              | 35 |              | 11 |              | 25 |       | 22 |              | 43 |       | 44 |              | 19 |              | 14 |        | 11 |
| Sample:  |       | 231     |              | 20 |              | 17 |              | 24 |              | 19 |              | 27 |       | 16 |              | 25 |       | 23 |              | 23 |              | 24 |        | 13 |

| Total   Zone 1   Zone 2   Zone 3   Zone 4   Zone 5   Zone 6   Zone 7   Zone 8   Zone 9   Zone 10   Zone 11   |  |
|--|--|
| Those who visit gym / healthclub / sports facility at Q31:  Once a week 79.8% 217 92.5% 34 90.8% 8 76.1% 27 81.2% 9 67.3% 17 87.1% 19 86.5% 38 65.2% 29 76.0% 15 88.1% 12 82.0% 9 Once a fortnight 3.7% 10 3.0% 1 0.0% 0 2.7% 1 0.0% 0 0.0% 0 7.3% 2 3.0% 1 7.2% 3 6.0% 1 5.0% 1 0.0% 0 Once a month 7.6% 20 0.0% 0 0.0% 0 12.9% 5 7.5% 1 21.3% 5 0.0% 0 5.1% 2 15.6% 7 3.3% 1 0.0% 0 0.0% 0 0.0% 0 Once every two months 3.7% 10 0.0% 0 3.1% 0 4.8% 2 0.0% 0 1.8% 0 0.0% 0 5.3% 2 12.0% 5 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Once every six months 2.2% 6 0.0% 0 0. |  |
| Once a fortnight 3.7% 10 3.0% 1 0.0% 0 2.7% 1 0.0% 0 0.0% 0 7.3% 2 3.0% 1 7.2% 3 6.0% 1 5.0% 1 0.0% 0 0.0%  |  |
| Once a month 7.6% 20 0.0% 0 0.0% 0 12.9% 5 7.5% 1 21.3% 5 0.0% 0 5.1% 2 15.6% 7 3.3% 1 0.0% 0 |  |
| Once every two months 3.7% 10 0.0% 0 3.1% 0 4.8% 2 0.0% 0 1.8% 0 0.0% 0 5.3% 2 12.0% 5 0.0% 0 |  |
| Once every six months 2.2% 6 0.0% 0 0.0% 0 0.0% 0 5.6% 1 9.7% 2 5.5% 1 0.0% 0 0.0% 0 0.0% 0 6.9% 1 6.5% 1 Once a year 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0   |  |
| Once a year 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0  |  |
| •  |  |
| Less often 0.2% 1.0.0% 0.0.0% 0.0.0% 0.5.6% 1.0.0% 0.0.0% 0.0.0% 0.0.0% 0.0.0% 0.0.0% 0.0.0% 0.0.0%  |  |
| Less official 0.270 1 0.070 0 0.070 0 5.070 1 0.070 0 0.070 0 0.070 0 0.070 0 0.070 0 0.070 0 0.070 0  |  |
| (Don't know / varies) 2.8% 8 4.5% 2 6.1% 1 3.6% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 14.6% 3 0.0% 0 11.5% 1   |  |
| Weighted base: 271 37 9 35 11 25 22 43 44 19 14 11   |  |
| Sample: 231 20 17 24 19 27 16 25 23 23 24 13   |  |

| Sequence of the sequence of th |
|--|
| Tree Centre swich Film Theatre, Com Exchange, King Street, pursue by the Plant Theatre, Com Exchange, King Street, pursue by the Plant Saint Hollar's Street, David Delay Street, David De |
| swich Film Theatre, Comp   1.5   5   0.0%   0   0.0%    |
| Helens Street, Ipswich work Worksy Theatre, Crivic   14,2%   65   0,0%   0   1,7%   0   12,4%   7   0,0%   0   61,0%   21   20,8%   14   30,3%   17   1,13%   5   0,0%   0   3,9%   1   3,9%   1   3,9%   1   2,0%   0   0,0%   0   1,6%   1   5,6%   4   3,2%   2   8,9%   4   5,0%   1   0,0%   0   0,0 |
| aw Wokey Theatre, Civic 14.2% 65 0.0% 0 1.7% 0 12.4% 7 0.0% 0 61.0% 21 20.8% 14 30.3% 17 11.3% 5 0.0% 0 3.9% 1 3.9% 1 Drive, Ipswich segal Theatre, Ipswich 24% 11 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.6% 1 5.6% 4 3.2% 2 8.9% 4 5.0% 1 0.0% 0  |
| gal Theatre, Ipswich gas Street, Isomarket street, Isomarket see Corn Exchange, King Street, Isomarket see Corn Exchange, King Street, Isomarket see Corn Exchange, King O.7% Solution Street, Isomarket Street, Isomarket see Corn Exchange, King O.7% Solution Street, Isomarket Street, I |
| the Come Exchange, King No. 10   |
| Lene Quay (Theatre), Quay 4.5% 21 4.7% 4 1.7% 0 19.9% 11 20.7% 6 1.3% 0 0.0% 0  |
| rry St Edmunds   |
| mbridge 0.6% 3 3.9% 3 0.0% 0 0 |
| blebester    6.0%   27   23.3%   18   0.0%   0   6.3%   3   0.0%   0   2.7%   1   6.3%   4   2.3%   1   0.0%   0   0.0%   |
| alstead 0.3% 1 0.0% 0 0.0% 0 2.3% 1 0.0% 0 0 |
| averhill 0.4% 2 1.5% 1 0.0% 0  |
| swich 6.8% 31 4.4% 3 2.1% 0 16.5% 9 9.3% 3 7.0% 2 9.9% 6 4.5% 3 5.1% 2 3.1% 1 4.1% 1 1.8% 1 ng Melford 0.1% 0 0.0% |
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| Adbury and the definition of the content of the con |
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| brwich crivich 6.3% 29 0.0% 0 4.8% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.4% 1 5.1% 2 2.3% 1 33.7% 9 45.9% 15 r John Mills Theatre, 0.3% 1 0.0% 0 0.0 |
| r John Mills Theatre,  |
| Gatacre Road, Ipswich hape 0.1% 0 0.0 |
| rest End / Central London 25.2% 116 32.2% 24 27.9% 4 23.7% 13 37.5% 11 15.0% 5 21.4% 14 28.4% 16 37.2% 16 2.3% 1 18.4% 5 21.6% 7 coodbridge 0.7% 3 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.4% 1 0.0% 0 2.3% 1 0.0% 0 5.0% 2 ton't know / varies) 5.0% 23 6.4% 5 2.1% 0 0.0% 0 3.5% 1 2.2% 1 7.2% 5 3.9% 2 5.1% 2 1.9% 1 9.4% 3 11.7% 4 reighted base: 460 76 16 54 29 34 65 56 42 27 28 33   |
| Goodbridge       0.7%       3       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       2.3%       1       0.0%       0       5.0%       2         Pon't know / varies)       5       0.0%       5       2.1%       0       0.0%       0       3.5%       1       2.2%       1       7.2%       5       3.9%       2       5.1%       2       1.9%       1       9.4%       3       11.7%       4         Feighted base:       460       76       16       54       29       34       65       56       42       27       28       33   |
| on't know / varies) 5.0% 23 6.4% 5 2.1% 0 0.0% 0 3.5% 1 2.2% 1 7.2% 5 3.9% 2 5.1% 2 1.9% 1 9.4% 3 11.7% 4 reighted base: 460 76 16 54 29 34 65 56 42 27 28 33  |
| on't know / varies) 5.0% 23 6.4% 5 2.1% 0 0.0% 0 3.5% 1 2.2% 1 7.2% 5 3.9% 2 5.1% 2 1.9% 1 9.4% 3 11.7% 4 eighted base: 460 76 16 54 29 34 65 56 42 27 28 33   |
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|  |

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## Babergh & Mid Suffolk Household Survey For Carter Jonas

|  | Tota  | l   | Zone  | 1  | Zone  | 2  | Zone     | 3      | Zone    | 4     | Zone   | 5  | Zone  | 6  | Zone  | 7  | Zone  | 8  | Zone 9 | 9  | Zone 1 | 0  | Zone 1 | 1  |
|--|-------|-----|-------|----|-------|----|----------|--------|---------|-------|--------|----|-------|----|-------|----|-------|----|--------|----|--------|----|--------|----|
| Q35AHow often do you<br>Those who visit the th | •     |     |       |    | ,     |    | n a conc | ert oı | watch I | ive m | nusic? |    |       |    |       |    |       |    |        |    |        |    |        |    |
| Once a week                                    | 0.5%  | 2   | 0.0%  | 0  | 0.0%  | 0  | 0.0%     | 0      | 3.0%    | 1     | 0.0%   | 0  | 1.5%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 1.9%   | 1  | 0.0%   | 0  |
| Once a fortnight                               | 1.3%  | 6   | 4.2%  | 3  | 2.8%  | 0  | 0.0%     | 0      | 1.3%    | 0     | 1.3%   | 0  | 1.5%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 1.6%   | 0  | 0.0%   | 0  |
| Once a month                                   | 7.6%  | 35  | 4.2%  | 3  | 0.0%  | 0  | 14.7%    | 8      | 4.3%    | 1     | 4.3%   | 1  | 6.7%  | 4  | 8.5%  | 5  | 4.6%  | 2  | 12.4%  | 3  | 3.1%   | 1  | 16.8%  | 6  |
| Once every two months                          | 26.5% | 122 | 36.3% | 28 | 27.4% | 4  | 24.7%    | 13     | 21.3%   | 6     | 28.0%  | 10 | 26.7% | 17 | 25.8% | 14 | 22.0% | 9  | 22.1%  | 6  | 26.1%  | 7  | 20.2%  | 7  |
| Once every six months                          | 40.7% | 187 | 37.7% | 29 | 57.9% | 9  | 39.7%    | 21     | 50.5%   | 15    | 52.7%  | 18 | 46.2% | 30 | 38.0% | 21 | 39.0% | 16 | 25.8%  | 7  | 43.6%  | 12 | 25.9%  | 9  |
| Once a year                                    | 15.9% | 73  | 13.9% | 11 | 11.9% | 2  | 17.3%    | 9      | 8.5%    | 2     | 7.3%   | 3  | 7.2%  | 5  | 19.4% | 11 | 31.5% | 13 | 17.2%  | 5  | 19.6%  | 5  | 23.0%  | 8  |
| Less often                                     | 3.0%  | 14  | 0.0%  | 0  | 0.0%  | 0  | 3.5%     | 2      | 9.4%    | 3     | 0.0%   | 0  | 7.2%  | 5  | 1.4%  | 1  | 0.0%  | 0  | 6.1%   | 2  | 1.6%   | 0  | 4.6%   | 2  |
| (Don't know / varies)                          | 4.5%  | 21  | 3.7%  | 3  | 0.0%  | 0  | 0.0%     | 0      | 1.7%    | 0     | 6.4%   | 2  | 3.0%  | 2  | 6.9%  | 4  | 2.8%  | 1  | 16.4%  | 5  | 2.6%   | 1  | 9.5%   | 3  |
| Weighted base:                                 |       | 460 |       | 76 |       | 16 |          | 54     |         | 29    |        | 34 |       | 65 |       | 56 |       | 42 |        | 27 |        | 28 |        | 33 |
| Sample:  |       | 478 |       | 49 |       | 37 |          | 41     |         | 49    |        | 44 |       | 52 |       | 50 |       | 26 |        | 42 |        | 48 |        | 40 |

|   |       |     |       |    |        |    |        |    |        |       |          |        |           |         |           |        |       |    |        |    |        |    |        |    | • |
|---|-------|-----|-------|----|--------|----|--------|----|--------|-------|----------|--------|-----------|---------|-----------|--------|-------|----|--------|----|--------|----|--------|----|---|
|   | Tota  | ıl  | Zone  | 1  | Zone 2 | 2  | Zone 3 | 3  | Zone 4 | ı     | Zone     | 5      | Zone      | 6       | Zone      | 7      | Zone  | 8  | Zone 9 |    | Zone 1 | 0  | Zone 1 | 1  |   |
| Q36 Where do you or m Those who visit museu               |       | •   |       |    | -      | _  |        |    | •      | or ot | her plac | e of h | nistorica | al / cu | Itural in | terest | ?     |    |        |    |        |    |        |    |   |
| Ipswich Museum  | 8.6%  | 33  | 4.7%  | 2  | 0.0%   | 0  | 0.0%   | 0  | 3.7%   | 1     | 20.5%    | 4      | 19.4%     | 13      | 22.2%     | 9      | 0.0%  | 0  | 0.0%   | 0  | 15.0%  | 3  | 0.0%   | 0  |   |
| Moyse's Hall Museum,<br>Cornhill, Bury St<br>Edmunds      | 0.6%  | 2   | 0.0%  | 0  | 10.1%  | 1  | 0.0%   | 0  | 0.0%   | 0     | 0.0%     | 0      | 0.0%      | 0       | 0.0%      | 0      | 0.0%  | 0  | 4.8%   | 1  | 0.0%   | 0  | 0.0%   | 0  |   |
| Museum Of East Anglian<br>Life, Iliffe Way,<br>Stowmarket | 4.3%  | 16  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0     | 6.1%     | 1      | 2.4%      | 2       | 0.0%      | 0      | 21.0% | 11 | 8.7%   | 2  | 2.1%   | 0  | 0.0%   | 0  |   |
| Norfolk and Suffolk Aviation Museum                       | 0.6%  | 2   | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0     | 0.0%     | 0      | 2.4%      | 2       | 0.0%      | 0      | 0.0%  | 0  | 0.0%   | 0  | 3.5%   | 1  | 0.0%   | 0  |   |
| Bramford  | 0.6%  | 2   | 3.5%  | 2  | 3.6%   | 0  | 0.0%   | 0  | 0.0%   | 0     | 0.0%     | 0      | 0.0%      | 0       | 0.0%      | 0      | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |   |
| Bury St Edmunds   | 3.9%  | 15  | 0.0%  | 0  | 12.0%  | 1  | 1.8%   | 1  | 3.4%   | 1     | 0.0%     | 0      | 0.0%      | 0       | 0.0%      | 0      | 8.6%  | 5  | 24.4%  | 5  | 2.6%   | 1  | 4.8%   | 1  |   |
| Cambridge   | 2.9%  | 11  | 9.1%  | 5  | 8.0%   | 1  | 2.2%   | 1  | 2.1%   | 0     | 3.5%     | 1      | 0.0%      | 0       | 0.0%      | 0      | 0.0%  | 0  | 10.1%  | 2  | 5.6%   | 1  | 0.0%   | 0  |   |
| Colchester  | 7.6%  | 29  | 11.3% | 6  | 0.0%   | 0  | 7.4%   | 3  | 14.1%  | 3     | 2.1%     | 0      | 22.8%     | 15      | 0.0%      | 0      | 0.0%  | 0  | 0.0%   | 0  | 3.5%   | 1  | 0.0%   | 0  |   |
| lpswich   | 6.0%  | 23  | 0.0%  | 0  | 0.0%   | 0  | 1.8%   | 1  | 0.0%   | 0     | 16.2%    | 3      | 16.2%     | 11      | 12.9%     | 5      | 1.8%  | 1  | 2.4%   | 1  | 4.2%   | 1  | 0.0%   | 0  |   |
| Lavenham  | 0.7%  | 3   | 0.0%  | 0  | 0.0%   | 0  | 6.1%   | 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  |   |
| Long Melford  | 0.1%  | 0   | 0.0%  | 0  | 3.6%   | 0  | 0.0%   | 0  | 0.0%   | 0     | 0.0%     | 0      | 0.0%      | 0       | 0.0%      | 0      | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |   |
| Stowmarket  | 0.9%  | 3   | 0.0%  | 0  | 3.3%   | 0  | 0.0%   | 0  | 0.0%   | 0     | 0.0%     | 0      | 0.0%      | 0       | 0.0%      | 0      | 3.0%  | 2  | 0.0%   | 0  | 2.6%   | 1  | 3.5%   | 1  |   |
| Sudbury   | 0.5%  | 2   | 0.0%  | 0  | 0.0%   | 0  | 3.5%   | 2  | 1.7%   | 0     | 0.0%     | 0      | 0.0%      | 0       | 0.0%      | 0      | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |   |
| Abroad  | 0.6%  | 2   | 2.6%  | 1  | 2.2%   | 0  | 0.0%   | 0  | 0.0%   | 0     | 0.0%     | 0      | 0.0%      | 0       | 0.0%      | 0      | 0.0%  | 0  | 2.9%   | 1  | 0.0%   | 0  | 0.0%   | 0  |   |
| Chester-le-Street   | 0.3%  | 1   | 0.0%  | 0  | 0.0%   | 0  | 2.9%   | 1  | 0.0%   | 0     | 0.0%     | 0      | 0.0%      | 0       | 0.0%      | 0      | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |   |
| Vorwich   | 4.7%  | 18  | 2.6%  | 1  | 0.0%   | 0  | 2.9%   | 1  | 0.0%   | 0     | 0.0%     | 0      | 3.8%      | 3       | 0.0%      | 0      | 4.9%  | 3  | 3.6%   | 1  | 4.7%   | 1  | 30.3%  | 8  |   |
| ortsmouth   | 0.2%  | 1   | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0     | 0.0%     | 0      | 0.0%      | 0       | 0.0%      | 0      | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 2.2%   | 1  |   |
| loss-on-Wye   | 0.3%  | 1   | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0     | 0.0%     | 0      | 0.0%      | 0       | 0.0%      | 0      | 1.8%  | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |   |
| alisbury  | 0.1%  | 0   | 0.0%  | 0  | 3.6%   | 0  | 0.0%   | 0  | 0.0%   | 0     | 0.0%     | 0      | 0.0%      | 0       | 0.0%      | 0      | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |   |
| nape  | 0.2%  | 1   | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0     | 0.0%     | 0      | 0.0%      | 0       | 0.0%      | 0      | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 2.7%   | 1  |   |
| Vest End / Central London                                 | 36.0% | 137 | 38.8% |    | 42.1%  |    | 27.0%  |    | 64.2%  |       | 42.7%    | 9      | 26.9%     |         | 40.0%     | 16     | 39.6% | 21 | 15.9%  | 3  | 23.3%  | 5  | 49.1%  | 13 |   |
| /ork  | 0.5%  | _2  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0     | 0.0%     | 0      | 0.0%      | 0       | 3.3%      | 1      | 0.0%  | 0  | 2.4%   | 1  | 0.0%   | 0  | 0.0%   | 0  |   |
| Don't know / varies)                                      | 20.0% | 76  | 27.3% | 14 | 11.5%  | 1  | 44.4%  | 19 | 10.7%  | 2     | 9.0%     | 2      | 6.1%      | 4       | 21.7%     | 9      | 19.3% | 10 | 24.9%  | 5  | 32.7%  | 7  | 7.5%   | 2  |   |
| Weighted base:  |       | 381 |       | 52 |        | 12 |        | 43 |        | 23    |          | 22     |           | 67      |           | 40     |       | 53 |        | 22 |        | 21 |        | 27 |   |
| Sample:   |       | 386 |       | 33 |        | 33 |        | 36 |        | 38    |          | 32     |           | 49      |           | 34     |       | 32 |        | 30 |        | 37 |        |    |   |

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## Babergh & Mid Suffolk Household Survey For Carter Jonas

|  | Tota  | ıl  | Zone  | 1  | Zone 2 | 2  | Zone 3 | 3  | Zone  | 4      | Zone       | 5       | Zone     | 6  | Zone  | 7  | Zone  | 8  | Zone  | 9  | Zone  | 10 | Zone  | 11 |
|--|-------|-----|-------|----|--------|----|--------|----|-------|--------|------------|---------|----------|----|-------|----|-------|----|-------|----|-------|----|-------|----|
| Q36AHow often do you  Those who visit muse | •     |     |       |    |        |    |        | •  |       | istori | cal / cult | tural i | interest | ?  |       |    |       |    |       |    |       |    |       |    |
| Once a week                                | 0.3%  | 1   | 0.0%  | 0  | 3.6%   | 0  | 0.0%   | 0  | 0.0%  | 0      | 0.0%       | 0       | 0.0%     | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 3.5%  | 1  | 0.0%  | 0  |
| Once a fortnight                           | 1.4%  | 5   | 3.5%  | 2  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0      | 0.0%       | 0       | 2.4%     | 2  | 0.0%  | 0  |       | 1  | 0.0%  | 0  | 5.2%  | 1  | 0.0%  | 0  |
| Once a month                               | 7.5%  | 28  | 11.4% | 6  | 23.5%  | 3  | 15.8%  | 7  | 5.5%  | 1      | 6.9%       | 1       | 0.0%     | 0  | 0.0%  | 0  | 4.1%  | 2  | 17.8% | 4  | 10.0% | 2  | 7.5%  | 2  |
| Once every two months                      | 24.3% | 93  | 33.7% | 17 | 22.7%  | 3  | 26.9%  | 12 | 18.5% | 4      | 23.2%      | 5       | 29.5%    | 20 | 19.2% | 8  | 17.1% | 9  | 13.7% | 3  | 8.2%  | 2  | 38.3% | 10 |
| Once every six months                      | 37.2% | 142 | 18.7% | 10 | 31.4%  | 4  | 29.4%  | 13 | 47.3% | 11     | 42.0%      | 9       | 45.3%    | 31 | 30.7% | 12 | 54.6% | 29 | 28.7% | 6  | 42.8% | 9  | 32.9% | 9  |
| Once a year                                | 20.1% | 77  | 20.2% | 10 | 14.4%  | 2  | 10.5%  | 5  | 26.9% | 6      | 24.7%      | 5       | 13.0%    | 9  | 37.2% | 15 | 20.5% | 11 | 26.8% | 6  | 19.9% | 4  | 14.3% | 4  |
| Less often                                 | 5.7%  | 22  | 12.4% | 6  | 0.0%   | 0  | 7.9%   | 3  | 1.7%  | 0      | 0.0%       | 0       | 8.4%     | 6  | 3.3%  | 1  | 0.0%  | 0  | 2.9%  | 1  | 10.3% | 2  | 7.0%  | 2  |
| (Don't know / varies)                      | 3.5%  | 13  | 0.0%  | 0  | 4.4%   | 1  | 9.6%   | 4  | 0.0%  | 0      | 3.2%       | 1       | 1.4%     | 1  | 9.6%  | 4  | 1.8%  | 1  | 10.1% | 2  | 0.0%  | 0  | 0.0%  | 0  |
| Weighted base:                             |       | 381 |       | 52 |        | 12 |        | 43 |       | 23     |            | 22      |          | 67 |       | 40 |       | 53 |       | 22 |       | 21 |       | 27 |
| Sample:                                    |       | 386 |       | 33 |        | 33 |        | 36 |       | 38     |            | 32      |          | 49 |       | 34 |       | 32 |       | 30 |       | 37 |       | 32 |

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Babergh & Mid Suffolk Household Survey **For Carter Jonas** 

Weighted:

February 2015 Total Zone 2 Zone 3 Zone 7 Zone 8 Zone 9 Zone 10 Zone 11 Zone 1 Zone 4 Zone 5 Zone 6 Q37 Where do you or members of your household normally go to a pub / bar / nightclub / music venue? Those who visit pub / bars / nightclub /music venue at O31: 0.6% 3 3.1% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.9% 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 Braintree 0.7% 4 0.0% 0 0.0% 0.0% 0 0 0 5.7% 4 0.0% 0.0% 0 0.0% 0 0.0% 0 Bramford 0 0 0.0% 0.0% 0.0% 0 0.2% Brantham 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.9% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Bury St Edmunds 5.6% 29 0.0% 0 50.2% 9 1.8% 1 1.6% 0 1.3% 0.0% 0 0.0% 0 1.5% 41.7% 13 11.5% 3 1.5% Colchester 1.5% 8 2.3% 1 0.0% 0 5.2% 1.6% 0 0.0% 0 3.8% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 4 Copdock Mill 0.2% 1 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 1.9% 1 0.0% 0.0% 0 0.0% 0.0% 0 0.0% 0 0 0 0 Debenham 1.0% 5 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 7.9% 5 0.0% 0 0.0% 0 0.0% 0 0.0% 0 3 Dedham 0.6% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 4.6% 3 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Eye 1.2% 6 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 24.1% 6 0.0% 0 2 0 0.0% 0 0.0% Great Conard 0.4% 0.0% 0 2.8% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Hadleigh 4.7% 25 0.0% 0 0.0% 0 2.5% 2 0.0% 0 54.6% 23 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Halstead 0.1% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 1.5% 0 0.3% 2.3% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 Haverhill 1 0 12.7% 67 0.0% 0 0.0% 0.0% 0.0% 0 33.7% 14 32.6% 21 13 0 **Ipswich** 0 0 26.1% 18 15.8% 0.0% 0 0.0% 3.4% Lavenham 1.9% 10 1.9% 1 6.3% 1 11.5% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 3.9% 21 17.3% 10 1.4% 0 14.9% 10 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0.0% 0 0.0% 0 Long Melford 0 1.6% 8 0.0% 0.0% 8 0.0% 0.0% 0 Manningtree 0.0% 0 0 0 0.0% 0 0.0% 0 13.0% 0 0 0.0% 0 0.0% 0 0.0% Needham 0.1% 1 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 1.9% Needham Market 0.8% 4 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.8% 1 0.0% 0 4.8% 3 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Stowmarket 13.1% 69 0.0% 0 3.9% 1 0.0% 0 0.0% 0 1.3% 0.0% 0 9.0% 6 72.7% 59 7.1% 2 2.0% 0.0% 0 14.2% 75 21.6% 10.7% 2 49.7% 34 26 0 0 0.0% 0.0% 0 0.0% 0 0 0.0% 0 Sudbury 13 87.1% 0.0% 0.0% 0 0.0% Acton 0.2% 1 0.0% 0 0.0% 0 1.8% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Aldham 0.3% 1 2.3% 1 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.2% 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% Bacton 1 0.0% 0 0 0 0 Badingham 0.1% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.9% Barham 0.2% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.2% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.6% 3 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 4.6% 3 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Bentley 0 0.0% 0.0% 0 0 0.0% 1.7% Beyton 0.1% 1 0.0% 0 0 0.0% 0 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Botesdale 0.2% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 3.2% 0.0% 0 0 Boxford 0.5% 2 0.0% 0 0.0% 0 3.6% 2 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Bradfield St. George 0.1% 0 0.0% 0 2.3% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0 0 1.7% 0 0 0.0% 0 0.0% 0 0 Brockley 0.1% 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% Bungay 0.1% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.9% Cambridge 0.2% 1 0.0% 0 0.0% 0.0% 2.8% 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0.0% 0 0.0% 0.2% 0.0% 0 0.0% 0.0% 0 0.0% 0 1.8% 0.0% 0 0 Central London 1 0 0.0% 0 0.0% 0 1 0.0% 0 0 0.0% 0.0% 2 2 0.0% 0 Chelmondiston 0.4% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 3.4% 0 0.0% 0 0.0% 0 0.0% 0 0.0% Chelmsford 1.1% 6 10.2% 6 0.0% 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0.0% 0 0.0% 0 0.1% 1 0.0% 0 3.1% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Chevington 0.2% 0.0% 0 0 0 0 0 Clare 1 1.9% 1 0 0.0% 0 0.0% 0.0% 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% Claydon 2.5% 13 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 19.5% 13 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% Cockfield 0.1% 1 0.0% 0 4.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0 0.0% 0 1 Coddenham 0.2% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.4% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.3% 0 0.0% 0 Colne Engaine 2 3.1% 2 0.0% 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% Cotton 0.3% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 2.0% 2 0.0% 0 0.0% 0 0.0% 0

|                        | Total |    | Zone 1 | 1 | Zone 2 |   | Zone 3 | 3 | Zone 4 |   | Zone : | 5 | Zone 6 | 5 | Zone 7 | 7 | Zone 8 | ; | Zone 9 |   | Zone 10 | ) | Zone 1 | 1 |
|------------------------|-------|----|--------|---|--------|---|--------|---|--------|---|--------|---|--------|---|--------|---|--------|---|--------|---|---------|---|--------|---|
|                        |       |    |        |   |        |   |        |   |        |   |        |   |        |   |        |   |        |   |        |   |         |   |        |   |
| ennington              | 0.4%  | 2  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 1.2%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 3.4%   | 1 |
| iss                    | 0.9%  | 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%   |   | 14.8%   | 4 | 1.9%   | 1 |
| arl Soham              | 0.2%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 1.2%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%   | 0 |
| arls Colne             | 0.6%  | 3  | 5.4%   | 3 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%   | 0 |
| ast Bergholt           | 0.6%  | 3  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 5.3%   | 3 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%   | 0 |
| lmswell                | 0.3%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 4.5%   | 1 | 0.0%    | 0 | 0.0%   | 0 |
| elsham                 | 0.2%  | 1  | 0.0%   | 0 | 4.8%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%   | 0 |
| ordham, Cambridgeshire | 0.3%  | 2  | 3.1%   | 2 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%   | 0 |
| ramlingham             | 0.1%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 1.9%   | 1 |
| ressingfield           | 0.2%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 3.1%   | 1 |
| lemsford               | 1.7%  |    | 15.3%  | 9 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%   | 0 |
| reat Finborough        | 0.2%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 1.2%   | 1 | 0.0%   | 0 | 0.0%    | 0 | 0.0%   | 0 |
| roton                  | 0.3%  | 2  | 0.0%   | 0 | 0.0%   | 0 | 2.5%   | 2 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%   | 0 |
| arleston               | 0.7%  | 4  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 9.8%   | 4 |
| essett                 | 0.2%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 2.8%   | 1 | 0.0%    | 0 | 0.0%   | 0 |
| intlesham              | 0.2%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 1.5%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%   | 0 |
| olbrook                | 0.2%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 1.5%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%   | 0 |
| olton                  | 0.6%  | 3  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 8.4%   | 3 |
| oxne                   | 0.3%  | 2  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 4.1%   | 2 |
| ersey                  | 1.0%  | 5  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 8.3%   | 5 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%   | 0 |
| awshall                | 0.2%  | 1  | 0.0%   | 0 | 4.5%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%   | 0 |
| axfield                | 0.1%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 1.5%   | 1 |
| eavenheath             | 0.3%  | 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 | 0.0%   | 0 |
| endham                 | 0.1%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 1.9%   | 1 |
| onks Eleigh            | 0.1%  | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 1.1%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%   | 0 |
| orth Walsham           | 0.1%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 2.1%   | 1 | 0.0%    | 0 | 0.0%   | 0 |
| orton                  | 0.5%  | 3  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 8.3%   | 3 | 0.0%    | 0 | 0.0%   | 0 |
| orwich                 | 1.7%  | 9  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 3.8%   | 3 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 17.4%  | 7 |
| attlesden              | 0.1%  | 1  | 0.0%   | 0 | 4.0%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%   | 0 |
| edgrave                | 0.1%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 2.0%    | 1 | 0.0%   | 0 |
| ickinghall             | 0.5%  | 2  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 8.8%    | 2 | 0.0%   | 0 |
| hotley                 | 0.2%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 1.5%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%   | 0 |
| icklesmere             | 0.1%  | 1  | 0.0%   | 0 | 3.1%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%   | 0 |
| outhwold               | 0.2%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 3.4%   | 1 |
| tradbroke              | 0.6%  | 3  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 8.5%   | 3 |
| tratford St. Mary      | 0.2%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 1.5%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%   | 0 |
| tutton                 | 0.3%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 1.9%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%   | 0 |
| harston                | 0.3%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 4.5%   | 1 | 0.0%    | 0 | 0.0%   | 0 |
| ostock                 | 0.5%  | 3  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 8.2%   | 3 | 0.0%    | 0 | 0.0%   | 0 |
| aldringfield           | 0.3%  | 2  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 2.5%   | 2 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%   | 0 |
| /ashbrook              | 0.2%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 1.4%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%   | 0 |
| est Bergholt           | 0.3%  | 1  | 2.3%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%   | 0 |
| /oodbridge             | 0.6%  | 3  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 4.1%   | 3 | 0.0%   | 0 | 0.0%   | 0 | 1.6%    | 0 | 0.0%   | 0 |
| /oolpit                | 0.1%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 1.7%   | 1 | 0.0%    | 0 | 0.0%   | 0 |
| axley                  | 0.1%  | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 1.6%    | 0 | 0.0%   | 0 |
| Oon't know / varies)   | 9.4%  | 50 | 7.8%   | 5 | 0.0%   | 0 | 1.4%   | 1 | 6.9%   | 2 | 6.3%   | 3 | 10.3%  | 7 | 9.1%   | 6 | 5.8%   | 5 | 17.4%  | 5 | 30.3%   | 8 | 22.4%  | 8 |
| *                      |       |    |        |   |        |   |        |   |        |   |        |   |        |   |        |   |        |   |        |   |         |   |        |   |

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|   | Tota  | ıl  | Zone  | 1  | Zone  | 2     | Zone     | 3     | Zone   | 4  | Zone  | 5  | Zon   | e 6 | Zone  | 7  | Zone  | 8  | Zone  | 9  | Zone  | 10 | Zone  | 11 |
|---|-------|-----|-------|----|-------|-------|----------|-------|--------|----|-------|----|-------|-----|-------|----|-------|----|-------|----|-------|----|-------|----|
| Sample:                                       |       | 477 |       | 37 |       | 40    |          | 48    |        | 42 |       | 45 |       | 46  |       | 45 |       | 45 |       | 41 |       | 48 |       | 40 |
| •   |       |     |       |    |       |       |          |       |        | 42 |       | 43 |       | 40  |       | 43 |       | 43 |       | 41 |       | 40 |       | 40 |
| Q37AHow often do you of Those who visit pub / | •     |     |       | •  |       | night | club / m | nusic | venue? |    |       |    |       |     |       |    |       |    |       |    |       |    |       |    |
| Once a week                                   | 29.7% | 157 | 27.0% | 16 | 31.6% | 6     | 26.8%    | 18    | 24.4%  | 7  | 29.1% | 12 | 32.3% | 21  | 46.6% | 32 | 23.5% | 19 | 22.3% | 7  | 20.0% | 5  | 34.6% | 13 |
| Once a fortnight                              | 20.1% | 106 | 14.8% | 9  | 34.0% | 6     | 22.4%    | 15    | 25.5%  | 8  | 38.5% | 16 | 18.3% | 12  | 10.2% | 7  | 26.3% | 21 | 6.6%  | 2  | 30.5% | 8  | 4.1%  | 2  |
| Once a month                                  | 31.0% | 163 | 33.2% | 20 | 17.4% | 3     | 37.9%    | 26    | 37.0%  | 11 | 25.8% | 11 | 24.1% | 15  | 28.3% | 19 | 30.6% | 25 | 39.8% | 12 | 34.0% | 9  | 30.5% | 12 |
| Once every two months                         | 11.7% | 61  | 11.5% | 7  | 14.7% | 3     | 10.7%    | 7     | 13.1%  | 4  | 2.4%  | 1  | 12.4% | 8   | 9.6%  | 7  | 15.5% | 13 | 25.9% | 8  | 7.6%  | 2  | 6.9%  | 3  |
| Once every six months                         | 4.0%  | 21  | 6.6%  | 4  | 0.0%  | 0     | 2.2%     | 2     | 0.0%   | 0  | 3.1%  | 1  | 5.2%  | 3   | 3.4%  | 2  | 1.5%  | 1  | 3.8%  | 1  | 3.6%  | 1  | 13.7% | 5  |
| Once a year                                   | 0.4%  | 2   | 0.0%  | 0  | 2.3%  | 0     | 0.0%     | 0     | 0.0%   | 0  | 1.1%  | 0  | 1.5%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Less often                                    | 0.6%  | 3   | 5.2%  | 3  | 0.0%  | 0     | 0.0%     | 0     | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| (Don't know / varies)                         | 2.7%  | 14  | 1.9%  | 1  | 0.0%  | 0     | 0.0%     | 0     | 0.0%   | 0  | 0.0%  | 0  | 6.1%  | 4   | 1.9%  | 1  | 2.6%  | 2  | 1.7%  | 1  | 4.3%  | 1  | 10.3% | 4  |
| Weighted base:                                |       | 527 |       | 59 |       | 19    |          | 68    |        | 30 |       | 42 |       | 63  |       | 68 |       | 81 |       | 31 |       | 27 |       | 38 |
| Sample:                                       |       | 477 |       | 37 |       | 40    |          | 48    |        | 42 |       | 45 |       | 46  |       | 45 |       | 45 |       | 41 |       | 48 |       | 40 |

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## Babergh & Mid Suffolk Household Survey For Carter Jonas

|   | Tota  | ıl  | Zone     | 1      | Zone    | 2      | Zone 3    | 3     | Zone 4 | ļ  | Zone  | 5  | Zone 6 |    | Zone 7 | 7  | Zone 8 | 1  | Zone 9 |    | Zone 1 | 0  | Zone 11 |   |  |
|---|-------|-----|----------|--------|---------|--------|-----------|-------|--------|----|-------|----|--------|----|--------|----|--------|----|--------|----|--------|----|---------|---|--|
| Q38 Where do you or<br>Those who visit rest |       | •   | ır house | hold ı | normall | y go t | o a resta | auran | t?     |    |       |    |        |    |        |    |        |    |        |    |        |    |         |   |  |
| Braintree                                   | 0.6%  | 5   | 3.8%     | 4      | 0.0%    | 0      | 0.0%      | 0     | 1.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0 |  |
| Bramford                                    | 0.3%  | 2   | 0.0%     | 0      | 0.0%    | 0      | 0.0%      | 0     | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 2.0%   | 2  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0 |  |
| ury St Edmunds                              | 14.2% | 116 | 3.7%     | 4      | 69.2%   | 21     | 11.7%     | 11    | 11.2%  | 5  | 3.5%  | 2  | 0.0%   | 0  | 1.7%   | 2  | 22.5%  | 22 | 66.5%  | 37 | 26.0%  | 10 | 0.9%    | 1 |  |
| olchester                                   | 2.7%  | 22  | 8.6%     | 10     | 0.0%    | 0      | 2.8%      | 3     | 0.0%   | 0  | 2.0%  | 1  | 7.1%   | 8  | 0.8%   | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0 |  |
| opdock Mill                                 | 0.3%  | 3   | 0.0%     | 0      | 0.0%    | 0      | 0.0%      | 0     | 0.0%   | 0  | 0.0%  | 0  | 2.4%   | 3  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0 |  |
| ebenham ebenham                             | 0.5%  | 4   | 0.0%     | 0      | 0.0%    | 0      | 0.0%      | 0     | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 3.3%   | 3  | 0.0%   | 0  | 0.0%   | 0  | 1.1%   | 0  | 0.0%    | 0 |  |
| edham                                       | 0.4%  | 3   | 0.0%     | 0      | 0.0%    | 0      | 0.0%      | 0     | 0.0%   | 0  | 0.0%  | 0  | 2.8%   | 3  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0 |  |
| ye  | 1.2%  | 10  | 0.0%     | 0      | 0.0%    | 0      | 0.0%      | 0     | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 1.7%   | 2  | 0.0%   | 0  | 0.0%   | 0  | 16.6%  | 6  | 2.9%    | 2 |  |
| reat Conard                                 | 0.1%  | 1   | 0.0%     | 0      | 0.0%    | 0      | 1.0%      | 1     | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0 |  |
| adleigh                                     | 3.2%  | 26  | 0.0%     | 0      | 0.0%    | 0      | 3.5%      | 3     | 0.0%   | 0  | 41.8% | 21 | 1.7%   | 2  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0 |  |
| alstead                                     | 0.5%  | 4   | 2.4%     | 3      | 0.0%    | 0      | 0.0%      | 0     | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.9%   | 1  | 0.0%   | 0  | 0.9%    | 1 |  |
| averhill                                    | 0.6%  | 5   | 4.5%     | 5      | 0.0%    | 0      | 0.0%      | 0     | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0 |  |
| swich                                       | 18.4% | 150 | 0.0%     | 0      | 0.0%    | 0      | 0.0%      | 0     | 3.6%   | 2  | 28.7% | 14 | 41.4%  | 47 | 52.5%  | 55 | 21.8%  | 22 | 8.0%   | 4  | 4.3%   | 2  | 5.9%    | 4 |  |
| avenham                                     | 1.8%  | 15  | 2.2%     | 2      | 4.6%    | 1      | 8.4%      | 8     | 0.8%   | 0  | 2.7%  | 1  | 0.9%   | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0 |  |
| ong Melford                                 | 3.6%  | 29  | 8.4%     | 10     | 1.7%    | 1      | 15.0%     | 14    | 9.0%   | 4  | 0.9%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0 |  |
| anningtree                                  | 1.4%  | 11  | 0.0%     | 0      | 0.0%    | 0      | 0.0%      | 0     | 0.0%   | 0  | 0.0%  | 0  | 9.8%   | 11 | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0 |  |
| eedham                                      | 0.3%  | 2   | 0.0%     | 0      | 0.0%    | 0      | 0.0%      | 0     | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 1.3%   | 1  | 1.0%   | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0 |  |
| eedham Market                               | 0.3%  | 3   | 0.0%     | 0      | 0.0%    | 0      | 0.0%      | 0     | 0.0%   | 0  | 1.5%  | 1  | 0.0%   | 0  | 0.8%   | 1  | 1.0%   | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0 |  |
| towmarket                                   | 5.4%  | 44  | 0.0%     | 0      | 1.1%    | 0      | 0.0%      | 0     | 0.0%   | 0  | 0.9%  | 0  | 0.0%   | 0  | 7.7%   | 8  | 32.2%  | 32 | 4.3%   | 2  | 1.4%   | 1  | 0.0%    | 0 |  |
| adbury                                      | 14.4% | 117 | 29.0%    | 33     | 6.6%    | 2      | 48.9%     | 47    | 72.5%  | 34 | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 1.9%   | 1  | 0.0%    | 0 |  |
| broad                                       | 0.0%  | 0   | 0.0%     | 0      | 0.9%    | 0      | 0.0%      | 0     | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0 |  |
| ldeburgh                                    | 0.1%  | 1   | 0.0%     | 0      | 0.0%    | 0      | 0.0%      | 0     | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.9%   | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0 |  |
| ssington                                    | 0.2%  | 1   | 1.2%     | 1      | 0.0%    | 0      | 0.0%      | 0     | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0 |  |
| adingham                                    | 0.1%  | 1   | 0.0%     | 0      | 0.0%    | 0      | 0.0%      | 0     | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 1.1%    | 1 |  |
| asildon                                     | 0.3%  | 2   | 2.1%     | 2      | 0.0%    | 0      | 0.0%      | 0     | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0 |  |
| eccles                                      | 0.1%  | 1   | 0.0%     | 0      | 0.0%    | 0      | 0.0%      | 0     | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 1.8%    | 1 |  |
| eyton                                       | 0.0%  | 0   | 0.0%     | 0      | 1.3%    | 0      | 0.0%      | 0     | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0 |  |
| ildeston                                    | 0.1%  | 1   | 0.0%     | 0      | 0.0%    | 0      | 0.0%      | 0     | 0.0%   | 0  | 1.5%  | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0 |  |
| oxford                                      | 0.1%  | 0   | 0.0%     | 0      | 0.0%    | 0      | 0.0%      | 0     | 0.0%   | 0  | 0.9%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0 |  |
| radfield St. Clare                          | 0.1%  | 0   | 0.0%     | 0      | 1.4%    | 0      | 0.0%      | 0     | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0 |  |
| ungay                                       | 0.1%  | 1   | 0.0%     | 0      | 0.0%    | 0      | 0.0%      | 0     | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 1.1%    | 1 |  |
| ambridge                                    | 0.2%  | 1   | 1.2%     | 1      | 0.0%    | 0      | 0.0%      | 0     | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0 |  |
| avendish                                    | 0.3%  | 2   | 1.9%     | 2      | 0.0%    | 0      | 0.0%      | 0     | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0 |  |
| entral London                               | 0.6%  | 5   | 0.0%     | 0      | 1.4%    | 0      | 0.0%      | 0     | 0.0%   | 0  | 0.0%  | 0  | 1.7%   | 2  | 0.0%   | 0  | 0.0%   | 0  | 2.0%   | 1  | 1.1%   | 0  | 0.9%    | 1 |  |
| helmondiston                                | 0.1%  | 1   | 0.0%     | 0      | 0.0%    | 0      | 0.0%      | 0     | 0.0%   | 0  | 0.0%  | 0  | 1.1%   | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0 |  |
| are   | 0.3%  | 2   | 1.9%     | 2      | 0.0%    | 0      | 0.0%      | 0     | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0 |  |
| aydon                                       | 0.3%  | 2   | 0.0%     | 0      | 0.0%    | 0      | 0.0%      | 0     | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 2.0%   | 2  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0 |  |
| ockfield                                    | 0.1%  | 1   | 0.0%     | 0      | 1.1%    | 0      | 0.8%      | 1     | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0 |  |
| olne Engaine                                | 0.2%  | 2   | 1.6%     | 2      | 0.0%    | 0      | 0.0%      | 0     | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0 |  |
| otton                                       | 0.2%  | 2   | 0.0%     | 0      | 0.0%    | 0      | 0.0%      | 0     | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 1.6%   | 2  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0 |  |
| iss   | 2.5%  | 21  | 0.0%     | 0      | 0.0%    | 0      | 0.0%      | 0     | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 2.5%   | 3  | 1.0%   | 1  | 0.0%   | 0  | 23.3%  | 9  | 12.5%   | 8 |  |
| arls Colne                                  | 1.1%  | 9   | 7.7%     | 9      | 0.0%    | 0      | 0.0%      | 0     | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0 |  |
| ast Bergholt                                | 0.3%  | 2   | 0.0%     | 0      | 0.0%    | 0      | 0.0%      | 0     | 0.0%   | 0  | 0.0%  | 0  | 1.9%   | 2  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0 |  |
| -   | 0.2%  |     |          |        | 0.0%    | 0      | 0.0%      | 0     | 0.0%   | 0  |       | 0  | 0.0%   |    |        |    |        |    |        |    |        |    |         |   |  |

|                       | Total | l   | Zone  | 1   | Zone 2 | 2  | Zone 3 |    | Zone 4 |    | Zone 5 |    | Zone 6 | i   | Zone ' | 7   | Zone  | 8   | Zone 9 | )  | Zone 1 | 10 | Zone 1 | 1  |
|-----------------------|-------|-----|-------|-----|--------|----|--------|----|--------|----|--------|----|--------|-----|--------|-----|-------|-----|--------|----|--------|----|--------|----|
| Felixstowe            | 0.2%  | 2   | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.9%   | 1   | 0.8%   | 1   | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Felsham               | 0.0%  | 0   | 0.0%  | 0   | 1.1%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0   | 0.0%   | 0   | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Framlingham           | 0.2%  | 1   | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0   | 1.3%   | 1   | 0.0%  | ő   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Fressingfield         | 0.1%  | 1   | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0   | 0.0%   | 0   | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.9%   | 1  |
| Glemsford             | 0.3%  | 2   | 2.1%  | 2   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0   | 0.0%   | 0   | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Great Yarmouth        | 0.2%  | 2   | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0   | 0.0%   | 0   | 0.0%  | 0   | 0.0%   | 0  | 1.9%   | 1  | 1.5%   | 1  |
| Halesworth            | 0.1%  | 1   | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0   | 0.0%   | 0   | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.9%   | 1  |
| Harleston             | 1.0%  | 8   | 0.0%  | 0   | 1.7%   | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0   | 0.0%   | 0   | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0  | 11.2%  | 7  |
| Hintlesham            | 0.1%  | 1   | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.9%   | 1   | 0.0%   | 0   | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Holbrook              | 0.2%  | 2   | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 1.4%   | 2   | 0.0%   | 0   | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Kedington             | 0.1%  | 1   | 1.0%  | 1   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0   | 0.0%   | 0   | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Kersey                | 0.1%  | 1   | 0.0%  | 0   | 0.0%   | 0  | 0.8%   | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0   | 0.0%   | 0   | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Kesgrave              | 0.2%  | 2   | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 1.4%   | 2   | 0.0%   | 0   | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Lawshall              | 0.1%  | 1   | 0.0%  | 0   | 1.9%   | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0   | 0.0%   | 0   | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Leavenheath           | 0.1%  | 1   | 0.0%  | 0   | 0.0%   | 0  | 0.8%   | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0   | 0.0%   | 0   | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Little Waldingfield   | 0.0%  | 0   | 0.0%  | 0   | 0.9%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0   | 0.0%   | 0   | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Lowestoft             | 0.1%  | 1   | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0   | 0.0%   | 0   | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.9%   | 1  |
| Melton                | 0.1%  | 1   | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.9%   | 1   | 0.0%   | 0   | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Monks Eleigh          | 0.1%  | 1   | 0.0%  | 0   | 0.0%   | 0  | 1.0%   | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0   | 0.0%   | 0   | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| North Walsham         | 0.2%  | 1   | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0   | 0.0%   | 0   | 0.0%  | 0   | 1.1%   | 1  | 0.0%   | 0  | 0.9%   | 1  |
| Norwich               | 2.1%  | 17  | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0   | 1.7%   | 2   | 0.0%  | 0   | 0.0%   | 0  | 1.4%   | 1  | 22.7%  | 15 |
| Pin Mill              | 0.2%  | 2   | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 1.4%   | 2   | 0.0%   | 0   | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Rattlesden            | 0.1%  | 0   | 0.0%  | 0   | 1.4%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0   | 0.0%   | 0   | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Rede                  | 0.1%  | 0   | 0.0%  | 0   | 1.4%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0   | 0.0%   | 0   | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Shepreth              | 0.1%  | 1   | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0   | 0.0%   | 0   | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0  | 1.1%   | 1  |
| Shotley               | 0.2%  | 2   | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 1.7%   | 2   | 0.0%   | 0   | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Sicklesmere           | 0.1%  | 1   | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0   | 0.0%   | 0   | 0.0%  | 0   | 0.9%   | 1  | 0.0%   | 0  | 0.0%   | 0  |
| Snape                 | 0.2%  | 2   | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 1.4%   | 2   | 0.0%   | 0   | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Southwold             | 0.4%  | 3   | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 1.4%   | 2   | 0.0%   | 0   | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0  | 2.0%   | 1  |
| Stradbroke            | 0.2%  | 2   | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0   | 0.0%   | 0   | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0  | 2.9%   | 2  |
| Stutton               | 0.1%  | 1   | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.9%   | 1   | 0.0%   | 0   | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Thetford              | 0.1%  | 1   | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0   | 0.0%   | 0   | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0  | 1.1%   | 1  |
| Thorndon              | 0.1%  | 0   | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0   | 0.0%   | 0   | 0.0%  | 0   | 0.0%   | 0  | 1.1%   | 0  | 0.0%   | 0  |
| Tuddenham             | 0.1%  | 1   | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0   | 0.9%   | 1   | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| West Bergholt         | 0.3%  | 2   | 2.2%  | 2   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0   | 0.0%   | 0   | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Woodbridge            | 1.0%  | 8   | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.9%   | 10  | 5.6%   | 6   | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0  | 2.6%   | 2  |
| (Don't know / varies) | 13.8% | 112 | 14.4% | 16  | 2.3%   | 1  | 5.3%   | 5  | 1.8%   | 1  | 15.5%  | 8  | 16.4%  | 19  | 12.7%  | 13  | 19.0% | 19  | 13.7%  | 8  | 19.9%  | 8  | 23.3%  | 15 |
|                       |       |     |       |     |        |    |        |    |        |    |        |    |        |     |        |     |       |     |        |    |        |    |        |    |
| Weighted base:        |       | 816 |       | 114 |        | 30 |        | 97 |        | 47 |        | 50 |        | 113 |        | 105 |       | 100 |        | 56 |        | 39 |        | 65 |

|  | Tota  | ıl  | Zone     | 1       | Zone     | 2  | Zone  | 3  | Zone  | 4  | Zone  | 5  | Zone  | 6   | Zone  | 7   | Zone  | 8   | Zone  | 9  | Zone 1 | 10 | Zone  | 11 |
|--|-------|-----|----------|---------|----------|----|-------|----|-------|----|-------|----|-------|-----|-------|-----|-------|-----|-------|----|--------|----|-------|----|
| Q38AHow often do you Those who visit resto |       |     | nold vis | it a re | staurant | 1? |       |    |       |    |       |    |       |     |       |     |       |     |       |    |        |    |       |    |
| Once a week                                | 18.1% | 147 | 14.7%    | 17      | 7.1%     | 2  | 22.1% | 21 | 18.8% | Q  | 25.7% | 13 | 12.5% | 1.4 | 28.2% | 30  | 16.6% | 17  | 13.0% | 7  | 16.7%  | 6  | 17.4% | 11 |
| Once a fortnight                           | 19.1% | 156 |          | 14      |          |    | 21.7% |    | 22.3% |    | 15.4% |    | 23.0% |     | 18.2% |     | 23.4% | 23  |       | 11 | 22.8%  |    | 12.5% | 8  |
| Once a month                               | 32.6% | 266 | 30.7%    |         | 39.4%    | 12 |       |    | 35.0% |    | 38.7% | 19 |       |     | 25.8% |     |       |     | 34.3% | 19 | 27.2%  |    |       | 29 |
| Once every two months                      | 17.7% | 145 | 26.5%    | 30      | 23.5%    | 7  | 7.6%  | 7  | 19.1% |    | 17.9% | 9  | 24.8% | 28  | 16.5% | 17  | 12.1% | 12  | 20.8% | 12 | 14.1%  |    | 11.5% | 7  |
| Once every six months                      | 8.6%  | 70  | 12.4%    | 14      | 9.0%     | 3  | 6.1%  | 6  | 3.8%  | 2  | 0.9%  | 0  | 15.0% | 17  | 8.1%  | 9   | 6.5%  | 6   | 7.8%  | 4  | 11.3%  | 4  | 7.3%  | 5  |
| Once a year                                | 0.4%  | 3   | 0.0%     | 0       | 0.0%     | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.9%  | 2   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  | 0.0%   | 0  | 1.1%  | 1  |
| Less often                                 | 0.6%  | 5   | 1.0%     | 1       | 0.0%     | 0  | 1.0%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 1.3%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  | 3.3%   | 1  | 0.0%  | 0  |
| (Don't know / varies)                      | 2.9%  | 24  | 2.5%     | 3       | 0.0%     | 0  | 0.8%  | 1  | 1.0%  | 0  | 1.4%  | 1  | 0.9%  | 1   | 3.2%  | 3   | 6.2%  | 6   | 4.8%  | 3  | 4.7%   | 2  | 6.3%  | 4  |
| Weighted base:                             |       | 816 |          | 114     |          | 30 |       | 97 |       | 47 |       | 50 |       | 113 |       | 105 |       | 100 |       | 56 |        | 39 |       | 65 |
| Sample:                                    |       | 815 |          | 74      |          | 74 |       | 76 |       | 79 |       | 70 |       | 87  |       | 79  |       | 61  |       | 75 |        | 67 |       | 73 |
|  |       |     |          |         |          |    |       |    |       |    |       |    |       |     |       |     |       |     |       |    |        |    |       |    |

|  | Total | l   | Zone  | 1  | Zone 2 |      | Zone 3    | 3    | Zone 4  | ı   | Zone 5 |    | Zone  | Ó  | Zone 7 | ,  | Zone  | 8  | Zone 9 |    | Zone 1 | 0  | Zone 1 | 1  |
|--|-------|-----|-------|----|--------|------|-----------|------|---------|-----|--------|----|-------|----|--------|----|-------|----|--------|----|--------|----|--------|----|
| Q39 Where do you or me<br>Those who partake in fa                        |       | -   |       |    | •      | go f | or family | ente | rtainme | nt? |        |    |       |    |        |    |       |    |        |    |        |    |        |    |
| Bowlsworld, Ipswich  | 8.6%  | 26  | 0.0%  | 0  | 0.0%   | 0    | 2.9%      | 1    | 0.0%    | 0   | 37.2%  | 8  | 12.6% | 5  | 19.3%  | 6  | 3.5%  | 1  | 0.0%   | 0  | 20.0%  | 3  | 6.3%   | 2  |
| Bury Bowl, The Autopark,<br>Eastgate Street, Bury St.<br>Edmunds         | 8.7%  | 26  | 0.0%  | 0  | 61.2%  | 7    | 11.7%     | 5    | 0.0%    | 0   | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 4.7%  | 2  | 43.9%  | 9  | 25.6%  | 4  | 1.6%   | 1  |
| Demon Xtreme Sports, D7<br>Cowdray Centre, Cowdray<br>Avenue, Colchester | 1.9%  | 6   | 0.0%  | 0  | 0.0%   | 0    | 0.0%      | 0    | 3.1%    | 1   | 0.0%   | 0  | 14.7% | 5  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Vamco Fun Scape Ltd,<br>Sproughton Road, Ipswich                         | 5.7%  | 17  | 0.0%  | 0  | 0.0%   | 0    | 0.0%      | 0    | 0.0%    | 0   | 4.5%   | 1  | 11.9% | 4  | 19.3%  | 6  | 15.4% | 5  | 0.0%   | 0  | 6.9%   | 1  | 0.0%   | 0  |
| collerworld, Eastgate Industrial Estate Moorside, Colchester             | 1.3%  | 4   | 3.9%  | 1  | 0.0%   | 0    | 6.0%      | 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  |
| enpin Colchester   | 6.0%  | 18  | 22.4% | 8  | 0.0%   | 0    | 1.8%      | 1    | 15.6%   | 3   | 0.0%   | 0  | 17.2% | 6  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| intree   | 2.3%  | 7   | 19.8% | 7  | 0.0%   | 0    | 0.0%      | 0    | 0.0%    | 0   | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| y St Edmunds   | 4.7%  | 14  | 3.9%  | 1  | 11.0%  | 1    | 3.9%      | 2    | 0.0%    | 0   | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 37.6%  | 7  | 9.1%   | 1  | 3.6%   | 1  |
| chester  | 0.5%  | 1   | 3.9%  | 1  | 0.0%   | 0    | 0.0%      | 0    | 0.0%    | 0   | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| benham   | 0.2%  | 1   | 0.0%  | 0  | 0.0%   | 0    | 0.0%      | 0    | 0.0%    | 0   | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 5.2%   | 1  | 0.0%   | 0  |
| wich   | 17.6% | 53  | 0.0%  | 0  | 2.9%   | 0    | 9.5%      | 4    | 0.0%    | 0   | 34.6%  | 8  | 34.2% | 12 | 0.0%   | 0  | 65.5% | 22 | 10.1%  | 2  | 23.1%  | 3  | 4.1%   | 1  |
| wmarket  | 5.5%  | 17  | 0.0%  | 0  | 6.2%   | 1    | 0.0%      | 0    | 0.0%    | 0   | 0.0%   | 0  | 0.0%  | 0  | 44.0%  | 13 | 4.7%  | 2  | 5.8%   | 1  | 0.0%   | 0  | 0.0%   | 0  |
| lbury  | 17.6% | 53  | 34.4% | 12 | 8.1%   | 1    | 52.1%     | 23   | 70.7%   | 15  | 12.4%  | 3  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| tral London  | 0.3%  | 1   | 0.0%  | 0  | 0.0%   | 0    | 2.2%      | 1    | 0.0%    | 0   | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| elmsford   | 0.2%  | 0   | 0.0%  | 0  | 0.0%   | 0    | 0.0%      | 0    | 2.3%    | 0   | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| nburgh   | 0.1%  | 0   | 0.0%  | 0  | 2.4%   | 0    | 0.0%      | 0    | 0.0%    | 0   | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| at Whelnetham  | 0.1%  | 0   | 0.0%  | 0  | 2.9%   | 0    | 0.0%      | 0    | 0.0%    | 0   | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| ng Pin, Gloster Road,<br>Martlesham Heath,<br>pswich                     | 0.1%  | 0   | 0.0%  | 0  | 0.0%   | 0    | 0.0%      | 0    | 0.0%    | 0   | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 3.2%   | 0  | 0.0%   | 0  |
| lartlesham   | 1.6%  | 5   | 0.0%  | 0  | 0.0%   | 0    | 0.0%      | 0    | 0.0%    | 0   | 0.0%   | 0  | 0.0%  | 0  | 9.1%   | 3  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 5.6%   | 2  |
| wich   | 3.8%  | 12  | 0.0%  | 0  | 0.0%   | 0    | 0.0%      | 0    | 0.0%    | 0   | 0.0%   | 0  |       | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  |        | 1  | 31.2%  | 11 |
| ighton   | 0.9%  | 3   | 0.0%  | 0  | 0.0%   | 0    | 0.0%      | 0    | 0.0%    | 0   | 5.9%   | 1  | 0.0%  | 0  | 4.3%   | 1  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| tes, Byford Road,  | 2.0%  | 6   | 3.9%  | 1  | 5.2%   | 1    | 7.7%      | 3    | 4.1%    | 1   | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| on't know / varies)  | 10.0% | 30  | 7.9%  | 3  | 0.0%   | 0    | 2.2%      | 1    | 4.2%    | 1   | 5.4%   | 1  | 9.4%  | 3  | 4.0%   | 1  | 6.3%  | 2  | 2.6%   | 1  | 3.2%   | 0  | 47.5%  | 17 |
| ighted base:   |       | 302 |       | 35 |        | 11   |           | 44   |         | 21  |        | 22 |       | 36 |        | 30 |       | 34 |        | 20 |        | 14 |        | 36 |
|  |       |     |       |    |        |      |           |      |         |     |        |    |       | 23 |        | 23 |       |    |        |    |        | 22 |        | 23 |

February 2015

#### Babergh & Mid Suffolk Household Survey For Carter Jonas

Total Zone 2 Zone 7 Zone 9 Zone 1 Zone 3 Zone 4 Zone 5 Zone 6 Zone 8 Zone 10 Zone 11 Q39AHow often do you or your household visit for family entertainment? Those who partake in family entertainment activities at O31: Once a week 3.5% 11 0.0% 5.3% 0.0% 0 7.7% 2 11.1% 9.3% 3 4.3% 1 0.0% 0 3.2% 0.0% 0 2.0% 8.6% 26 0.0% 0 0.0% 0 4.3% 2 0.0% 0.0% 0 3.3% 1 44.0% 13 20.1% 7 0.0% 0 5.2% 1 5.6% 2 Once a fortnight 14.0% 42 14.6% 5 6.8% 7 22.6% 5 8.4% 2 13.7% 5 13.1% 4 10.9% 4 30.1% 6 3.9% 1 10.9% Once a month 1 15.7% 27.5% 18 22.0% 5 16.5% Once every two months 83 33.2% 12 31.4% 3 41.6% 4 30.0% 11 11.7% 4 44.3% 15 21.8% 4 28.1% 4 11.3% 4 Once every six months 24.0% 73 28.8% 10 21.7% 2 30.2% 13 28.7% 6 26.1% 6 13.7% 5 22.6% 7 21.8% 7 20.5% 4 21.7% 3 24.6% 9 3 30.3% 2 Once a year 10.9% 33 11.6% 4 34.8% 4 6.0% 3 14.8% 3 2.0% 0 19.3% 7 4.3% 1 2.8% 1 16.8% 4 5.7% 2 7.2% 3 Less often 9.3% 28 7.0% 0.0% 0 2.2% 1 2.3% 0 35.9% 8 0.0% 0 0.0% 0 7.5% 2 7.8% 1 30.9% 11 2.3% 7 4.8% 2 0.0% 0.0% 1.9% 0.0% 0 3.3% 0.0% 0.0% 0 3.2% (Don't know / varies) 0 0 0 1 0 0.0% 0 0 8.9% 3 302 35 Weighted base: 11 44 21 22 36 30 34 20 14 36 231 22 23 27 26 18 22 13 16 16 22 26 Sample: Q40 Where do you or members of your household normally go for other leisure activities not mentioned? Those who go to other leisure attractions at Q31: 0 0.0% Braintree 41.4% 1 100.0% 1 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 9.8% 0 0.0% 0 50.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 Bury St Edmunds 0 0.0% 13.2% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 99.9% 0 0 0 0.0% 0 0.0% 0 0.0% 0.0% Eye 25.9% 1 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 100.0% 0.0% 0 0.0% 0 Norwich 0 1 0 0 50.0% 0 0 0 0.0% 0 (Don't know / varies) 9.8% 0.0% 0 0.0% 0 0.0% 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 3 Weighted base: 0 0 0 0 0 0 0 0 5 2 0 0 0 0 0 0 Sample: Q40AHow often do you or your household visit for other leisure activities not mentioned? Those who go to other leisure attractions at O31: Once a week 48.8% 2 0 50.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.100.0% 1 99.9% 0 0.0% 0 0.0% 0 Once a fortnight 9.8% 0 0.0% 0 50.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Once a month 41.4% 1 100.0% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% Once every two months 0 Once every six months 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 Once a year 0 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0.0% 0 0.0% 0 Less often 0.0% 0 0.0% 0 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0.0% 0.0% 0 0.0% 0 0.0% 0.0% 0.0% 0.0% 0 0.0% 0 (Don't know / varies) 0 0 0 0.0% 0 0 0 0 3 0 0 Weighted base: 0 0

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Sample:

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2

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0

Weighted: For Carter Jonas

|   | Tota    | l     | Zone     | 1     | Zone 2    | 2     | Zone      | 3      | Zone 4   | 4    | Zone   | 5     | Zone 6     | ó    | Zone      | 7      | Zone      | 8     | Zone 9   | 9   | Zone  | 10 | Zone  | 11 |  |
|---|---------|-------|----------|-------|-----------|-------|-----------|--------|----------|------|--------|-------|------------|------|-----------|--------|-----------|-------|----------|-----|-------|----|-------|----|--|
| Q41 What improvements                     | could b | e mad | de to Ba | bergl | n & Mid : | Suffo | lk's leis | ure of | fer that | woul | d make | you v | isit / par | take | in leisuı | e acti | ivities m | ore o | ften? [M | IR] |       |    |       |    |  |
| Nothing                                   | 39.7%   | 437   | 36.2%    | 54    | 55.2%     | 22    | 25.9%     | 33     | 36.0%    | 21   | 36.8%  | 29    | 48.1%      | 65   | 34.9%     | 44     | 43.9%     | 70    | 49.7%    | 37  | 48.7% | 28 | 36.0% | 35 |  |
| A casino                                  | 0.0%    | 0     | 0.0%     | 0     | 0.0%      |       | 0.0%      | 0      | 0.0%     | 0    | 0.0%   | 0     | 0.0%       | 0    | 0.0%      | 0      | 0.0%      | 0     | 0.0%     | 0   | 0.0%  | 0  |       | 0  |  |
| A swimming pool                           | 4.7%    | 51    | 1.2%     | 2     | 1.9%      | 1     | 8.1%      | 10     | 5.1%     | 3    | 5.1%   | 4     | 7.0%       | 9    | 3.5%      | 4      | 3.5%      | 6     | 8.4%     | 6   | 5.5%  | 3  | 2.6%  | 3  |  |
| A theatre                                 | 0.3%    | 4     | 1.8%     | 3     | 1.1%      | 0     | 0.0%      | 0      | 0.0%     | 0    | 0.6%   | 0     | 0.0%       | 0    | 0.0%      | 0      | 0.0%      | 0     | 0.0%     | 0   | 0.0%  | 0  | 0.0%  | 0  |  |
| an art house cinema                       | 1.3%    | 15    | 4.7%     | 7     | 0.0%      | ő     | 0.8%      | 1      | 6.5%     | 4    | 0.6%   | 0     | 0.0%       | 0    | 0.0%      | 0      | 0.0%      | 0     | 0.0%     | 0   | 2.0%  | 1  | 1.3%  | 1  |  |
| etter cinema provision e.g.               | 4.4%    | 49    | 7.1%     | 11    | 0.0%      | 0     | 8.7%      |        | 27.7%    | 16   | 0.6%   | 0     | 0.0%       | 0    | 0.0%      | 0      | 4.6%      | 7     | 0.0%     | 0   | 2.0%  | 1  | 2.3%  | 2  |  |
| Bingo                                     | 0.0%    | 0     | 0.0%     | 0     | 0.0%      | 0     | 0.0%      | 0      | 0.0%     | 0    | 0.0%   | 0     | 0.0%       | 0    | 0.0%      | 0      | 0.0%      | 0     | 0.0%     | 0   | 0.0%  | 0  | 0.0%  | 0  |  |
| heaper prices                             | 4.7%    | 52    | 2.6%     | 4     | 7.0%      | 3     | 7.1%      | 9      | 2.8%     | 2    | 4.4%   | 3     | 5.7%       | 8    | 3.6%      | 5      | 7.4%      | 12    | 3.4%     | 3   | 7.3%  | 4  | 0.7%  | 1  |  |
| approved access by foot and cycle         | 0.9%    | 9     | 0.0%     | 0     | 1.9%      | 1     | 2.0%      | 2      | 0.0%     | 0    | 0.0%   | 0     | 3.9%       | 5    | 0.0%      | 0      | 0.0%      | 0     | 0.0%     | 0   | 0.8%  | 0  |       | 1  |  |
| proved public transport                   | 2.0%    | 22    | 4.6%     | 7     | 4.8%      | 2     | 0.6%      | 1      | 1.3%     | 1    | 2.0%   | 2     | 0.9%       | 1    | 2.5%      | 3      | 2.8%      | 4     | 1.6%     | 1   | 0.8%  | 0  | 0.0%  | 0  |  |
| nproved security / CCTV                   | 0.0%    | 0     | 0.0%     | 0     | 0.0%      | 0     | 0.0%      | 0      | 0.0%     | 0    | 0.0%   | 0     | 0.0%       | 0    | 0.0%      | 0      | 0.0%      | 0     | 0.0%     | 0   | 0.0%  | 0  |       | 0  |  |
| proved street furniture                   | 0.2%    | 2     | 0.0%     | 0     | 0.0%      | 0     | 0.0%      | 0      | 1.1%     | 1    | 0.0%   | 0     | 0.0%       | 0    | 0.0%      | 0      | 1.0%      | 2     | 0.0%     | 0   | 0.0%  | 0  |       | 0  |  |
| approvements in the built environment     | 0.8%    | 9     | 0.0%     | 0     | 0.0%      | 0     | 1.4%      | 2      | 0.7%     | 0    | 0.9%   | 1     | 0.0%       | 0    | 0.8%      | 1      | 1.0%      | 2     | 1.1%     | 1   | 2.0%  | 1  | 1.3%  | 1  |  |
| fore / better car parking                 | 2.2%    | 24    | 2.0%     | 3     | 5.1%      | 2     | 5.3%      | 7      | 1.8%     | 1    | 1.9%   | 1     | 2.6%       | 4    | 3.3%      | 4      | 0.6%      | 1     | 1.1%     | 1   | 1.0%  | 1  | 0.0%  | 0  |  |
| ore / better cultural facilities          | 0.7%    | 8     | 2.6%     | 4     |           | 1     | 0.0%      | 0      | 1.1%     | 1    | 0.0%   | 0     | 0.0%       | 0    | 0.0%      | 0      | 1.0%      | 2     | 1.1%     | 1   | 0.0%  | 0  |       | 0  |  |
| ore / better disabled access              | 0.5%    | 6     | 0.0%     | 0     | 0.0%      | 0     | 0.0%      | 0      | 0.0%     | 0    | 0.0%   | 0     | 0.0%       | 0    | 0.0%      | 0      | 1.6%      | 3     | 3.8%     | 3   | 0.8%  | 0  | 0.0%  | 0  |  |
| ore / better health clubs /<br>gyms       | 0.8%    | 9     | 1.8%     | 3     | 0.0%      | 0     | 0.8%      | 1      | 0.0%     | 0    | 0.9%   | 1     | 1.6%       | 2    | 0.0%      | 0      | 0.7%      | 1     | 0.9%     | 1   | 1.0%  | 1  | 0.0%  | 0  |  |
| Iore / better policing                    | 0.8%    | 9     | 0.0%     | 0     | 0.0%      | 0     | 0.0%      | 0      | 0.0%     | 0    | 9.5%   | 8     | 0.0%       | 0    | 1.4%      | 2      | 0.0%      | 0     | 0.0%     | 0   | 0.0%  | 0  | 0.0%  | 0  |  |
| ore / better public houses                | 0.4%    | 4     | 0.9%     | 1     | 0.0%      | 0     | 0.0%      | 0      | 0.0%     | 0    | 0.0%   | 0     | 0.0%       | 0    | 0.0%      | 0      | 0.7%      | 1     | 0.7%     | 1   | 0.0%  | 0  | 1.3%  | 1  |  |
| ore / better seats                        | 0.7%    | 8     | 0.0%     | 0     | 0.0%      | 0     | 0.0%      | 0      | 0.0%     | 0    | 9.5%   | 8     | 0.0%       | 0    | 0.0%      | 0      | 0.0%      | 0     | 0.0%     | 0   | 0.8%  | 0  | 0.0%  | 0  |  |
| ore / better signposting and information  | 0.6%    | 7     | 0.0%     | 0     | 0.0%      | 0     | 2.4%      | 3      | 1.1%     | 1    | 0.0%   | 0     | 0.9%       | 1    | 0.6%      | 1      | 0.6%      | 1     | 0.0%     | 0   | 0.0%  | 0  | 0.0%  | 0  |  |
| ore better parks / green<br>spaces        | 0.2%    | 3     | 0.0%     | 0     | 1.5%      | 1     | 1.0%      | 1      | 1.5%     | 1    | 0.0%   | 0     | 0.0%       | 0    | 0.0%      | 0      | 0.0%      | 0     | 0.0%     | 0   | 0.0%  | 0  | 0.0%  | 0  |  |
| fore for children and teenagers           | 5.9%    | 65    | 3.3%     | 5     | 2.4%      | 1     | 11.5%     | 15     | 4.0%     | 2    | 16.7%  | 13    | 2.5%       | 3    | 3.5%      | 4      | 9.2%      | 15    | 6.0%     | 4   | 0.8%  | 0  | 1.9%  | 2  |  |
| fore local sports & recreation facilities | 2.1%    | 24    | 0.9%     | 1     | 0.0%      | 0     | 10.3%     | 13     | 8.0%     | 5    | 1.6%   | 1     | 0.0%       | 0    | 1.4%      | 2      | 0.0%      | 0     | 0.0%     | 0   | 1.3%  | 1  | 0.7%  | 1  |  |
| fore nightclubs                           | 0.0%    | 0     | 0.0%     | 0     | 0.0%      | 0     | 0.0%      | 0      | 0.0%     | 0    | 0.0%   | 0     | 0.0%       | 0    | 0.0%      | 0      | 0.0%      | 0     | 0.0%     | 0   | 0.0%  | 0  | 0.0%  | 0  |  |
| ore pavement cafés                        | 0.0%    | 0     | 0.0%     | 0     | 0.0%      | 0     | 0.0%      | 0      | 0.0%     | 0    | 0.0%   | 0     | 0.0%       | 0    | 0.0%      | 0      | 0.0%      | 0     | 0.0%     | 0   | 0.0%  | 0  | 0.0%  | 0  |  |
| ore quality restaurants                   | 0.7%    | 8     | 0.0%     | 0     | 0.7%      | 0     | 3.3%      | 4      | 1.6%     | 1    | 0.0%   | 0     | 0.0%       | 0    | 0.0%      | 0      | 0.7%      | 1     | 0.0%     | 0   | 0.0%  | 0  | 1.3%  | 1  |  |
| ore street cleaning                       | 0.3%    | 4     | 0.0%     | 0     | 1.1%      | 0     | 0.0%      | 0      | 0.0%     | 0    | 0.0%   | 0     | 0.0%       | 0    | 1.4%      | 2      | 1.0%      | 2     | 0.0%     | 0   | 0.0%  | 0  | 0.0%  | 0  |  |
| ovision of public toilets                 | 0.0%    | 1     | 0.0%     | 0     | 0.0%      | 0     | 0.0%      | 0      | 0.0%     | 0    | 0.0%   | 0     | 0.0%       | 0    | 0.0%      | 0      | 0.0%      | 0     | 0.7%     | 1   | 0.0%  | 0  | 0.0%  | 0  |  |
| n-pin bowling                             | 0.3%    | 3     | 0.0%     | 0     | 0.0%      | 0     | 0.0%      | 0      | 0.0%     | 0    | 0.0%   | 0     | 1.9%       | 3    | 0.0%      | 0      | 0.0%      | 0     | 0.0%     | 0   | 0.8%  | 0  | 0.0%  | 0  |  |
| her                                       | 1.1%    | 12    | 0.0%     | 0     | 1.1%      | 0     | 0.0%      | 0      | 3.2%     | 2    | 0.7%   | 1     | 0.9%       | 1    | 0.0%      | 0      | 0.7%      | 1     | 2.4%     | 2   | 3.0%  | 2  | 3.4%  | 3  |  |
| community centre / hall                   | 0.6%    | 6     | 0.7%     | 1     | 0.0%      | 0     | 0.0%      | 0      | 0.0%     | 0    | 0.0%   | 0     | 0.0%       | 0    | 2.5%      | 3      | 1.2%      | 2     | 0.0%     | 0   | 0.0%  | 0  | 0.0%  | 0  |  |
| n ice-skating rink                        | 0.5%    | 5     | 0.0%     | 0     | 0.8%      | 0     | 0.0%      | 0      | 0.0%     | 0    | 0.0%   | 0     | 0.0%       | 0    | 0.0%      | 0      | 0.0%      | 0     | 4.7%     | 3   | 1.0%  | 1  | 0.7%  | 1  |  |
| etter advertising                         | 0.7%    | 7     | 2.5%     | 4     | 0.0%      | 0     | 0.0%      | 0      | 0.0%     | 0    | 0.0%   | 0     | 1.2%       | 2    | 0.0%      | 0      | 0.7%      | 1     | 1.1%     | 1   | 0.0%  | 0  | 0.0%  | 0  |  |
| heaper parking                            | 0.2%    | 3     | 0.0%     | 0     | 5.1%      | 2     | 0.0%      | 0      | 0.0%     | 0    | 0.0%   | 0     | 0.0%       | 0    | 0.0%      | 0      | 0.0%      | 0     | 0.0%     | 0   | 1.0%  | 1  | 0.0%  | 0  |  |
| onger opening hours                       | 1.0%    | 11    | 4.0%     | 6     | 0.0%      | 0     | 0.0%      | 0      | 1.5%     | 1    | 0.0%   | 0     | 0.0%       | 0    | 1.1%      | 1      | 0.0%      | 0     | 3.8%     | 3   | 0.0%  | 0  | 0.0%  | 0  |  |

| , eighteu.   |                |              |                |            |                |           |                |            |                | _         | <b>0</b> - <b>0</b> |           | - 00           |            |                |            |                |            |                |           |                |           |                |           | 1 corumy 1 |
|--|----------------|--------------|----------------|------------|----------------|-----------|----------------|------------|----------------|-----------|---------------------|-----------|----------------|------------|----------------|------------|----------------|------------|----------------|-----------|----------------|-----------|----------------|-----------|------------|
|  | Tota           | ıl           | Zone           | 1          | Zone           | 2         | Zone           | 3          | Zone           | 4         | Zone                | 5         | Zone           | 6          | Zone           | 7          | Zone           | 8          | Zone           | 9         | Zone :         | 10        | Zone           | 11        |            |
| More / better activities for                           | 0.3%           | 4            | 0.9%           | 1          | 1.1%           | 0         | 0.6%           | 1          | 0.7%           | 0         | 0.0%                | 0         | 0.0%           | 0          | 0.0%           | 0          | 0.0%           | 0          | 0.0%           | 0         | 0.0%           | 0         | 0.7%           | 1         |            |
| the elderly<br>More / better facilities in             | 1.3%           | 14           | 0.0%           | 0          | 0.8%           | 0         | 0.0%           | 0          | 0.0%           | 0         | 0.0%                | 0         | 2.7%           | 4          | 4.1%           | 5          | 0.0%           | 0          | 1.8%           | 1         | 1.0%           | 1         | 2.8%           | 3         |            |
| general  |                |              |                |            |                |           |                |            |                |           |                     |           |                |            |                |            |                |            |                |           |                |           |                |           |            |
| More adult evening classes                             | 0.9%           | 9            | 0.9%           | 1          |                | 0         | 1.0%           | 1          | 0.7%           | 0         | 0.0.0               | 0         | 0.0%           | 0          | 0.0%           | 0          |                | 6          | 0.0%           | 0         |                | 0         |                | 0         |            |
| Squash / tennis courts                                 | 0.3%           | 4            | 0.9%           | 1          | 0.0%           | 0         | 0.0%           | 0          | 0.0%           | 0         |                     | 1         | 0.0%           | 0          | 0.0%           | 0          |                | 0          | 0.0%           | 0         |                | 2         |                | 0         |            |
| Don't do leisure activities) Don't know)               | 12.1%<br>16.7% | 134<br>184   | 12.1%<br>17.3% | 18<br>26   | 7.3%<br>6.9%   | 3         | 14.1%<br>12.9% | 18<br>16   | 4.3%<br>12.5%  |           | 10.2%<br>19.9%      | 8<br>16   | 10.2%<br>15.3% |            | 15.6%<br>22.8% | 20<br>29   |                | 17<br>23   |                | 8         | 12.4%<br>13.9% | 8         | 17.4%<br>28.6% | 17<br>28  |            |
| Veighted base:   | 10.770         | 1100         | 17.570         | 149        | 0.570          | 39        | 12.570         | 126        | 12.570         | 58        | 17.770              | 80        | 15.570         | 135        | 22.070         | 126        | 11.070         | 159        | 10.570         | 75        | 15.770         | 57        | 20.070         | 97        |            |
| ample:   |                | 1100         |                | 100        |                | 100       |                | 100        |                | 100       |                     | 100       |                | 100        |                | 100        |                | 100        |                | 100       |                | 100       |                | 100       |            |
| SEN Gender of responde                                 | ent:           |              |                |            |                |           |                |            |                |           |                     |           |                |            |                |            |                |            |                |           |                |           |                |           |            |
| Male   | 31.9%          |              | 29.0%          |            | 35.2%          |           | 24.9%          |            | 36.4%          |           | 36.2%               |           | 32.5%          |            | 43.1%          |            | 28.1%          | 45         |                |           | 24.8%          |           | 36.6%          | 36        |            |
| 'emale   | 68.1%          | 749          | 71.0%          | 106        | 64.8%          | 25        | 75.1%          | 94         | 63.6%          | 37        | 63.8%               | 51        | 67.5%          | 91         | 56.9%          | 71         | 71.9%          | 114        | 73.2%          | 55        | 75.2%          | 43        | 63.4%          | 62        |            |
| Veighted base:   |                | 1100         |                | 149        |                | 39        |                | 126        |                | 58        |                     | 80        |                | 135        |                | 126        |                | 159        |                | 75        |                | 57        |                | 97        |            |
| ample:   |                | 1100         |                | 100        |                | 100       |                | 100        |                | 100       |                     | 100       |                | 100        |                | 100        |                | 100        |                | 100       |                | 100       |                | 100       |            |
| GE Can I ask how old y                                 | ou are p       | lease        | ?              |            |                |           |                |            |                |           |                     |           |                |            |                |            |                |            |                |           |                |           |                |           |            |
| 8-24   | 3.5%           | 38           | 0.0%           | 0          |                | 0         | 0.0%           | 0          | 0.0%           | 0         | 18.9%               | 15        | 0.0%           | 0          | 10.6%          | 13         | 0.0%           | 0          | 0.0%           | 0         | 0.0%           | 0         | 10.0%          | 10        |            |
| 5-34   | 12.2%          | 134          | 4.0%           |            | 10.8%          |           | 23.2%          | 29         | 18.0%          |           | 12.4%               | 10        | 7.8%           | 10         | 6.9%           |            | 19.7%          | 31         | 15.2%          | 11        | 0.0%           |           | 13.1%          | 13        |            |
| 5-44   | 16.0%          |              | 13.1%          |            | 14.6%          | 6         |                |            | 17.5%          |           | 10.0%               | 8         | 15.7%          |            | 14.1%          |            | 21.3%          |            | 12.3%          |           | 17.0%          |           | 17.2%          | 17        |            |
| 5-54<br>5-64   | 19.7%<br>19.5% |              | 31.4%<br>20.8% |            | 16.4%<br>32.8% | 13        | 19.6%          |            | 17.2%<br>14.1% |           | 11.3%<br>17.8%      | 9<br>14   | 23.9%<br>21.1% |            | 16.6%<br>21.0% |            | 18.7%<br>19.9% |            | 12.1%<br>20.6% |           | 20.9%<br>22.8% |           | 17.1%<br>15.8% | 17<br>15  |            |
| 5-04<br>5+   | 27.0%          | 214<br>297   | 28.4%          |            | 23.3%          |           | 14.0%<br>22.6% |            | 31.2%          |           | 27.9%               |           |                |            | 26.9%          |            | 19.4%          | 31         |                |           | 37.0%          |           | 24.1%          | 23        |            |
| 3+<br>Refused)   | 27.0%          | 297          | 2.3%           | 3          |                | 1         | 1.9%           | 28         | 2.0%           | 10        | 1.7%                | 1         | 29.3%          | 3          | 3.9%           | 5          |                | 1          | 2.1%           | 28        |                | 1         | 24.1%          | 3         |            |
| *  | 2.270          |              | 2.370          |            | 2.070          |           | 1.570          |            | 2.070          |           | 1.770               |           | 2.270          |            | 3.770          |            | 0.770          |            | 2.170          |           | 2.570          |           | 2.770          |           |            |
| Veighted base:<br>ample:                               |                | 1100<br>1100 |                | 149<br>100 |                | 39<br>100 |                | 126<br>100 |                | 58<br>100 |                     | 80<br>100 |                | 135<br>100 |                | 126<br>100 |                | 159<br>100 |                | 75<br>100 |                | 57<br>100 |                | 97<br>100 |            |
| EMP Which of the follow                                | ing best       | desci        | ribes the      | e chie     | f wage         | earne     | r of you       | ır hou:    | sehold's       | curr      | ent emp             | oloyme    | ent situ       | ation?     | P [PR]         |            |                |            |                |           |                |           |                |           |            |
| Vorking full time                                      | 49.0%          | 539          | 41.1%          | 61         | 46.6%          | 18        | 49.3%          | 62         | 49.9%          | 29        | 50.3%               | 40        | 49.9%          | 67         | 53.6%          | 67         | 54.3%          | 86         | 42.2%          | 31        | 47.1%          | 27        | 50.7%          | 49        |            |
| orking part time                                       | 6.7%           | 74           | 5.0%           | 7          |                | 2         | 7.8%           |            | 12.0%          | 7         | 7.3%                | 6         | 8.0%           | 11         |                | 7          | 6.0%           | 10         | 6.7%           | 5         |                | 4         |                | 6         |            |
| nemployed  | 2.3%           | 26           | 0.0%           | 0          |                | 2         | 3.3%           | 4          | 1.6%           | 1         | 9.5%                | 8         | 2.9%           | 4          | 0.0%           | 0          |                | 3          | 2.7%           | 2         |                | 1         | 0.7%           | 1         |            |
| etired   | 32.8%          | 361          | 35.6%          |            | 33.7%          | 13        |                | 40         | 31.0%          |           | 30.5%               | 24        | 35.6%          |            | 31.3%          | 39         |                | 47         | 42.8%          | 32        |                | 20        |                | 26        |            |
| housewife  | 1.2%           | 13           | 0.0%           | 0          |                | 0         | 0.0%           | 0          | 0.7%           | 0         | 0.0%                | 0         | 1.6%           | 2          | 1.1%           | 1          | 3.3%           | 5          | 3.8%           | 3         |                | 0         |                | 1         |            |
| student  | 0.4%           | 5            | 0.0%           | 0          | 0.0%           | 0         | 3.3%           | 4          | 0.8%           | 0         | 0.0%                | 0         | 0.0%           | 0          | 0.0%           | 0          | 0.0%           | 0          | 0.0%           | 0         | 0.0%           | 0         | 0.0%           | 0         |            |
| elf employed   | 4.1%           | 45           | 13.9%          | 21         | 6.9%           | 3         | 0.8%           | 1          | 1.9%           | 1         | 1.6%                | 1         | 0.0%           | 0          | 5.1%           | 6          | 2.3%           | 4          | 0.7%           | 1         | 3.0%           | 2         | 6.5%           | 6         |            |
| . 1 / 1. 11 1  | 0.9%           | 10           | 1.2%           | 2          | 0.7%           | 0         | 0.8%           | 1          | 0.0%           | 0         | 0.0%                | 0         | 0.9%           | 1          | 0.0%           | 0          | 1.7%           | 3          | 0.0%           | 0         | 4.1%           | 2         | 0.7%           | 1         |            |
| ick / disabled   | 0.00/          | 0            | 0.0%           | 0          | 0.0%           | 0         | 0.0%           | 0          | 0.0%           | 0         | 0.0%                | 0         | 0.0%           | 0          | 0.0%           | 0          | 0.0%           | 0          | 0.0%           | 0         | 0.0%           | 0         | 0.0%           | 0         |            |
|  | 0.0%           |              |                |            |                |           |                |            | 2.00/          | 1         | 0.00/               | - 1       | 1 10/          | 1          | 2 70/          | 5          | 0.9%           | 1          | 1.1%           | 1         | 2.1%           | 1         | ( (0/          | _         |            |
| ther   | 2.4%           | 26           | 3.0%           | 4          | 1.0%           | 0         | 2.9%           | 4          | 2.0%           | 1         | 0.9%                | 1         | 1.1%           | 1          | 3.7%           | 3          | 0.970          | 1          | 1.1%           | 1         | 2.170          | 1         | 6.6%           | 6         |            |
| Sick / disabled<br>Other<br>Refused)<br>Weighted base: |                |              | 3.0%           | 4<br>149   | 1.0%           | 0<br>39   | 2.9%           | 126        | 2.0%           | 58        | 0.9%                | 80        | 1.1%           | 135        | 3.1%           | 126        | 0.976          | 159        | 1.1%           | 75        | 2.170          | 57        | 0.0%           | 97        |            |

|                    | Tota          | al     | Zone    | 1       | Zone      | 2     | Zone       | 3     | Zone    | 4     | Zone  | 5   | Zone  | e 6 | Zone  | e <b>7</b> | Zone  | e <b>8</b> | Zone  | 9   | Zone  | 10  | Zone  | 11  |
|--------------------|---------------|--------|---------|---------|-----------|-------|------------|-------|---------|-------|-------|-----|-------|-----|-------|------------|-------|------------|-------|-----|-------|-----|-------|-----|
| HOM How many peop  | le live in yo | our ho | me incl | uding   | yoursel   | f and | childre    | n?    |         |       |       |     |       |     |       |            |       |            |       |     |       |     |       |     |
| One                | 15.3%         | 168    | 16.5%   | 25      | 11.8%     | 5     | 9.5%       | 12    | 17.9%   | 10    | 18.3% | 15  | 18.4% | 25  | 16.7% | 21         | 12.5% | 20         | 18.0% | 13  | 24.1% | 14  | 9.6%  | 9   |
| Two                | 35.9%         | 395    | 35.9%   | 53      | 37.3%     | 15    | 31.6%      | 40    | 40.2%   | 23    | 32.3% | 26  | 39.9% | 54  | 36.8% | 46         | 31.9% | 51         | 45.6% | 34  | 34.8% | 20  | 34.2% | 33  |
| Three              | 16.6%         | 182    | 15.0%   | 22      | 25.6%     | 10    | 27.7%      | 35    | 18.2%   | 11    | 18.7% | 15  | 10.9% | 15  | 12.1% | 15         | 13.9% | 22         | 11.2% | 8   | 14.5% | 8   | 21.7% | 21  |
| Four               | 19.7%         | 217    | 18.0%   | 27      | 19.0%     | 7     | 13.3%      | 17    | 15.0%   | 9     | 24.4% | 19  | 19.0% | 26  | 24.6% | 31         | 27.0% | 43         | 16.8% | 13  | 17.6% | 10  | 16.2% | 16  |
| Five               | 7.6%          | 84     | 7.9%    | 12      | 2.3%      | 1     | 11.7%      | 15    | 3.7%    | 2     | 5.4%  | 4   | 7.4%  | 10  | 3.6%  | 5          | 10.7% | 17         | 7.6%  | 6   | 4.9%  | 3   | 10.2% | 10  |
| Six                | 1.7%          | 18     | 1.6%    | 2       | 1.9%      | 1     | 3.3%       | 4     | 2.9%    | 2     | 0.0%  | 0   | 0.7%  | 1   | 1.4%  | 2          | 1.7%  | 3          | 0.9%  | 1   | 1.7%  | 1   | 2.1%  | 2   |
| Seven or more      | 0.3%          | 4      | 0.0%    | 0       | 0.0%      | 0     | 0.0%       | 0     | 0.0%    | 0     | 0.0%  | 0   | 0.7%  | 1   | 0.0%  | 0          | 1.3%  | 2          | 0.0%  | 0   | 1.3%  | 1   | 0.0%  | 0   |
| (Refused)          | 2.9%          | 32     | 5.0%    | 7       | 2.1%      | 1     | 2.9%       | 4     | 2.0%    | 1     | 0.9%  | 1   | 3.0%  | 4   | 4.8%  | 6          | 0.9%  | 1          | 0.0%  | 0   | 1.2%  | 1   | 6.0%  | 6   |
| Weighted base:     |               | 1100   |         | 149     |           | 39    |            | 126   |         | 58    |       | 80  |       | 135 |       | 126        |       | 159        |       | 75  |       | 57  |       | 97  |
| Sample:            |               | 1100   |         | 100     |           | 100   |            | 100   |         | 100   |       | 100 |       | 100 |       | 100        |       | 100        |       | 100 |       | 100 |       | 100 |
| ADU How many adult | s aged 16 y   | ears ( | and ove | r, incl | uding y   | ourse | lf, live i | n you | r house | hold? | •     |     |       |     |       |            |       |            |       |     |       |     |       |     |
| One                | 18.6%         | 204    | 16.5%   | 25      | 17.3%     | 7     | 14.3%      | 18    | 21.5%   | 13    | 15.2% | 12  | 20.0% | 27  | 16.7% | 21         | 23.1% | 37         | 22.9% | 17  | 24.8% | 14  | 14.9% | 14  |
| Two                | 55.2%         | 607    | 54.2%   | 81      | 49.6%     | 19    | 55.7%      | 70    | 57.3%   | 33    | 60.3% | 48  | 52.9% | 72  | 61.2% | 77         | 52.9% | 84         | 64.4% | 48  | 52.1% | 30  | 46.9% | 46  |
| Three              | 15.2%         | 168    | 19.0%   | 28      | 24.4%     |       | 15.4%      | 19    | 11.7%   |       | 11.3% | 9   | 15.2% | 20  | 12.4% | 16         | 14.6% | 23         | 8.5%  |     | 10.0% | 6   | 23.8% | 23  |
| Four or more       | 8.1%          | 89     |         | 8       |           | 3     | 11.7%      | 15    |         | 4     | 12.3% | 10  |       | 12  |       | 6          |       | 14         | 4.3%  | 3   | 11.9% | 7   | 8.4%  | 8   |
| (Refused)          | 2.9%          | 32     | 5.0%    | 7       | 2.1%      | 1     | 2.9%       | 4     | 2.0%    | 1     | 0.9%  | 1   | 3.0%  | 4   | 4.8%  | 6          | 0.9%  | 1          | 0.0%  | 0   | 1.2%  | 1   | 6.0%  | 6   |
| Weighted base:     |               | 1100   |         | 149     |           | 39    |            | 126   |         | 58    |       | 80  |       | 135 |       | 126        |       | 159        |       | 75  |       | 57  |       | 97  |
| Sample:            |               | 1100   |         | 100     |           | 100   |            | 100   |         | 100   |       | 100 |       | 100 |       | 100        |       | 100        |       | 100 |       | 100 |       | 100 |
| CHI How many child | ren aged 1    | 5 year | s and u | nder, l | live in y | our h | ouseho     | ld?   |         |       |       |     |       |     |       |            |       |            |       |     |       |     |       |     |
| None               | 66.0%         | 727    | 68.0%   | 101     | 74.8%     | 29    | 55.6%      | 70    | 68.5%   | 40    | 69.0% | 55  | 72.5% | 98  | 64.1% | 80         | 55.8% | 89         | 72.2% | 54  | 77.2% | 44  | 68.5% | 66  |
| One                | 10.1%         | 111    | 8.1%    | 12      | 9.7%      | 4     | 21.6%      | 27    | 16.1%   | 9     | 15.6% | 12  | 5.2%  | 7   | 11.2% | 14         | 6.9%  | 11         | 5.7%  | 4   | 5.9%  | 3   | 6.8%  | 7   |
| Two                | 17.0%         | 187    | 15.4%   | 23      | 9.0%      | 4     | 16.5%      | 21    | 9.6%    | 6     | 13.9% | 11  | 18.5% | 25  | 18.6% | 23         | 28.4% | 45         | 14.6% | 11  | 9.2%  | 5   | 14.0% | 14  |
| Three              | 3.2%          | 35     | 1.8%    | 3       | 4.4%      | 2     |            | 4     | 2.3%    | 1     | 0.7%  | 1   | 0.9%  | 1   | 1.4%  | 2          |       | 9          | 7.6%  | 6   | 3.2%  | 2   |       | 5   |
| Four or more       | 0.8%          | 9      |         | 2       | 0.0%      | 0     |            | 0     | 1.5%    | 1     | 0.0%  | 0   | 0.0%  | 0   |       | 0          |       | 3          | 0.0%  | 0   |       | 2   | 0.0%  | 0   |
| (Refused)          | 2.9%          | 32     | 5.0%    | 7       | 2.1%      | 1     | 2.9%       | 4     | 2.0%    | 1     | 0.9%  | 1   | 3.0%  | 4   | 4.8%  | 6          | 0.9%  | 1          | 0.0%  | 0   | 1.2%  | 1   | 6.0%  | 6   |
| Weighted base:     |               | 1100   |         | 149     |           | 39    |            | 126   |         | 58    |       | 80  |       | 135 |       | 126        |       | 159        |       | 75  |       | 57  |       | 97  |
| Sample:            |               | 1100   |         | 100     |           | 100   |            | 100   |         | 100   |       | 100 |       | 100 |       | 100        |       | 100        |       | 100 |       | 100 |       | 100 |

|                        | Tota        | al      | Zone     | 1      | Zone     | 2      | Zone     | 3     | Zone  | 4   | Zone  | 5         | Zone  | 6   | Zone  | 7   | Zone  | 8   | Zone  | 9         | Zone : | 10  | Zone  | 11        |
|------------------------|-------------|---------|----------|--------|----------|--------|----------|-------|-------|-----|-------|-----------|-------|-----|-------|-----|-------|-----|-------|-----------|--------|-----|-------|-----------|
| INC Approximately w    | hat is you  | r total | househ   | old in | come?    |        |          |       |       |     |       |           |       |     |       |     |       |     |       |           |        |     |       |           |
| £0 - £15,000           | 8.5%        | 93      | 6.1%     | 9      | 11.7%    | 5      | 14.0%    | 18    | 16.1% | 9   | 6.8%  | 5         | 8.5%  | 12  | 4.9%  | 6   | 7.5%  | 12  | 8.3%  | 6         | 9.3%   | 5   | 6.0%  | 6         |
| £15,001 - £20,000      | 3.7%        | 41      | 0.9%     | 1      | 3.3%     | 1      | 4.8%     | 6     | 7.1%  | 4   | 4.0%  | 3         | 3.0%  | 4   | 3.3%  | 4   | 5.9%  | 9   | 5.9%  | 4         | 4.0%   | 2   | 0.6%  | 1         |
| £20,001 - £30,000      | 6.0%        | 66      | 6.6%     | 10     | 6.1%     | 2      | 5.2%     | 7     | 1.8%  | 1   | 5.5%  | 4         | 0.7%  | 1   | 10.1% | 13  | 8.4%  | 13  | 4.1%  | 3         | 9.7%   | 5   | 7.0%  | 7         |
| £30,001 - £40,000      | 10.8%       | 119     | 12.5%    | 19     | 1.5%     | 1      | 7.5%     | 9     | 13.5% | 8   | 6.4%  | 5         | 14.6% | 20  | 15.7% | 20  | 14.3% | 23  | 7.2%  | 5         | 7.4%   | 4   | 6.1%  | 6         |
| £40,001 - £50,000      | 6.0%        | 66      | 5.9%     | 9      | 6.8%     | 3      | 3.9%     | 5     | 7.5%  | 4   | 9.2%  | 7         | 6.3%  | 8   | 2.5%  | 3   | 12.3% | 20  | 7.6%  | 6         | 1.3%   | 1   | 0.0%  | 0         |
| £50,001 - £60,000      | 3.5%        | 38      | 3.5%     | 5      | 12.3%    | 5      | 2.1%     | 3     | 6.5%  | 4   | 2.5%  | 2         | 2.9%  | 4   | 2.5%  | 3   | 2.5%  | 4   | 3.8%  | 3         | 6.6%   | 4   | 2.2%  | 2         |
| £60,001 - £70,000      | 2.3%        | 25      | 2.4%     | 4      | 2.6%     | 1      | 3.1%     | 4     | 0.0%  | 0   | 1.3%  | 1         | 1.2%  | 2   | 5.2%  | 6   | 1.3%  | 2   | 4.6%  | 3         | 0.0%   | 0   | 2.5%  | 2         |
| £70,001 - £80,000      | 1.9%        | 21      | 3.1%     | 5      | 0.0%     | 0      | 1.5%     | 2     | 0.0%  | 0   | 1.5%  | 1         | 2.1%  | 3   | 3.8%  | 5   | 0.0%  | 0   | 2.0%  | 2         | 3.2%   | 2   | 2.8%  | 3         |
| £80,001 - £90,000      | 1.4%        | 16      | 0.0%     | 0      | 3.8%     | 1      | 4.3%     | 5     | 0.8%  | 0   | 0.0%  | 0         | 2.5%  | 3   | 0.8%  | 1   | 0.0%  | 0   | 0.9%  | 1         | 0.0%   | 0   | 3.4%  | 3         |
| £90,001 - £100,000     | 0.4%        | 4       | 0.9%     | 1      | 0.0%     | 0      | 0.0%     | 0     | 0.0%  | 0   | 0.0%  | 0         | 0.9%  | 1   | 0.8%  | 1   | 0.0%  | 0   | 0.0%  | 0         | 0.0%   | 0   | 0.7%  | 1         |
| £100,001 - £150,000    | 1.9%        | 21      | 1.8%     | 3      | 0.8%     | 0      | 1.0%     | 1     | 6.0%  | 4   | 0.7%  | 1         | 5.6%  | 8   | 1.1%  | 1   | 0.0%  | 0   | 1.5%  | 1         | 1.3%   | 1   | 1.7%  | 2         |
| £150,001+              | 0.6%        | 7       | 0.9%     | 1      | 0.0%     | 0      | 1.3%     | 2     | 0.0%  | 0   | 0.9%  | 1         | 1.6%  | 2   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0         | 1.3%   | 1   | 0.0%  | 0         |
| (Don't know / refused) | 52.9%       | 582     | 55.3%    | 82     | 51.2%    | 20     | 51.1%    | 64    | 40.5% | 24  | 61.2% | 49        | 50.1% | 68  | 49.6% | 62  | 47.8% | 76  | 54.1% | 40        | 56.0%  | 32  | 67.0% | 65        |
| Weighted base:         |             | 1100    |          | 149    |          | 39     |          | 126   |       | 58  |       | 80        |       | 135 |       | 126 |       | 159 |       | 75        |        | 57  |       | 97        |
| Sample:                |             | 1100    |          | 100    |          | 100    |          | 100   |       | 100 |       | 100       |       | 100 |       | 100 |       | 100 |       | 100       |        | 100 |       | 100       |
| CAR How many cars d    | loes your   | house   | hold ov  | n or h | nave the | use    | of?      |       |       |     |       |           |       |     |       |     |       |     |       |           |        |     |       |           |
| None                   | 5.3%        | 59      | 1.5%     | 2      | 3.5%     | 1      | 6.6%     | 8     | 11.9% | 7   | 3.4%  | 3         | 5.4%  | 7   | 3.8%  | 5   | 7.8%  | 13  | 5.1%  | 4         | 6.2%   | 3   | 5.7%  | 6         |
| One                    | 38.1%       |         |          |        | 31.2%    | 12     |          |       | 44.1% | 26  | 47.3% | 38        |       | 53  | 36.6% | 46  |       | 63  | 45.2% | 34        | 35.7%  |     | 27.4% | 27        |
| Two                    | 38.3%       | 422     |          |        | 41.8%    |        | 32.7%    |       | 33.1% |     | 29.3% | 23        |       |     | 46.0% |     | 40.6% | 65  | 37.9% |           | 36.2%  |     | 36.5% | 35        |
| Three or more          | 15.2%       | 167     | 15.3%    | 23     | 21.5%    | 8      | 19.3%    | 24    | 9.0%  | 5   | 19.2% | 15        | 13.7% | 18  | 8.9%  | 11  | 11.3% | 18  | 11.8% | 9         | 20.8%  | 12  | 23.4% | 23        |
| (Refused)              | 3.0%        | 33      | 5.0%     | 7      | 2.1%     | 1      | 3.5%     | 4     | 2.0%  | 1   | 0.9%  | 1         | 2.7%  | 4   | 4.8%  | 6   | 0.9%  | 1   | 0.0%  | 0         | 1.2%   | 1   | 7.0%  | 7         |
| Weighted base:         |             | 1100    |          | 149    |          | 39     |          | 126   |       | 58  |       | 80        |       | 135 |       | 126 |       | 159 |       | 75        |        | 57  |       | 97        |
| Sample:                |             | 1100    |          | 100    |          | 100    |          | 100   |       | 100 |       | 100       |       | 100 |       | 100 |       | 100 |       | 100       |        | 100 |       | 100       |
| FUT Would you be wil   | lling to be | recon   | tacted f | or fut | ure qual | ity co | ntrol pu | urpos | es?   |     |       |           |       |     |       |     |       |     |       |           |        |     |       |           |
| Yes                    | 65.7%       | 723     | 62.2%    | 92     | 54.6%    | 21     | 70.1%    | 88    | 76.2% | 44  | 68.2% | 54        | 62.1% | 84  | 76.4% | 96  | 63.3% | 101 | 57.1% | 43        | 72.8%  | 41  | 59.0% | 57        |
| No                     | 34.3%       |         |          |        | 45.4%    |        | 29.9%    |       | 23.8% |     | 31.8% |           | 37.9% |     | 23.6% | 30  |       |     |       |           | 27.2%  |     | 41.0% | 40        |
| Weighted base:         | 2           | 1100    |          | 149    |          | 39     |          | 126   |       | 58  |       |           | 2     | 135 |       | 126 |       | 159 |       |           | ,0     | 57  |       |           |
| Sample:                |             | 1100    |          | 100    |          | 100    |          | 126   |       | 100 |       | 80<br>100 |       | 100 |       | 126 |       | 100 |       | 75<br>100 |        | 100 |       | 97<br>100 |
| Sample.                |             | 1100    |          | 100    |          | 100    |          | 100   |       | 100 |       | 100       |       | 100 |       | 100 |       | 100 |       | 100       |        | 100 |       | 100       |

| ,, eighteu.      |              |          |       |     |       |    |       |     |              | _  | <b>0</b> - <b>0</b> |    | 000          |     |              |     |               |          |              |    |              |    |              |    | 1 001 001 7 2010 |
|------------------|--------------|----------|-------|-----|-------|----|-------|-----|--------------|----|---------------------|----|--------------|-----|--------------|-----|---------------|----------|--------------|----|--------------|----|--------------|----|------------------|
|                  | Tota         | ıl       | Zone  | e 1 | Zone  | 2  | Zone  | 3   | Zone         | 4  | Zone                | 5  | Zone         | 6   | Zone         | 7   | Zone          | 8        | Zone 9       | 9  | Zone 1       | .0 | Zone         | 11 |                  |
| PC Postcode:     |              |          |       |     |       |    |       |     |              |    |                     |    |              |     |              |     |               |          |              |    |              |    |              |    |                  |
| CO10 0           | 5.7%         | 63       | 0.0%  | 0   | 0.0%  | 0  | 50.1% | 63  | 0.0%         | 0  | 0.0%                | 0  | 0.0%         | 0   | 0.0%         | 0   | 0.0%          | 0        | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  |                  |
| CO10 1           | 3.8%         | 42       | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0   | 72.3%        | 42 | 0.0%                | 0  | 0.0%         | 0   | 0.0%         | 0   | 0.0%          | 0        | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  |                  |
| CO10 2           | 1.5%         | 16       | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0   | 27.8%        | 16 | 0.0%                | 0  | 0.0%         | 0   | 0.0%         | 0   | 0.0%          | 0        | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  |                  |
| CO10 5           | 1.5%         | 17       | 0.0%  | 0   | 0.0%  | 0  | 13.5% | 17  | 0.0%         | 0  | 0.0%                | 0  | 0.0%         | 0   | 0.0%         | 0   | 0.0%          | 0        | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  |                  |
| CO10 7           | 5.1%         | 57       | 38.1% | 57  | 0.0%  | 0  | 0.0%  | 0   | 0.0%         | 0  | 0.0%                | 0  | 0.0%         | 0   | 0.0%         | 0   | 0.0%          | 0        | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  |                  |
| CO10 8           | 2.8%         |          | 20.5% | 31  | 0.0%  | 0  |       | 0   | 0.0%         | 0  | 0.0%                | 0  | 0.0%         | 0   | 0.0%         | 0   |               | 0        | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  |                  |
| CO10 9           | 3.3%         | 36       |       | 0   |       | 0  | 28.7% | 36  | 0.0%         | 0  | 0.0%                | 0  | 0.0%         | 0   | 0.0%         | 0   |               | 0        | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  |                  |
| CO11 1           | 2.7%         | 30       |       | 0   | 0.0%  | 0  | 0.0%  | 0   | 0.0%         | 0  | 0.0%                | 0  | 22.1%        | 30  | 0.0%         | 0   | 0.0%          | 0        | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  |                  |
| CO6 2            | 2.5%         |          | 18.8% | 28  |       | 0  | 0.0%  | 0   | 0.0%         | 0  | 0.0%                | 0  | 0.0%         | 0   | 0.0%         | 0   |               | 0        | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  |                  |
| CO6 3            | 1.7%         |          | 12.3% | 18  |       | 0  | 0.0%  | 0   | 0.0%         | 0  | 0.0%                | 0  | 0.0%         | 0   | 0.0%         | 0   |               | 0        | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  |                  |
| CO6 4            | 0.9%         | 10       |       | 0   |       | 0  | 7.6%  | 10  | 0.0%         | 0  | 0.0%                | 0  | 0.0%         | 0   | 0.0%         | 0   |               | 0        | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  |                  |
| CO6 5            | 0.0%         | 0        |       | 0   |       | 0  | 0.0%  | 0   | 0.0%         | 0  | 0.6%                | 0  | 0.0%         | 0   | 0.0%         | 0   |               | 0        | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  |                  |
| CO7 6            | 1.9%         | 20       |       | 0   |       | 0  | 0.0%  | 0   | 0.0%         | 0  | 0.0%                | 0  |              | 20  | 0.0%         | 0   |               | 0        | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  |                  |
| CO8 5            | 0.7%         | 8        |       | 8   | 0.0%  | 0  | 0.0%  | 0   | 0.0%         | 0  | 0.0%                | 0  | 0.0%         | 0   | 0.0%         | 0   |               | 0        | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  |                  |
| CO9 2            | 0.7%         | 8        |       | 8   | 0.0%  | 0  | 0.0%  | 0   | 0.0%         | 0  | 0.0%                | 0  | 0.0%         | 0   | 0.0%         | 0   | 0.0%          | 0        | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  |                  |
| IP13 7           | 1.0%         | 11       |       | 0   |       | 0  | 0.0%  | 0   | 0.0%         | 0  | 0.0%                | 0  | 0.0%         | 0   | 8.8%         | 11  |               | 0        | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  |                  |
| IP13 8           | 0.6%         | 7        | 0.0,0 | 0   |       | 0  | 0.0%  | 0   | 0.0%         | 0  | 0.0%                | 0  | 0.0%         | 0   | 0.0%         | 0   |               | 0        | 0.0%         | 0  | 0.0%         | 0  | 7.1%         | 7  |                  |
| IP14 1           | 3.6%         | 40       |       | 0   |       | 0  | 0.0%  | 0   | 0.0%         | 0  | 0.0%                | 0  | 0.0%         | 0   | 0.0%         |     | 24.8%         | 40       | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  |                  |
| IP14 2<br>IP14 3 | 3.2%<br>1.4% | 35<br>16 |       | 0   |       | 0  | 0.0%  | 0   | 0.0%<br>0.0% | 0  | 0.0%                | 0  | 0.0%<br>0.0% | 0   | 0.0%<br>0.0% | 0   |               | 35<br>16 | 0.0%<br>0.0% | 0  | 0.0%<br>0.0% | 0  | 0.0%<br>0.0% | 0  |                  |
| IP14 3<br>IP14 4 | 3.1%         | 34       |       | 0   |       | 0  | 0.0%  | 0   | 0.0%         | 0  | 0.0%                | 0  | 0.0%         | 0   | 0.0%         |     | 9.9%<br>21.5% | 34       | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  |                  |
| IP14 5           | 3.1%         | 35       |       | 0   |       | 0  | 0.0%  | 0   | 0.0%         | 0  | 0.0%                | 0  | 0.0%         | 0   | 0.0%         |     | 22.0%         | 35       | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  |                  |
| IP14 6           | 2.8%         | 31       |       | 0   |       | 0  | 0.0%  | 0   | 0.0%         | 0  | 0.0%                | 0  | 0.0%         | 0   |              | 31  |               | 0        | 0.0%         | 0  | 0.0%         | 0  |              | 0  |                  |
| IP20 0           | 1.3%         | 14       |       | 0   |       | 0  | 0.0%  | 0   | 0.0%         | 0  | 0.0%                | 0  | 0.0%         | 0   | 0.0%         | 0   |               | 0        | 0.0%         | 0  | 0.0%         | 0  |              | 14 |                  |
| IP20 9           | 2.9%         | 31       |       | 0   |       | 0  | 0.0%  | 0   | 0.0%         | 0  | 0.0%                | 0  | 0.0%         | 0   | 0.0%         | 0   |               | 0        | 0.0%         | 0  | 0.0%         |    | 32.3%        | 31 |                  |
| IP21 4           | 2.4%         | 26       |       | 0   |       | 0  | 0.0%  | 0   | 0.0%         | 0  | 0.0%                | 0  | 0.0%         | 0   | 0.0%         | 0   |               | 0        | 0.0%         | 0  | 0.0%         | 0  |              | 26 |                  |
| IP21 5           | 1.7%         | 19       |       | 0   |       | 0  | 0.0%  | 0   | 0.0%         | 0  | 0.0%                | 0  | 0.0%         | 0   | 0.0%         | 0   |               | 0        | 0.0%         | 0  | 0.0%         |    | 19.5%        | 19 |                  |
| IP22 1           | 2.0%         | 22       |       | 0   |       | 0  | 0.0%  | 0   | 0.0%         | 0  | 0.0%                | 0  | 0.0%         | 0   | 0.0%         | 0   |               | 0        | 0.0%         |    | 38.3%        | 22 | 0.0%         | 0  |                  |
| IP23 7           | 2.3%         | 26       |       | 0   |       | 0  | 0.0%  | 0   | 0.0%         | 0  | 0.0%                | 0  | 0.0%         | 0   | 0.0%         | 0   | 0.0%          | 0        | 0.0%         |    | 45.2%        | 26 | 0.0%         | Ő  |                  |
| IP23 8           | 0.9%         | 9        |       |     | 0.0%  | 0  | 0.0%  | 0   | 0.0%         | 0  | 0.0%                | 0  | 0.0%         | 0   | 0.0%         | 0   |               | 0        | 0.0%         |    | 16.5%        | 9  | 0.0%         | 0  |                  |
| IP29 4           | 1.9%         | 20       |       |     | 51.8% | 20 | 0.0%  | 0   | 0.0%         | 0  | 0.0%                | 0  | 0.0%         | 0   | 0.0%         | 0   |               | 0        | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  |                  |
| IP30 0           | 1.7%         | 19       | 0.0%  | 0   | 48.2% | 19 | 0.0%  | 0   | 0.0%         | 0  | 0.0%                | 0  | 0.0%         | 0   | 0.0%         | 0   | 0.0%          | 0        | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  |                  |
| IP30 9           | 4.0%         | 44       | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0   | 0.0%         | 0  | 0.0%                | 0  | 0.0%         | 0   | 0.0%         | 0   | 0.0%          | 0        | 59.5%        | 44 | 0.0%         | 0  | 0.0%         | 0  |                  |
| IP31 3           | 2.8%         | 30       | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0   | 0.0%         | 0  | 0.0%                | 0  | 0.0%         | 0   | 0.0%         | 0   | 0.0%          | 0        | 40.5%        | 30 | 0.0%         | 0  | 0.0%         | 0  |                  |
| IP6 0            | 3.0%         | 33       | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0   | 0.0%         | 0  | 0.0%                | 0  | 0.0%         | 0   | 26.7%        | 33  | 0.0%          | 0        | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  |                  |
| IP6 8            | 1.4%         | 16       | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0   | 0.0%         | 0  | 0.0%                | 0  | 0.0%         | 0   | 12.5%        | 16  | 0.0%          | 0        | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  |                  |
| IP6 9            | 1.5%         | 16       | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0   | 0.0%         | 0  | 0.0%                | 0  | 0.0%         | 0   | 12.9%        | 16  | 0.0%          | 0        | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  |                  |
| IP7 5            | 2.7%         | 30       |       | 0   |       | 0  | 0.0%  | 0   | 0.0%         | 0  |                     | 30 | 0.0%         | 0   | 0.0%         | 0   |               | 0        | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  |                  |
| IP7 6            | 2.0%         | 22       |       | 0   |       | 0  | 0.0%  | 0   | 0.0%         |    | 27.1%               | 22 | 0.0%         | 0   |              | 0   |               | 0        | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  |                  |
| IP7 7            | 2.5%         | 28       |       | 0   |       | 0  | 0.0%  | 0   | 0.0%         | 0  |                     | 28 | 0.0%         | 0   | 0.0%         | 0   |               | 0        | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  |                  |
| IP8 3            | 2.2%         | 24       |       | 0   |       | 0  | 0.0%  | 0   | 0.0%         | 0  |                     | 0  |              | 24  | 0.0%         | 0   |               | 0        | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  |                  |
| IP8 4            | 1.7%         | 19       |       | 0   |       | 0  | 0.0%  | 0   | 0.0%         | 0  | 0.0%                | 0  | 0.0%         | 0   | 14.8%        | 19  | 0.0%          | 0        | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  |                  |
| IP9 1            | 1.2%         | 13       |       | 0   |       | 0  | 0.0%  | 0   | 0.0%         | 0  | 0.0%                | 0  |              | 13  | 0.0%         | 0   |               | 0        | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  |                  |
| IP9 2            | 4.3%         | 47       | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0   | 0.0%         | 0  | 0.0%                | 0  | 34.7%        | 47  | 0.0%         | 0   | 0.0%          | 0        | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  |                  |
| Weighted base:   |              | 1100     |       | 149 |       | 39 |       | 126 |              | 58 |                     | 80 |              | 135 |              | 126 |               | 159      |              | 75 |              | 57 |              | 97 |                  |

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|                | Tota  | al   | Zone   | 1   | Zone   | 2   | Zone   | 3   | Zone   | 4   | Zone   | 5   | Zone   | 6   | Zone   | 7   | Zone   | 8   | Zone   | 9   | Zone   | 10  | Zone   | 11  |
|----------------|-------|------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
|                |       |      |        |     |        |     |        |     |        |     |        |     |        |     |        |     |        |     |        |     |        |     |        |     |
| Sample:        |       | 1100 |        | 100 |        | 100 |        | 100 |        | 100 |        | 100 |        | 100 |        | 100 |        | 100 |        | 100 |        | 100 |        | 100 |
| ZON            |       |      |        |     |        |     |        |     |        |     |        |     |        |     |        |     |        |     |        |     |        |     |        |     |
| Zone 1         | 13.5% | 149  | 100.0% | 149 | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   |
| Zone 2         | 3.6%  | 39   | 0.0%   | 0   | 100.0% | 39  | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   |
| Zone 3         | 11.4% | 126  | 0.0%   | 0   | 0.0%   | 0   | 100.0% | 126 | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   |
| Zone 4         | 5.3%  | 58   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 100.0% | 58  | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   |
| Zone 5         | 7.3%  | 80   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 100.0% | 80  | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   |
| Zone 6         | 12.3% | 135  | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 100.0% | 135 | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   |
| Zone 7         | 11.4% | 126  | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 100.0% | 126 | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   |
| Zone 8         | 14.5% | 159  | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 100.0% | 159 | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   |
| Zone 9         | 6.8%  | 75   | 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 | 100.0% | 75  | 0.0%   | 0   | 0.0%   | 0   |
| Zone 10        | 5.1%  | 57   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 100.0% | 57  | 0.0%   | 0   |
| Zone 11        | 8.8%  | 97   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 100.0% | 97  |
| Weighted base: |       | 1100 |        | 149 |        | 39  |        | 126 |        | 58  |        | 80  |        | 135 |        | 126 |        | 159 |        | 75  |        | 57  |        | 97  |
| Sample:        |       | 1100 |        | 100 |        | 100 |        | 100 |        | 100 |        | 100 |        | 100 |        | 100 |        | 100 |        | 100 |        | 100 |        | 100 |

# **Appendix 3:**

Data Tabulations
By Zone Nulls (Filtered)

|  | Total    | l      | Zone 1 | 1   | Zone 2  |      | Zone     | 3      | Zone    | 4     | Zone     | 5     | Zone    | 6     | Zone    | 7      | Zone       | 8     | Zone     | 9      | Zone 1  | 10    | Zone 1 | 11  |
|--|----------|--------|--------|-----|---------|------|----------|--------|---------|-------|----------|-------|---------|-------|---------|--------|------------|-------|----------|--------|---------|-------|--------|-----|
| Q01 In which store or sh  Excl Nulls                         | opping o | centre | do you | NOR | MALLY s | shop | at for a | ll you | r house | hold' | s main f | ood a | nd groo | ery s | hopping | g need | ds (i.e. p | rimar | ily bulk | trolle | y purch | ases) | ?      |     |
| Aldi, Gipping Way,<br>STOWMARKET                             | 0.1%     | 1      | 0.0%   | 0   | 0.0%    | 0    | 0.0%     | 0      | 0.0%    | 0     | 0.0%     | 0     | 0.0%    | 0     | 0.0%    | 0      | 1.0%       | 1     | 0.0%     | 0      | 0.0%    | 0     | 0.0%   | 0   |
| Aldi, Girling Street,<br>SUDBURY                             | 4.7%     | 51     | 12.0%  | 12  | 3.0%    | 3    | 13.0%    | 13     | 22.0%   | 22    | 1.0%     | 1     | 0.0%    | 0     | 0.0%    | 0      | 0.0%       | 0     | 0.0%     | 0      | 0.0%    | 0     | 0.0%   | 0   |
| Aldi, HAVERHILL  | 0.3%     | 3      | 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      | 0.0%    | 0     | 0.0%   | 0   |
| Aldi, Magdalen Street,<br>COLCHESTER                         | 0.1%     | 1      | 0.0%   | 0   |         | 0    | 0.0%     | 0      | 0.0%    | 0     |          | 0     | 1.0%    | 1     | 0.0%    | 0      | 0.0%       | 0     | 0.0%     | 0      |         | 0     |        | 0   |
| Asda Superstore, Meadow<br>Centre, Wilkes Way,<br>STOWMARKET | 6.3%     | 68     | 0.0%   | 0   | 6.0%    | 6    | 0.0%     | 0      | 0.0%    | 0     | 2.0%     | 2     | 1.0%    | 1     | 8.0%    | 8      | 32.0%      | 31    | 16.2%    | 16     | 3.1%    | 3     | 1.0%   | 1   |
| Asda superstore, Turner<br>Rise, COLCHESTER                  | 0.9%     | 10     | 5.0%   | 5   | 0.0%    | 0    | 4.0%     | 4      | 0.0%    | 0     | 0.0%     | 0     | 1.0%    | 1     | 0.0%    | 0      | 0.0%       | 0     | 0.0%     | 0      | 0.0%    | 0     | 0.0%   | 0   |
| Co op, Church Street, EYE                                    | 0.6%     | 6      | 0.0%   | 0   | 0.0%    | 0    | 0.0%     | 0      | 0.0%    | 0     | 0.0%     | 0     | 0.0%    | 0     | 0.0%    | 0      | 0.0%       | 0     | 0.0%     | 0      | 6.1%    | 6     | 0.0%   | 0   |
| Co-op, 100 East Street,<br>SUDBURY                           | 0.2%     | 2      | 0.0%   | 0   |         | 0    | 1.0%     | 1      | 1.0%    | 1     |          | 0     | 0.0%    | 0     | 0.0%    | 0      |            | 0     | 0.0%     | 0      | 0.0%    | 0     | 0.0%   | 0   |
| Co-op, 2 High Street,<br>LAVENHAM                            | 0.2%     | 2      | 0.0%   | 0   | 1.0%    | 1    | 0.0%     | 0      | 0.0%    | 0     | 0.0%     | 0     | 0.0%    | 0     | 0.0%    | 0      | 1.0%       | 1     | 0.0%     | 0      | 0.0%    | 0     | 0.0%   | 0   |
| Co-op, 72 High Street,<br>HADLEIGH                           | 1.9%     | 21     | 0.0%   | 0   | 0.0%    | 0    | 0.0%     | 0      | 0.0%    | 0     | 18.0%    | 18    | 2.1%    | 2     | 1.0%    | 1      | 0.0%       | 0     | 0.0%     | 0      | 0.0%    | 0     | 0.0%   | 0   |
| Co-op, 80A High Street,<br>LAVENHAM                          | 0.1%     | 1      | 0.0%   | 0   | 0.0%    | 0    | 1.0%     | 1      | 0.0%    | 0     | 0.0%     | 0     | 0.0%    | 0     | 0.0%    | 0      | 0.0%       | 0     | 0.0%     | 0      | 0.0%    | 0     | 0.0%   | 0   |
| Co-op, Hall Street, LONG MELFORD                             | 0.1%     | 1      | 1.0%   | 1   | 0.0%    | 0    | 0.0%     | 0      | 0.0%    | 0     | 0.0%     | 0     | 0.0%    | 0     | 0.0%    | 0      | 0.0%       | 0     | 0.0%     | 0      | 0.0%    | 0     | 0.0%   | 0   |
| Co-op, MANNINGTREE   | 0.4%     | 4      | 0.0%   | 0   | 0.0%    | 0    | 0.0%     | 0      | 0.0%    | 0     | 0.0%     | 0     | 4.1%    | 4     | 0.0%    | 0      | 0.0%       | 0     | 0.0%     | 0      | 0.0%    | 0     | 0.0%   | 0   |
| Co-op, Mildenhall Road,                                      | 0.4%     | 2      | 0.0%   | 0   |         | 1    | 0.0%     | 0      | 0.0%    | 0     |          | 0     | 0.0%    | 0     | 0.0%    |        | 0.0%       | 0     |          | 1      | 0.0%    | 0     |        | 0   |
| BURY ST EDMUNDS<br>Co-op, NEEDHAM                            | 0.1%     | 1      | 0.0%   | 0   |         | 0    | 0.0%     | 0      | 0.0%    | 0     |          | 0     | 0.0%    | 0     |         |        | 0.0%       | 0     | 0.0%     | 0      |         | 0     | 0.0%   | 0   |
| MARKET   | 0.170    | •      | 0.070  | Ü   | 0.070   | Ü    | 0.070    | Ü      | 0.070   | Ü     | 0.070    | Ü     | 0.070   | Ü     | 1.070   | •      | 0.070      | Ü     | 0.070    | O      | 0.070   | Ü     | 0.070  | · · |
| Co-op, The Street,<br>BRAMFORD                               | 0.1%     | 1      | 0.0%   | 0   | 0.0%    | 0    | 0.0%     | 0      | 0.0%    | 0     | 0.0%     | 0     | 0.0%    | 0     | 1.0%    | 1      | 0.0%       | 0     | 0.0%     | 0      | 0.0%    | 0     | 0.0%   | 0   |
| Co-op, The Street, CAPEL<br>ST MARY                          | 0.5%     | 5      | 0.0%   | 0   | 0.0%    | 0    | 0.0%     | 0      | 0.0%    | 0     | 0.0%     | 0     | 5.2%    | 5     | 0.0%    | 0      | 0.0%       | 0     | 0.0%     | 0      | 0.0%    | 0     | 0.0%   | 0   |
| Co-op Local, DEDHAM  | 0.1%     | 1      | 0.0%   | 0   | 0.0%    | 0    | 0.0%     | 0      | 0.0%    | 0     | 0.0%     | 0     | 0.0%    | 0     | 1.0%    | 1      | 0.0%       | 0     | 0.0%     | 0      | 0.0%    | 0     | 0.0%   | 0   |
| Lidl, Bury Road,<br>STOWMARKET                               | 1.7%     | 19     | 1.0%   | 1   | 4.0%    | 4    | 0.0%     | 0      | 0.0%    | 0     | 0.0%     | 0     | 0.0%    | 0     | 3.0%    | 3      | 5.2%       | 5     | 5.1%     | 5      | 0.0%    | 0     | 1.0%   | 1   |
| Morrisons, 175 London<br>Road, HADLEIGH                      | 5.0%     | 54     | 0.0%   | 0   | 0.0%    | 0    | 3.0%     | 3      | 0.0%    | 0     | 46.0%    | 46    | 4.1%    | 4     | 1.0%    | 1      | 0.0%       | 0     | 0.0%     | 0      | 0.0%    | 0     | 0.0%   | 0   |
| Morrisons, DISS  | 7.3%     | 79     | 0.0%   | 0   | 0.0%    | 0    | 0.0%     | 0      | 0.0%    | 0     | 0.0%     | 0     | 0.0%    | 0     | 3.0%    | 3      | 1.0%       | 1     | 1.0%     | 1      | 32.7%   | 32    | 43.3%  | 42  |
| Morrisons, Sheringham Court, Milton Road South, STOWMARKET   | 1.6%     | 17     | 0.0%   | 0   |         | 0    | 0.0%     | 0      | 0.0%    | 0     |          | 0     | 0.0%    | 0     |         |        | 11.3%      | 11    |          | 5      |         | 0     | 0.0%   | 0   |
| Morrisons, Sproughton<br>Road, IPSWICH                       | 2.0%     | 22     | 0.0%   | 0   | 0.0%    | 0    | 1.0%     | 1      | 1.0%    | 1     | 1.0%     | 1     | 5.2%    | 5     | 13.0%   | 13     | 0.0%       | 0     | 1.0%     | 1      | 0.0%    | 0     | 0.0%   | 0   |
| Roys of Wroxham, Great                                       | 0.1%     | 1      | 1.0%   | 1   | 0.0%    | 0    | 0.0%     | 0      | 0.0%    | 0     | 0.0%     | 0     | 0.0%    | 0     | 0.0%    | 0      | 0.0%       | 0     | 0.0%     | 0      | 0.0%    | 0     | 0.0%   | 0   |

|  |      |     |       |    |        |    |       |    |       | T, | or Ca | ai u | I JU  | nas |       |    |       |    |        |   |        |   |         |   | February 2015 |
|--|------|-----|-------|----|--------|----|-------|----|-------|----|-------|------|-------|-----|-------|----|-------|----|--------|---|--------|---|---------|---|---------------|
|  | Tota | l   | Zone  | 1  | Zone 2 | 2  | Zone  | 3  | Zone  | 4  | Zone  | 5    | Zone  | 6   | Zone  | 7  | Zone  | 8  | Zone 9 |   | Zone 1 | 0 | Zone 11 |   |               |
| Eastern Road, SUDBURY  |      |     |       |    |        |    |       |    |       |    |       |      |       |     |       |    |       |    |        |   |        |   |         |   |               |
| Sainsbury's Superstore,<br>11-14 Priory Walk,<br>COLCHESTER      | 0.6% | 6   | 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 | 0.0%   | 0 | 0.0%    | 0 |               |
| Sainsbury's, Cornard Road,<br>SUDBURY                            | 3.3% | 36  | 7.0%  | 7  | 1.0%   | 1  | 14.0% | 14 | 13.0% | 13 | 1.0%  | 1    | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 |               |
| Sainsbury's, Hadleigh Road, IPSWICH                              | 2.6% | 28  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 5.0%  | 5    | 13.4% | 13  | 9.0%  | 9  | 1.0%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 |               |
| Sainsbury's, HAVERHILL   | 0.4% | 4   | 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 | 0.0%   | 0 | 0.0%    | 0 |               |
| Tesco Express, Crouch<br>Street, COLCHESTER                      | 0.1% | 1   | 1.0%  | 1  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0    | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 |               |
| Tesco Express, St Johns,<br>COLCHESTER                           | 0.1% | 1   | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0    | 1.0%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 |               |
| Tesco Metro, Kesgrave, IPSWICH                                   | 0.5% | 5   | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.0%  | 1    | 3.1%  | 3   | 1.0%  | 1  | 0.0%  | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 |               |
| Tesco Superstore,<br>Bedingfeld Way, BURY<br>ST. EDMUNDS         | 0.9% | 10  | 0.0%  | 0  | 4.0%   | 4  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0    | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 4.0%   | 4 | 2.0%   | 2 | 0.0%    | 0 |               |
| Tesco Superstore, Cedars<br>Link Road,<br>STOWMARKET             | 4.3% | 47  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 2.0%  | 2    | 0.0%  | 0   | 10.0% | 10 | 35.1% | 34 | 0.0%   | 0 | 1.0%   | 1 | 0.0%    | 0 |               |
| Tesco Superstore, St<br>Saviours Interchange,<br>BURY ST EDMUNDS | 1.8% | 20  | 0.0%  | 0  | 7.0%   | 7  | 1.0%  | 1  | 0.0%  | 0  | 0.0%  | 0    | 1.0%  | 1   | 0.0%  | 0  | 1.0%  | 1  | 9.1%   | 9 | 1.0%   | 1 | 0.0%    | 0 |               |
| Tesco, BRAINTREE   | 0.1% | 1   | 1.0%  | 1  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0    | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 |               |
| Tesco, Greenstead Road,<br>COLCHESTER                            | 0.2% | 2   | 0.0%  | 0  | 0.0%   | 0  | 1.0%  | 1  | 0.0%  | 0  | 0.0%  | 0    | 1.0%  | 1   | 0.0%  | 0  |       | 0  | 0.0%   | 0 | 0.0%   | 0 |         | 0 |               |
| Tesco, Woodhall Business<br>Park, Springlands Way,<br>SUDBURY    | 9.6% | 104 | 24.0% | 24 | 6.0%   | 6  | 33.0% | 33 | 39.0% | 39 | 2.0%  | 2    | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 |               |
| Waitrose, Robert Boby Way,<br>BURY ST EDMUNDS                    | 1.8% | 20  | 0.0%  | 0  | 10.0%  | 10 | 2.0%  | 2  | 0.0%  | 0  | 0.0%  | 0    | 0.0%  | 0   | 0.0%  | 0  | 1.0%  | 1  | 6.1%   | 6 | 1.0%   | 1 | 0.0%    | 0 |               |
| Waitrose, Station Road,<br>SUDBURY                               | 4.8% | 52  | 8.0%  | 8  | 4.0%   | 4  | 14.0% | 14 | 21.0% | 21 | 5.0%  | 5    | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 |               |
| Brantham   | 0.1% | 1   | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0    | 0.0%  | 0   | 0.0%  | 0  |       | 0  | 0.0%   | 0 | 1.0%   | 1 | 0.0%    | 0 |               |
| Bury St. Edmunds   | 0.3% | 3   | 0.0%  | 0  | 0.0%   | 0  |       | 0  | 0.0%  | 0  | 0.0%  | 0    | 0.0%  | 0   |       | 0  |       | 0  | 3.0%   | 3 | 0.0%   | 0 | 0.0%    | 0 |               |
| Colchester   | 0.1% | 1   | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0    | 1.0%  | 1   | 0.0%  | 0  |       | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 |               |
| Debenham   | 0.2% | 2   | 0.0%  | 0  | 0.0%   | 0  |       | 0  | 0.0%  | 0  | 0.0%  | 0    | 0.0%  | 0   | 1.0%  | 1  | 0.0%  | 0  | 0.0%   | 0 | 1.0%   | 1 | 0.0%    | 0 |               |
| Eye  | 0.1% | 1   | 0.0%  | 0  | 0.0%   | 0  | 0.0,0 | 0  | 0.0%  | 0  | 0.0%  | 0    | 0.0%  | 0   | 0.0%  | 0  |       | 0  | 0.0%   | 0 | 1.0%   | 1 | 0.0%    | 0 |               |
| Hadleigh   | 0.2% | 2   | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.0%  | 1    | 1.0%  | 1   | 0.0%  | 0  |       | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 |               |
| Haverhill  | 0.1% | 1   | 1.0%  | 1  | 0.0%   | 0  |       | 0  | 0.0%  | 0  | 0.0%  | 0    | 0.0%  | 0   |       | 0  |       | 0  | 0.0%   | 0 | 0.0%   | 0 |         | 0 |               |
| Ipswich  | 0.4% | 4   | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 2.0%  | 2    | 1.0%  | 1   | 0.0%  | 0  |       | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 |               |
| Needham Market   | 0.1% | 1   | 0.0%  | 0  | 0.0%   | 0  |       | 0  | 0.0%  | 0  | 0.0%  | 0    | 0.0%  | 0   | 1.0%  | 1  | 0.0%  | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 |               |
| Sudbury  | 0.1% | 1   | 0.0%  | 0  | 0.0%   | 0  |       | 1  | 0.0%  | 0  | 0.0%  | 0    | 0.0%  | 0   |       | 0  |       | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 |               |
| Stowmarket   | 0.3% | 3   | 0.0%  | 0  | 0.0%   | 0  |       | 0  | 0.0%  | 0  | 0.0%  | 0    | 0.0%  | 0   | 0.0%  | 0  |       | 0  | 1.0%   | 1 | 2.0%   | 2 | 0.0%    | 0 |               |
| Aldi, Mere Street, Diss  | 0.6% | 6   | 0.0%  | 0  | 0.0%   | 0  |       | 0  | 0.0%  | 0  | 0.0%  | 0    | 0.0%  | 0   | 0.0%  | 0  |       | 0  | 0.0%   | 0 | 1.0%   | 1 | 5.2%    | 5 |               |
| Aldi, Meredith Road,   | 0.6% | 6   | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0    | 1.0%  | 1   | 5.0%  | 5  | 0.0%  | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 |               |

|   |       |    |        |   |        |   |        |   |        | 1 | or Ca  | 111 | 1 9011 | us |        |    |        |   |        |   |        |   |        |   | rebluary 2015 |
|---|-------|----|--------|---|--------|---|--------|---|--------|---|--------|-----|--------|----|--------|----|--------|---|--------|---|--------|---|--------|---|---------------|
|   | Total |    | Zone 1 |   | Zone 2 |   | Zone 3 |   | Zone 4 |   | Zone 5 |     | Zone 6 | 5  | Zone ' | 7  | Zone 8 | 3 | Zone 9 |   | Zone 1 | 0 | Zone 1 | l |               |
| Ipswich   |       |    |        |   |        |   |        |   |        |   |        |     |        |    |        |    |        |   |        |   |        |   |        |   |               |
| Aldi, Newmarket Road,<br>Dettingen Way, Bury St.<br>Edmunds                   | 1.0%  | 11 | 1.0%   | 1 | 5.0%   | 5 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 | 4.0%   | 4 | 1.0%   | 1 | 0.0%   | 0 |               |
| Asda Superstore, Drayton<br>High Road, Hellesdon,<br>Norwich                  | 0.3%  | 3  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 3.1%   | 3 |               |
| Asda Superstore, Stoke Park<br>Drive, Ipswich                                 | 0.3%  | 3  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0   | 2.1%   | 2  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 1.0%   | 1 |               |
| Asda Superstore, Western<br>Way, Bury St. Edmunds                             | 0.6%  | 7  | 0.0%   | 0 | 4.0%   | 4 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 | 2.0%   | 2 | 1.0%   | 1 | 0.0%   | 0 |               |
| Asda Superstore,<br>Whitehouse Industrial<br>Estate, Goddard Road,<br>Ipswich | 2.0%  | 22 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 2.0%   | 2   | 4.1%   | 4  | 16.0%  | 16 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |               |
| Budgens, Bullock Fair Close,<br>Harleston                                     | 0.6%  | 6  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 6.2%   | 6 |               |
| Co-op, Chancery Lane,<br>Debenham   | 0.1%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0   | 0.0%   | 0  | 1.0%   | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |               |
| Co-op, High Street, Earls<br>Colne  | 0.1%  | 1  | 1.0%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |               |
| Co-op, Hillside Road East,<br>Bungay  | 0.2%  | 2  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 2.1%   | 2 |               |
| Co-op, London Road,<br>Harleston  | 0.1%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 1.0%   | 1 |               |
| Co-op, Market Hill, Clare   | 0.1%  | 1  | 1.0%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |               |
| Co-op, Market Hill,<br>Framlingham  | 0.5%  | 5  | 0.0%   | 0 |        | 0 | 0.0%   | 0 | 0.0%   | 0 |        | 0   | 0.0%   | 0  |        | 4  | 0.0%   | Ö | 0.0%   | 0 | 0.0%   | 0 | 1.0%   | 1 |               |
| Co-op, Norwich Road,<br>Barham, Claydon                                       | 0.2%  | 2  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0   | 0.0%   | 0  | 2.0%   | 2  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |               |
| Co-op, Saxons Way,<br>Halesworth  | 0.1%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 1.0%   | 1 |               |
| Co-op, The Street, Holbrook   | 0.3%  | 3  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0   | 3.1%   | 3  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |               |
| Co-op, The Street,<br>Rickinghall, Diss                                       | 0.4%  | 4  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 4.1%   | 4 | 0.0%   | 0 |               |
| Co-op, The Street,<br>Wherstead, Holbrook                                     | 0.1%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0   | 1.0%   | 1  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |               |
| Co-op, The Street, Woolpit  | 0.1%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 | 1.0%   | 1 | 0.0%   | 0 | 0.0%   | 0 |               |
| Iceland, Cornhill, Bury St.<br>Edmunds  | 0.2%  | 2  | 0.0%   | 0 | 2.0%   | 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 |               |
| Iceland, North Street,<br>Sudbury   | 0.2%  | 2  | 0.0%   | 0 | 0.0%   | 0 | 2.0%   | 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 |               |
| Lidl, Handford Road,<br>Ipswich   | 0.2%  | 2  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0   | 1.0%   | 1  | 1.0%   | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |               |
| Lidl, London Road, Ipswich  | 0.3%  | 3  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0   | 3.1%   | 3  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |               |
| Local shops, Cockfield  | 0.1%  | 1  | 0.0%   | 0 | 1.0%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |               |
| Local shops, Diss   | 0.4%  | 4  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 3.1%   | 3 | 1.0%   | 1 |               |
|   |       |    |        |   |        |   |        |   |        |   |        |     |        |    |        |    |        |   |        |   |        |   |        |   |               |

|   |        |    |           |   |        |    |        |   |        | 1 | or C  | ui it | 1 901 | ias |        |   |       |   |        |    |        |    |        |    | rebluary 2015 |
|---|--------|----|-----------|---|--------|----|--------|---|--------|---|-------|-------|-------|-----|--------|---|-------|---|--------|----|--------|----|--------|----|---------------|
|   | Total  |    | Zone 1    |   | Zone 2 | 2  | Zone 3 | 1 | Zone 4 |   | Zone  | 5     | Zone  | 6   | Zone ' | 7 | Zone  | 8 | Zone 9 | )  | Zone 1 | 0  | Zone 1 | 1  |               |
|   |        |    |           |   |        |    |        |   |        |   |       |       |       |     |        |   |       |   |        |    |        |    |        |    |               |
| Local shops, Framlingham                              | 0.1%   | 1  | 0.0%      | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%  | 0     | 0.0%  | 0   | 1.0%   | 1 | 0.0%  | 0 | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |               |
| Local shops, Harleston                                | 0.2%   | 2  | 0.0%      | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%  | 0     | 0.0%  | 0   | 0.0%   | 0 | 0.0%  | 0 | 0.0%   | 0  | 0.0%   | 0  | 2.1%   | 2  |               |
| Local shops, North Walsham                            | 0.1%   | 1  | 0.0%      | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%  | 0     | 0.0%  | 0   | 0.0%   | 0 | 0.0%  | 0 | 1.0%   | 1  | 0.0%   | 0  | 0.0%   | 0  |               |
| Local shops, Tiptree, Essex                           | 0.1%   | 1  | 1.0%      | 1 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%  | 0     | 0.0%  | 0   | 0.0%   | 0 | 0.0%  | 0 | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |               |
| Local shops, Woodbridge                               | 0.1%   | 1  | 0.0%      | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%  | 0     | 0.0%  | 0   | 0.0%   | 0 | 0.0%  | 0 | 0.0%   | 0  | 0.0%   | 0  | 1.0%   | 1  |               |
| Marks & Spencer,<br>Buttermarket, Bury St.<br>Edmunds | 0.2%   | 2  | 0.0%      | 0 | 0.0%   | 0  | 2.0%   | 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  |               |
| Marks & Spencer, High                                 | 0.1%   | 1  | 0.0%      | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%  | 0     | 1.0%  | 1   | 0.0%   | 0 | 0.0%  | 0 | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |               |
| Street, Colchester                                    | 0.1 /0 | 1  | 0.070     | U | 0.070  | U  | 0.070  | U | 0.070  | U | 0.070 | U     | 1.070 | 1   | 0.070  | U | 0.070 | U | 0.070  | U  | 0.070  | U  | 0.070  | U  |               |
| Marks & Spencer, Westgate                             | 0.1%   | 1  | 0.0%      | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%  | 0     | 1.0%  | 1   | 0.0%   | 0 | 0.0%  | 0 | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |               |
| Street, Ipswich                                       | 0.1 /0 | 1  | 0.070     | U | 0.070  | U  | 0.070  | U | 0.070  | Ü | 0.070 | U     | 1.070 | 1   | 0.070  | Ü | 0.070 | Ü | 0.070  | U  | 0.070  | U  | 0.070  | Ü  |               |
| Sainsbury's, Bedingfeld                               | 6.3%   | 68 | 1.0%      | 1 | 33.0%  | 33 | 1.0%   | 1 | 0.0%   | 0 | 0.0%  | 0     | 1.0%  | 1   | 0.0%   | 0 | 1.0%  | 1 | 29.3%  | 29 | 2.0%   | 2  | 0.0%   | 0  |               |
| Way, Bury St. Edmunds                                 | 0.570  | 00 | 1.070     | • | 33.070 | 55 | 1.070  | • | 0.070  | Ü | 0.070 | ·     | 1.070 | •   | 0.070  | Ů | 1.070 |   | 27.570 |    | 2.070  | _  | 0.070  | Ü  |               |
| Sainsbury's, Brazen Gate,                             | 0.2%   | 2  | 0.0%      | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%  | 0     | 0.0%  | 0   | 0.0%   | 0 | 0.0%  | 0 | 0.0%   | 0  | 0.0%   | 0  | 2.1%   | 2  |               |
| Norwich   | 0.270  | _  | 0.070     |   | 0.070  | Ü  | 0.070  |   | 0.070  | Ü | 0.070 |       | 0.070 |     | 0.070  |   | 0.070 | Ü | 0.070  | Ü  | 0.070  |    | 2.170  | _  |               |
| Sainsbury's, Felixstowe                               | 0.2%   | 2  | 0.0%      | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%  | 0     | 1.0%  | 1   | 1.0%   | 1 | 0.0%  | 0 | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |               |
| Road, Ipswich   | 0.20/  | _  | • • • • • | • | 0.004  |    | 0.00/  |   | 0.004  |   | 0.00/ |       | 0.00/ |     | 0.004  |   | 0.00/ |   | 0.00/  |    | 0.004  |    | 0.00/  |    |               |
| Sainsbury's, High Street,<br>Halstead                 | 0.2%   | 2  | 2.0%      | 2 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%  | 0     | 0.0%  | 0   | 0.0%   | 0 | 0.0%  | 0 | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |               |
| Sainsbury's, Western                                  | 0.6%   | 6  | 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  | 0.0%   | 0  | 0.0%   | 0  |               |
| Approach, Stanway,                                    |        |    |           |   |        |    |        |   |        |   |       |       |       |     |        |   |       |   |        |    |        |    |        |    |               |
| Colchester  |        |    |           |   |        |    |        |   |        |   |       |       |       |     |        |   |       |   |        |    |        |    |        |    |               |
| Tesco Extra, Anson Road,                              | 0.6%   | 6  | 0.0%      | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%  | 0     | 0.0%  | 0   | 3.0%   | 3 | 0.0%  | 0 | 0.0%   | 0  | 0.0%   | 0  | 3.1%   | 3  |               |
| Martlesham Heath,                                     |        |    |           |   |        |    |        |   |        |   |       |       |       |     |        |   |       |   |        |    |        |    |        |    |               |
| Ipswich   |        |    |           |   |        |    |        |   |        |   |       |       |       |     |        |   |       |   |        |    |        |    |        |    |               |
| Tesco Extra, Copdock                                  | 2.6%   | 28 | 0.0%      | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 4.0%  | 4     | 22.7% | 22  | 2.0%   | 2 | 0.0%  | 0 | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |               |
| Interchange, Ipswich                                  |        |    |           |   |        |    |        |   |        |   |       |       |       |     |        |   |       |   |        |    |        |    |        |    |               |
| Tesco Extra, Highwoods                                | 0.4%   | 4  | 3.0%      | 3 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%  | 0     | 1.0%  | 1   | 0.0%   | 0 | 0.0%  | 0 | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |               |
| Square, Colchester                                    |        |    |           |   |        |    |        |   |        |   |       |       |       |     |        |   |       |   |        |    |        |    |        |    |               |
| Tesco Superstore, George                              | 0.3%   | 3  | 0.0%      | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%  | 0     | 0.0%  | 0   | 0.0%   | 0 | 0.0%  | 0 | 0.0%   | 0  | 0.0%   | 0  | 3.1%   | 3  |               |
| Westwood Way, Beccles                                 |        |    |           |   |        |    |        |   |        |   |       |       |       |     |        |   |       |   |        |    |        |    |        |    |               |
| Tesco Superstore, Ipswich                             | 0.3%   | 3  | 0.0%      | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%  | 0     | 0.0%  | 0   | 0.0%   | 0 | 0.0%  | 0 | 0.0%   | 0  | 1.0%   | 1  | 2.1%   | 2  |               |
| Road, Norwich   | 0.10/  |    | 0.00/     | 0 | 0.00/  | 0  | 0.00/  | 0 | 0.00/  | 0 | 0.00/ | 0     | 0.00/ | 0   | 0.00/  | 0 | 0.00/ | 0 | 0.00/  | 0  | 1.00/  |    | 0.00/  | 0  |               |
| Tesco Superstore,                                     | 0.1%   | 1  | 0.0%      | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%  | 0     | 0.0%  | 0   | 0.0%   | 0 | 0.0%  | 0 | 0.0%   | 0  | 1.0%   | 1  | 0.0%   | 0  |               |
| Kilverstone, Thetford                                 | 2.20/  | 25 | 0.00/     | 0 | 0.00/  | 0  | 0.00/  | 0 | 0.00/  | 0 | 0.00/ | 0     | 0.00/ | 0   | 2.00/  | 2 | 1.00/ | 1 | 1.00/  | 1  | 21 40/ | 21 | 10.20/ | 10 |               |
| Tesco Superstore, Victoria<br>Road, Diss              | 3.2%   | 35 | 0.0%      | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%  | 0     | 0.0%  | 0   | 2.0%   | 2 | 1.0%  | 1 | 1.0%   | 1  | 21.4%  | 21 | 10.3%  | 10 |               |
| Waitrose, Corn Exchange,                              | 0.3%   | 3  | 0.0%      | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%  | 0     | 0.0%  | 0   | 2.0%   | 2 | 0.0%  | 0 | 1.0%   | 1  | 0.0%   | 0  | 0.0%   | 0  |               |
| Ipswich   | 0.5%   | 3  | 0.0%      | U | 0.070  | U  | 0.070  | U | 0.0%   | U | 0.070 | U     | 0.0%  | U   | 2.070  |   | 0.0%  | U | 1.070  | 1  | 0.070  | U  | 0.0%   | U  |               |
| Waitrose, Fred Archer Way,                            | 0.1%   | 1  | 0.0%      | ٥ | 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  |               |
| Newmarket   | 0.1 /0 | 1  | 0.070     | U | 1.070  | 1  | 0.070  | U | 0.070  | U | 0.070 | U     | 0.070 | U   | 0.070  | U | 0.070 | U | 0.070  | U  | 0.070  | U  | 0.070  | U  |               |
| Waitrose, Futura Park, Crane                          | 0.5%   | 5  | 0.0%      | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%  | 0     | 2.1%  | 2   | 3.0%   | 3 | 0.0%  | 0 | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |               |
| Boulevard, Ipswich                                    | 0.570  | 3  | 3.070     | J | 0.070  | 3  | 0.070  | J | 3.070  | J | 0.070 | 0     | 2.170 | _   | 5.070  | 3 | 0.070 | 3 | 0.070  | 9  | 0.070  | 0  | 0.070  | Ü  |               |
| Waitrose, Norwich Road,                               | 0.1%   | 1  | 0.0%      | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%  | 0     | 0.0%  | 0   | 0.0%   | 0 | 0.0%  | 0 | 0.0%   | 0  | 1.0%   | 1  | 0.0%   | 0  |               |
| Wymondham   |        | •  | ~ . ~ . ~ | - |        | ,  |        | - |        | - |       | ,     |       |     | ~-~,*  | , | ~-~,* | , |        | _  |        | -  | ~-~,*  | ~  |               |
| Waitrose, St. Andrews                                 | 0.2%   | 2  | 1.0%      | 1 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%  | 0     | 1.0%  | 1   | 0.0%   | 0 | 0.0%  | 0 | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |               |
| •   |        |    |           |   |        |    |        |   |        |   |       |       |       |     |        |   |       |   |        |    |        |    |        |    |               |

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|                       | Tota         | 1    | Zone         | 1   | Zone         | 2   | Zone         | 3   | Zone         | 4   | Zone  | e <b>5</b> | Zone          | 6  | Zone  | 7   | Zone 8       | 8  | Zone 9       | )  | Zone 1 | .0 | Zone 1       | 1  |
|-----------------------|--------------|------|--------------|-----|--------------|-----|--------------|-----|--------------|-----|-------|------------|---------------|----|-------|-----|--------------|----|--------------|----|--------|----|--------------|----|
| Avenue, Colchester    |              |      |              |     |              |     |              |     |              |     |       |            |               |    |       |     |              |    |              |    |        |    |              |    |
| Internet / mail order | 6.9%         | 75   | 8.0%         | 8   | 7.0%         | 7   | 6.0%         | 6   | 3.0%         | 3   | 7.0%  | -/         | 7.2%          | -/ | 2.0%  | 2   | 7.2%         | ./ | 8.1%         | 8  | 11.2%  | 11 | 9.3%         | 9  |
| Base:                 |              | 1088 |              | 100 |              | 100 |              | 100 |              | 100 |       | 100        |               | 97 |       | 100 |              | 97 |              | 99 |        | 98 |              | 97 |
| Those who do their    | •            | 11 0 | ,            |     | ~            |     |              | ls  | 0.00/        | 0   | 0.00/ | 0          | 1.4.20/       | 1  | 0.00/ | 0   | 42.00/       | 3  | 0.0%         | 0  | 0.00/  | 0  | 29 60/       | 2  |
| Asda                  | 13.7%        | 10   | 0.0%         | 0   | 42.9%        | 0   | 16.7%        | 1   | 0.0%         | 0   | 0.0%  | 0          | 14.3%<br>0.0% | 1  | 0.0%  | 0   |              | 0  |              | 0  | 0.00   | 0  | 28.6%        | 2  |
| Morrisons<br>Iceland  | 0.0%<br>0.0% | 0    | 0.0%<br>0.0% | 0   | 0.0%<br>0.0% | 0   | 0.0%<br>0.0% | 0   | 0.0%<br>0.0% | 0   | 0.0%  | 0          | 0.0%          | 0  | 0.0%  | 0   | 0.0%<br>0.0% | 0  | 0.0%<br>0.0% | 0  |        | 0  | 0.0%<br>0.0% | 0  |
| Sainsbury's           | 19.2%        | 14   | 0.0%         | 0   | 42.9%        | 0   | 16.7%        | 1   | 0.0%         | 0   | 14.3% | 1          | 0.0%          | 0  | 50.0% | 1   | 0.0%         | -  | 50.0%        | 0  | 18.2%  | 2  | 28.6%        | 2  |
| Tesco                 | 50.7%        |      | 87.5%        | 7   | 0.0%         | 0   | 66.7%        | 4   | 100.0%       |     | 28.6% | 2          | 71.4%         | 5  | 0.0%  | 0   |              |    | 37.5%        |    | 63.6%  | 7  | 42.9%        | 3  |
| Waitrose / Ocado      | 16.4%        |      | 12.5%        | 1   | 14.3%        | 1   | 0.0%         | 0   | 0.004        |     | 57.1% |            | 14.3%         | 1  | 50.0% | 1   | 14.3%        |    | 12.5%        |    | 18.2%  | 2  | 0.0%         | 0  |
| Other                 | 0.0%         | 0    | 0.0%         | 0   | 0.0%         | 0   | 0.0%         | 0   | 0.0%         | 0   | 0.0%  | 0          | 0.0%          | 0  | 0.0%  | 0   | 0.0%         | 0  | 0.0%         | 0  | 0.0%   | 0  | 0.0%         | 0  |
| (Don't know / varies) | 0.0%         | 0    | 0.0%         | 0   | 0.0%         | 0   | 0.0%         | 0   | 0.0%         | 0   | 0.0%  | 0          | 0.0%          | 0  | 0.0%  | 0   | 0.0%         | 0  | 0.0%         | 0  | 0.0%   | 0  | 0.0%         | 0  |
| Base:                 |              | 73   |              | 8   |              | 7   |              | 6   |              | 3   |       | 7          |               | 7  |       | 2   |              | 7  |              | 8  |        | 11 |              | 7  |

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|  |       |     |       |     |        |         |       |   |       | _      |       |    | - 00. |        |       |    |       |    |        |    |        |        |       |        | rebruary 20 |
|--|-------|-----|-------|-----|--------|---------|-------|---|-------|--------|-------|----|-------|--------|-------|----|-------|----|--------|----|--------|--------|-------|--------|-------------|
|  | Tota  | 1   | Zone  | 1   | Zone 2 | 2       | Zone  | 3 | Zone  | 4      | Zone  | 5  | Zone  | 6      | Zone  | 7  | Zone  | 8  | Zone 9 | )  | Zone 1 | 10     | Zone  | 11     |             |
| Q02 What do you like abo                           |       |     |       |     |        | et at O | 01:   |   |       |        |       |    |       |        |       |    |       |    |        |    |        |        |       |        |             |
| Nothing / very little                              | 5.8%  | 59  | 2.2%  | ົ່າ | 7.5%   | 7       | 3.2%  | 3 | 5.2%  | 5      | 5.4%  | 5  | 2.2%  | 2      | 9.2%  | 0  | 13.3% | 12 | 3.3%   | 3  | 5.7%   | 5      | 6.8%  | 6      |             |
| Attractive environment / nice place                | 3.6%  | 36  | 6.5%  | 6   |        | 1       | 4.3%  | 4 | 5.2%  | 5      | 4.3%  | 4  | 0.0%  | 0      |       | 3  |       | 2  | 8.8%   | 8  | 3.4%   | 3      | 0.0%  | 0      |             |
| Close to friends or relatives                      | 0.2%  | 2   | 1.1%  | 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      |             |
| Close to home                                      | 42.3% | 429 | 38.0% | 35  | 38.7%  | 36      | 35.1% |   | 44.3% | 43     | 54.8% | 51 | 51.1% | 46     | 43.9% | 43 |       | 39 | 35.2%  | 32 | 46.0%  | 40     | 35.2% | 31     |             |
| Close to work                                      | 1.3%  | 13  | 1.1%  | 1   | 4.3%   | 4       | 1.1%  | 1 | 2.1%  | 2      | 1.1%  | 1  | 2.2%  | 2      | 1.0%  | 1  | 1.1%  | 1  | 0.0%   | 0  | 0.0%   | 0      | 0.0%  | 0      |             |
| Compact  | 2.1%  | 21  | 1.1%  | 1   | 2.2%   | 2       | 4.3%  | 4 | 0.0%  | 0      | 1.1%  | 1  | 0.0%  | 0      | 1.0%  | 1  | 3.3%  | 3  | 4.4%   | 4  | 4.6%   | 4      | 1.1%  | 1      |             |
| Easy to get to by bike                             | 0.0%  | 0   | 0.0%  | 0   | 0.0%   | 0       | 0.0%  | 0 | 0.0%  | 0      | 0.0%  | 0  | 0.0%  | 0      | 0.0%  | 0  |       | 0  | 0.0%   | 0  | 0.0%   | 0      | 0.0%  | 0      |             |
| , ,  | 0.3%  | 3   | 0.0%  | 0   |        | 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      | 0.0%  | 0      |             |
| Easy to get to by bus                              |       | 32  |       | 1   |        | 3       |       | 6 |       | -      | 2.2%  | 2  |       | 1      |       | 5  |       |    |        | 3  |        |        |       | 3      |             |
| Easy to get to by car                              | 3.2%  |     | 1.1%  | 7   | 3.2%   |         | 6.4%  | - | 4.1%  | 4<br>7 |       | 4  | 1.1%  | _      | 5.1%  | 2  |       | 2  | 3.3%   | 5  | 2.3%   | 2 5    | 3.4%  | 3<br>7 |             |
| Easy to park                                       | 6.5%  | 66  | 7.6%  |     | 6.5%   | 6 2     | 8.5%  | 8 | 7.2%  | 1      | 4.3%  | -  | 6.7%  | 6<br>2 | 2.0%  | 2  |       | 2  | 5.5%   | 2. | 5.7%   | 5<br>7 | 8.0%  | 0      |             |
| Good facilities                                    | 1.8%  | 18  | 0.0%  | 0   |        | _       | 1.1%  | 1 | 1.0%  | 1      | 0.0%  | 0  | 2.2%  | _      | 1.0%  | 1  | 2.2%  | _  | 2.2%   | _  | 8.0%   |        | 0.0%  |        |             |
| Good food stores                                   | 3.5%  | 35  | 3.3%  | 3   | 3.2%   | 3       | 3.2%  | 3 | 3.1%  | 3      | 4.3%  | 4  | 4.4%  | 4      | 4.1%  | 4  | 2.2%  | 2  | 0.0%   | 0  | 8.0%   | 7      | 2.3%  | 2      |             |
| Good pubs, cafés or<br>restaurants                 | 0.1%  | 1   | 0.0%  | 0   |        | 1       | 0.0%  | 0 | 0.0%  | 0      | 0.0%  | 0  | 0.0%  | 0      | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0      | 0.0%  | 0      |             |
| Good range of non-food shops                       | 3.4%  | 34  | 1.1%  | 1   | 2.2%   | 2       | 3.2%  | 3 | 6.2%  | 6      | 1.1%  | 1  | 11.1% | 10     | 3.1%  | 3  | 0.0%  | 0  | 0.0%   | 0  | 2.3%   | 2      | 6.8%  | 6      |             |
| Makes a change from other places                   | 0.3%  | 3   | 0.0%  | 0   | 0.0%   | 0       | 0.0%  | 0 | 0.0%  | 0      | 0.0%  | 0  | 0.0%  | 0      | 1.0%  | 1  | 1.1%  | 1  | 0.0%   | 0  | 1.1%   | 1      | 0.0%  | 0      |             |
| Ouiet  | 2.6%  | 26  | 0.0%  | 0   | 4.3%   | 4       | 6.4%  | 6 | 3.1%  | 3      | 0.0%  | 0  | 3.3%  | 3      | 5.1%  | 5  | 1.1%  | 1  | 0.0%   | 0  | 2.3%   | 2      | 2.3%  | 2      |             |
| Safe and secure                                    | 0.2%  | 2   | 0.0%  | 0   | 0.0%   | 0       | 0.0%  | 0 | 0.0%  | 0      | 0.0%  | 0  | 0.0%  | 0      | 0.0%  | 0  | 0.0%  | 0  | 1.1%   | 1  | 1.1%   | 1      | 0.0%  | 0      |             |
| The market (food / farmers' market, other markets) | 0.1%  | 1   | 0.0%  | 0   |        | 0       | 0.0%  | 0 | 1.0%  | 1      | 0.0%  | 0  | 0.0%  | 0      | 0.0%  | 0  |       | 0  | 0.0%   | 0  | 0.0%   | 0      | 0.0%  | 0      |             |
| Traditional  | 1.1%  | 11  | 0.0%  | 0   | 1.1%   | 1       | 1.1%  | 1 | 1.0%  | 1      | 2.2%  | 2  | 0.0%  | 0      | 3.1%  | 3  | 0.0%  | 0  | 1.1%   | 1  | 1.1%   | 1      | 1.1%  | 1      |             |
| Traffic free shopping centre                       | 0.1%  | 1   | 0.0%  | 0   |        | 0       | 0.0%  | 0 | 0.0%  | 0      | 0.0%  | 0  | 0.0%  | 0      | 1.0%  | 1  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0      | 0.0%  | 0      |             |
| Other  | 2.0%  | 20  | 1.1%  | 1   | 3.2%   | 3       | 4.3%  | 4 | 1.0%  | 1      | 3.2%  | 3  | 1.1%  | 1      | 1.0%  | 1  | 2.2%  | 2  | 3.3%   | 3  | 1.1%   | 1      | 0.0%  | 0      |             |
|  | 0.0%  | 0   | 0.0%  | 0   | 0.0%   | 0       | 0.0%  | 0 | 0.0%  | 0      | 0.0%  | 0  | 0.0%  | 0      | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0      | 0.0%  | 0      |             |
| A specific shop                                    | 0.0%  | 0   | 0.0%  | 0   | 0.0%   | 0       | 0.0%  | 0 | 0.0%  | 0      | 0.0%  | 0  | 0.0%  | 0      | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0      | 0.0%  | 0      |             |
| A specific attraction                              |       |     |       | 0   |        | 0       |       | 2 |       | 1      |       | 0  |       | 1      | 0.0%  | 0  |       | 0  |        | 1  |        | 1      |       | 0      |             |
| Clean / tidy store                                 | 0.6%  | 6   | 0.0%  |     | 0.0%   | 3       | 2.1%  |   | 1.0%  | 1      | 0.0%  |    | 1.1%  | -      |       |    |       |    | 1.1%   | 1  | 1.1%   | 3      | 0.0%  | 4      |             |
| Familiarity / habit / always<br>shopped there      | 3.5%  | 35  | 6.5%  | 6   |        |         | 2.1%  | 2 | 0.0%  | 0      | 2.2%  | 2  | 3.3%  | 3      | 6.1%  | 6  |       | 2  | 4.4%   | 4  | 3.4%   |        | 4.5%  | •      |             |
| Friendly / helpful staff                           | 3.2%  | 32  | 5.4%  | 5   |        | 2       | 3.2%  | 3 | 4.1%  | 4      | 2.2%  | 2  | 0.0%  | 0      | 3.1%  | 3  | 2.2%  | 2  | 5.5%   | 5  | 1.1%   | 1      | 5.7%  | 5      |             |
| General convenience                                | 0.8%  | 8   | 0.0%  | 0   | 0.0%   | 0       | 3.2%  | 3 | 0.0%  | 0      | 0.0%  | 0  | 2.2%  | 2      | 0.0%  | 0  |       | 0  | 2.2%   | 2  | 0.0%   | 0      | 1.1%  | 1      |             |
| Good company ethics (Fairtrade etc.)               | 0.3%  | 3   | 0.0%  | 0   | 0.0%   | 0       | 0.0%  | 0 | 1.0%  | 1      | 0.0%  | 0  | 1.1%  | 1      | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 1.1%   | 1      | 0.0%  | 0      |             |
| Good internal layout                               | 1.4%  | 14  | 1.1%  | 1   | 3.2%   | 3       | 2.1%  | 2 | 1.0%  | 1      | 0.0%  | 0  | 0.0%  | 0      | 1.0%  | 1  | 1.1%  | 1  | 1.1%   | 1  | 1.1%   | 1      | 3.4%  | 3      |             |
| Good range / choice of food products               | 7.3%  | 74  | 10.9% | 10  | 7.5%   | 7       | 7.4%  | 7 | 8.2%  | 8      | 5.4%  | 5  | 6.7%  | 6      | 4.1%  | 4  | 4.4%  | 4  | 5.5%   | 5  | 3.4%   | 3      | 17.0% | 15     |             |
| Good range of independent shops                    | 0.3%  | 3   | 0.0%  | 0   | 0.0%   | 0       | 0.0%  | 0 | 0.0%  | 0      | 1.1%  | 1  | 1.1%  | 1      | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 1.1%   | 1      | 0.0%  | 0      |             |
| Good special offers                                | 0.7%  | 7   | 1.1%  | 1   | 1.1%   | 1       | 0.0%  | 0 | 0.0%  | 0      | 0.0%  | 0  | 0.0%  | 0      | 1.0%  | 1  | 0.0%  | 0  | 2.2%   | 2  | 1.1%   | 1      | 1.1%  | 1      |             |
| Has a petrol station                               | 0.7%  | 4   | 1.1%  | 1   | 0.0%   | 0       | 0.0%  | 0 | 0.0%  | 0      | 2.2%  | 2  | 0.0%  | 0      | 0.0%  | 0  |       | 1  | 0.0%   | 0  | 0.0%   | 0      | 0.0%  | 0      |             |
| Has a petrol station Has everything I need         | 1.0%  | 10  | 1.1%  | 1   | 1.1%   | 1       | 1.1%  | 1 | 0.0%  | 0      | 2.2%  | 2  | 0.0%  | 0      | 2.0%  | 2  |       | 2  | 0.0%   | 0  | 1.1%   | 1      | 0.0%  | 0      |             |
|  |       |     |       | 1   |        | 0       |       | 3 |       | -      |       | 0  | 0.0%  | 0      | 0.0%  | 0  |       | 0  |        | 0  |        | 3      |       | 0      |             |
| Large / spacious store                             | 1.0%  | 10  | 1.1%  | 1   | 0.0%   | U       | 3.2%  | 3 | 3.1%  | 3      | 0.0%  | U  | 0.0%  | U      | 0.0%  | U  | 0.0%  | U  | 0.0%   | U  | 3.4%   | 3      | 0.0%  | U      |             |

|  |       |      |       |               |       |    |       |    |        | _  | <b>-</b> |    | - 00.         |    |       |    |        |    |        |    |        |    |        |    | 10014413 201 |
|--|-------|------|-------|---------------|-------|----|-------|----|--------|----|----------|----|---------------|----|-------|----|--------|----|--------|----|--------|----|--------|----|--------------|
|  | Tota  | al   | Zone  | 1             | Zone  | 2  | Zone  | 3  | Zone   | 4  | Zone     | 5  | Zone          | 6  | Zone  | 7  | Zone   | 8  | Zone 9 | )  | Zone 1 | 10 | Zone 1 | 11 |              |
| Lower prices                               | 11.3% | 114  | 13.0% | 12            | 11.8% | 11 | 7.4%  | 7  | 18.6%  | 18 | 5.4%     | 5  | 11.1%         | 10 | 8.2%  | 8  | 7.8%   | 7  | 16.5%  | 15 | 6.9%   | 6  | 17.0%  | 15 |              |
| Loyalty card scheme                        | 0.8%  | 8    | 0.0%  | 0             | 1.1%  | 1  | 1.1%  | 1  | 0.0%   | 0  | 0.0%     | 0  |               | 0  | 0.0%  | 0  | 2.2%   | 2  | 0.0%   | 0  | 2.3%   | 2  | 2.3%   | 2  |              |
| Not too big / crowded                      | 0.8%  | 8    | 2.2%  | 2             | 2.2%  | 2  | 1.1%  | 1  | 0.0%   | 0  | 1.1%     | 1  | 1.1%          | 1  | 0.0%  | 0  | 0.0%   | 0  | 1.1%   | 1  | 0.0%   | 0  | 0.0%   | 0  |              |
| Preference for the retailer                | 1.8%  | 18   | 2.2%  | $\frac{1}{2}$ | 3.2%  | 3  | 2.1%  | 2  | 0.0%   | 0  | 1.1%     | 1  | 0.0%          | 0  | 2.0%  | 2  | 2.2%   | 2  | 3.3%   | 3  | 2.3%   | 2  |        | 1  |              |
| Quality of food products                   | 6.1%  | 62   | 8.7%  | 8             | 4.3%  | 4  | 8.5%  | 8  |        | 10 | 2.2%     | 2  | 5.6%          | 5  | 5.1%  | 5  | 4.4%   | 4  | 6.6%   | 6  | 4.6%   | 4  | 6.8%   | 6  |              |
| Value for money                            | 2.2%  | 22   | 3.3%  | 3             | 3.2%  | 3  | 3.2%  | 3  | 1.0%   | 1  | 1.1%     | 1  | 1.1%          | 1  | 2.0%  | 2  | 2.2%   | 2  | 4.4%   | 4  | 0.0%   | 0  | 2.3%   | 2  |              |
| Work there / staff discount                | 0.9%  | 9    | 2.2%  | 2             | 0.0%  | 0  | 2.1%  | 2  | 1.0%   | 1  | 0.0%     | 0  | 0.0%          | 0  | 0.0%  | 0  | 1.1%   | 1  | 2.2%   | 2  | 0.0%   | 0  |        | 1  |              |
| (Don't know)                               | 1.5%  | 15   | 0.0%  | 0             | 0.0%  | 0  | 0.0%  | 0  | 2.1%   | 2  | 2.2%     | 2  | 1.1%          | 1  | 1.0%  | 1  | 4.4%   | 4  | 2.2%   | 2  | 2.3%   | 2  | 1.1%   | 1  |              |
| Base:                                      |       | 1013 |       | 92            |       | 93 |       | 94 |        | 97 |          | 93 |               | 90 |       | 98 |        | 90 |        | 91 |        | 87 |        | 88 |              |
| Q03 How do you norma Excluding those who d |       |      |       |               |       |    |       |    |        |    |          |    |               |    |       |    |        |    |        |    |        |    |        |    |              |
| Car / van (as driver)                      | 77.2% | 782  | 87.0% | 80            | 89.2% | 83 | 71.3% | 67 | 50.5%  | 49 | 72.0%    | 67 | 83.3%         | 75 | 82.7% | 81 | 74.4%  | 67 | 81.3%  | 74 | 72.4%  | 63 | 86.4%  | 76 |              |
| Car / van (as passenger)                   | 13.4% | 136  | 9.8%  | 9             | 7.5%  | 7  | 16.0% | 15 | 21.6%  | 21 | 9.7%     | 9  | 10.0%         | 9  | 12.2% | 12 | 13.3%  | 12 | 18.7%  | 17 | 19.5%  | 17 | 9.1%   | 8  |              |
| Bus, minibus or coach                      | 1.5%  | 15   | 2.2%  | 2             | 2.2%  | 2  | 7.4%  | 7  | 0.0%   | 0  | 1.1%     | 1  | 0.0%          | 0  | 1.0%  | 1  | 1.1%   | 1  | 0.0%   | 0  | 1.1%   | 1  | 0.0%   | 0  |              |
| Using park & ride facility                 | 0.0%  | 0    | 0.0%  | 0             | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%     | 0  | 0.0%          | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |              |
| Motorcycle, scooter or                     | 0.0%  | 0    | 0.0%  | 0             | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%     | 0  | 0.0%          | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |              |
| moped                                      | 6.00/ | 70   | 0.00/ | 0             | 1.10/ |    | 1.20/ |    | 25.00/ | 25 | 15 10/   |    | <b>5 60</b> / | _  | 4.10/ |    | 10.00/ |    | 0.00/  | 0  | 5.70/  | _  | 2.40/  | 2  |              |
| Walk                                       | 6.9%  | 70   | 0.0%  | 0             |       | 1  | 4.3%  | 4  |        | 25 |          | 14 | 5.6%          | 5  | ,0    | 4  | 10.0%  | 9  | 0.0%   | 0  |        | 5  | 3.4%   | 3  |              |
| Taxi                                       | 0.5%  | 5    | 0.0%  | 0             | 0.0%  | 0  | 1.1%  | 1  | 2.1%   | 2  | 0.0%     | 0  | 1.1%          | 1  | 0.0%  | 0  | 0.0%   | 0  |        | 0  | 1.1%   | 1  | 0.0%   | 0  |              |
| Train                                      | 0.0%  | 0    |       | 0             | 0.0%  | 0  | 0.0%  | 0  |        | 0  | 0.0%     | 0  |               | 0  | 0.0%  | 0  | 0.0%   | 0  |        | 0  | 0.0%   | 0  |        | 0  |              |
| Bicycle                                    | 0.4%  | 4    | 1.1%  | 1             | 0.0%  | 0  | 0.0%  | 0  |        | 0  | 2.2%     | 2  | 0.0%          | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 1.1%   | 1  |              |
| Mobility scooter / wheelchair              |       | 0    | 0.0%  | 0             | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%     | 0  | 0.0%          | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.070  | 0  |              |
| Other                                      | 0.0%  | 0    | 0.0%  | 0             | 0.0%  | 0  | 0.0%  | 0  |        | 0  | 0.0%     | 0  |               | 0  | 0.0%  | 0  |        | 0  | 0.0%   | 0  | 0.0%   | 0  |        | 0  |              |
| (Don't know / varies)                      | 0.1%  | 1    | 0.0%  | 0             | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%     | 0  | 0.0%          | 0  | 0.0%  | 0  | 1.1%   | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |              |
| Base:                                      |       | 1013 |       | 92            |       | 93 |       | 94 |        | 97 |          | 93 |               | 90 |       | 98 |        | 90 |        | 91 |        | 87 |        | 88 |              |
|  |       |      |       |               |       |    |       |    |        |    |          |    |               |    |       |    |        |    |        |    |        |    |        |    |              |

Total Zone 1 Zone 2 Zone 3 Zone 4 Zone 5 Zone 6 Zone 7 Zone 8 Zone 9 Zone 10 Zone 11

Q04 When you visit (STORE MENTIONED AT Q01) for your main food shopping, do you combine your shopping with other activities (for example non-food shopping, leisure / entertainment, visiting restaurants, bars, banks, etc.)? [MR]

Excluding those who do their main food shopping via the Internet at Q01:

| Zitetiteting mose mie e  | io incii inc | in joo | . s.roppin | 0 1101 |       | c <u>v</u> |       |    |       |    |       |    |       |    |       |    |       |    |       |    |       |    |       |    |
|--|--------------|--------|------------|--------|-------|------------|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|
| Yes - non-food shopping  | 21.8%        | 221    | 26.1%      | 24     | 31.2% | 29         | 27.7% | 26 | 21.6% | 21 | 19.4% | 18 | 15.6% | 14 | 11.2% | 11 | 18.9% |    | 20.9% | 19 | 24.1% | 21 | 23.9% | 21 |
| Yes - other food shopping  | 14.5%        | 147    | 18.5%      | 17     | 18.3% | 17         |       | 11 | 22.7% | 22 | 7.5%  | 7  | 6.7%  | 6  | 3.1%  | 3  | 12.2% |    | 12.1% | 11 | 26.4% | 23 | 21.6% | 19 |
| Yes - bars / pubs  | 0.3%         | 3      | 1.1%       | 1      | 0.0%  | 0          | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.1%  | 1  | 1.1%  | 1  | 0.0%  | 0  |
| Yes - bingo  | 0.0%         | 0      | 0.0%       | 0      | 0.0%  | 0          | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Yes - cafés  | 3.2%         | 32     | 3.3%       | 3      | 7.5%  | 7          | 1.1%  | 1  | 3.1%  | 3  | 3.2%  | 3  | 6.7%  | 6  | 1.0%  | 1  | 0.0%  | 0  | 3.3%  | 3  | 3.4%  | 3  | 2.3%  | 2  |
| Yes - cinemas  | 0.1%         | 1      | 0.0%       | 0      | 0.0%  | 0          | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.1%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Yes - get petrol   | 8.3%         | 84     | 12.0%      | 11     | 6.5%  | 6          | 8.5%  | 8  | 1.0%  | 1  | 14.0% | 13 | 5.6%  | 5  | 8.2%  | 8  | 13.3% | 12 | 8.8%  | 8  | 12.6% | 11 | 1.1%  | 1  |
| Yes - go to park   | 0.1%         | 1      | 0.0%       | 0      | 0.0%  | 0          | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.1%  | 1  | 0.0%  | 0  |
| Yes - gyms / health and  | 0.8%         | 8      | 0.0%       | 0      | 2.2%  | 2          | 1.1%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 3.3%  | 3  | 1.1%  | 1  | 1.1%  | 1  |
| fitness  |              |        |            |        |       |            |       |    |       |    |       |    |       |    |       |    |       |    |       |    |       |    |       |    |
| Yes - library  | 0.5%         | 5      | 0.0%       | 0      | 1.1%  | 1          | 0.0%  | 0  | 1.0%  | 1  | 2.2%  | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.1%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Yes - markets  | 0.7%         | 7      | 0.0%       | 0      | 1.1%  | 1          | 0.0%  | 0  | 2.1%  | 2  | 0.0%  | 0  | 0.0%  | 0  | 2.0%  | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 2.3%  | 2  |
| Yes - meeting family   | 2.2%         | 22     | 4.3%       | 4      | 2.2%  | 2          | 2.1%  | 2  | 0.0%  | 0  | 1.1%  | 1  | 2.2%  | 2  | 4.1%  | 4  | 1.1%  | 1  | 3.3%  | 3  | 1.1%  | 1  | 2.3%  | 2  |
| Yes - meeting friends  | 0.9%         | 9      | 3.3%       | 3      | 1.1%  | 1          | 1.1%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 1.1%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 2.2%  | 2  | 0.0%  | 0  | 1.1%  | 1  |
| Yes - museums / art gallery  | 0.2%         | 2      | 0.0%       | 0      | 0.0%  | 0          | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.1%  | 1  | 1.1%  | 1  | 0.0%  | 0  |
| Yes - other service (e.g.<br>travel agent, estate agent<br>etc.)             | 0.9%         | 9      | 1.1%       | 1      | 1.1%  | 1          | 0.0%  | 0  | 2.1%  | 2  | 1.1%  | 1  | 0.0%  | 0  | 2.0%  | 2  | 0.0%  | 0  | 1.1%  | 1  | 1.1%  | 1  | 0.0%  | 0  |
| Yes - personal service (e.g. hairdressers, beauty salon etc.)                | 1.3%         | 13     | 3.3%       | 3      | 1.1%  | 1          | 1.1%  | 1  | 1.0%  | 1  | 1.1%  | 1  | 0.0%  | 0  | 1.0%  | 1  | 1.1%  | 1  | 1.1%  | 1  | 1.1%  | 1  | 2.3%  | 2  |
| Yes - restaurants  | 0.5%         | 5      | 0.0%       | 0      | 1.1%  | 1          | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 2.0%  | 2  | 0.0%  | 0  | 1.1%  | 1  | 0.0%  | 0  | 1.1%  | 1  |
| Yes - swimming   | 0.6%         | 6      | 0.0%       | 0      | 1.1%  | 1          | 1.1%  | 1  | 1.0%  | 1  | 1.1%  | 1  | 0.0%  | 0  | 1.0%  | 1  | 0.0%  | 0  | 1.1%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Yes - theatre  | 0.0%         | 0      | 0.0%       | 0      | 0.0%  | 0          | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Yes - visiting services such<br>as banks and other<br>financial institutions | 9.3%         | 94     | 7.6%       | 7      | 10.8% | 10         | 10.6% | 10 | 3.1%  | 3  | 18.3% | 17 | 4.4%  | 4  | 2.0%  | 2  | 11.1% | 10 | 5.5%  | 5  | 19.5% | 17 | 10.2% | 9  |
| Yes - work   | 3.2%         | 32     | 3.3%       | 3      | 6.5%  | 6          | 3.2%  | 3  | 4.1%  | 4  | 0.0%  | 0  | 4.4%  | 4  | 6.1%  | 6  | 2.2%  | 2  | 4.4%  | 4  | 0.0%  | 0  | 0.0%  | 0  |
| Yes - other  | 0.8%         | 8      | 0.0%       | 0      | 1.1%  | 1          | 1.1%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.0%  | 1  | 0.0%  | 0  | 1.1%  | 1  | 2.3%  | 2  | 2.3%  | 2  |
| No   | 51.6%        | 523    | 50.0%      | 46     | 36.6% | 34         | 47.9% | 45 | 58.8% | 57 | 50.5% | 47 | 64.4% | 58 | 63.3% | 62 | 58.9% | 53 | 48.4% | 44 | 42.5% | 37 | 45.5% | 40 |
| Yes - medical appointment<br>(doctor, dentist, optician<br>etc.)             | 0.3%         | 3      | 1.1%       | 1      | 0.0%  | 0          | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.0%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.1%  | 1  |
| (Don't know)   | 0.5%         | 5      | 0.0%       | 0      | 0.0%  | 0          | 0.0%  | 0  | 0.0%  | 0  | 2.2%  | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.1%  | 1  | 0.0%  | 0  | 2.3%  | 2  |
| Base:  |              | 1013   |            | 92     |       | 93         |       | 94 |       | 97 |       | 93 |       | 90 |       | 98 |       | 90 |       | 91 |       | 87 |       | 88 |

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|                         | Tota         | 1      | Zone         | 1 | Zone         | 2  | Zone         | 3 | Zone         | 4     | Zone 5       | 5      | Zone         | 6       | Zone         | 7       | Zone         | 8     | Zone         | 9  | Zone 1       | 10 | Zone         | 11 |
|-------------------------|--------------|--------|--------------|---|--------------|----|--------------|---|--------------|-------|--------------|--------|--------------|---------|--------------|---------|--------------|-------|--------------|----|--------------|----|--------------|----|
| Q05 When you combine    |              |        |              |   |              |    | •            | • | _            | who o | do their m   | ain fo | od shopp     | oing vi | a the Inte   | rnet at | Q01): A      | ND Ex | ccl Nulls    |    |              |    |              |    |
| Bramford                | 0.2%         | 1      | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0     | 0.0%         | 0      | 0.0%         | 0       | 0.0%         | 0       | 0.0%         | 0     | 0.0%         | 0  | 2.2%         | 1  | 0.0%         | 0  |
| Bury St. Edmunds        | 17.0%        | 80     | 2.2%         | 1 | 69.5%        | 41 | 6.1%         | 3 | 5.0%         | 2     | 0.0%         | 0      | 0.0%         | 0       | 0.0%         | 0       | 12.5%        | 4     | 54.3%        | 25 | 8.7%         | 4  | 0.0%         | 0  |
| Capel St. Mary          | 0.6%         | 3      | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0     | 0.0%         | 0      | 10.0%        | 3       | 0.0%         | 0       | 0.0%         | 0     | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  |
| Colchester              | 2.1%         | 10     | 13.3%        | 6 | 0.0%         | 0  | 2.0%         | 1 | 0.0%         | 0     | 0.0%         | 0      | 10.0%        | 3       | 0.0%         | 0       | 0.0%         | 0     | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  |
| Copdock Mill            | 0.6%         | 3      | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0     | 0.0%         | 0      | 10.0%        | 3       | 0.0%         | 0       | 0.0%         | 0     | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  |
| Debenham                | 0.4%         | 2      | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0     | 0.0%         | 0      | 0.0%         | 0       | 5.7%         | 2       | 0.0%         | 0     | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  |
| Eye                     | 0.6%         | 3      | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0     | 0.0%         | 0      | 0.0%         | 0       | 0.0%         | 0       | 0.0%         | 0     | 0.0%         | 0  | 6.5%         | 3  | 0.0%         | 0  |
| Hadleigh                | 7.0%         | 33     | 0.0%         | 0 | 0.0%         | 0  | 4.1%         | 2 | 0.0%         | 0     | 62.8%        | 27     | 10.0%        | 3       | 2.9%         | 1       | 0.0%         | 0     | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  |
| Halstead                | 0.2%         | 1      | 2.2%         | 1 | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0     | 0.0%         | 0      | 0.0%         | 0       | 0.0%         | 0       | 0.0%         | 0     | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  |
| Haverhill               | 1.1%         | 5      | 8.9%         | 4 | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0     | 0.0%         | 0      | 0.0%         | 0       | 0.0%         | 0       | 0.0%         | 0     | 2.2%         | 1  | 0.0%         | 0  | 0.0%         | 0  |
| Ipswich                 | 8.9%         | 42     | 0.0%         | 0 | 0.0%         | 0  | 2.0%         | 1 | 2.5%         | 1     | 16.3%        | 7      | 46.7%        | 14      |              | 15      | 6.3%         | 2     | 4.3%         | 2  | 0.0%         | 0  |              | 0  |
| Lavenham                | 0.4%         | 2      | 0.0%         | 0 | 1.7%         | 1  | 2.0%         | 1 | 0.0%         | 0     | 0.0%         | 0      | 0.0%         | 0       | 0.0%         | 0       | 0.0%         | 0     | 0.0%         | 0  | 0.0%         | 0  | 0.00         | 0  |
| Manningtree             | 0.4%         | 2      | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0     | 0.0%         | 0      | 6.7%         | 2       | 0.0%         | 0       | 0.0%         | 0     | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  |
| Needham Market          | 0.2%         | 1      | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0     | 0.0%         | 0      | 0.0%         | 0       | 0.0%         | 0       | 0.0%         | 0     | 0.0%         | 0  | 0.0%         | 0  |              | 1  |
| Stowmarket              | 13.2%        | 62     | 0.0%         |   | 11.9%        | 7  | 0.0%         | 0 | 0.0%         | 0     | 9.3%         | 4      | 0.0%         |         | 31.4%        |         | 75.0%        | 24    | 30.4%        | 14 | 2.2%         | 1  | 2.2%         | 1  |
| Sudbury                 | 25.7%        | 121    | 66.7%        |   | 15.3%        | 9  | 83.7%        |   | 92.5%        | 37    | 9.3%         | 4      | 0.0%         | 0       | 0.0%         | 0       | 0.0%         | 0     | 0.0%         | 0  | 0.0%         | 0  |              | 0  |
| Barham                  | 0.2%         | 1      | 0.0%         | 0 |              | 0  | 0.0%         | 0 | 0.0%         | 0     | 0.0%         | 0      | 0.0%         | 0       | 2.9%         | 1       | 0.0%         | 0     | 0.0%         | 0  | 0.0%         | 0  |              | 0  |
| Beccles                 | 0.4%         | 2      | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0     | 0.0%         | 0      | 0.0%         | 0       | 0.0%         | 0       | 0.0%         | 0     | 0.0%         | 0  | 0.0%         | 0  | 4.3%         | 2  |
| Botesdale               | 0.2%         | 1      | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0     | 0.0%         | 0      | 0.0%         | 0       | 0.0%         | 0       | 0.0%         | 0     | 0.0%         | 0  | 2.2%         | 1  | 0.0%         | 0  |
| Bungay                  | 0.4%         | 2      | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0     | 0.0%         | 0      | 0.0%         | 0       | 0.0%         | 0       | 0.0%         | 0     | 0.0%         | 0  | 0.0%         | 0  |              | 2  |
| Clare                   | 0.2%         | 1      | 2.2%         | 1 | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0     | 0.0%         | 0      | 0.0%         | 0       | 0.0%         | 0       | 0.0%         | 0     | 0.0%         | 0  | 0.0%         | 0  |              | 0  |
| Claydon                 | 0.4%         | 2      | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0     | 0.0%         | 0      | 0.0%         | 0       | 5.7%         | 2       | 0.0%         | 0     | 0.0%         | 0  | 0.0%         | 0  |              | 0  |
| Diss                    | 14.7%        | 69     | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0     | 0.0%         | 0      | 0.0%         | 0       | 5.7%         | 2       | 6.3%         | 2     | 4.3%         |    | 69.6%        | 32 |              | 31 |
| Felixstowe              | 0.2%         | 1 3    | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0     | 0.0%         | 0      | 3.3%         | 1       | 0.0%         | 0       | 0.0%         | 0     | 0.0%         | 0  | 0.0%         | 0  |              | 0  |
| Framlingham             | 0.6%<br>0.2% | 3<br>1 | 0.0%<br>0.0% | 0 | 0.0%<br>0.0% | 0  | 0.0%<br>0.0% | 0 | 0.0%<br>0.0% | 0     | 0.0%<br>0.0% | 0      | 0.0%<br>0.0% | 0       | 2.9%<br>0.0% | 0       | 0.0%<br>0.0% | 0     | 0.0%<br>0.0% | 0  | 2.2%<br>0.0% | 0  | 2.2%<br>2.2% | 1  |
| Halesworth<br>Harleston | 0.2%         | 4      | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0     | 0.0%         | 0      | 0.0%         | 0       | 0.0%         | 0       | 0.0%         | 0     | 0.0%         | 0  | 0.0%         | 0  |              | 4  |
| Holbrook                | 0.8%         | 1      | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0     | 0.0%         | 0      | 3.3%         | 1       | 0.0%         | 0       | 0.0%         | 0     | 0.0%         | 0  | 0.0%         | 0  |              | 0  |
| Leyton                  | 0.2%         | 1      | 2.2%         | 1 | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0     | 0.0%         | 0      | 0.0%         | 0       | 0.0%         | 0       | 0.0%         | 0     | 0.0%         | 0  | 0.0%         | 0  |              | 0  |
| Newmarket               | 0.2%         | 1      | 0.0%         | 0 | 1.7%         | 1  | 0.0%         | 0 | 0.0%         | 0     | 0.0%         | 0      | 0.0%         | 0       | 0.0%         | 0       | 0.0%         | 0     | 0.0%         | 0  | 0.0%         | 0  |              | 0  |
| Norwich                 | 0.2%         | 4      | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0     | 0.0%         | 0      | 0.0%         | 0       | 0.0%         | 0       | 0.0%         | 0     | 2.2%         | 1  | 2.2%         | 1  | 4.3%         | 2  |
| Rickinghall             | 0.2%         | 1      | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0     | 0.0%         | 0      | 0.0%         | 0       | 0.0%         | 0       | 0.0%         | 0     | 0.0%         | 0  | 2.2%         | 1  | 0.0%         | 0  |
| Semer                   | 0.2%         | 1      | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0     | 2.3%         | 1      | 0.0%         | 0       | 0.0%         | 0       | 0.0%         | 0     | 0.0%         | 0  | 0.0%         | 0  |              | 0  |
| Thetford                | 0.2%         | 1      | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0     | 0.0%         | 0      | 0.0%         | 0       | 0.0%         | 0       | 0.0%         | 0     | 0.0%         | 0  | 2.2%         | 1  | 0.0%         | 0  |
| Tolgate                 | 0.2%         | 1      | 2.2%         | 1 | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0     | 0.0%         | 0      | 0.0%         | 0       | 0.0%         | 0       | 0.0%         | 0     | 0.0%         | 0  | 0.0%         | 0  |              | 0  |
| Walsham                 | 0.2%         | 1      | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0     | 0.0%         | 0      | 0.0%         | 0       | 0.0%         | 0       | 0.0%         | 0     | 2.2%         | 1  | 0.0%         | 0  |              | 0  |
| Woodbridge              | 0.2%         | 1      | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0     | 0.0%         | 0      | 0.0%         | 0       | 0.0%         | 0       | 0.0%         | 0     | 0.0%         | 0  | 0.0%         | 0  | 2.2%         | 1  |
|                         |              |        |              |   |              |    |              |   |              |       |              |        |              |         |              |         |              |       |              |    |              |    |              |    |

|   |        |      |          |        |          |        |           |        |        | 1      | UI C      | ai u   | 1 901    | ias   |         |      |        |    |        |   |        |    |        |   | February 2013 |
|---|--------|------|----------|--------|----------|--------|-----------|--------|--------|--------|-----------|--------|----------|-------|---------|------|--------|----|--------|---|--------|----|--------|---|---------------|
|   | Total  | l    | Zone 1   |        | Zone 2   | ,      | Zone 3    | 3      | Zone   | 4      | Zone      | 5      | Zone     | 6     | Zone 7  | 7    | Zone 8 | 8  | Zone 9 |   | Zone 1 | .0 | Zone 1 | 1 |               |
| Q06 In addition to (STOR Excl Nulls   | E MENT | IONE | D AT Q01 | 1), is | there ar | ny otl | her store | e that | you re | gularl | ly use fo | or you | r main-f | ood s | hopping | ? [M | R]     |    |        |   |        |    |        |   |               |
| Aldi, 84 London Road,<br>COLCHESTER   | 0.5%   | 3    | 3.3%     | 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 | 1.8%   | 1  | 0.0%   | 0 |               |
| Aldi, Gipping Way,<br>STOWMARKET  | 0.2%   | 1    | 0.0%     | 0      | 0.0%     | 0      | 0.0%      | 0      | 0.0%   | 0      | 0.0%      | 0      | 0.0%     | 0     | 0.0%    | 0    | 1.8%   | 1  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 |               |
| Aldi, Girling Street,<br>SUDBURY  | 5.7%   | 38   | 15.0%    | 9      | 3.0%     | 2      | 20.0%     | 14     | 20.0%  | 11     | 2.8%      | 2      | 0.0%     | 0     | 0.0%    | 0    | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 |               |
| Aldi, HAVERHILL   | 0.5%   | 3    | 3.3%     | 2      | 1.5%     | 1      | 0.0%      | 0      | 0.0%   | 0      | 0.0%      | 0      | 0.0%     | 0     | 0.0%    | 0    | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 |               |
| Asda Superstore, Meadow<br>Centre, Wilkes Way,<br>STOWMARKET  | 3.2%   | 21   | 0.0%     | 0      | 1.5%     | 1      | 0.0%      | 0      | 0.0%   | 0      | 2.8%      | 2      | 0.0%     | 0     | 3.6%    | 2    | 10.7%  | 6  | 13.3%  | 8 | 3.6%   | 2  | 0.0%   | 0 |               |
| Asda superstore, Turner<br>Rise, COLCHESTER   | 0.6%   | 4    | 3.3%     | 2      | 1.5%     | 1      | 0.0%      | 0      | 1.8%   | 1      | 0.0%      | 0      | 0.0%     | 0     | 0.0%    | 0    | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 |               |
| Co op, Church Street, EYE   | 0.8%   | 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 | 7.1%   | 4  | 1.7%   | 1 |               |
| Co-op, 100 East Street,<br>SUDBURY  | 0.9%   | 6    | 0.0%     | 0      | 0.0%     | 0      | 2.9%      | 2      | 5.5%   | 3      | 0.0%      | 0      | 0.0%     | 0     | 0.0%    | 0    | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0  | 1.7%   | 1 |               |
| Co-op, 2 High Street,<br>LAVENHAM   | 0.2%   | 1    | 0.0%     | 0      | 0.0%     | 0      | 1.4%      | 1      | 0.0%   | 0      | 0.0%      | 0      | 0.0%     | 0     | 0.0%    | 0    | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 |               |
| Co-op, 72 High Street,<br>HADLEIGH  | 3.3%   | 22   | 0.0%     | 0      | 0.0%     | 0      | 1.4%      | 1      | 0.0%   | 0      | 28.2%     | 20     | 1.7%     | 1     | 0.0%    | 0    | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 |               |
| Co-op, 80A High Street,<br>LAVENHAM   | 0.2%   | 1    | 0.0%     | 0      | 1.5%     | 1      | 0.0%      | 0      | 0.0%   | 0      | 0.0%      | 0      | 0.0%     | 0     | 0.0%    | 0    | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 |               |
| Co-op, Hall Street, LONG<br>MELFORD   | 0.2%   | 1    | 0.0%     | 0      | 1.5%     | 1      | 0.0%      | 0      | 0.0%   | 0      | 0.0%      | 0      | 0.0%     | 0     | 0.0%    | 0    | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 |               |
| Co-op, HALSTEAD   | 0.2%   | 1    | 1.7%     | 1      | 0.0%     | 0      | 0.0%      | 0      | 0.0%   | 0      | 0.0%      | 0      | 0.0%     | 0     | 0.0%    | 0    | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 |               |
| Co-op, MANNINGTREE  | 0.2%   | 1    | 0.0%     | 0      | 0.00     | 0      | 0.0%      | 0      | 0.0%   | 0      |           | 0      | 1.7%     | 1     | 0.0%    | 0    | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0  |        | 0 |               |
| Co-op, NEEDHAM<br>MARKET  | 0.3%   | 2    | 0.0%     | 0      | 0.0%     | 0      | 0.0%      | 0      | 0.0%   | 0      | 0.0%      | 0      | 0.0%     | 0     | 3.6%    | 2    | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 |               |
| Co-op, The Street, CAPEL<br>ST MARY   | 0.3%   | 2    |          | 0      | 0.070    | 0      | 0.0%      | 0      | 0.0%   | 0      |           | 0      | 3.4%     | 2     |         | 0    |        | 0  |        | 0 | 0.0%   | 0  |        | 0 |               |
| Farmfoods Freezer Centres,<br>Unit 3a, Sudbury Retail<br>Park, Northern Road,<br>Newton Road, SUDBURY | 0.5%   | 3    | 1.7%     | 1      | 0.0%     | 0      | 1.4%      | 1      | 1.8%   | 1      | 0.0%      | 0      | 0.0%     | 0     | 0.0%    | 0    | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 |               |
| Lidl, Bury Road,<br>STOWMARKET  | 3.6%   | 24   | 0.0%     | 0      | 1.5%     | 1      | 0.0%      | 0      | 0.0%   | 0      | 1.4%      | 1      | 0.0%     | 0     | 7.3%    | 4    | 21.4%  | 12 | 6.7%   | 4 | 1.8%   | 1  | 1.7%   | 1 |               |
| Morrisons, 175 London<br>Road, HADLEIGH   | 4.2%   | 28   | 0.0%     | 0      | 0.0%     | 0      | 8.6%      | 6      | 1.8%   | 1      | 25.4%     | 18     | 5.2%     | 3     | 0.0%    | 0    | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 |               |
| Morrisons, DISS   | 4.8%   | 32   | 0.0%     | 0      | 0.0%     | 0      | 0.0%      | 0      | 0.0%   | 0      | 0.0%      | 0      | 0.0%     | 0     | 7.3%    | 4    | 5.4%   | 3  | 0.0%   | 0 | 28.6%  | 16 | 15.3%  | 9 |               |
| Morrisons, Sheringham<br>Court, Milton Road South,<br>STOWMARKET                                      | 2.7%   | 18   | 0.0%     | 0      | 1.5%     | 1      | 0.0%      | 0      | 0.0%   | 0      |           | 0      | 0.0%     | 0     |         | 4    | 21.4%  | 12 |        | 1 | 0.0%   | 0  |        | 0 |               |
| Morrisons, Sproughton<br>Road, IPSWICH  | 1.5%   | 10   | 0.0%     | 0      | 1.5%     | 1      | 0.0%      | 0      | 1.8%   | 1      | 0.0%      | 0      | 6.9%     | 4     | 7.3%    | 4    | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 |               |
| Roys of Wroxham, Great  | 0.3%   | 2    | 0.0%     | 0      | 0.0%     | 0      | 1.4%      | 1      | 1.8%   | 1      | 0.0%      | 0      | 0.0%     | 0     | 0.0%    | 0    | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 |               |

|  |       |    |        |   |        |    |       |    |       | T, | or Ca  | II IC | T JU  | uas |       |      |   |        |    |        |    |        |   |        |   | February 2015 |
|--|-------|----|--------|---|--------|----|-------|----|-------|----|--------|-------|-------|-----|-------|------|---|--------|----|--------|----|--------|---|--------|---|---------------|
|  | Total |    | Zone 1 |   | Zone 2 |    | Zone  | 3  | Zone  | 4  | Zone 5 |       | Zone  | 6   | Zoı   | ne 7 |   | Zone 8 |    | Zone 9 | 9  | Zone 1 | 0 | Zone 1 | 1 |               |
| Eastern Road, SUDBURY  |       |    |        |   |        |    |       |    |       |    |        |       |       |     |       |      |   |        |    |        |    |        |   |        |   |               |
| Sainsbury's Superstore,<br>11-14 Priory Walk,<br>COLCHESTER      | 0.8%  | 5  | 5.0%   | 3 | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.4%   | 1     | 1.7%  | 1   | 0.0%  | 6    | 0 | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 |               |
| Sainsbury's, Cornard Road,<br>SUDBURY                            | 8.0%  | 53 | 11.7%  | 7 | 3.0%   | 2  | 37.1% | 26 | 21.8% | 12 | 7.0%   | 5     | 0.0%  | 0   | 0.09  | 6    | 0 | 0.0%   | 0  | 1.7%   | 1  | 0.0%   | 0 | 0.0%   | 0 |               |
| Sainsbury's, Hadleigh Road, IPSWICH                              | 2.6%  | 17 | 0.0%   | 0 | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 4.2%   | 3     | 13.8% | 8   | 9.19  | 6    | 5 | 1.8%   | 1  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 |               |
| Sainsbury's, HAVERHILL   | 0.6%  | 4  | 6.7%   | 4 | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0     | 0.0%  | 0   | 0.09  | 6    | 0 | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 |               |
| Sainsbury's, MILDENHALL  | 0.3%  | 2  | 0.0%   | 0 | 1.5%   | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0     | 0.0%  | 0   | 0.09  | 6    | 0 | 0.0%   | 0  | 1.7%   | 1  | 0.0%   | 0 | 0.0%   | 0 |               |
| Tesco Express, Crouch<br>Street, COLCHESTER                      | 0.2%  | 1  |        | 1 |        | 0  | 0.0%  | 0  |       | 0  |        | 0     |       | 0   |       |      | 0 | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 |               |
| Tesco Metro, Kesgrave, IPSWICH                                   | 0.6%  | 4  | 0.0%   | 0 |        | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.4%   | 1     | 1.7%  | 1   | 3.6%  | 6    | 2 | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 |               |
| Tesco Superstore, Bedingfeld Way, BURY ST. EDMUNDS               | 0.9%  | 6  | 0.0%   | 0 | 4.5%   | 3  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0     | 0.0%  | 0   | 0.0%  | 6    | 0 | 0.0%   | 0  | 3.3%   | 2  | 1.8%   | 1 | 0.0%   | 0 |               |
| Tesco Superstore, Cedars<br>Link Road,<br>STOWMARKET             | 5.0%  | 33 | 0.0%   | 0 | 1.5%   | 1  | 0.0%  | 0  | 0.0%  | 0  | 2.8%   | 2     | 0.0%  | 0   | 10.99 | %    | 6 | 25.0%  | 14 | 11.7%  | 7  | 5.4%   | 3 | 0.0%   | 0 |               |
| Tesco Superstore, St<br>Saviours Interchange,<br>BURY ST EDMUNDS | 2.0%  | 13 | 1.7%   | 1 | 7.6%   | 5  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0     | 0.0%  | 0   | 0.0%  | %    | 0 | 0.0%   | 0  | 11.7%  | 7  | 0.0%   | 0 | 0.0%   | 0 |               |
| Tesco, BRAINTREE   | 0.2%  | 1  | 0.0%   | 0 | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.4%   | 1     | 0.0%  | 0   | 0.09  | 6    | 0 | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 |               |
| Tesco, Greenstead Road,<br>COLCHESTER                            | 0.3%  | 2  | 0.0%   | 0 | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0     | 3.4%  | 2   | 0.09  | 6    | 0 | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 |               |
| Tesco, Woodhall Business<br>Park, Springlands Way,<br>SUDBURY    | 7.1%  | 47 | 15.0%  | 9 | 9.1%   | 6  | 22.9% | 16 | 27.3% | 15 | 1.4%   | 1     | 0.0%  | 0   | 0.0%  | 6    | 0 | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 |               |
| Waitrose, Robert Boby Way,<br>BURY ST EDMUNDS                    | 3.8%  | 25 | 1.7%   | 1 | 15.2%  | 10 | 0.0%  | 0  | 0.0%  | 0  | 1.4%   | 1     | 0.0%  | 0   | 0.09  | 6    | 0 | 1.8%   | 1  | 16.7%  | 10 | 3.6%   | 2 | 0.0%   | 0 |               |
| Waitrose, Station Road,<br>SUDBURY                               | 7.8%  | 52 | 15.0%  | 9 | 3.0%   | 2  | 24.3% | 17 | 27.3% | 15 | 11.3%  | 8     | 1.7%  | 1   | 0.09  | 6    | 0 | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 |               |
| Bury St. Edmunds   | 0.6%  | 4  | 0.0%   | 0 | 1.5%   | 1  | 1.4%  | 1  | 0.0%  | 0  | 0.0%   | 0     | 0.0%  | 0   | 0.09  |      | 0 | 0.0%   | 0  | 3.3%   | 2  | 0.0%   | 0 | 0.0%   | 0 |               |
| Cedars Park  | 0.2%  | 1  | 0.0%   | 0 | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0     | 0.0%  | 0   | 0.09  | 6    | 0 | 0.0%   | 0  | 0.0%   | 0  | 1.8%   | 1 | 0.0%   | 0 |               |
| Colchester   | 0.3%  | 2  | 1.7%   | 1 | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0     | 1.7%  | 1   | 0.09  | 6    | 0 | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 |               |
| Copdock Mill   | 0.2%  | 1  | 0.0%   | 0 | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0     | 1.7%  | 1   | 0.09  | 6    | 0 | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 |               |
| Debenham   | 0.5%  | 3  | 0.0%   | 0 | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0     | 0.0%  | 0   | 3.69  | 6    | 2 | 0.0%   | 0  | 0.0%   | 0  | 1.8%   | 1 | 0.0%   | 0 |               |
| Dedham   | 0.2%  | 1  | 0.0%   | 0 | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0     | 1.7%  | 1   | 0.09  | 6    | 0 | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 |               |
| Eye  | 0.2%  | 1  | 0.0%   | 0 |        | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0     |       | 0   |       |      | 0 | 0.0%   | 0  | 0.0%   | 0  | 1.8%   | 1 | 0.0%   | 0 |               |
| Hadleigh   | 0.5%  | 3  | 0.0%   | 0 |        | 0  | 0.0%  | 0  |       | 0  | 2.8%   | 2     | 1.7%  | 1   |       |      | 0 | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 |               |
| Haverhill  | 0.2%  | 1  | 1.7%   | 1 | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0     |       | 0   |       |      | 0 | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 |               |
| Ipswich  | 1.5%  | 10 | 0.0%   | 0 |        | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.4%   | 1     | 5.2%  | 3   |       |      | 3 | 0.0%   | 0  | 0.0%   | 0  | 5.4%   | 3 | 0.0%   | 0 |               |
| Lavenham   | 0.2%  | 10 | 0.0%   | 0 |        | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0     |       | 0   |       |      | 0 | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 |               |
| Manningtree  | 0.2%  | 1  | 0.0%   | 0 |        | 0  | 0.0%  | 0  |       | 0  | 0.0%   | 0     |       | 1   |       |      | 0 | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 |               |
| Needham Market   | 0.2%  | 2  | 0.0%   | 0 |        | 1  | 0.0%  | 0  | ,     | 0  | 0.0%   | 0     |       | 0   |       |      | 1 | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 |               |
| Sudbury  | 0.5%  | 5  | 1.7%   | 1 | 0.0%   | 0  | 1.4%  | 1  | 5.5%  | 3  |        | 0     |       | 0   |       |      | 0 | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 |               |
| Suubury  | 0.8%  | J  | 1.7%   | 1 | 0.0%   | U  | 1.4%  | 1  | 5.5%  | 3  | 0.0%   | U     | 0.0%  | U   | 0.09  | TU . | U | 0.0%   | U  | 0.0%   | U  | 0.0%   | U | 0.0%   | U |               |

|   |       |    |        |   |        |   |        |   |        | 1 | or Ca  | 111 | 1 901 | ias |        |   |        |   |        |   |        |   |         |          | rebluary 2013 |
|---|-------|----|--------|---|--------|---|--------|---|--------|---|--------|-----|-------|-----|--------|---|--------|---|--------|---|--------|---|---------|----------|---------------|
|   | Total |    | Zone 1 |   | Zone 2 |   | Zone 3 |   | Zone 4 |   | Zone 5 |     | Zone  | 6   | Zone 7 |   | Zone 8 | 3 | Zone 9 |   | Zone 1 | 0 | Zone 11 | <u>l</u> |               |
| Stowmarket  | 0.5%  | 3  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0   | 0.0%  | 0   | 0.0%   | 0 | 3.6%   | 2 | 1.7%   | 1 | 0.0%   | 0 | 0.0%    | 0        |               |
| Street / Farmers' Markets in<br>Stowmarket                                    | 0.3%  | 2  | 0.0%   | 0 | 1.5%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0   | 0.0%  | 0   | 0.0%   | 0 | 1.8%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0        |               |
| Street / Farmers' Markets in<br>Sudbury                                       | 0.8%  | 5  | 0.0%   | 0 | 0.0%   | 0 | 2.9%   | 2 | 5.5%   | 3 | 0.0%   | 0   | 0.0%  | 0   | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0        |               |
| Aldi, Mere Street, Diss   | 2.3%  | 15 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0   | 0.0%  | 0   | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 14.3%  | 8 | 11.9%   | 7        |               |
| Aldi, Meredith Road,<br>Ipswich   | 0.2%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0   | 0.0%  | 0   | 1.8%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0        |               |
| Aldi, Newmarket Road,<br>Dettingen Way, Bury St.<br>Edmunds                   | 2.0%  | 13 | 0.0%   | 0 | 10.6%  | 7 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0   | 0.0%  | 0   | 0.0%   | 0 | 0.0%   | 0 | 8.3%   | 5 | 1.8%   | 1 | 0.0%    | 0        |               |
| Andrews Quality Butchers,<br>High Street, Hadleigh                            | 0.5%  | 3  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 4.2%   | 3   | 0.0%  | 0   | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0        |               |
| Asda Superstore, Acle New<br>Road, Runham Vauxhall,<br>Great Yarmouth         | 0.2%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0   | 0.0%  | 0   | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 1.7%    | 1        |               |
| Asda Superstore, Stoke Park<br>Drive, Ipswich                                 | 0.6%  | 4  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0   | 5.2%  | 3   | 1.8%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0        |               |
| Asda Superstore, Western<br>Way, Bury St. Edmunds                             | 1.5%  | 10 | 0.0%   | 0 | 9.1%   | 6 | 0.0%   | 0 | 1.8%   | 1 | 0.0%   | 0   | 0.0%  | 0   | 0.0%   | 0 | 0.0%   | 0 | 5.0%   | 3 | 0.0%   | 0 | 0.0%    | 0        |               |
| Asda Superstore,<br>Whitehouse Industrial<br>Estate, Goddard Road,<br>Ipswich | 1.2%  | 8  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 2.8%   | 2   | 3.4%  | 2   | 5.5%   | 3 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 1.7%    | 1        |               |
| Budgens, Bullock Fair Close,<br>Harleston                                     | 0.9%  | 6  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0   | 0.0%  | 0   | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 10.2%   | 6        |               |
| Co-op, Broad Street, Eye  | 0.3%  | 2  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0   | 0.0%  | 0   | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 1.8%   | 1 | 1.7%    | 1        |               |
| Co-op, Fiveways Retail Park,<br>Peartree Road, Stanway,<br>Colchester         | 0.2%  | 1  | 1.7%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0   | 0.0%  | 0   | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0        |               |
| Co-op, High Street, Earls<br>Colne  | 0.2%  | 1  | 1.7%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0   | 0.0%  | 0   | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0        |               |
| Co-op, Market Hill, Clare   | 0.2%  | 1  | 1.7%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0   | 0.0%  | 0   | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0        |               |
| Co-op, Market Hill,<br>Framlingham  | 0.3%  | 2  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0   | 0.0%  | 0   | 1.8%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 1.7%    | 1        |               |
| Co-op, Sheldrake Drive,<br>Ipswich  | 0.2%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0   | 1.7%  | 1   | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |        | 0 |         | 0        |               |
| Co-op, The Street, Holbrook   | 0.2%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |        | 0   | 1.7%  | 1   | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |        | 0 | 0.0%    | 0        |               |
| Co-op, The Street,<br>Rickinghall, Diss                                       | 0.3%  | 2  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |        | 0   | 0.0%  | 0   | 0.0%   |   | 0.0%   | 0 | 0.0%   | 0 |        | 2 |         | 0        |               |
| Hollow Trees Farm Shop,<br>Semer, Ipswich                                     | 0.2%  | 1  | 0.0%   | 0 |        | 0 | 0.0%   | 0 | 0.0%   | 0 | 1.4%   | 1   | 0.0%  | 0   | 0.0%   |   | 0.0%   | 0 | 0.0%   | 0 |        | 0 | 0.0%    | 0        |               |
| Iceland, North Street,<br>Sudbury   | 1.4%  | 9  | 0.0%   | 0 | 1.5%   | 1 | 2.9%   | 2 | 9.1%   | 5 | 1.4%   | 1   | 0.0%  | 0   | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0        |               |
| Lidl, Copenhagen Way,<br>Norwich  | 0.2%  | 1  | 0.0%   | 0 |        | 0 | 0.0%   | 0 | 0.0%   | 0 |        | 0   | 0.0%  | 0   | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |        | 0 | 1.7%    | 1        |               |
| Lidl, Handford Road,  | 0.2%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0   | 1.7%  | 1   | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0        |               |

|  |       |    |        |   |        |    |        |   |        | 1 | or C | ai u | .1 90 | 1145 |       |     |   |        |   |        |   |        |   |        |   | rebluary 2015 |
|--|-------|----|--------|---|--------|----|--------|---|--------|---|------|------|-------|------|-------|-----|---|--------|---|--------|---|--------|---|--------|---|---------------|
|  | Total | l  | Zone 1 |   | Zone 2 | 2  | Zone 3 | , | Zone 4 |   | Zone | 5    | Zone  | e 6  | Zon   | e 7 |   | Zone 8 |   | Zone 9 |   | Zone 1 | 0 | Zone 1 | 1 |               |
| Ipswich  |       |    |        |   |        |    |        |   |        |   |      |      |       |      |       |     |   |        |   |        |   |        |   |        |   |               |
| Lidl, Holt Road, Cromer  | 0.2%  | 1  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0% | 0    | 0.0%  | 0    | 0.0%  | . ( | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 1.7%   | 1 |               |
| Lidl, London Road, Ipswich   | 0.5%  | 3  |        | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0% | 0    |       | 2    |       |     | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |        | 0 |               |
| Local shops, Beccles   | 0.5%  | 3  |        | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0% | 0    | ,.    | 0    |       |     | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |        | 3 |               |
| Local shops, Diss  | 0.3%  | 2  |        | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0% | 0    |       | 0    |       |     | 2 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |        | 0 |               |
| Local shops, Earls Colne   | 0.2%  | 1  | 1.7%   | 1 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0% | 0    | 0.0%  | 0    | 0.0%  | , ( | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |               |
| Local shops, East Bergholt   | 0.3%  | 2  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0% | 0    | 3.4%  | 2    | 0.0%  | , ( | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |               |
| Local shops, Harleston   | 0.2%  | 1  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0% | 0    | 0.0%  | 0    | 0.0%  | , ( | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 1.7%   | 1 |               |
| Local shops, Mundesley   | 0.2%  | 1  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 1.4% | 1    | 0.0%  | 0    | 0.0%  | , ( | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |               |
| Local shops, Norwich   | 0.2%  | 1  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0% | 0    | 0.0%  | 0    | 0.0%  | , ( | 0 | 0.0%   | 0 | 0.0%   | 0 | 1.8%   | 1 | 0.0%   | 0 |               |
| Local shops, Shotley   | 0.2%  | 1  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0% | 0    | 1.7%  | 1    | 0.0%  | , ( | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |               |
| Local shops, Stowupland  | 0.2%  | 1  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0% | 0    | 0.0%  | 0    | 0.0%  | , ( | 0 | 0.0%   | 0 | 1.7%   | 1 | 0.0%   | 0 | 0.0%   | 0 |               |
| Local shops, Tharston  | 0.2%  | 1  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0% | 0    | 0.0%  | 0    | 0.0%  | , ( | 0 | 0.0%   | 0 | 1.7%   | 1 | 0.0%   | 0 | 0.0%   | 0 |               |
| Local shops,   | 0.2%  | 1  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0% | 0    | 0.0%  | 0    | 0.0%  | , ( | 0 | 0.0%   | 0 | 1.7%   | 1 | 0.0%   | 0 | 0.0%   | 0 |               |
| Walsham-le-Willows   |       |    |        |   |        |    |        |   |        |   |      |      |       |      |       |     |   |        |   |        |   |        |   |        |   |               |
| Local shops, Woodbridge  | 0.2%  | 1  | 0.0%   | 0 |        | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0% | 0    | 0.0%  | 0    |       |     |   | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 1.7%   | 1 |               |
| Marks & Spencer,<br>Buttermarket, Bury St.                             | 0.8%  | 5  | 1.7%   | 1 | 4.5%   | 3  | 0.0%   | 0 | 0.0%   | 0 | 0.0% | 0    | 0.0%  | 0    | 0.0%  | , ( | 0 | 0.0%   | 0 | 1.7%   | 1 | 0.0%   | 0 | 0.0%   | 0 |               |
| Edmunds Marks & Spencer, Martlesham Heath Retail Park, Beardmore Park, | 0.2%  | 1  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0% | 0    | 0.0%  | 0    | 0.0%  | , ( | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 1.7%   | 1 |               |
| Ipswich Marks & Spencer, Westgate                                      | 0.2%  | 1  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0% | 0    | 0.0%  | 0    | 1.8%  |     | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |               |
| Street, Ipswich  | 0.270 | 1  | 0.0%   | U | 0.070  | U  | 0.0%   | U | 0.0%   | U | 0.0% | U    | 0.0%  | U    | 1.070 |     | 1 | 0.0%   | U | 0.0%   | U | 0.0%   | U | 0.0%   | U |               |
| Morrisons, Iconfield Park,<br>Garland Road, Harwich                    | 0.2%  | 1  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0% | 0    | 1.7%  | 1    | 0.0%  | , ( | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |               |
| Sainsbury's, Bedingfeld<br>Way, Bury St. Edmunds                       | 3.5%  | 23 | 0.0%   | 0 | 15.2%  | 10 | 0.0%   | 0 | 0.0%   | 0 | 0.0% | 0    | 0.0%  | 0    | 0.0%  | , ( | 0 | 7.1%   | 4 | 13.3%  | 8 | 1.8%   | 1 | 0.0%   | 0 |               |
| Sainsbury's, Brazen Gate,<br>Norwich                                   | 0.5%  | 3  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0% | 0    | 0.0%  | 0    | 0.0%  | , ( | 0 | 0.0%   | 0 | 0.0%   | 0 | 3.6%   | 2 | 1.7%   | 1 |               |
| Sainsbury's, Felixstowe<br>Road, Ipswich                               | 0.9%  | 6  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0% | 0    | 5.2%  | 3    | 3.6%  |     | 2 | 1.8%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |               |
| Sainsbury's, Forest Retail Park, London Road, Thetford                 | 0.2%  | 1  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0% | 0    | 0.0%  | 0    | 0.0%  | , ( | 0 | 0.0%   | 0 | 0.0%   | 0 | 1.8%   | 1 | 0.0%   | 0 |               |
| Sainsbury's, High Street,<br>Halstead                                  | 0.2%  | 1  | 1.7%   | 1 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0% | 0    | 0.0%  | 0    | 0.0%  | , ( | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |               |
| Sainsbury's, Pound Lane,<br>Norwich                                    | 0.2%  | 1  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0% | 0    | 0.0%  | 0    | 0.0%  | , ( | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 1.7%   | 1 |               |
| Sainsbury's, Western<br>Approach, Stanway,<br>Colchester               | 0.6%  | 4  | 3.3%   | 2 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0% | 0    | 3.4%  | 2    | 0.0%  | , ( | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |               |
| Tesco Extra, Copdock Interchange, Ipswich                              | 2.7%  | 18 | 1.7%   | 1 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 2.8% | 2    | 12.1% | 7    | 12.7% | , , | 7 | 1.8%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |               |
| Tesco Extra, Highwoods<br>Square, Colchester                           | 0.2%  | 1  | 1.7%   | 1 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0% | 0    | 0.0%  | 0    | 0.0%  | , ( | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |               |
|  |       |    |        |   |        |    |        |   |        |   |      |      |       |      |       |     |   |        |   |        |   |        |   |        |   |               |

|  | Total          | l   | Zone 1 |    | Zone 2     |    | Zone 3       | 1  | Zone 4       | ļ    | Zone 5 | 5   | Zone (       | 6  | Zone 7         |    | Zone 8        | 1  | Zone 9       |    | Zone 10       | 0  | Zone 1       | 1  |
|--|----------------|-----|--------|----|------------|----|--------------|----|--------------|------|--------|-----|--------------|----|----------------|----|---------------|----|--------------|----|---------------|----|--------------|----|
| Tesco Superstore, Cangle                                       | 0.3%           | 2   | 1.7%   | 1  | 0.0%       | 0  | 0.0%         | 0  | 0.0%         | 0    | 0.0%   | 0   | 1.7%         | 1  | 0.0%           | 0  | 0.0%          | 0  | 0.0%         | 0  | 0.0%          | 0  | 0.0%         | 0  |
| Road, Haverhill Tesco Superstore, George Westwood Way, Beccles | 0.2%           | 1   | 0.0%   | 0  | 0.0%       | 0  | 0.0%         | 0  | 0.0%         | 0    | 0.0%   | 0   | 0.0%         | 0  | 0.0%           | 0  | 0.0%          | 0  | 0.0%         | 0  | 0.0%          | 0  | 1.7%         | 1  |
| Tesco Superstore, Ipswich Road, Norwich                        | 0.5%           | 3   | 0.0%   | 0  | 0.0%       | 0  | 0.0%         | 0  | 0.0%         | 0    | 0.0%   | 0   | 0.0%         | 0  | 0.0%           | 0  | 0.0%          | 0  | 0.0%         | 0  | 1.8%          | 1  | 3.4%         | 2  |
| Tesco Superstore, Victoria<br>Road, Diss                       | 4.1%           | 27  | 0.0%   | 0  | 0.0%       | 0  | 0.0%         | 0  | 0.0%         | 0    | 0.0%   | 0   | 0.0%         | 0  | 3.6%           | 2  | 0.0%          | 0  | 1.7%         | 1  | 17.9%         | 10 | 23.7%        | 14 |
| Waitrose, Church Street,<br>Saxmundham                         | 0.2%           | 1   | 0.0%   | 0  | 0.0%       | 0  | 0.0%         | 0  | 0.0%         | 0    | 0.0%   | 0   | 0.0%         | 0  | 0.0%           | 0  | 0.0%          | 0  | 0.0%         | 0  | 0.0%          | 0  | 1.7%         | 1  |
| Waitrose, Eaton Centre,<br>Church Lane, Eaton,<br>Norwich      | 0.3%           | 2   | 0.0%   | 0  | 0.0%       | 0  | 0.0%         | 0  | 0.0%         | 0    | 0.0%   | 0   | 0.0%         | 0  | 0.0%           | 0  | 0.0%          | 0  | 0.0%         | 0  | 0.0%          | 0  | 3.4%         | 2  |
| Waitrose, Futura Park, Crane<br>Boulevard, Ipswich             | 0.3%           | 2   | 0.0%   | 0  | 0.0%       | 0  | 0.0%         | 0  | 0.0%         | 0    | 1.4%   | 1   | 0.0%         | 0  | 1.8%           | 1  | 0.0%          | 0  | 0.0%         | 0  | 0.0%          | 0  | 0.0%         | 0  |
| Waitrose, Norwich Road,<br>Wymondham                           | 0.2%           | 1   | 0.0%   | 0  | 0.0%       | 0  | 0.0%         | 0  | 0.0%         | 0    | 0.0%   | 0   | 0.0%         | 0  | 0.0%           | 0  | 0.0%          | 0  | 0.0%         | 0  | 0.0%          | 0  | 1.7%         | 1  |
| Waitrose, St. Andrews<br>Avenue, Colchester                    | 0.2%           | 1   | 0.0%   | 0  | 0.0%       | 0  | 0.0%         | 0  | 0.0%         | 0    | 0.0%   | 0   | 1.7%         | 1  | 0.0%           | 0  | 0.0%          | 0  | 0.0%         | 0  | 0.0%          | 0  | 0.0%         | 0  |
| Internet / mail order  | 2.7%           | 18  | 5.0%   | 3  | 4.5%       | 3  | 0.0%         | 0  | 0.0%         | 0    | 2.8%   | 2   | 0.0%         | 0  | 3.6%           | 2  | 3.6%          | 2  | 0.0%         | 0  | 8.9%          | 5  | 1.7%         | 1  |
| Base:  |                | 666 |        | 60 |            | 66 |              | 70 |              | 55   |        | 71  |              | 58 |                | 55 |               | 56 |              | 60 |               | 56 |              | 59 |
| Q06AWhich internet / hon<br>Those who do their main            |                | •   |        | •  |            | •  |              |    | d shopp      | ing? |        |     |              |    |                |    |               |    |              |    |               |    |              |    |
| Asda   | 11.8%          | 2   | 0.0%   | 0  |            | 0  | 0.0%         | 0  | 0.0%         | 0    | 0.0%   | 0   | 0.0%         | 0  | 0.0%           | 0  | 50.0%         | 1  | 0.0%         | 0  |               | 1  | 0.0%         | 0  |
| Sainsbury's<br>Tesco   | 17.6%<br>41.2% | 3   | 0.0%   | 0  | 33.3% 0.0% | 1  | 0.0%<br>0.0% | 0  | 0.0%<br>0.0% | 0    | 0.0%   | 0 2 | 0.0%<br>0.0% |    | 50.0%<br>50.0% | 1  | 0.0%<br>50.0% | 0  | 0.0%<br>0.0% | 0  | 20.0%<br>0.0% | 1  | 0.0%<br>0.0% | 0  |
|  |                |     |        | -  |            |    |              | 0  | 0.0%         |      | 0.0%   | 0   |              |    | 0.0%           | 0  | 0.0%          | 0  |              | -  | 60.0%         | 3  |              | 0  |
| Waitrose / Ocado   | 29.4%          | 5   | 0.0%   | U  | 66.7%      | 2  | 0.0%         | U  | 0.0%         | U    | 0.0%   | U   | 0.0%         | 0  | 0.0%           | U  | 0.0%          | U  | 0.070        | U  | 00.0%         | 3  | 0.0%         | 0  |

Total Zone 1 Zone 2 Zone 9 Zone 10 Zone 11 Zone 3 Zone 4 Zone 5 Zone 6 Zone 7 Zone 8 Q07 In addition to your main food shopping, where do you normally do most of your household's small scale top-up food shopping (i.e. the store you visit regularly (2+ times a week to buy bread, milk, etc., on a day-to-day basis)? Excl Nulls Aldi, 84 London Road, 0.1% 1 0.0% 0 0.0% 0 1.3% 1 0.0% 0.0% 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0 COLCHESTER 20 0 0 Aldi, Girling Street, 2.8% 3.0% 0.0% 0 6.7% 5 19.4% 13 0.0% 0 0.0% 0.0% 0.0% 0 0.0% 0.0% 0 0.0% SUDBURY Aldi, HAVERHILL 0.1% 1 1.5% 1 0.0% 0 0.0% 0.0% 0.0% 0 0.0% 0 0.0% 0.0% 0.0% 0.0% 0 0.0% 0 Asda Superstore, Meadow 2.4% 17 0.0% 0 1.7% 1 1.3% 1 0.0% 0 1.4% 1 1.4% 1 3.5% 2 20.0% 11 0.0% 0.0% 0 0.0% 0 Centre, Wilkes Way. STOWMARKET Asda superstore, Turner 2 0.0% 0 0 0.6% 4 3.0% 0.0% 0 2.7% 2 0.0% 0.0% 0 0.0% 0.0% 0 0.0% 0.0% 0 0.0% Rise, COLCHESTER Co op, Church Street, EYE 2.2% 16 1.5% 0.0% 0.0% 0.0% 0.0% 0.0% 0 0.0% 0 1.8% 0.0% 0 24.1% 14 0.0% 0 Co-op, 100 East Street, 1.3% 9 0.0% 0 0.0% 0 0.0% 0 13.4% 9 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 SUDBURY 0 Co-op. 2 High Street. 0.8% 0.0% 0 1.7% 1 6.7% 5 0.0% 0.0% 0 0.0% 0 0.0% 0.0% 0.0% 0.0% 0 0.0% LAVENHAM Co-op, 4 & 5 Acacia Court, 0.6% 0.0% 0 0.0% 0.0% 0 0.0% 0.0% 0 5.5% 0.0% 0.0% 0 0.0% 0.0% 0 0.0% 0 4 **BRANTHAM** 3.8% Co-op, 72 High Street, 27 0.0% 0 0.0% 0 1.3% 1 0.0% 0 33.8% 25 1.4% 0.0% 0.0% 0.0% 0.0% 0 0.0% 0 HADLEIGH Co-op, 80A High Street, 0.4% 3 0.0% 0 3.4% 2 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 1.6% LAVENHAM Co-op, Hall Street, LONG 0.0% 2.0% 14 4.5% 3 1.7% 1 13.3% 10 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0.0% 0 0.0% 0 MELFORD Co-op, MANNINGTREE 0.8% 0.0% 6 0.0% 0 0 0.0% 0 0.0% 0.0% 0 8.2% 6 0.0% 0 0.0% 0.0% 0.0% 0 0.0% 0 8 0 0.0% 0 Co-op, Mildenhall Road, 1.1% 0.0% 0 1.7% 1 0.0% 0 0.0% 0.0% 0.0% 0 0 0.0% 0 10.4% 7 0.0% 0 0.0% **BURY ST EDMUNDS** Co-op, NEEDHAM 0.8% 0.0% 0 0.0% 0.0% 0.0% 0 8.8% 5 0.0% 0 0.0% 0 0.0% 0 6 0.0% 0 0 0 1.4% 0.0% MARKET Co-op, The Drift, Canhams 0.6% 4 0.0% 0 0.0% 0 5.3% 4 0.0% 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0.0% 0 0.0% 0 Road, GREAT **CORNARD** Co-op, The Street. 0.7% 5 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 1.4% 7.0% 4 0.0% 0.0% 0.0% 0 0.0% 0 BRAMFORD Co-op, The Street, CAPEL 1.8% 0.0% 0 0.0% 0.0% 0.0% 0.0% 0 17.8% 13 0.0% 0.0% 0.0% 0 0.0% 0 0.0% 0 13 0 0 0 ST MARY Co-op Local, DEDHAM 1.0% 7 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 4.1% 3 7.0% 4 0.0% 0.0% 0.0% 0 0.0% 0 Farmfoods Freezer Centres, 0.8% 6 0.0% 0 0.0% 0 4.0% 3 1.5% 1 1.4% 1 0.0% 0 0.0% 0 0.0% 0 1.5% 1 0.0% 0 0.0% 0 Unit 3a, Sudbury Retail Park, Northern Road, Newton Road, SUDBURY Lidl, Bury Road, 1.3% 9 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0.0% 0 0.0% 0 12.7% 3.0% 2 0.0% 0 0.0% 0 STOWMARKET McColls.19 Market Hill 0.1% 1 0.0% 0 0.0% 0.0% 0 1.5% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0.0% 0 0.0% 0

|  |       |    |        |   |        |   |        |    |       | 1  | or C  | ai u | 1 90 | 1145 |    |        |   |        |    |        |    |         |   |        |   | February 2015 |
|--|-------|----|--------|---|--------|---|--------|----|-------|----|-------|------|------|------|----|--------|---|--------|----|--------|----|---------|---|--------|---|---------------|
|  | Total | l  | Zone 1 |   | Zone 2 |   | Zone 3 | 3  | Zone  | 4  | Zone  | e 5  | Zone | e 6  | Z  | Zone 7 |   | Zone 8 | 3  | Zone 9 |    | Zone 10 | ) | Zone 1 | 1 |               |
| SUDBURY  |       |    |        |   |        |   |        |    |       |    |       |      |      |      |    |        |   |        |    |        |    |         |   |        |   |               |
| Morrisons, 175 London<br>Road, HADLEIGH                          | 3.5%  | 25 | 0.0%   | 0 | 0.0%   | 0 | 4.0%   | 3  | 0.0%  | 0  | 29.7% | 22   | 0.0% | 0    | 0. | .0%    | 0 | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0 | 0.0%   | 0 |               |
| Morrisons, DISS  | 1.3%  | 9  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0    | 0.0% | 0    | 0. | .0%    | 0 | 1.8%   | 1  | 0.0%   | 0  | 3.4%    | 2 | 9.4%   | 6 |               |
| Morrisons, Sheringham<br>Court, Milton Road South,<br>STOWMARKET | 0.7%  | 5  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0    | 0.0% | 0    | 0. | .0%    | 0 | 7.3%   | 4  | 0.0%   | 0  | 1.7%    | 1 | 0.0%   | 0 |               |
| Morrisons, Sproughton<br>Road, IPSWICH                           | 0.4%  | 3  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0    | 1.4% | 1    | 3. | .5%    | 2 | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0 | 0.0%   | 0 |               |
| Roys of Wroxham, Great<br>Eastern Road, SUDBURY                  | 0.4%  | 3  | 1.5%   | 1 | 0.0%   | 0 | 1.3%   | 1  | 1.5%  | 1  | 0.0%  | 0    | 0.0% | 0    | 0. | .0%    | 0 | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0 | 0.0%   | 0 |               |
| Sainsbury's Superstore,<br>11-14 Priory Walk,<br>COLCHESTER      | 0.4%  | 3  | 3.0%   | 2 | 0.0%   | 0 | 0.0%   | 0  | 0.0%  | 0  | 1.4%  | 1    | 0.0% | 0    | 0. | .0%    | 0 | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0 | 0.0%   | 0 |               |
| Sainsbury's, Cornard Road,<br>SUDBURY                            | 2.4%  | 17 | 3.0%   | 2 | 1.7%   | 1 | 9.3%   | 7  | 10.4% | 7  | 0.0%  | 0    | 0.0% | 0    | 0. | .0%    | 0 | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0 | 0.0%   | 0 |               |
| Sainsbury's, Hadleigh Road, IPSWICH                              | 1.1%  | 8  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0    | 5.5% | 4    | 5. | .3%    | 3 | 1.8%   | 1  | 0.0%   | 0  | 0.0%    | 0 | 0.0%   | 0 |               |
| Sainsbury's, HAVERHILL   | 0.3%  | 2  | 3.0%   | 2 | 0.0%   | 0 | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0    | 0.0% | 0    | 0. | .0%    | 0 | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0 | 0.0%   | 0 |               |
| Tesco Metro, Kesgrave, IPSWICH                                   | 0.3%  | 2  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0    | 2.7% | 2    | 0. | .0%    | 0 | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0 | 0.0%   | 0 |               |
| Tesco Superstore, Bedingfeld Way, BURY ST. EDMUNDS               | 0.1%  | 1  | 0.0%   | 0 | 1.7%   | 1 | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0    | 0.0% | 0    | 0. | .0%    | 0 | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0 | 0.0%   | 0 |               |
| Tesco Superstore, Cedars<br>Link Road,<br>STOWMARKET             | 2.1%  | 15 | 0.0%   | 0 | 1.7%   | 1 | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0    | 0.0% | 0    | 1. | .8%    | 1 | 20.0%  | 11 | 3.0%   | 2  | 0.0%    | 0 | 0.0%   | 0 |               |
| Tesco Superstore, St<br>Saviours Interchange,<br>BURY ST EDMUNDS | 0.8%  | 6  | 0.0%   | 0 | 5.2%   | 3 | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0    | 0.0% | 0    | 0. | .0%    | 0 | 0.0%   | 0  | 4.5%   | 3  | 0.0%    | 0 | 0.0%   | 0 |               |
| Tesco, BRAINTREE   | 0.1%  | 1  | 1.5%   | 1 | 0.0%   | 0 | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0    | 0.0% | 0    | 0. | .0%    | 0 | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0 | 0.0%   | 0 |               |
| Tesco, Greenstead Road,<br>COLCHESTER                            | 0.1%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0    | 1.4% | 1    | 0. | .0%    | 0 | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0 | 0.0%   | 0 |               |
| Tesco, Woodhall Business<br>Park, Springlands Way,<br>SUDBURY    | 3.6%  | 26 | 7.5%   | 5 | 6.9%   | 4 | 6.7%   | 5  | 17.9% | 12 | 0.0%  | 0    | 0.0% | 0    | 0. | .0%    | 0 | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0 | 0.0%   | 0 |               |
| Waitrose, Robert Boby Way,<br>BURY ST EDMUNDS                    | 1.3%  | 9  | 0.0%   | 0 | 10.3%  | 6 | 1.3%   | 1  | 0.0%  | 0  | 0.0%  | 0    | 0.0% | 0    | 0. | .0%    | 0 | 0.0%   | 0  | 3.0%   | 2  | 0.0%    | 0 | 0.0%   | 0 |               |
| Waitrose, Station Road,<br>SUDBURY                               | 3.9%  | 28 | 3.0%   | 2 | 1.7%   | 1 | 17.3%  | 13 | 17.9% | 12 | 0.0%  | 0    | 0.0% | 0    | 0. | .0%    | 0 | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0 | 0.0%   | 0 |               |
| Bury St. Edmunds   | 2.5%  | 18 | 0.0%   | 0 | 6.9%   | 4 | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0    | 0.0% | 0    | 0. | .0%    | 0 | 0.0%   | 0  | 17.9%  | 12 | 1.7%    | 1 | 1.6%   | 1 |               |
| Debenham   | 0.7%  | 5  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0    | 0.0% | 0    | 5. | .3%    | 3 | 0.0%   | 0  | 0.0%   | 0  | 3.4%    | 2 | 0.0%   | 0 |               |
| Dedham   | 0.4%  | 3  | 0.0%   | 0 | 0.0%   | 0 |        | 0  | 0.0%  | 0  | 0.0%  | 0    | 4.1% | 3    |    | .0%    | 0 | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0 |        | 0 |               |
| Eye  | 0.3%  | 2  | 0.0%   | 0 | 0.0%   | 0 |        | 0  | 0.0%  | 0  | 0.0%  | 0    | 0.0% | 0    |    | .0%    | 0 | 0.0%   | 0  | 0.0%   | 0  | 3.4%    | 2 |        | 0 |               |
| Hadleigh   | 1.8%  | 13 | 0.0%   | 0 | 0.0%   | 0 |        | 1  | 0.0%  |    | 14.9% | 11   | 1.4% | 1    |    | .0%    | 0 | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0 | 0.0%   | 0 |               |
| Halstead   | 0.7%  | 5  | 4.5%   | 3 |        | 0 |        | 0  | 0.0%  | 0  |       | 0    | 0.0% | 0    |    | .0%    | 0 | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0 |        | 2 |               |
| Ipswich  | 1.3%  | 9  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%  | 0  | 2.7%  | 2    | 5.5% | 4    | 5. | .3%    | 3 | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0 | 0.0%   | 0 |               |
|  |       |    |        |   |        |   |        |    |       |    |       |      |      |      |    |        |   |        |    |        |    |         |   |        |   |               |

|   |       |    |        |   |        |   |        |   |        | 1 | or Ca  | 111 | 1 901 | iias |       |   |    |        |   |        |    |        |   |       |    | rebluary 2013 |
|---|-------|----|--------|---|--------|---|--------|---|--------|---|--------|-----|-------|------|-------|---|----|--------|---|--------|----|--------|---|-------|----|---------------|
|   | Total |    | Zone 1 |   | Zone 2 |   | Zone 3 |   | Zone 4 |   | Zone 5 |     | Zone  | 6    | Zone  | 7 | 7  | Zone 8 |   | Zone 9 |    | Zone 1 | 0 | Zone  | 11 |               |
|   | 0.404 |    | 0.004  |   | 0.004  |   | 1.00/  |   | 0.004  |   | 0.004  |     | 0.004 |      | 0.004 |   |    |        |   | 0.004  | ^  | 0.004  |   | 0.004 |    |               |
| Lavenham  | 0.1%  | 1  | 0.0%   | 0 |        | 0 | 1.3%   | 1 | 0.0%   | 0 | 0.0%   | 0   | 0.0%  | 0    |       | 0 |    | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%  | 0  |               |
| Long Melford  | 0.3%  | 2  | 3.0%   | 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  |               |
| Manningtree   | 0.3%  | 2  | 0.0%   | 0 |        | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0   | 2.7%  | 2    | 0.0%  | 0 |    | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%  | 0  |               |
| Needham Market  | 0.6%  | 4  | 0.0%   | 0 |        | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0   | 0.0%  | 0    |       | 4 |    | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%  | 0  |               |
| Sudbury   | 1.5%  | 11 | 0.0%   | 0 |        | 0 | 5.3%   |   | 10.4%  | 7 | 0.0%   | 0   | 0.0%  | 0    |       | 0 |    | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%  | 0  |               |
| Stowmarket  | 1.3%  | 9  | 0.0%   | 0 |        | 2 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0   | 0.0%  | 0    |       |   | 12 |        | 7 | 0.0%   | 0  | 0.0%   | 0 | 0.0%  | 0  |               |
| Street / Farmers' Markets in<br>Stowmarket                            | 0.1%  | 1  | 0.0%   | 0 |        | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0   | 0.0%  | 0    |       | 0 |    | 1.8%   | 1 | 0.0%   | 0  | 0.0%   | 0 | 0.0%  |    |               |
| Street / Farmers' Markets in Sudbury                                  | 0.4%  | 3  | 0.0%   | 0 | 0.0%   | 0 | 1.3%   | 1 | 3.0%   | 2 | 0.0%   | 0   | 0.0%  | 0    | 0.0%  | 0 | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%  | 0  |               |
| Aldi, Hines Road, Ipswich   | 0.1%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 1.4%   | 1   | 0.0%  | 0    | 0.0%  | 0 | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%  | 0  |               |
| Aldi, Mere Street, Diss   | 0.4%  | 3  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0   | 0.0%  | 0    | 0.0%  | 0 | 0  | 0.0%   | 0 | 0.0%   | 0  | 3.4%   | 2 | 1.6%  | 1  |               |
| Aldi, Newmarket Road,<br>Dettingen Way, Bury St.<br>Edmunds           | 0.7%  | 5  | 0.0%   | 0 | 6.9%   | 4 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0   | 0.0%  | 0    | 0.0%  | 0 | 1  | 1.8%   | 1 | 0.0%   | 0  | 0.0%   | 0 | 0.0%  | 0  |               |
| Andrews Quality Butchers,<br>High Street, Hadleigh                    | 0.1%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 1.4%   | 1   | 0.0%  | 0    | 0.0%  | 0 | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%  | 0  |               |
| Asda Superstore, Stoke Park<br>Drive, Ipswich                         | 0.3%  | 2  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0   | 2.7%  | 2    | 0.0%  | 0 | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%  | 0  |               |
| Asda Superstore, Western<br>Way, Bury St. Edmunds                     | 0.4%  | 3  | 0.0%   | 0 | 5.2%   | 3 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0   | 0.0%  | 0    | 0.0%  | 0 | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%  | 0  |               |
| Asda Superstore, Whitehouse Industrial Estate, Goddard Road, Ipswich  | 0.6%  | 4  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0   | 0.0%  | 0    | 7.0%  | 4 | 0  | ).0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%  | 0  |               |
| Budgens, Bullock Fair Close,<br>Harleston                             | 1.8%  | 13 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0   | 0.0%  | 0    | 0.0%  | 0 | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 20.3% | 13 |               |
| Budgens, The Street, East<br>Bergholt                                 | 0.1%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0   | 1.4%  | 1    | 0.0%  | 0 | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%  | 0  |               |
| Co-op, Ashfield Road,<br>Elmswell                                     | 2.0%  | 14 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0   | 0.0%  | 0    | 0.0%  | 0 | 1  | 1.8%   | 1 | 19.4%  | 13 | 0.0%   | 0 | 0.0%  | 0  |               |
| Co-op, Broad Street, Eye  | 0.4%  | 3  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0   | 0.0%  | 0    | 0.0%  | 0 | 0  | 0.0%   | 0 | 0.0%   | 0  | 5.2%   | 3 | 0.0%  | 0  |               |
| Co-op, Chancery Lane,   | 0.7%  | 5  | 0.0%   | 0 |        | 0 | 0.0%   | 0 | 0.0%   | 0 |        | 0   | 0.0%  | 0    |       | 4 |    | 0.0%   | 0 | 0.0%   | 0  | 1.7%   | 1 | 0.0%  | 0  |               |
| Debenham  |       |    |        |   |        |   |        |   |        |   |        |     |       |      |       |   |    |        |   |        |    |        |   |       |    |               |
| Co-op, Chapel Road, West<br>Bergholt                                  | 0.7%  | 5  | 7.5%   | 5 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0   | 0.0%  | 0    | 0.0%  | 0 | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%  | 0  |               |
| Co-op, Colchester Road,<br>Ipswich                                    | 0.1%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0   | 0.0%  | 0    | 1.8%  | 1 | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%  | 0  |               |
| Co-op, Combs Lane, Combs<br>Ford, Stowmarket                          | 0.1%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0   | 0.0%  | 0    | 0.0%  | 0 | 1  | 1.8%   | 1 | 0.0%   | 0  | 0.0%   | 0 | 0.0%  | 0  |               |
| Co-op, Fircroft Road, Ipswich   | 0.1%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0   | 0.0%  | 0    | 1.8%  | 1 | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%  | 0  |               |
| Co-op, Fiveways Retail Park,<br>Peartree Road, Stanway,<br>Colchester | 0.1%  | 1  | 1.5%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0   | 0.0%  | 0    | 0.0%  | 0 | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%  | 0  |               |
| Co-op, Greenways<br>Neighbourhood Centre,                             | 0.1%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0   | 0.0%  | 0    | 0.0%  | 0 | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 1.6%  | 1  |               |
|   |       |    |        |   |        |   |        |   |        |   |        |     |       |      |       |   |    |        |   |        |    |        |   |       |    |               |

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|---|-------|----|--------|----|--------|---|--------|---|--------|---|--------|---|--------|---|--------|---|--------|---|--------|---|--------|----|--------|---|------------------|
|   | Total |    | Zone 1 | l  | Zone 2 | 2 | Zone 3 |   | Zone 4 | ļ | Zone S | 5 | Zone 6 | , | Zone 7 |   | Zone 8 | 3 | Zone 9 |   | Zone 1 | 0  | Zone 1 | 1 |                  |
| Ravenswood, Ipswich                             |       |    |        |    |        |   |        |   |        |   |        |   |        |   |        |   |        |   |        |   |        |    |        |   |                  |
| Co-op, High Street, Earls<br>Colne              | 0.7%  | 5  | 6.0%   | 4  | 0.0%   | 0 | 0.0%   | 0 | 1.5%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 |                  |
| Co-op, High Street, Laxfield                    | 0.3%  | 2  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 3.1%   | 2 |                  |
| Co-op, Hillside Road East,<br>Bungay            | 0.1%  | 1  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 1.6%   | 1 |                  |
| Co-op, London Road,<br>Harleston                | 0.3%  | 2  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 3.1%   | 2 |                  |
| Co-op, Market Hill, Clare                       | 1.4%  | 10 | 14.9%  | 10 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 |                  |
| Co-op, Market Hill,<br>Framlingham              | 0.6%  | 4  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 1.8%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 4.7%   | 3 |                  |
| Co-op, Market Place,<br>Harleston               | 0.3%  | 2  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 3.1%   | 2 |                  |
| Co-op, Norwich Road,<br>Barham, Claydon         | 1.0%  | 7  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 12.3%  | 7 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 |                  |
| Co-op, Old Street, Haughley                     | 0.6%  | 4  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 6.0%   | 4 | 0.0%   | 0  | 0.0%   | 0 |                  |
| Co-op, Selkirk Road,<br>Ipswich                 | 0.1%  | 1  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 1.8%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 |                  |
| Co-op, Sprites Lane,<br>Laburnam Close, Ipswich | 0.3%  | 2  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 2.7%   | 2 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 |                  |
| Co-op, The Street, Holbrook                     | 0.7%  | 5  |        | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |        | 5 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 |                  |
| Co-op, The Street, Long<br>Stratton             | 0.1%  | 1  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 1.6%   | 1 |                  |
| Co-op, The Street,<br>Rickinghall, Diss         | 2.4%  | 17 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 1.5%   | 1 | 27.6%  | 16 | 0.0%   | 0 |                  |
| Co-op, The Street,<br>Wherstead, Holbrook       | 0.3%  | 2  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 2.7%   | 2 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 |                  |
| Co-op, The Street, Woolpit                      | 1.1%  | 8  | 0.0%   | 0  | 1.7%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 10.4%  | 7 | 0.0%   | 0  | 0.0%   | 0 |                  |
| Co-op, Thoroughfare,<br>Woodbridge              | 0.1%  | 1  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 1.6%   | 1 |                  |
| Hollow Trees Farm Shop,<br>Semer, Ipswich       | 0.4%  | 3  | 0.0%   | 0  | 0.0%   | 0 | 1.3%   | 1 | 0.0%   | 0 | 2.7%   | 2 |        | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 |                  |
| Iceland, Cornhill, Bury St. Edmunds             | 0.1%  | 1  | 0.0%   | 0  | 1.7%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 |                  |
| Iceland, High Street,<br>Haverhill              | 0.1%  | 1  | 1.5%   | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 |                  |
| Iceland, North Street,<br>Sudbury               | 0.4%  | 3  | 0.0%   | 0  | 0.0%   | 0 | 2.7%   | 2 | 1.5%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 |                  |
| Lidl, Handford Road,<br>Ipswich                 | 0.3%  | 2  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 1.4%   | 1 | 1.8%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 |                  |
| Lidl, London Road, Ipswich                      | 0.1%  | 1  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 1.4%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 |                  |
| Local shops, Bacton                             | 0.3%  | 2  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 3.6%   | 2 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 |                  |
| Local shops, Beccles                            | 0.4%  | 3  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 4.7%   | 3 |                  |
| Local shops, Bildeston                          | 0.4%  | 3  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 4.1%   | 3 | 0.0%   | 0 |        | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 |                  |
| Local shops, Boxford                            | 0.3%  | 2  | 0.0%   | 0  | 0.0%   | 0 | 2.7%   | 2 | 0.0%   | 0 | 0.0%   | 0 | 0.0,0  | 0 |        | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 |                  |
| Local shops, Cavendish                          | 0.1%  | 1  | 1.5%   | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |        | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 |                  |
| Local shops, Chelmondiston                      | 0.1%  | 1  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 1.4%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 |                  |
|   |       |    |        |    |        |   |        |   |        |   |        |   |        |   |        |   |        |   |        |   |        |    |        |   |                  |

|  |              |          |              |    |              |   |              |   |              | - | or C         | ui ii | 1 001        | 143 |              |   |              |   |              |   |              |   |              |     | February 2015 |
|--|--------------|----------|--------------|----|--------------|---|--------------|---|--------------|---|--------------|-------|--------------|-----|--------------|---|--------------|---|--------------|---|--------------|---|--------------|-----|---------------|
|  | Total        |          | Zone 1       | l  | Zone 2       | 2 | Zone 3       | , | Zone 4       | ļ | Zone         | 5     | Zone         | 6   | Zone '       | 7 | Zone 8       | 8 | Zone 9       | ı | Zone 1       | 0 | Zone 1       | 1   |               |
| Levelsham C. 15 11                                 | 0.40/        | 2        | 0.00/        | 0  | E 20/        | 2 | 0.00/        | 0 | 0.00/        | 0 | 0.00/        | 0     | 0.00/        | 0   | 0.00/        | 0 | 0.00/        | 0 | 0.00/        | 0 | 0.00/        | 0 | 0.00/        | 0   |               |
| Local shops, Cockfield                             | 0.4%         | 3        | 0.0%         | 0  | 5.2%         | 3 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0     | 0.0%         | 0   |              | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0   |               |
| Local shops, Combs Ford                            | 0.1%         | 1        | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0     | 0.0%         | 0   |              | 0 | 1.8%         | 1 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0   |               |
| Local shops, Dickleburgh                           | 0.1%         | 1        | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0     | 0.0%         | 0   | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 1.6%         | 1 3 |               |
| Local shops, Diss                                  | 0.8%         | 6<br>4   | 0.0%<br>0.0% | 0  | 0.0%<br>0.0% | 0 | 0.0%<br>0.0% | 0 | 0.0%<br>0.0% | 0 | 0.0%<br>0.0% | 0     | 0.0%         | 4   | 0.0%         | 0 | 0.0%<br>0.0% | 0 | 0.0%<br>0.0% | 0 | 5.2%<br>0.0% | 3 | 4.7%<br>0.0% | 0   |               |
| Local shops, East Bergholt                         | 0.6%         | 4        | 0.0%         |    |              | 0 |              |   |              | 0 |              | 0     | 5.5%         | 0   | 0.0%         |   |              | 0 |              | - |              |   |              | 0   |               |
| Local shops, Elmswell                              | 0.6%         | 1        | 0.0%         | 0  | 0.0%         | - | 0.0%         | 0 | 0.0%<br>0.0% |   | 0.0%         | 0     | 0.0%         | -   | 0.0%         | 0 | 0.0%<br>0.0% | 0 | 6.0%<br>0.0% | 4 | 0.0%         | 0 | 0.0%<br>1.6% | 1   |               |
| Local shops, Fressingfield                         | 0.1%         | 1        |              |    | 0.0%         | 0 | 0.0%         | 0 |              | 0 | 0.0%         | 0     | 0.0%         | 0   | 0.0%         |   |              | 0 |              | 0 | 0.0%         | 0 |              | 0   |               |
| Local shops, Gislingham                            | 0.1%         | -        | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | - | 0.0%         | 0 | 0.0%         | 0     | 0.0%         | 0   | 0.0%         | 0 | 0.0%<br>0.0% | 0 | 0.0%         | 0 | 1.7%         | - | 0.0%<br>0.0% | 0   |               |
| Local shops, Glemsford                             | 1.4%         | 10<br>11 |              | 10 | 0.0%<br>0.0% | 0 | 0.0%         | 0 | 0.0%<br>0.0% | 0 | 0.0%         | 0     | 0.0%<br>0.0% | 0   | 0.0%         | 0 | 0.0%         | 0 | 0.0%<br>0.0% | 0 | 0.0%         | 0 | 17.2%        | 11  |               |
| Local shops, Harleston                             | 1.5%<br>0.1% | 11       | 0.0%<br>0.0% | 0  | 0.0%         | 0 | 0.0%<br>0.0% | 0 | 0.0%         | 0 | 0.0%<br>1.4% | 1     | 0.0%         | 0   | 0.0%<br>0.0% | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%<br>0.0% | 0 | 0.0%         | 0   |               |
| Local shops, Hitcham                               | 0.1%         | 1        | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0     | 1.4%         | 1   | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0   |               |
| Local shops, Holbrook                              | 0.1%         | 1        | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0     | 0.0%         | 0   | 0.0%         | 0 | 1.8%         | 1 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0   |               |
| Local shops, Horley                                | 0.1%         | 1        | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0     | 0.0%         | 0   | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 1.6%         | 1   |               |
| Local shops, Hoxne                                 | 0.1%         | 4        | 0.0%         | 0  | 6.9%         | 4 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0     | 0.0%         | 0   | 0.0%         | 0 |              | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0   |               |
| Local shops, Lawshall                              | 0.6%         | 2        | 0.0%         | 0  | 0.9%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0     | 0.0%         | 0   | 0.0%         | 0 | 0.0%<br>3.6% | 2 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0   |               |
| Local shops, Mendlesham                            | 0.3%         | 1        | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0     | 0.0%         | 0   | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 1.6%         | 1   |               |
| Local shops, Metfield<br>Local shops, Monks Eleigh | 0.1%         | 1        | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 1.4%         | 1     | 0.0%         | 0   | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0   |               |
| Local shops, Mundesley                             | 0.1%         | 1        | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 1.4%         | 1     | 0.0%         | 0   | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0   |               |
| Local shops, Norton                                | 0.1%         | 1        | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0     | 0.0%         | 0   | 0.0%         | 0 | 0.0%         | 0 | 1.5%         | 1 | 0.0%         | 0 | 0.0%         | 0   |               |
| Local shops, Otley                                 | 0.1%         | 1        | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0     | 0.0%         | 0   | 1.8%         | 1 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0   |               |
| Local shops, Rattlesden                            | 0.1%         | 1        | 0.0%         | 0  | 1.7%         | 1 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0     | 0.0%         | 0   | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0   |               |
| Local shops, Radgrave                              | 0.1%         | 2        | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0     | 0.0%         | 0   | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 3.4%         | 2 | 0.0%         | 0   |               |
| Local shops, Rickinghall                           | 0.3%         | 1        | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0     | 0.0%         | 0   | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 1.7%         | 1 | 0.0%         | 0   |               |
| Local shops, Rougham                               | 0.1%         | 1        | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0     | 0.0%         | 0   | 0.0%         | 0 | 0.0%         | 0 | 1.5%         | 1 | 0.0%         | 0 | 0.0%         | 0   |               |
| Local shops, Sicklesmere                           | 0.1%         | 2        | 0.0%         | 0  | 3.4%         | 2 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0     | 0.0%         | 0   | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0   |               |
| Local shops, Stanton                               | 0.3%         | 1        | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0     | 0.0%         | 0   | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 1.6%         | 1   |               |
| Local shops, Stradbroke                            | 0.1%         | 3        | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0     | 0.0%         | 0   | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 1.7%         | 1 | 3.1%         | 2   |               |
| Local shops, Tharston                              | 0.1%         | 1        | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0     | 0.0%         | 0   | 0.0%         | 0 | 0.0%         | 0 | 1.5%         | 1 | 0.0%         | 0 | 0.0%         | 0   |               |
| Local shops, Thorndon                              | 0.1%         | 2        | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0     | 0.0%         | 0   | 0.0%         | 0 |              | 0 | 0.0%         | 0 | 3.4%         | 2 | 0.0%         | 0   |               |
| Local shops,                                       | 0.1%         | 1        | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0     | 0.0%         | 0   | 0.0%         | 0 |              | 0 | 1.5%         | 1 | 0.0%         | 0 | 0.0%         | 0   |               |
| Walsham-le-Willows                                 | 0.170        |          | 0.070        | U  | 0.070        | U | 0.070        | U | 0.070        | U | 0.070        | Ü     | 0.070        | U   | 0.070        | Ü | 0.070        | U | 1.570        | 1 | 0.070        | U | 0.070        | Ü   |               |
| Local shops, Westley                               | 0.1%         | 1        | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0     | 1.4%         | 1   | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0   |               |
| Local shops, Woodbridge                            | 0.1%         | 1        | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0     | 0.0%         | 0   |              | 1 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0   |               |
| Local shops, Woolpit                               | 0.1%         | 2        | 0.0%         | 0  | 1.7%         | 1 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0     | 0.0%         | 0   | 0.0%         | 0 |              | 0 | 1.5%         | 1 | 0.0%         | 0 | 0.0%         | 0   |               |
| Marks & Spencer,                                   | 0.3%         | 2        | 0.0%         | 0  | 1.7%         | 1 | 1.3%         | 1 | 0.0%         | 0 | 0.0%         | 0     | 0.0%         | 0   |              | 0 |              | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0   |               |
| Buttermarket, Bury St.                             | 0.570        | _        | 0.070        | Ů  | 1.7 /0       | • | 1.570        | • | 0.070        | Ü | 0.070        | O     | 0.070        | Ü   | 0.070        | Ů | 0.070        | · | 0.070        | Ü | 0.070        | Ü | 0.070        | O   |               |
| Edmunds  |              |          |              |    |              |   |              |   |              |   |              |       |              |     |              |   |              |   |              |   |              |   |              |     |               |
| Marks & Spencer, Westgate                          | 0.3%         | 2        | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0     | 1.4%         | 1   | 1.8%         | 1 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0   |               |
| Street, Ipswich                                    | 0.570        | _        | 0.070        |    | 3.370        | 0 | 0.070        | Ü | 0.070        | Ü | 0.070        | J     | 1.170        | 1   | 1.070        |   | 0.070        |   | 0.070        | J | 0.070        | Ü | 0.070        | Ü   |               |
| Morrisons, Iconfield Park,                         | 0.1%         | 1        | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0     | 0.0%         | 0   | 1.8%         | 1 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0   |               |
| Garland Road, Harwich                              | 0.1 /0       | 1        | 0.070        | 3  | 0.070        | J | 0.070        | 3 | 0.070        | 3 | 0.070        | 3     | 0.070        | 0   | 1.070        | 1 | 0.070        | 0 | 0.070        | 3 | 0.070        | 3 | 0.070        | Ü   |               |
| Sainsbury's, Bedingfeld                            | 1.5%         | 11       | 0.0%         | 0  | 12.1%        | 7 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0     | 0.0%         | 0   | 0.0%         | 0 | 0.0%         | 0 | 6.0%         | 4 | 0.0%         | 0 | 0.0%         | 0   |               |
| Way, Bury St. Edmunds                              | 1.5/0        | 11       | 0.070        | U  | 12.1/0       | , | 0.070        | U | 0.070        | U | 0.070        | J     | 0.070        | J   | 0.070        | J | 0.070        | J | 0.070        | 7 | 0.070        | Ü | 0.070        | U   |               |
| Sainsbury's, High Street,                          | 0.4%         | 3        | 4.5%         | 3  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0     | 0.0%         | 0   | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0   |               |
| Halstead   | 0.170        | 3        | 1.570        | 3  | 0.070        | J | 0.070        | 3 | 0.070        | 3 | 0.070        | 3     | 0.070        | 0   | 0.070        | 3 | 0.070        | 0 | 0.070        | 3 | 0.070        | 3 | 0.070        | Ü   |               |
| Sainsbury's, Western                               | 0.1%         | 1        | 1.5%         | 1  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0     | 0.0%         | 0   | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0   |               |
|  | /-           | -        | /0           | •  | /-           | v | 2.370        | • | /-           | v | 2.070        | J     | 2.070        | ,   | 2.070        | 9 | 2.370        | ~ | /0           | Ü | /-           | Ü | 2.370        | ~   |               |

| Figure Church Street, 9.3% 2 0.0% 0 0 |   |       |     |      |    |        |    |      |    |          |        |      |    |      |    |        |    |        |    |        |    |        |    |        |    |  |
|--|---|-------|-----|------|----|--------|----|------|----|----------|--------|------|----|------|----|--------|----|--------|----|--------|----|--------|----|--------|----|--|
| Colester    |   | Total | l   | Zone | 1  | Zone 2 | 2  | Zone | 3  | Zone     | 4      | Zone | 5  | Zone | 6  | Zone ' | 7  | Zone 8 | 3  | Zone 9 | )  | Zone 1 | 0  | Zone 1 | 11 |  |
| Colester    | Approach Stanway                            |       |     |      |    |        |    |      |    |          |        |      |    |      |    |        |    |        |    |        |    |        |    |        |    |  |
| Figure Church Street, 9.3% 2 0.0% 0 0 |   |       |     |      |    |        |    |      |    |          |        |      |    |      |    |        |    |        |    |        |    |        |    |        |    |  |
| Strangling Name   Strangling   | Spar, Bells Lane, Glemsford                 | 0.1%  | 1   | 1.5% | 1  | 0.0%   | 0  | 0.0% | 0  | 0.0%     | 0      | 0.0% | 0  | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |  |
| Mundesley   Street   Farmers' Markets in   0.1%   1   0.0%   0     | Spar, Church Street,<br>Stradbroke, Eye     | 0.3%  | 2   | 0.0% | 0  | 0.0%   | 0  | 0.0% | 0  | 0.0%     | 0      | 0.0% | 0  | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 3.1%   | 2  |  |
| Modelbridge   Fesco Extra, Copdock   0.3%   2   0.0%   0   0.0%    | Spar, High Street,<br>Mundesley             | 0.1%  | 1   | 0.0% | 0  | 0.0%   | 0  | 0.0% | 0  | 0.0%     | 0      | 0.0% | 0  | 0.0% | 0  | 0.0%   | 0  |        | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |  |
| Interchange, İpswich Fesco Superstore, Cangle Road, Haverhill Fesco Superstore, Epswich Road, Haverhill Fesco Superstore, Ipswich Road, Haverhill Fesco Superstore, Ipswich Road, Hordering Fesco Superstore, Ipswich Road, Norwich Fesco Superstore, Victoria Road, Diss Road, Norwich Reso Superstore, Victoria Road, Norwich Reso Superstore, Dissertial Road, Diss Road, Diss Road, Norwich Reso Superstore, Dissertial Road, Diss Road, Norwich Reso Superstore, Dissertial Road, Dissertial Roa | Street / Farmers' Markets in Woodbridge     | 0.1%  | 1   | 0.0% | 0  | 0.0%   | 0  | 0.0% | 0  | 0.0%     | 0      | 0.0% | 0  | 0.0% | 0  | 1.8%   | 1  |        | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |  |
| Road, Haverhill Fesco Superstore, Ipswich  | C 1   |       | 2   |      | 0  |        |    |      | 0  |          |        |      |    |      |    |        |    |        |    |        |    |        | 0  |        | 0  |  |
| Road, Norwich   Road, Diss   Waitrose, Corn Exchange,  | Гesco Superstore, Cangle<br>Road, Haverhill | 0.1%  | 1   | 1.5% | 1  | 0.0%   | 0  | 0.0% | 0  | 0.0%     | 0      | 0.0% | 0  | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |  |
| Road, Diss Vaitrose, Corn Exchange, Vaitrose, Fred Archer Way, Vaitrose, Corn Excharge, Vaitrose, Corn |   | 0.1%  | 1   | 0.0% | 0  | 0.0%   | 0  | 0.0% | 0  | 0.0%     | 0      | 0.0% | 0  | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 1.6%   | 1  |  |
| Ipswich   Waitrose, Fred Archer Way,   0.1%   1   0.0%   0   1.7%   1   0.0%   0   0.0   |   | 0.6%  | 4   | 0.0% | 0  | 0.0%   | 0  | 0.0% | 0  | 0.0%     | 0      | 0.0% | 0  | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 6.9%   | 4  | 0.0%   | 0  |  |
| Newmarket Waitrose, Futura Park, Crane   |   | 0.1%  | 1   | 0.0% | 0  | 0.0%   | 0  | 0.0% | 0  | 0.0%     | 0      | 0.0% | 0  | 1.4% | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |  |
| Boulevard, Ipswich Internet / mail order   |   | 0.1%  | 1   | 0.0% | 0  | 1.7%   | 1  | 0.0% | 0  | 0.0%     | 0      | 0.0% | 0  | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |  |
| Sase: 715 67 58 75 67 74 73 57 55 67 58 64  207AWhich retailer do you purchase your top-up food internet / home delivery shopping from?  Those who do their top-up food shopping via the Internet at Q07: AND Excl Nulls  2084 50.0% 1 0.0% 0 0. | , ,   | 0.1%  | 1   | 0.0% | 0  | 0.0%   | 0  | 0.0% | 0  | 0.0%     | 0      | 0.0% | 0  | 1.4% | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |  |
| 207AWhich retailer do you purchase your top-up food internet / home delivery shopping from?  Those who do their top-up food shopping via the Internet at Q07: AND Excl Nulls  asda 50.0% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 100.0% 1 0.0% 0 0.0% 0 0.0% 0 0.0%  Other 50.0% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 100.0% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0  | nternet / mail order                        | 0.3%  | 2   | 0.0% | 0  | 0.0%   | 0  | 0.0% | 0  | 0.0%     | 0      | 0.0% | 0  | 0.0% | 0  | 1.8%   | 1  | 1.8%   | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |  |
| Those who do their top-up food shopping via the Internet at Q07: AND Excl Nulls  Asda 50.0% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 100.0% 1 0.0% 0 0.0% 0 0.0% 0 0.0%  Other 50.0% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 100.0% 1 0.0% 0 0.0% 0 0.0% 0 0.0%  | ase:  |       | 715 |      | 67 |        | 58 |      | 75 |          | 67     |      | 74 |      | 73 |        | 57 |        | 55 |        | 67 |        | 58 |        | 64 |  |
| Other 50.0% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 100.0% 1 0.0% 0 0.0% 0 0.0% 0   |   | •     | •   |      | •  |        |    |      | -  | / shoppi | ing fr | om?  |    |      |    |        |    |        |    |        |    |        |    |        |    |  |
|  |   |       | 1   |      | 0  |        |    |      |    |          |        |      |    |      |    |        | 0  |        | 1  |        |    |        |    |        |    |  |
| Base: 2 0 0 0 0 0 0 1 1 0 0 0  | Other                                       | 50.0% | 1   | 0.0% | 0  | 0.0%   | 0  | 0.0% | 0  | 0.0%     | 0      | 0.0% | 0  | 0.0% | 0  | 100.0% | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |  |
|  | Base:                                       |       | 2   |      | 0  |        | 0  |      | 0  |          | 0      |      | 0  |      | 0  |        | 1  |        | 1  |        | 0  |        | 0  |        | 0  |  |

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|                   |                                  |       |       |       |        |        |        |       |          |        | _      |        |        |        |       |       |       |       |       |       |       |       |       |       | • |
|-------------------|----------------------------------|-------|-------|-------|--------|--------|--------|-------|----------|--------|--------|--------|--------|--------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|---|
|                   | Tot                              | al    | Zone  | e 1   | Zone   | e 2    | Zone   | 3     | Zone     | 4      | Zone   | 5      | Zone   | e 6    | Zone  | e 7   | Zone  | 8     | Zone  | 9     | Zone  | 10    | Zone  | 11    |   |
| Q08 Of all the mo | oney you spen<br>top-up shopping |       |       | n and | top-up | food s | hoppin | g, wh | at share | e goes | to you | r mair | food s | shoppi | ing?  |       |       |       |       |       |       |       |       |       |   |
| 1% - 5%           | 0.0%                             | 0     | 0.0%  | 0     | 0.0%   | 0      | 0.0%   | 0     | 0.0%     | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     |   |
| 6% - 10%          | 0.0%                             | 0     | 0.0%  | 0     | 0.0%   | 0      | 0.0%   | 0     | 0.0%     | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     |   |
| 11% - 15%         | 0.0%                             | 0     | 0.0%  | 0     | 0.0%   | 0      | 0.0%   | 0     | 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% - 20%         | 0.4%                             | 3     | 0.0%  | 0     | 0.0%   | 0      | 0.0%   | 0     | 0.0%     | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%  | 0     | 1.6%  | 1     | 1.4%  | 1     | 0.0%  | 0     | 1.5%  | 1     |   |
| 21% - 25%         | 0.3%                             | 2     | 0.0%  | 0     | 0.0%   | 0      | 0.0%   | 0     | 0.0%     | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.7%  | 1     | 1.6%  | 1     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     |   |
| 26% - 30%         | 0.8%                             | 6     | 0.0%  | 0     | 0.0%   | 0      | 1.3%   | 1     | 1.5%     | 1      | 0.0%   | 0      | 1.3%   | 1      | 3.4%  | 2     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 1.5%  | 1     |   |
| 31% - 35%         | 0.0%                             | 0     | 0.0%  | 0     | 0.0%   | 0      | 0.0%   | 0     | 0.0%     | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     |   |
| 36% - 40%         | 0.8%                             | 6     | 0.0%  | 0     | 1.6%   | 1      | 0.0%   | 0     | 1.5%     | 1      | 1.4%   | 1      | 0.0%   | 0      | 1.7%  | 1     | 1.6%  | 1     | 1.4%  | 1     | 0.0%  | 0     | 0.0%  | 0     |   |
| 41% - 45%         | 0.0%                             | 0     | 0.0%  | 0     | 0.0%   | 0      | 0.0%   | 0     | 0.0%     | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     |   |
| 46% - 50%         | 7.7%                             | 57    | 10.4% | 7     | 9.7%   | 6      | 9.3%   | 7     | 9.0%     | 6      | 13.5%  | 10     | 9.1%   | 7      | 5.1%  | 3     | 1.6%  | 1     | 1.4%  | 1     | 11.3% | 7     | 3.0%  | 2     |   |
| 51% - 55%         | 0.0%                             | 0     | 0.0%  | 0     | 0.0%   | 0      | 0.0%   | 0     | 0.0%     | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     |   |
| 56% - 60%         | 8.1%                             | 60    |       | 6     | 3.2%   | 2      | 10.7%  | 8     | 6.0%     | 4      | 17.6%  | 13     | 6.5%   | 5      | 8.5%  | 5     | 6.5%  | 4     | 5.6%  | 4     | 4.8%  | 3     | 9.1%  | 6     |   |
| 61% - 65%         | 0.8%                             |       |       | 1     | 0.0%   | 0      | 1.3%   | 1     | 1.5%     | 1      | 0.0%   | 0      | 0.0%   | 0      |       | 0     | 1.6%  | 1     | 1.4%  | 1     | 1.6%  | 1     | 0.0%  | 0     |   |
| 66% - 70%         | 11.3%                            |       |       | 9     | 0.0 70 | 4      | 13.3%  | 10    | 11.9%    | 8      | 8.1%   | 6      | 20.8%  | 16     |       | 4     | 8.1%  | 5     |       | 11    | 6.5%  | 4     | 10.6% | 7     |   |
| 71% - 75%         | 9.6%                             |       |       | 7     | 9.7%   | 6      | 5.3%   | 4     | 6.0%     |        | 14.9%  | 11     | 9.1%   | 7      | 8.5%  | 5     | 9.7%  | 6     | 12.5% | 9     | 9.7%  | 6     | 9.1%  | 6     |   |
| 76% - 80%         | 23.4%                            |       |       |       | 22.6%  |        | 29.3%  | 22    | 29.9%    | 20     | 17.6%  | 13     | 23.4%  |        | 32.2% |       | 17.7% | 11    | 15.3% | 11    | 25.8% | 16    |       | 17    |   |
| 81% - 85%         | 3.5%                             |       |       | 3     |        | 3      | 1.3%   | 1     | 4.5%     | 3      | 2.7%   | 2      | 3.9%   | 3      |       |       | 6.5%  | 4     | 6.9%  | 5     | 3.2%  | 2     | 0.0%  | 0     |   |
| 86% - 90%         | 15.7%                            |       |       | 12    |        | 13     | 9.3%   | 7     | 9.0%     | 6      | 9.5%   | 7      | 15.6%  | 12     |       |       | 17.7% | 11    | 19.4% | 14    | 17.7% | 11    | 24.2% | 16    |   |
| 91% - 95%         | 5.1%                             |       |       | 1     | 9.7%   | 6      | 4.0%   | 3     | 4.5%     | 3      | 4.1%   | 3      | 3.9%   | 3      |       |       | 8.1%  | 5     | 5.6%  | 4     | 6.5%  | 4     | 4.5%  | 3     |   |
| 96% - 100%        | 2.2%                             |       |       | 2     |        | 2      | 5.3%   | 4     |          | 0      | 2.7%   | 2      | 0.0%   | 0      |       | 1     | 1.6%  | 1     | 2.8%  | 2     | 3.2%  | 2     | 0.0%  | 0     |   |
| (Don't know)      | 10.0%                            |       | 9.0%  | 6     |        | 5      | 8.0%   | 6     | 14.9%    | 10     | 8.1%   | 6      | 5.2%   | 4      | 11.9% | 7     | 16.1% | 10    | 9.7%  | 7     | 9.7%  | 6     | 10.6% | 7     |   |
| (Refused)         | 0.4%                             | 3     | 0.0%  | 0     | 0.0%   | 0      | 1.3%   | 1     | 0.0%     | 0      | 0.0%   | 0      | 1.3%   | 1      | 0.0%  | 0     | 0.0%  | 0     | 1.4%  | 1     | 0.0%  | 0     | 0.0%  | 0     |   |
| Mean:             |                                  | 75.67 |       | 75.33 |        | 79.04  |        | 74.66 |          | 73.95  |        | 71.84  |        | 74.79  |       | 74.10 |       | 77.33 |       | 78.00 |       | 77.54 |       | 76.75 |   |
| Base:             |                                  | 743   |       | 67    |        | 62     |        | 75    |          | 67     |        | 74     |        | 77     |       | 59    |       | 62    |       | 72    |       | 62    |       | 66    |   |

|   |       |    |        |   |        |     |           |      |         | -     | 01 00     |      | 1 901 | ilub   |           |       |           |       |         |   |        |   |        |   | rebluary 201. |
|---|-------|----|--------|---|--------|-----|-----------|------|---------|-------|-----------|------|-------|--------|-----------|-------|-----------|-------|---------|---|--------|---|--------|---|---------------|
|   | Total |    | Zone 1 |   | Zone 2 |     | Zone 3    |      | Zone 4  |       | Zone 5    | 5    | Zone  | 6      | Zone      | 7     | Zone 8    | 3     | Zone 9  | ) | Zone 1 | 0 | Zone 1 | 1 |               |
| Q09 In addition to (STOR Those who do top-up sh   |       |    |        |   |        | otł | ner store | that | you reg | ularl | y use for | youi | house | hold's | s small s | scale | top-up fo | ood s | hopping | ? |        |   |        |   |               |
| Aldi, Girling Street,<br>SUDBURY  | 3.5%  | 10 | 14.8%  | 4 | 0.0%   | 0   | 4.9%      | 2    | 10.3%   | 4     | 0.0%      | 0    | 0.0%  | 0      | 0.0%      | 0     | 0.0%      | 0     | 0.0%    | 0 | 0.0%   | 0 | 0.0%   | 0 |               |
| Aldi, HAVERHILL   | 0.4%  | 1  | 3.7%   | 1 | 0.0%   | 0   | 0.0%      | 0    | 0.0%    | 0     | 0.0%      | 0    | 0.0%  | 0      | 0.0%      | 0     | 0.0%      | 0     | 0.0%    | 0 | 0.0%   | 0 | 0.0%   | 0 |               |
| Asda Superstore, Meadow<br>Centre, Wilkes Way,<br>STOWMARKET  | 2.1%  | 6  | 0.0%   | 0 | 0.0%   | 0   | 0.0%      | 0    | 0.0%    | 0     | 0.0%      | 0    | 0.0%  | 0      | 0.0%      | 0     | 10.0%     | 3     | 5.3%    | 1 | 9.1%   | 2 | 0.0%   | 0 |               |
| Asda superstore, Turner<br>Rise, COLCHESTER   | 0.4%  | 1  | 3.7%   | 1 | 0.0%   | 0   | 0.0%      | 0    | 0.0%    | 0     | 0.0%      | 0    | 0.0%  | 0      | 0.0%      | 0     | 0.0%      | 0     | 0.0%    | 0 | 0.0%   | 0 | 0.0%   | 0 |               |
| Co op, Church Street, EYE   | 0.4%  | 1  | 0.0%   | 0 | 0.0%   | 0   | 0.0%      | 0    | 0.0%    | 0     | 0.0%      | 0    | 0.0%  | 0      | 0.0%      | 0     | 0.0%      | 0     | 0.0%    | 0 | 4.5%   | 1 | 0.0%   | 0 |               |
| Co-op, 100 East Street,<br>SUDBURY  | 2.8%  | 8  | 0.0%   | 0 | 0.0%   | 0   | 9.8%      | 4    | 10.3%   | 4     | 0.0%      | 0    | 0.0%  | 0      | 0.0%      | 0     | 0.0%      | 0     | 0.0%    | 0 | 0.0%   | 0 | 0.0%   | 0 |               |
| Co-op, 2 High Street,<br>LAVENHAM   | 0.7%  | 2  | 0.0%   | 0 | 5.0%   | 1   | 2.4%      | 1    | 0.0%    | 0     | 0.0%      | 0    | 0.0%  | 0      | 0.0%      | 0     | 0.0%      | 0     | 0.0%    | 0 | 0.0%   | 0 | 0.0%   | 0 |               |
| Co-op, 4 & 5 Acacia Court,<br>BRANTHAM  | 0.4%  | 1  | 0.0%   | 0 | 0.0%   | 0   | 0.0%      | 0    | 0.0%    | 0     | 0.0%      | 0    | 4.5%  | 1      | 0.0%      | 0     | 0.0%      | 0     | 0.0%    | 0 | 0.0%   | 0 | 0.0%   | 0 |               |
| Co-op, 72 High Street,<br>HADLEIGH  | 2.5%  | 7  | 0.0%   | 0 | 0.0%   | 0   | 2.4%      | 1    | 0.0%    | 0     | 20.7%     | 6    | 0.0%  | 0      | 0.0%      | 0     | 0.0%      | 0     | 0.0%    | 0 | 0.0%   | 0 | 0.0%   | 0 |               |
| Co-op, 80A High Street,<br>LAVENHAM   | 0.4%  | 1  | 0.0%   | 0 | 5.0%   | 1   | 0.0%      | 0    | 0.0%    | 0     | 0.0%      | 0    | 0.0%  | 0      | 0.0%      | 0     | 0.0%      | 0     | 0.0%    | 0 | 0.0%   | 0 | 0.0%   | 0 |               |
| Co-op, Hall Street, LONG<br>MELFORD   | 0.4%  | 1  | 3.7%   | 1 | 0.0%   | 0   | 0.0%      | 0    | 0.0%    | 0     | 0.0%      | 0    | 0.0%  | 0      | 0.0%      | 0     | 0.0%      | 0     | 0.0%    | 0 | 0.0%   | 0 | 0.0%   | 0 |               |
| Co-op, HALSTEAD   | 0.7%  | 2  | 3.7%   | 1 | 0.0%   | 0   | 0.0%      | 0    | 0.0%    | 0     | 0.0%      | 0    | 0.0%  | 0      | 0.0%      | 0     | 0.0%      | 0     | 0.0%    | 0 | 0.0%   | 0 | 5.0%   | 1 |               |
| Co-op, MANNINGTREE  | 0.4%  | 1  | 0.0%   | 0 | 0.0%   | 0   | 0.0%      | 0    | 0.0%    | 0     | 0.0%      | 0    | 4.5%  | 1      | 0.0%      | 0     | 0.0%      | 0     | 0.0%    | 0 | 0.0%   | 0 | 0.0%   | 0 |               |
| Co-op, Mildenhall Road,<br>BURY ST EDMUNDS  | 0.4%  | 1  | 0.0%   | 0 | 0.0%   | 0   | 0.0%      | 0    | 0.0%    | 0     | 0.0%      | 0    | 0.0%  | 0      | 0.0%      | 0     | 0.0%      | 0     | 5.3%    | 1 | 0.0%   | 0 | 0.0%   | 0 |               |
| Co-op, The Street,<br>BRAMFORD  | 0.4%  | 1  | 0.0%   | 0 | 0.0%   | 0   | 0.0%      | 0    | 0.0%    | 0     | 0.0%      | 0    | 4.5%  | 1      | 0.0%      | 0     | 0.0%      | 0     | 0.0%    | 0 | 0.0%   | 0 | 0.0%   | 0 |               |
| Co-op, The Street, CAPEL ST MARY  | 0.4%  | 1  | 0.0%   | 0 | 0.0%   | 0   | 0.0%      | 0    | 0.0%    | 0     | 0.0%      | 0    | 4.5%  | 1      | 0.0%      | 0     | 0.0%      | 0     | 0.0%    | 0 | 0.0%   | 0 | 0.0%   | 0 |               |
| Co-op Local, DEDHAM   | 0.4%  | 1  | 0.0%   | 0 | 0.0%   | 0   | 0.0%      | 0    | 0.0%    | 0     | 0.0%      | 0    | 0.0%  | 0      | 7.1%      | 1     | 0.0%      | 0     | 0.0%    | 0 | 0.0%   | 0 | 0.0%   | 0 |               |
| Farmfoods Freezer Centres,<br>Unit 3a, Sudbury Retail<br>Park, Northern Road,<br>Newton Road, SUDBURY | 1.8%  | 5  | 0.0%   | 0 | 5.0%   | 1   | 7.3%      | 3    | 2.6%    | 1     | 0.0%      | 0    | 0.0%  | 0      | 0.0%      | 0     | 0.0%      | 0     | 0.0%    | 0 | 0.0%   | 0 | 0.0%   | 0 |               |
| Lidl, Bury Road,<br>STOWMARKET  | 1.4%  | 4  | 0.0%   | 0 | 0.0%   | 0   | 0.0%      | 0    | 0.0%    | 0     | 0.0%      | 0    | 0.0%  | 0      | 7.1%      | 1     | 6.7%      | 2     | 5.3%    | 1 | 0.0%   | 0 | 0.0%   | 0 |               |
| Morrisons, 175 London<br>Road, HADLEIGH   | 1.8%  | 5  | 0.0%   | 0 | 0.0%   | 0   | 2.4%      | 1    | 0.0%    | 0     | 10.3%     | 3    | 4.5%  | 1      | 0.0%      | 0     | 0.0%      | 0     | 0.0%    | 0 | 0.0%   | 0 | 0.0%   | 0 |               |
| Morrisons, DISS   | 1.4%  | 4  | 0.0%   | 0 | 0.0%   | 0   | 0.0%      | 0    | 0.0%    | 0     | 0.0%      | 0    | 0.0%  | 0      | 0.0%      | 0     | 0.0%      | 0     | 0.0%    | 0 | 13.6%  | 3 | 5.0%   | 1 |               |
| Morrisons, Sheringham<br>Court, Milton Road South,  | 2.1%  | 6  | 0.0%   | 0 | 0.0%   | 0   | 0.0%      | 0    | 2.6%    | 1     | 0.0%      | 0    | 0.0%  | 0      | 0.0%      | 0     | 16.7%     | 5     | 0.0%    | 0 | 0.0%   | 0 | 0.0%   | 0 |               |
| STOWMARKET<br>Morrisons, Sproughton<br>Road, IPSWICH  | 0.4%  | 1  | 0.0%   | 0 | 5.0%   | 1   | 0.0%      | 0    | 0.0%    | 0     | 0.0%      | 0    | 0.0%  | 0      | 0.0%      | 0     | 0.0%      | 0     | 0.0%    | 0 | 0.0%   | 0 | 0.0%   | 0 |               |

|  | Total |    | Zone 1 |   | Zone 2 |   | Zone 3 |   | Zone 4 |   | Zone 5 |   | Zone 6 |   | Zone 7 |   | Zone 8 | 3 | Zone 9 |   | Zone 10 | ) | Zone 11 |   |  |
|--|-------|----|--------|---|--------|---|--------|---|--------|---|--------|---|--------|---|--------|---|--------|---|--------|---|---------|---|---------|---|--|
| D CW 1 C   | 0.70/ | 2  | 2.70/  |   | 0.00/  | 0 | 0.00/  | 0 | 2.60/  | 1 | 0.00/  | 0 | 0.00/  | 0 | 0.00/  | 0 | 0.00/  | 0 | 0.00/  | 0 | 0.00/   | 0 | 0.00/   | 0 |  |
| Roys of Wroxham, Great<br>Eastern Road, SUDBURY                  | 0.7%  | 2  | 3.7%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 2.6%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |  |
| Sainsbury's Superstore,<br>11-14 Priory Walk,<br>COLCHESTER      | 0.4%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 2.4%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |  |
| Sainsbury's, Cornard Road,<br>SUDBURY                            | 3.9%  | 11 | 0.0%   | 0 | 0.0%   | 0 | 17.1%  | 7 | 10.3%  | 4 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |  |
| Sainsbury's, Hadleigh Road, IPSWICH                              | 2.1%  | 6  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 3.4%   | 1 | 13.6%  | 3 | 7.1%   | 1 | 3.3%   | 1 | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |  |
| Sainsbury's, HAVERHILL   | 0.4%  | 1  | 3.7%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |  |
| Tesco Express, Bromley<br>Road, COLCHESTER                       | 0.4%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 2.4%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |  |
| Tesco Express, St Johns,<br>COLCHESTER                           | 0.4%  | 1  | 3.7%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |  |
| Tesco Metro, Kesgrave,<br>IPSWICH                                | 0.4%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 3.4%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |  |
| Tesco Superstore, Cedars<br>Link Road,<br>STOWMARKET             | 0.4%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 7.1%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |  |
| Tesco Superstore, St<br>Saviours Interchange,<br>BURY ST EDMUNDS | 1.1%  | 3  | 3.7%   | 1 | 10.0%  | 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 |  |
| Tesco, Woodhall Business<br>Park, Springlands Way,<br>SUDBURY    | 3.9%  | 11 | 7.4%   | 2 | 5.0%   | 1 | 12.2%  | 5 | 7.7%   | 3 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |  |
| Waitrose, Robert Boby Way,<br>BURY ST EDMUNDS                    | 1.1%  | 3  | 0.0%   | 0 | 5.0%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 3.3%   | 1 | 5.3%   | 1 | 0.0%    | 0 | 0.0%    | 0 |  |
| Waitrose, Station Road,<br>SUDBURY                               | 3.9%  | 11 | 11.1%  | 3 | 0.0%   | 0 | 4.9%   | 2 | 15.4%  | 6 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |  |
| Bury St. Edmunds   | 2.5%  | 7  | 0.0%   | 0 | 10.0%  | 2 | 2.4%   | 1 | 2.6%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 15.8%  | 3 | 0.0%    | 0 | 0.0%    | 0 |  |
| Capel St. Mary   | 0.4%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 4.5%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |  |
| Debenham   | 0.4%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 4.5%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |  |
| Dedham   | 0.4%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 7.1%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |  |
| Eye  | 2.5%  | 7  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 31.8%   | 7 | 0.0%    | 0 |  |
| Hadleigh   | 4.2%  | 12 | 0.0%   | 0 | 0.0%   | 0 | 4.9%   | 2 | 0.0%   | 0 | 31.0%  | 9 | 4.5%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |  |
| Haverhill  | 0.4%  | 1  | 3.7%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |  |
| Ipswich  | 0.7%  | 2  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 4.5%   | 1 | 0.0%   | 0 | 3.3%   | 1 | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |  |
| Long Melford   | 0.7%  | 2  | 0.0%   | 0 | 0.0%   | 0 | 4.9%   | 2 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |  |
| Manningtree  | 0.7%  | 2  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |        | 2 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |  |
| Needham Market   | 0.4%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |        | 0 | 7.1%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |  |
| Sudbury  | 5.7%  | 16 | 3.7%   | 1 | 0.0%   | 0 | 12.2%  |   | 20.5%  | 8 | 6.9%   | 2 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |  |
| Stowmarket   | 3.2%  | 9  | 0.0%   | 0 |        | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |        | 0 | 0.0%   |   | 30.0%  | 9 | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |  |
| Street / Farmers' Markets in<br>Sudbury                          | 1.8%  | 5  | 3.7%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 10.3%  | 4 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |  |
| Aldi, Hines Road, Ipswich  | 0.4%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |        | 0 | 7.1%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |  |
| Aldi, Mere Street, Diss  | 0.4%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 5.0%    | 1 |  |
| Aldi, Meredith Road,   | 1.1%  | 3  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 3.4%   | 1 | 4.5%   | 1 | 7.1%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |  |

|   |                      |             |                      |             |                      |     |                      |     |                      | -   | or Ca  | 1 11        | 1 9011               | us  |                      |     |                      |             |                      |       |                      |     |                      |             | rebluary 2015 |
|---|----------------------|-------------|----------------------|-------------|----------------------|-----|----------------------|-----|----------------------|-----|--------|-------------|----------------------|-----|----------------------|-----|----------------------|-------------|----------------------|-------|----------------------|-----|----------------------|-------------|---------------|
|   | Total                |             | Zone 1               |             | Zone 2               |     | Zone 3               |     | Zone 4               |     | Zone 5 |             | Zone 6               |     | Zone 7               |     | Zone 8               | 1           | Zone 9               |       | Zone 1               | 0   | Zone 11              | l           |               |
| Ipswich   |                      |             |                      |             |                      |     |                      |     |                      |     |        |             |                      |     |                      |     |                      |             |                      |       |                      |     |                      |             |               |
| Aldi, Newmarket Road,<br>Dettingen Way, Bury St.<br>Edmunds                   | 0.7%                 | 2           | 0.0%                 | 0           | 0.0%                 | 0   | 0.0%                 | 0   | 0.0%                 | 0   | 0.0%   | 0           | 0.0%                 | 0   | 0.0%                 | 0   | 3.3%                 | 1           | 5.3%                 | 1     | 0.0%                 | 0   | 0.0%                 | 0           |               |
| Andrews Quality Butchers,<br>High Street, Hadleigh                            | 1.1%                 | 3           | 0.0%                 | 0           | 0.0%                 | 0   | 0.0%                 | 0   | 0.0%                 | 0   | 10.3%  | 3           | 0.0%                 | 0   | 0.0%                 | 0   | 0.0%                 | 0           | 0.0%                 | 0     | 0.0%                 | 0   | 0.0%                 | 0           |               |
| Asda Superstore, Stoke Park<br>Drive, Ipswich                                 | 0.4%                 | 1           | 0.0%                 | 0           | 0.0%                 | 0   | 0.0%                 | 0   | 0.0%                 | 0   | 0.0%   | 0           | 4.5%                 | 1   | 0.0%                 | 0   | 0.0%                 | 0           | 0.0%                 | 0     | 0.0%                 | 0   | 0.0%                 | 0           |               |
| Asda Superstore, Western<br>Way, Bury St. Edmunds                             | 0.7%                 | 2           | 0.0%                 | 0           | 10.0%                | 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           |               |
| Asda Superstore,<br>Whitehouse Industrial<br>Estate, Goddard Road,<br>Ipswich | 0.4%                 | 1           | 0.0%                 | 0           | 0.0%                 | 0   | 0.0%                 | 0   | 0.0%                 | 0   | 0.0%   | 0           | 4.5%                 | 1   | 0.0%                 | 0   | 0.0%                 | 0           | 0.0%                 | 0     | 0.0%                 | 0   | 0.0%                 | 0           |               |
| Budgens, Bullock Fair Close,<br>Harleston                                     | 0.7%                 | 2           | 0.0%                 | 0           | 0.0%                 | 0   | 0.0%                 | 0   | 0.0%                 | 0   | 0.0%   | 0           | 0.0%                 | 0   | 0.0%                 | 0   | 0.0%                 | 0           | 0.0%                 | 0     | 0.0%                 | 0   | 10.0%                | 2           |               |
| Co-op, Ashfield Road,<br>Elmswell   | 0.4%                 | 1           | 0.0%                 | 0           | 5.0%                 | 1   | 0.0%                 | 0   | 0.0%                 | 0   | 0.0%   | 0           | 0.0%                 | 0   | 0.0%                 | 0   | 0.0%                 | 0           | 0.0%                 | 0     | 0.0%                 | 0   | 0.0%                 | 0           |               |
| Co-op, Combs Lane, Combs<br>Ford, Stowmarket                                  | 1.4%                 | 4           | 0.0%                 | 0           | 0.0%                 | 0   | 0.0%                 | 0   | 0.0%                 | 0   | 0.0%   | 0           | 0.0%                 | 0   | 0.0%                 | 0   | 13.3%                | 4           | 0.0%                 | 0     | 0.0%                 | 0   | 0.0%                 | 0           |               |
| Co-op, Hillside Road East,<br>Bungay  | 0.4%                 | 1           | 0.0%                 | 0           | 0.0%                 | 0   | 0.0%                 | 0   | 0.0%                 | 0   | 0.0%   | 0           | 0.0%                 | 0   | 0.0%                 | 0   | 0.0%                 | 0           | 0.0%                 | 0     | 0.0%                 | 0   | 5.0%                 | 1           |               |
| Co-op, London Road,<br>Harleston  | 0.7%                 | 2           | 0.0%                 | 0           | 0.0%                 | 0   | 0.0%                 | 0   | 0.0%                 | 0   | 0.0%   | 0           | 0.0%                 | 0   | 0.0%                 | 0   | 0.0%                 | 0           | 0.0%                 | 0     | 0.0%                 | 0   | 10.0%                | 2           |               |
| Co-op, Norwich Road,<br>Barham, Claydon                                       | 0.4%                 | 1           | 0.0%                 | 0           | 0.0%                 | 0   | 0.0%                 | 0   | 0.0%                 | 0   | 0.0%   | 0           | 0.0%                 | 0   | 7.1%                 | 1   | 0.0%                 | 0           | 0.0%                 | 0     | 0.0%                 | 0   | 0.0%                 | 0           |               |
| Co-op, Sheldrake Drive,<br>Ipswich  | 0.4%                 | 1           | 0.0%                 | 0           | 0.0%                 | 0   | 0.0%                 | 0   | 0.0%                 | 0   | 0.0%   | 0           | 0.0%                 | 0   | 7.1%                 | 1   | 0.0%                 | 0           | 0.0%                 | 0     | 0.0%                 | 0   | 0.0%                 | 0           |               |
| Co-op, The Street,<br>Rickinghall, Diss                                       | 0.4%                 | 1           | 0.0%                 | 0           | 0.0%                 | 0   | 0.0%                 | 0   | 0.0%                 | 0   | 0.0%   | 0           | 0.0%                 | 0   | 0.0%                 | 0   | 0.0%                 | 0           | 0.0%                 | 0     | 4.5%                 | 1   | 0.0%                 | 0           |               |
| Co-op, The Street, Woolpit Farmfoods, Barton Road,                            | 0.4%<br>0.7%         | 1 2         | 0.0%<br>0.0%         | 0           | 5.0%<br>10.0%        | 1 2 | 0.0%<br>0.0%         | 0   | 0.0%<br>0.0%         | 0   |        | 0           | 0.0%<br>0.0%         | 0   | 0.0%<br>0.0%         | 0   |                      | 0           | 0.0%<br>0.0%         | 0     | 0.0%<br>0.0%         | 0   | 0.0%<br>0.0%         | 0           |               |
| Bury St. Edmunds<br>Hollow Trees Farm Shop,                                   | 0.7%                 | 2           | 0.0%                 | 0           | 0.0%                 | 0   | 0.0%                 | 0   | 0.0%                 | 0   | 6.9%   | 2           | 0.0%                 | 0   | 0.0%                 | 0   | 0.0%                 | 0           | 0.0%                 | 0     | 0.0%                 | 0   | 0.0%                 | 0           |               |
| Semer, Ipswich<br>Iceland, High Street,                                       | 0.4%                 | 1           | 3.7%                 | 1           | 0.0%                 | 0   | 0.0%                 | 0   | 0.0%                 | 0   | 0.0%   | 0           | 0.0%                 | 0   | 0.0%                 | 0   | 0.0%                 | 0           | 0.0%                 | 0     | 0.0%                 | 0   | 0.0%                 | 0           |               |
| Haverhill<br>Iceland, North Street,   | 0.4%                 | 1           | 0.0%                 | 0           | 0.0%                 | 0   | 0.0%                 | 0   | 2.6%                 | 1   | 0.0%   | 0           | 0.0%                 | 0   | 0.0%                 | 0   | 0.0%                 | 0           | 0.0%                 | 0     | 0.0%                 | 0   | 0.0%                 | 0           |               |
| Sudbury Iceland, Taylors Square,  | 0.4%                 | 1           | 0.0%                 | 0           | 0.0%                 | 0   | 0.0%                 | 0   | 0.0%                 | 0   | 0.0%   | 0           | 0.0%                 | 0   | 0.0%                 | 0   | 0.0%                 | 0           | 0.0%                 | 0     | 0.0%                 | 0   | 5.0%                 | 1           |               |
| Beccles Lidl, Handford Road,  | 0.4%                 | 1           | 3.7%                 | 1           | 0.0%                 | 0   | 0.0%                 | 0   | 0.0%                 | 0   | 0.0%   | 0           | 0.0%                 | 0   | 0.0%                 | 0   | 0.0%                 | 0           | 0.0%                 | 0     | 0.0%                 | 0   | 0.0%                 | 0           |               |
| Ipswich<br>Local shops, Acton   | 0.4%                 | 1           | 0.0%                 | 0           |                      | 0   | 2.4%                 | 1   | 0.0%                 | 0   | 0.0%   | 0           | 0.0%                 | 0   | 0.0%                 | 0   | 0.0%                 | 0           | 0.0%                 | 0     | 0.0%                 | 0   | 0.0%                 | 0           |               |
| Local shops, Beccles Local shops, Bungay Local shops, Colon Engaine           | 0.4%<br>0.4%<br>0.4% | 1<br>1<br>1 | 0.0%<br>0.0%<br>3.7% | 0<br>0<br>1 | 0.0%<br>0.0%<br>0.0% | 0 0 | 0.0%<br>0.0%<br>0.0% | 0 0 | 0.0%<br>0.0%<br>0.0% | 0 0 |        | 0<br>0<br>0 | 0.0%<br>0.0%<br>0.0% | 0 0 | 0.0%<br>0.0%<br>0.0% | 0 0 | 0.0%<br>0.0%<br>0.0% | 0<br>0<br>0 | 0.0%<br>0.0%<br>0.0% | 0 0 0 | 0.0%<br>0.0%<br>0.0% | 0 0 | 5.0%<br>5.0%<br>0.0% | 1<br>1<br>0 |               |
| Local shops, Colne Engaine,   | 0.4%                 | 1           | 3.170                | 1           | 0.0%                 | U   | 0.0%                 | U   | 0.0%                 | U   | 0.0%   | U           | 0.0%                 | U   | 0.0%                 | U   | 0.0%                 | U           | 0.0%                 | U     | 0.0%                 | U   | 0.0%                 | U           |               |

| Essex   Local shops, East Bergholt   0.7%   2 0.0%   0    |                  |  |
|--|------------------|--|
| Local shops, Diss   1.8%   5   0.0%   0      | Zone 11          |  |
| Local shops, Diss   1.8%   5   0.0%   0      |                  |  |
| Local shops, East Bergholt         0.7%         2         0.0%         0         0.0%  | 0.00/            |  |
| Local shops, Elmswell 0.7% 2 0.0% 0 0 | 0.0% 0<br>0.0% 0 |  |
| Local shops, Framlingham  0.4%  1 0.0%  0 0.0% | 0.0% 0           |  |
| Local shops, Fressingfield 0.4% 1 0.0% 0 0.0 | 5.0% 1           |  |
| Local shops, Glemsford 0.7% 2 7.4% 2 0.0% 0  | 5.0% 1           |  |
| Local shops, Harleston 1.1% 3 0.0% 0  | 0.0% 0           |  |
| Local shops, Ickworth 0.4% 1 0.0% 0 0 | 15.0% 3          |  |
| Local shops, Lawshall 0.4% 1 0.0% 0 5.0% 1 0.0% 0 0 | 0.0% 0           |  |
| Local shops, Mendlesham  0.4%  1 0.0%  0 0.0%  | 0.0% 0           |  |
| Local shops, Mistley 0.4% 1 0.0% 0 0. | 0.0% 0           |  |
| Local shops, Nayland 0.4% 1 0.0% 0 0.0% 0 2.4% 1 0.0% 0 0. | 0.0% 0           |  |
| Local shops, Norwich 0.4% 1 0.0% 0 0. | 0.0% 0           |  |
| Local shops, Old Newton 0.4% 1 0.0% 0 | 0.0% 0           |  |
| Local shops, Pulham St. 0.4% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0%  | 0.0% 0           |  |
| Mary   | 5.0% 1           |  |
|  | 3.070            |  |
|  | 0.0% 0           |  |
| Local shops, Rougham 0.4% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0%   | 0.0% 0           |  |
| Local shops, Semer 0.4% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.3.4% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0  | 0.0% 0           |  |
|  | 10.0% 2          |  |
| Local shops, Thorndon 0.4% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 4.5% 1   | 0.0% 0           |  |
| Local shops, Woodbridge 0.4% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 7.1% 1 0.0% 0 0.0% 0 0.0% 0   | 0.0% 0           |  |
| Local shops, Woolpit 0.7% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 10.5% 2 0.0% 0   | 0.0% 0           |  |
| Marks & Spencer Simply 0.4% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0%  | 5.0% 1           |  |
| Food, Sweetbriar Retail  |                  |  |
| Park, Norwich  |                  |  |
| Marks & Spencer, 2.1% 6 0.0% 0 5.0% 1 2.4% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 21.1% 4 0.0% 0 Buttermarket, Bury St.  | 0.0% 0           |  |
| Edmunds  |                  |  |
| Sainsbury's, Bedingfeld 0.7% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 3.3% 1 5.3% 1 0.0% 0   | 0.0% 0           |  |
| Way, Bury St. Edmunds  |                  |  |
| Sainsbury's, High Street, 0.4% 1 3.7% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0   | 0.0% 0           |  |
| Halstead   |                  |  |
| Sainsbury's, Western 0.4% 1 3.7% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0  | 0.0% 0           |  |
| Approach, Stanway,   |                  |  |
| Colchester   |                  |  |
| Tesco Express, Bramford 0.4% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 4.5% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Road, Ipswich   | 0.0% 0           |  |
| Tesco Express, Cornhill, 0.4% 1 0.0% 0 5.0% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0  | 0.0% 0           |  |
| Bury St. Edmunds   |                  |  |
| Tesco Express, Norwich 0.4% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 7.1% 1 0.0% 0 0.0% 0 0.0% 0  | 0.0% 0           |  |
| Road, Ipswich  |                  |  |
| Tesco Express, Stamford 0.4% 1 0.0% 0 5.0% 1 0.0% 0 | 0.0% 0           |  |
| Bury St. Edmunds Tesco Extra, Copdock 1.1% 3 0.0% 0 0.0% 0 0.0% 0 2.6% 1 0.0% 0 4.5% 1 7.1% 1 0.0% 0 0.0% 0 0.0% 0   | 0.0% 0           |  |

by Zone - Nulls Filtered

## Babergh & Mid Suffolk Household Survey For Carter Jonas

Page 207 February 2015

|                      | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | Zone 10 | Zone 11 |  |
|----------------------|-------|--------|--------|--------|--------|--------|--------|--------|--------|--------|---------|---------|--|
| Interchange, Ipswich |       |        |        |        |        |        |        |        |        |        |         |         |  |
| Base:                | 283   | 27     | 20     | 41     | 39     | 29     | 22     | 14     | 30     | 19     | 22      | 20      |  |

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#### Babergh & Mid Suffolk Household Survey For Carter Jonas

Total Zone 1 Zone 2 Zone 3 Zone 7 Zone 8 Zone 9 Zone 10 Zone 11 Zone 4 Zone 5 Zone 6 Q10 In which ONE town centre, freestanding store or retail park do you do most of your household's shopping for men's, women's, children's and baby clothing and footwear (fashion items - not sports clothing and footwear)? Excl Nulls 0.4% 0.0% 0.0% 0.0% 0 0.0% 0 0 Tesco Extra, Copdock 0.0% 0 0 0.0% 0 0.0% 0 4.3% 0.0% 0 0 0.0% 0.0% 4 Interchange, Ipswich Copdock Mill Interchange. 0.1% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.1% 0.0% 0 0.0% 0.0% 0 0.0% 0.0% 0 0.0% 0 **Ipswich** Woodhall Business Park, 0.1% 1.0% 0.0% 0.0% 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0.0% 0 0.0% 0 1 0 Drury Drive, Sudbury Braintree 1.0% 11 5.2% 5 0.0% 0 1.0% 1 2.0% 2 1.1% 1.1% 1.0% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 294 27.8% 22 Bury St Edmunds 28.0% 27 70.1% 68 39.2% 38 26.0% 26 9.5% 9 1.1% 10.4% 10 28.3% 26 68.8% 64 23.4% 3.1% 3 6.9% 72 22.7% 22 0.0% 4.2% 13 0.0% 0.0% 0 Colchester 0 19.6% 19 14.0% 14 4 14.0% 0 0.0% 0 0.0% 0 0.0% 0 0.2% 2 Eye 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 2.1% 2 0.0% 0 Hadleigh 0.3% 3 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.1% 1.1% 1 1.0% 1 0.0% 0 0.0% 0.0% 0 0.0% 0 0 0.0% 0.0% 0.0% 0 0.0% 0.1% 1 0.0% 0 0.0% 0 0.0% 0 0 0 0.0% 0 0.0% 0 0.0% 0 1.0% Halstead 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 Haverhill 1 0 0 0 0 3 57.9% 55 52.7% 9 Ipswich 22.0% 231 0.0% 0 1.0% 5.2% 5 3.0% 49 58.3% 56 35.9% 33 1.1% 1 20.2% 19 9.4% 0.2% 2 0.0% 0 1.0% 0.0% 1.0% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 Long Melford 1 0 0 Needham Market 0.1% 1 0.0% 0 0.0% 0.0% 0.0% 0 0.0% 0 0.0% 0 1.0% 0.0% 0.0% 0.0% 0.0% 0 0 0 1 0 0 0 Stowmarket 3.1% 33 0.0% 0 2.1% 2 0.0% 0 0.0% 0 1.1% 0.0% 0 4.2% 4 19.6% 18 6.5% 2.1% 2 0.0% 0 Sudbury 7.0% 73 14.4% 14 2.1% 2 17.5% 17 36.0% 36 3.2% 3 1.1% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0 Street Market in Stowmarket 0.1% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 1.1% 0.0% 0 0.0% 0 0.0% 0 0.2% 0 0 2 1.0% 0.0% 0 0.0% 1.0% 0.0% 0 0.0% 0.0% 0 0.0% 0.0% 0.0% 0 0.0% Street Market in Sudbury 1 0 0 0 Abroad 0.1% 1 0.0% 0 1.0% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Asda Superstore, 0.1% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.1% 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 Whitehouse Industrial Estate, Goddard Road, Ipswich 0.1% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.0% Beccles 1 1.3% 14 3.1% 3 6.2% 1.0% 2.0% 2 0.0% 0 0.0% 0 1.0% 0.0% 1.1% 0.0% 0 0.0% 0 Cambridge 6 1 1 0 Central London 0.6% 6 0.0% 0 0.0% 0 1.0% 1 0.0% 0 1.1% 2.2% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 2.1% 2 Chelmsford 0.3% 3 2.1% 2 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 Diss 1.6% 17 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 9.6% 9 8.3% 8 0 0.0% 0 0.0% 1.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 Exeter 0.1% 1 0 1 0.0% 0 Felixstowe 0.6% 6 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.1% 1 4.3% 4 1.0% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0

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Framlingham

Greenhithe

Harleston

Lowestoft

Martlesham

Newmarket

Ransomes Euro Retail Park,

Central Avenue, Ipswich

Sainsbury's, Cornard Road,

Norwich

Great Yarmouth

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|                            | Tota  | l    | Zone  | 1  | Zone 2 | 2  | Zone 3 | 3  | Zone  | 4   | Zone  | 5  | Zone  | 6  | Zone  | 7  | Zone 8 | 8  | Zone 9 | )  | Zone 1 | 0  | Zone 1 | 1  |
|----------------------------|-------|------|-------|----|--------|----|--------|----|-------|-----|-------|----|-------|----|-------|----|--------|----|--------|----|--------|----|--------|----|
|                            |       |      |       |    |        |    |        |    |       |     |       |    |       |    |       |    |        |    |        |    |        |    |        |    |
|                            |       |      |       |    |        |    |        |    |       |     |       |    |       |    |       |    |        |    |        |    |        |    |        |    |
| Sudbury                    |       |      |       |    |        |    |        |    |       |     |       |    |       |    |       |    |        |    |        |    |        |    |        |    |
| Stradbroke                 | 0.1%  | 1    | 1.0%  | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Street market in Diss      | 0.1%  | 1    | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 1.1%   | 1  | 0.0%   | 0  |
| Tesco Superstore, Woodhall | 0.2%  | 2    | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 2.0%  | 2   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Business Park,             |       |      |       |    |        |    |        |    |       |     |       |    |       |    |       |    |        |    |        |    |        |    |        |    |
| Springlands Way, Sudbury   |       |      |       |    |        |    |        |    |       |     |       |    |       |    |       |    |        |    |        |    |        |    |        |    |
| Thetford                   | 0.1%  | 1    | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 1.1%   | 1  | 0.0%   | 0  |
| West Thurrock              | 0.1%  | 1    | 1.0%  | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Woodbridge                 | 0.3%  | 3    | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0   | 0.0%  | 0  | 1.1%  | 1  | 2.1%  | 2  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Internet / catalogue       | 14.3% | 150  | 18.6% | 18 | 15.5%  | 15 | 12.4%  | 12 | 12.0% | 12  | 17.9% | 17 | 11.8% | 11 | 12.5% | 12 | 12.0%  | 11 | 19.4%  | 18 | 13.8%  | 13 | 11.5%  | 11 |
| Base:                      |       | 1050 |       | 97 |        | 97 |        | 97 |       | 100 |       | 95 |       | 93 |       | 96 |        | 92 |        | 93 |        | 94 |        | 96 |

Q10AWhich internet / home delivery retailer do you also use for your household's shopping for men's, women's, children's and baby clothing and footwear (fashion items - not sports clothing and footwear)?

Those who do most of their clothing and footwear via the Internet at Q10: AND Excl Nulls

| Amazon          | 6.8%  | 7   | 7.7%  | 1  | 20.0% | 1 | 0.0%  | 0 | 18.2% | 2  | 10.0% | 1  | 11.1% | 1 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 14.3% | 1 |
|-----------------|-------|-----|-------|----|-------|---|-------|---|-------|----|-------|----|-------|---|-------|---|-------|----|-------|----|-------|----|-------|---|
| Asda            | 1.0%  | 1   | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 10.0% | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Debenhams       | 4.9%  | 5   | 7.7%  | 1  | 0.0%  | 0 | 11.1% | 1 | 9.1%  | 1  | 10.0% | 1  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 10.0% | 1  | 0.0%  | 0 |
| Ebay            | 2.9%  | 3   | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 10.0% | 1  | 11.1% | 1 | 0.0%  | 0 | 0.0%  | 0  | 9.1%  | 1  | 0.0%  | 0  | 0.0%  | 0 |
| Ebuyer          | 1.0%  | 1   | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 10.0% | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| John Lewis      | 2.9%  | 3   | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 9.1%  | 1  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 9.1%  | 1  | 10.0% | 1  | 0.0%  | 0 |
| Littlewoods     | 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  | 10.0% | 1  | 0.0%  | 0 |
| Marks & Spencer | 16.5% | 17  | 15.4% | 2  | 0.0%  | 0 | 11.1% | 1 | 0.0%  | 0  | 30.0% | 3  | 22.2% | 2 | 25.0% | 2 | 20.0% | 2  | 0.0%  | 0  | 40.0% | 4  | 14.3% | 1 |
| Next            | 11.7% | 12  | 0.0%  | 0  | 20.0% | 1 | 22.2% | 2 | 0.0%  | 0  | 0.0%  | 0  | 11.1% | 1 | 0.0%  | 0 | 30.0% | 3  | 18.2% | 2  | 10.0% | 1  | 28.6% | 2 |
| Sainsbury's     | 1.0%  | 1   | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 12.5% | 1 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Tesco           | 1.9%  | 2   | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 9.1%  | 1  | 0.0%  | 0  | 11.1% | 1 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Other           | 35.0% | 36  | 38.5% | 5  | 40.0% | 2 | 11.1% | 1 | 45.5% | 5  | 20.0% | 2  | 33.3% | 3 | 50.0% | 4 | 30.0% | 3  | 54.5% | 6  | 20.0% | 2  | 42.9% | 3 |
| Cotton Traders  | 5.8%  | 6   | 15.4% | 2  | 20.0% | 1 | 22.2% | 2 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 9.1%  | 1  | 0.0%  | 0  | 0.0%  | 0 |
| Hotter Shoes    | 4.9%  | 5   | 7.7%  | 1  | 0.0%  | 0 | 11.1% | 1 | 9.1%  | 1  | 20.0% | 2  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Very            | 2.9%  | 3   | 7.7%  | 1  | 0.0%  | 0 | 11.1% | 1 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 12.5% | 1 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Base:           |       | 103 |       | 13 |       | 5 |       | 9 |       | 11 |       | 10 |       | 9 |       | 8 |       | 10 |       | 11 |       | 10 |       | 7 |

|   |       |     |       |    |       |    |       |       |        | F  | or Ca  | arte | er Jor | as |        |    |        |    |        |    |        |    |        |    | February 2015 |
|---|-------|-----|-------|----|-------|----|-------|-------|--------|----|--------|------|--------|----|--------|----|--------|----|--------|----|--------|----|--------|----|---------------|
|   | Tota  | 1   | Zone  | 1  | Zone  | 2  | Zone  | 3     | Zone 4 | 4  | Zone : | 5    | Zone   | 6  | Zone 7 | 7  | Zone 8 |    | Zone 9 |    | Zone 1 | 0  | Zone 1 | 1  |               |
| Q11 How do you normall Those who buy clothing | •     | •   |       |    |       |    |       | T Q10 | ))?    |    |        |      |        |    |        |    |        |    |        |    |        |    |        |    |               |
| Car / van (as driver)                         | 72.7% | 654 | 78.5% | 62 | 82.9% | 68 | 71.8% | 61    | 53.4%  | 47 | 71.8%  | 56   | 65.9%  | 54 | 77.4%  | 65 | 71.6%  | 58 | 80.0%  | 60 | 69.1%  | 56 | 78.8%  | 67 |               |
| Car / van (as passenger)                      | 10.3% | 93  | 7.6%  | 6  | 9.8%  |    | 10.6% | 9     | 11.4%  | 10 | 7.7%   | 6    | 8.5%   | 7  | 7.1%   | 6  | 16.0%  |    | 14.7%  | 11 | 14.8%  | 12 | 5.9%   | 5  |               |
| Bus, minibus or coach                         | 10.6% | 95  | 10.1% | 8  | 6.1%  | 5  | 12.9% | 11    | 13.6%  | 12 | 16.7%  | 13   | 14.6%  | 12 | 10.7%  | 9  | 6.2%   | 5  | 5.3%   | 4  | 12.3%  | 10 | 7.1%   | 6  |               |
| Using park & ride facility                    | 2.0%  | 18  | 0.0%  | 0  | 1.2%  | 1  | 0.0%  | 0     | 0.0%   | 0  | 2.6%   | 2    | 6.1%   | 5  | 3.6%   | 3  | 2.5%   | 2  | 0.0%   | 0  | 2.5%   | 2  | 3.5%   | 3  |               |
| Motorcycle, scooter or moped                  | 0.1%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0     | 0.0%   | 0  | 0.0%   | 0    | 1.2%   | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |               |
| Walk  | 3.0%  | 27  | 1.3%  | 1  | 0.0%  | 0  | 2.4%  | 2     | 21.6%  | 19 | 0.0%   | 0    | 0.0%   | 0  | 0.0%   | 0  | 3.7%   | 3  | 0.0%   | 0  | 1.2%   | 1  | 1.2%   | 1  |               |
| Taxi  | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0     | 0.0%   | 0  | 0.0%   | 0    | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |               |
| Train   | 1.1%  | 10  | 1.3%  | 1  | 0.0%  | 0  | 2.4%  | 2     | 0.0%   | 0  | 1.3%   | 1    | 3.7%   | 3  | 1.2%   | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 2.4%   | 2  |               |
| Bicycle                                       | 0.2%  | 2   | 1.3%  | 1  | 0.0%  | 0  | 0.0%  | 0     | 0.0%   | 0  | 0.0%   | 0    | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 1.2%   | 1  |               |
| Mobility scooter / wheelchair                 | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0     | 0.0%   | 0  | 0.0%   | 0    | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |               |
| Other   | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0     | 0.0%   | 0  | 0.0%   | 0    | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |               |
| (Don't know)                                  | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0     | 0.0%   | 0  | 0.0%   | 0    | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |               |
| Base:   |       | 900 |       | 79 |       | 82 |       | 85    |        | 88 |        | 78   |        | 82 |        | 84 |        | 81 |        | 75 |        | 81 |        | 85 |               |

|   | Tota  | ıl  | Zone 1 | 1    | Zone 2   | 2    | Zone 3    | 3     | Zone 4   | ļ      | Zone 5    |      | Zone    | 5     | Zone 7  | 7      | Zone 8    | ;     | Zone 9   | )    | Zone 10 | )    | Zone 1 | 1         |                  |
|---|-------|-----|--------|------|----------|------|-----------|-------|----------|--------|-----------|------|---------|-------|---------|--------|-----------|-------|----------|------|---------|------|--------|-----------|------------------|
| Q12 Where do you norm use, etc.) (Excluding Excl Nulls                        | •     |     | -      | ouse | hold's s | hopp | ing for r | ecord | ding med | lia fo | r picture | s an | d sound | (e.g. | records | , pre- | -recordec | d and | l unreco | rded | CDs & D | VDs, | unexpo | sed films | for photographic |
| Currys PC World, London<br>Road / Copdock<br>Interchange, Ipswich             | 0.3%  | 2   | 0.0%   | 0    | 0.0%     | 0    | 0.0%      | 0     | 1.5%     | 1      | 1.9%      | 1    | 0.0%    | 0     | 0.0%    | 0      | 0.0%      | 0     | 0.0%     | 0    | 0.0%    | 0    | 0.0%   | 0         |                  |
| Tesco Extra, Copdock<br>Interchange, Ipswich                                  | 1.1%  | 7   | 0.0%   | 0    | 0.0%     | 0    | 0.0%      | 0     | 0.0%     | 0      | 1.9%      | 1    | 6.9%    | 4     | 4.2%    | 2      | 0.0%      | 0     | 0.0%     | 0    | 0.0%    | 0    | 0.0%   | 0         |                  |
| Woodhall Business Park,<br>Drury Drive, Sudbury                               | 0.3%  | 2   | 0.0%   | 0    |          | 0    | 0.0%      | 0     | 3.0%     | 2      |           | 0    | 0.0%    | 0     | 0.0%    | 0      |           | 0     | 0.0%     | 0    | 0.0%    | 0    |        | 0         |                  |
| Bury St Edmunds   | 12.4% |     | 10.7%  |      | 41.8%    | 23   | 8.5%      | 5     | 10.6%    | 7      | 0.0%      | 0    | 0.0%    | 0     | 2.1%    | 1      |           | 4     | 46.2%    |      | 12.2%   | 6    | 0.0%   | 0         |                  |
| Colchester  | 2.4%  | 15  | 14.3%  | 8    | 0.0%     | 0    | 5.1%      | 3     | 0.0%     | 0      | 1.9%      | 1    | 5.2%    | 3     | 0.0%    | 0      |           | 0     | 0.0%     | 0    | 0.0%    | 0    | 0.0%   | 0         |                  |
| Eye   | 0.2%  | 1   | 0.0%   | 0    | 0.0%     | 0    | 0.0%      | 0     | 0.0%     | 0      | 0.0%      | 0    | 0.0%    | 0     | 0.0%    | 0      | 0.0%      | 0     | 0.0%     | 0    | 2.0%    | 1    | 0.0%   | 0         |                  |
| Hadleigh  | 1.0%  | 6   | 0.0%   | 0    | 0.0%     | 0    | 1.7%      | 1     | 0.0%     | 0      | 7.5%      | 4    | 1.7%    | 1     | 0.0%    | 0      | 0.0%      | 0     | 0.0%     | 0    | 0.0%    | 0    | 0.0%   | 0         |                  |
| Haverhill   | 0.3%  | 2   | 3.6%   | 2    | 0.0%     | 0    | 0.0%      | 0     | 0.0%     | 0      | 0.0%      | 0    | 0.0%    | 0     | 0.0%    | 0      | 0.0%      | 0     | 0.0%     | 0    | 0.0%    | 0    | 0.0%   | 0         |                  |
| Ipswich   | 8.0%  | 49  | 0.0%   | 0    | 0.0%     | 0    | 0.0%      | 0     | 3.0%     | 2      | 17.0%     | 9    | 27.6%   | 16    | 25.0%   | 12     | 7.8%      | 5     | 0.0%     | 0    | 8.2%    | 4    | 1.9%   | 1         |                  |
| Stowmarket  | 4.4%  | 27  | 0.0%   | 0    | 1.8%     | 1    | 0.0%      | 0     | 0.0%     | 0      | 1.9%      | 1    | 0.0%    | 0     | 6.3%    | 3      | 25.0%     | 16    | 9.6%     | 5    | 2.0%    | 1    | 0.0%   | 0         |                  |
| Sudbury   | 6.2%  | 38  | 12.5%  | 7    | 0.0%     | 0    | 18.6%     | 11    | 28.8%    | 19     | 1.9%      | 1    | 0.0%    | 0     | 0.0%    | 0      | 0.0%      | 0     | 0.0%     | 0    | 0.0%    | 0    | 0.0%   | 0         |                  |
| Aldi, Girling Street, Sudbury   | 0.2%  | 1   | 0.0%   | 0    | 0.0%     | 0    | 0.0%      | 0     | 1.5%     | 1      | 0.0%      | 0    | 0.0%    | 0     | 0.0%    | 0      | 0.0%      | 0     | 0.0%     | 0    | 0.0%    | 0    | 0.0%   | 0         |                  |
| Asda Superstore,<br>Whitehouse Industrial<br>Estate, Goddard Road,<br>Ipswich | 0.2%  | 1   | 0.0%   | 0    | 0.0%     | 0    | 0.0%      | 0     | 0.0%     | 0      | 0.0%      | 0    | 1.7%    | 1     | 0.0%    | 0      | 0.0%      | 0     | 0.0%     | 0    | 0.0%    | 0    | 0.0%   | 0         |                  |
| Beccles   | 0.2%  | 1   | 0.0%   | 0    | 0.0%     | 0    | 0.0%      | 0     | 0.0%     | 0      | 0.0%      | 0    | 0.0%    | 0     | 0.0%    | 0      | 0.0%      | 0     | 0.0%     | 0    | 0.0%    | 0    | 1.9%   | 1         |                  |
| Cambridge   | 0.2%  | 1   | 0.0%   | 0    | 0.0%     | 0    | 0.0%      | 0     | 0.0%     | 0      | 0.0%      | 0    | 0.0%    | 0     | 0.0%    | 0      | 0.0%      | 0     | 1.9%     | 1    | 0.0%    | 0    | 0.0%   | 0         |                  |
| Diss  | 1.3%  | 8   | 0.0%   | 0    | 0.0%     | 0    | 0.0%      | 0     | 0.0%     | 0      | 0.0%      | 0    | 0.0%    | 0     | 0.0%    | 0      | 0.0%      | 0     | 0.0%     | 0    | 2.0%    | 1    | 13.0%  | 7         |                  |
| Martlesham  | 0.2%  | 1   | 0.0%   | 0    | 0.0%     | 0    | 0.0%      | 0     | 0.0%     | 0      | 0.0%      | 0    | 0.0%    | 0     | 0.0%    | 0      | 0.0%      | 0     | 0.0%     | 0    | 0.0%    | 0    | 1.9%   | 1         |                  |
| Morrisons, Sproughton<br>Road, Ipswich  | 0.3%  | 2   | 0.0%   | 0    | 0.0%     | 0    | 0.0%      | 0     | 0.0%     | 0      | 0.0%      | 0    | 0.0%    | 0     | 4.2%    | 2      | 0.0%      | 0     | 0.0%     | 0    | 0.0%    | 0    | 0.0%   | 0         |                  |
| Norwich   | 2.4%  | 15  | 1.8%   | 1    | 0.0%     | 0    | 0.0%      | 0     | 0.0%     | 0      | 0.0%      | 0    | 0.0%    | 0     | 2.1%    | 1      | 0.0%      | 0     | 0.0%     | 0    | 8.2%    | 4    | 16.7%  | 9         |                  |
| Sainsbury's, Cornard Road,<br>Sudbury   | 0.2%  | 1   | 0.0%   | 0    | 0.0%     | 0    | 1.7%      | 1     | 0.0%     | 0      | 0.0%      | 0    | 0.0%    | 0     | 0.0%    | 0      | 0.0%      | 0     | 0.0%     | 0    | 0.0%    | 0    | 0.0%   | 0         |                  |
| Tesco Superstore, Woodhall<br>Business Park,<br>Springlands Way, Sudbury      | 1.5%  | 9   | 1.8%   | 1    | 0.0%     | 0    | 5.1%      | 3     | 7.6%     | 5      | 0.0%      | 0    | 0.0%    | 0     | 0.0%    | 0      | 0.0%      | 0     | 0.0%     | 0    | 0.0%    | 0    | 0.0%   | 0         |                  |
| Tesco, Woodhall Business<br>Park, Springlands Way,<br>Sudbury                 | 0.7%  | 4   | 0.0%   | 0    | 0.0%     | 0    | 6.8%      | 4     | 0.0%     | 0      | 0.0%      | 0    | 0.0%    | 0     | 0.0%    | 0      | 0.0%      | 0     | 0.0%     | 0    | 0.0%    | 0    | 0.0%   | 0         |                  |
| West Thurrock   | 0.2%  | 1   | 1.8%   | 1    | 0.0%     | 0    | 0.0%      | 0     | 0.0%     | 0      | 0.0%      | 0    | 0.0%    | 0     | 0.0%    | 0      | 0.0%      | 0     | 0.0%     | 0    | 0.0%    | 0    | 0.0%   | 0         |                  |
| Internet / catalogue  | 56.0% | 344 | 53.6%  |      | 56.4%    |      | 52.5%     | 31    | 43.9%    | 29     | 66.0%     | 35   |         |       | 56.3%   | 27     |           |       | 42.3%    | 22   | 65.3%   | 32   | 64.8%  | 35        |                  |
| Base:   |       | 614 |        | 56   |          | 55   |           | 59    |          | 66     |           | 53   |         | 58    |         | 48     |           | 64    |          | 52   |         | 49   |        | 54        |                  |

Other

Itunes

Base:

Play.com

1.3%

1.3%

1.6%

0.0%

4

310

4 3.3%

5 0.0%

0 3.6%

1 0.0%

0 3.6%

30

0.0%

0 3.6%

1 3.6%

28

0 0.0%

1 0.0%

1 7.7%

28

#### Babergh & Mid Suffolk Household Survey For Carter Jonas

February 2015

|                                       | Tota        | 1       | Zone      | 1      | Zone     | 2     | Zone    | 3     | Zone     | 4    | Zone      | 5     | Zone     | 6     | Zone    | 7     | Zone     | 8     | Zone ?     | )      | Zone 1  | 0    | Zone 1   | 1      |                 |      |
|---------------------------------------|-------------|---------|-----------|--------|----------|-------|---------|-------|----------|------|-----------|-------|----------|-------|---------|-------|----------|-------|------------|--------|---------|------|----------|--------|-----------------|------|
| Q12AWhich internet /                  | home deliv  | erv ref | tailer do | vou    | also use | for v | our hou | ıseho | ld's sho | niga | a for rec | ordin | a media  | for p | ictures | and s | ound (e. | a. re | cords. p   | re-rec | orded a | nd u | nrecorde | ed CDs | s & DVDs. unexp | osed |
| films for photog<br>Those who buy rec | raphic use, | etc.)   | (Exclud   | ing vi | deo gan  | nes)? |         |       |          |      | ,         |       | <b>J</b> |       |         |       | (0.      | 9     | , <b>,</b> |        |         |      |          |        |                 |      |
| Amazon                                | 92.6%       | 287     | 96.7%     | 29     | 82.1%    | 23    | 85.7%   | 24    | 88.5%    | 23   | 96.3%     | 26    | 93.3%    | 28    | 95.8%   | 23    | 97.1%    | 34    | 90.0%      | 18     | 96.7%   | 29   | 93.8%    | 30     |                 |      |
| Asda                                  | 0.6%        | 2       | 0.0%      | 0      | 0.0%     | 0     | 3.6%    | 1     | 0.0%     | 0    | 0.0%      | 0     | 0.0%     | 0     | 0.0%    | 0     | 2.9%     | 1     | 0.0%       | 0      | 0.0%    | 0    | 0.0%     | 0      |                 |      |
| Ebay                                  | 1.6%        | 5       | 0.0%      | 0      | 7.1%     | 2     | 0.0%    | 0     | 3.8%     | 1    | 3.7%      | 1     | 0.0%     | 0     | 0.0%    | 0     | 0.0%     | 0     | 0.0%       | 0      | 0.0%    | 0    | 3.1%     | 1      |                 |      |
| HMV                                   | 0.6%        | 2       | 0.0%      | 0      | 3.6%     | 1     | 0.0%    | 0     | 0.0%     | 0    | 0.0%      | 0     | 3.3%     | 1     | 0.0%    | 0     | 0.0%     | 0     | 0.0%       | 0      | 0.0%    | 0    | 0.0%     | 0      |                 |      |
| Tesco                                 | 0.3%        | 1       | 0.0%      | 0      | 0.0%     | 0     | 3.6%    | 1     | 0.0%     | 0    | 0.0%      | 0     | 0.0%     | 0     | 0.0%    | 0     | 0.0%     | 0     | 0.0%       | 0      | 0.0%    | 0    | 0.0%     | 0      |                 |      |

0.0%

0.0%

0 3.3%

27

0

0.0%

1

30

4.2%

0.0%

1 0.0%

0.0%

0 0.0%

24

0 5.0%

0 5.0%

0.0%

35

0.0%

1 3.3%

0.0%

20

0

0.0%

30

3.1%

0.0%

0

0

32

0.0%

0.0%

2 0.0%

26

February 2015

|   | Tota      | l      | Zone      | 1     | Zone     | 2    | Zone      | 3     | Zone    | 4     | Zone     | 5      | Zone     | 6     | Zone    | 7     | Zone      | 8      | Zone 9    | 9     | Zone 1 | 10      | Zone 1    | 11               |        |
|---|-----------|--------|-----------|-------|----------|------|-----------|-------|---------|-------|----------|--------|----------|-------|---------|-------|-----------|--------|-----------|-------|--------|---------|-----------|------------------|--------|
| Q13 Where do you norma  | ally do r | nost d | of your h | nouse | hold's s | hopp | ing for a | audio | visual, | photo | ographic | c, com | puter it | ems ( | such as | stere | eos, radi | os, T\ | /s, softv | ware, | camera | ıs, kin | dles, ipa | ads, telephones, | etc.)? |
| Currys PC World, London<br>Road / Copdock   | 6.2%      | 54     | 0.0%      | 0     | 0.0%     | 0    | 2.3%      | 2     | 0.0%    | 0     | 28.8%    | 23     | 16.9%    | 12    | 17.3%   | 14    | 4.2%      | 3      | 0.0%      | 0     | 0.0%   | 0       | 0.0%      | 0                |        |
| Interchange, Ipswich<br>Currys, Shawlands Retail<br>Park, Newton Road,<br>Sudbury | 0.8%      | 7      | 0.0%      | 0     | 0.0%     | 0    | 1.1%      | 1     | 6.3%    | 5     | 0.0%     | 0      | 0.0%     | 0     | 1.2%    | 1     | 0.0%      | 0      | 0.0%      | 0     | 0.0%   | 0       | 0.0%      | 0                |        |
| Feather & Black, Copdock Interchange, Ipswich                                     | 0.1%      | 1      | 0.0%      | 0     | 0.0%     | 0    | 0.0%      | 0     | 0.0%    | 0     | 0.0%     | 0      | 0.0%     | 0     | 0.0%    | 0     | 1.4%      | 1      | 0.0%      | 0     | 0.0%   | 0       | 0.0%      | 0                |        |
| Pesco Extra, Copdock Interchange, Ipswich   | 0.7%      | 6      | 0.0%      | 0     | 0.0%     | 0    | 0.0%      | 0     | 0.0%    | 0     | 2.5%     | 2      | 2.8%     | 2     | 1.2%    | 1     | 0.0%      | 0      | 0.0%      | 0     | 1.4%   | 1       | 0.0%      | 0                |        |
| Copdock Mill Interchange, Ipswich   | 1.9%      | 17     | 0.0%      | 0     | 0.0%     | 0    | 1.1%      | 1     | 2.5%    | 2     | 5.0%     | 4      | 4.2%     | 3     | 6.2%    | 5     | 0.0%      | 0      | 0.0%      | 0     | 2.8%   | 2       | 0.0%      | 0                |        |
| hawlands Retail Park,<br>Newton Road, Sudbury                                     | 0.3%      | 3      | 1.1%      | 1     | 0.0%     | 0    | 1.1%      | 1     | 1.3%    | 1     | 0.0%     | 0      | 0.0%     | 0     | 0.0%    | 0     | 0.0%      | 0      | 0.0%      | 0     | 0.0%   | 0       | 0.0%      | 0                |        |
| oodhall Business Park, Drury Drive, Sudbury                                       | 0.3%      | 3      | 0.0%      | 0     | 0.0%     | 0    | 3.4%      | 3     | 0.0%    | 0     | 0.0%     | 0      | 0.0%     | 0     | 0.0%    | 0     | 0.0%      | 0      | 0.0%      | 0     | 0.0%   | 0       | 0.0%      | 0                |        |
| raintree  | 0.1%      | 1      | 1.1%      | 1     | 0.0%     | 0    | 0.0%      | 0     | 0.0%    | 0     | 0.0%     | 0      | 0.0%     | 0     | 0.0%    | 0     | 0.0%      | 0      | 0.0%      | 0     | 0.0%   | 0       | 0.0%      | 0                |        |
| ary St Edmunds  | 16.0%     | 140    | 14.9%     | 13    | 62.1%    | 54   | 10.2%     | 9     | 8.9%    | 7     | 1.3%     | 1      | 0.0%     | 0     | 0.0%    | 0     | 6.9%      | 5      | 56.4%     | 44    | 8.5%   | 6       | 1.3%      | 1                |        |
| olchester   | 6.1%      | 53     | 31.0%     | 27    | 0.0%     | 0    | 15.9%     | 14    | 8.9%    | 7     | 0.0%     | 0      | 7.0%     | 5     | 0.0%    | 0     | 0.0%      | 0      | 0.0%      | 0     | 0.0%   | 0       | 0.0%      | 0                |        |
| ebenham   | 0.1%      | 1      | 0.0%      | 0     | 0.0%     | 0    | 0.0%      | 0     | 0.0%    | 0     | 0.0%     | 0      | 0.0%     | 0     | 1.2%    | 1     | 0.0%      | 0      | 0.0%      | 0     | 0.0%   | 0       | 0.0%      | 0                |        |
| adleigh   | 0.9%      | 8      | 0.0%      | 0     | 0.0%     | 0    | 0.0%      | 0     | 0.0%    | 0     | 7.5%     | 6      | 1.4%     | 1     | 1.2%    | 1     | 0.0%      | 0      | 0.0%      | 0     | 0.0%   | 0       | 0.0%      | 0                |        |
| alstead   | 0.1%      | 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       | 0.0%      | 0                |        |
| averhill  | 0.3%      | 3      | 3.4%      | 3     | 0.0%     | 0    | 0.0%      | 0     | 0.0%    | 0     | 0.0%     | 0      | 0.0%     | 0     | 0.0%    | 0     | 0.0%      | 0      | 0.0%      | 0     | 0.0%   | 0       | 0.0%      | 0                |        |
| oswich  | 10.0%     | 87     | 1.1%      | 1     | 0.0%     | 0    | 3.4%      | 3     | 1.3%    | 1     | 20.0%    | 16     | 31.0%    | 22    | 23.5%   | 19    | 20.8%     | 15     | 2.6%      | 2     | 9.9%   | 7       | 1.3%      | 1                |        |
| towmarket   | 4.7%      | 41     | 0.0%      | 0     | 4.6%     | 4    | 0.0%      | 0     | 0.0%    | 0     | 1.3%     | 1      | 0.0%     | 0     | 9.9%    | 8     | 30.6%     | 22     | 6.4%      | 5     | 1.4%   | 1       | 0.0%      | 0                |        |
| udbury  | 8.6%      | 75     | 17.2%     | 15    | 2.3%     | 2    | 23.9%     | 21    | 43.0%   | 34    | 3.8%     | 3      | 0.0%     | 0     | 0.0%    | 0     | 0.0%      | 0      | 0.0%      | 0     | 0.0%   | 0       | 0.0%      | 0                |        |
| sda Superstore, Whitehouse Industrial Estate, Goddard Road, Ipswich               | 0.2%      | 2      | 0.0%      | 0     | 0.0%     | 0    | 0.0%      | 0     | 0.0%    | 0     | 1.3%     | 1      | 0.0%     | 0     | 1.2%    | 1     | 0.0%      | 0      | 0.0%      | 0     | 0.0%   | 0       | 0.0%      | 0                |        |
| otesdale  | 0.1%      | 1      | 0.0%      | 0     | 0.0%     | 0    | 0.0%      | 0     | 0.0%    | 0     | 0.0%     | 0      | 0.0%     | 0     | 0.0%    | 0     | 0.0%      | 0      | 0.0%      | 0     | 1.4%   | 1       |           | 0                |        |
| ambridge  | 1.6%      | 14     | 5.7%      | 5     | 1.1%     | 1    | 0.0%      | 0     | 3.8%    | 3     |          | 0      | 0.0%     | 0     | 0.0%    | 0     | 1.4%      | 1      | 5.1%      | 4     | 0.0%   | 0       | 0.0%      | 0                |        |
| Central London  | 0.1%      | 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                |        |
| lare  | 0.1%      | 1      | 1.1%      | 1     | 0.0%     | 0    | 0.0%      | 0     | 0.0%    | 0     | 0.0%     | 0      | 0.0%     | 0     | 0.0%    | 0     | 0.0%      | 0      | 0.0%      | 0     | 0.0%   | 0       | 0.0%      | 0                |        |
| omet, Anglia Parkway<br>South, Bury Road, Ipswich                                 | 0.1%      | 1      | 0.0%      | 0     |          | 0    | 0.0%      | 0     | 0.0%    | 0     |          | 1      | 0.0%     | 0     |         | 0     | 0.0%      | 0      | 0.0%      | 0     |        | 0       |           | 0                |        |
| iss   | 4.4%      | 38     | 0.0%      | 0     |          | 0    | 0.0%      | 0     | 0.0%    | 0     |          | 0      | 0.0%     | 0     |         | 2     |           | 1      | 0.0%      |       | 28.2%  |         | 19.0%     | 15               |        |
| reat Yarmouth   | 0.1%      | 1      | 0.0%      | 0     | 0.0%     | 0    | 0.0%      | 0     | 0.0%    | 0     | 0.0%     | 0      | 0.0%     | 0     | 0.0%    | 0     | 0.0%      | 0      | 0.0%      | 0     | 0.0%   | 0       |           | 1                |        |
| reenhithe   | 0.1%      | 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                |        |
| alesworth   | 0.1%      | 1      | 0.0%      | 0     | 0.0%     | 0    | 0.0%      | 0     | 0.0%    | 0     | 0.0%     | 0      | 0.0%     | 0     | 0.0%    | 0     | 0.0%      | 0      | 0.0%      | 0     | 0.0%   | 0       | 1.3%      | 1                |        |
| arleston  | 0.5%      | 4      | 0.0%      | 0     | 0.0%     | 0    | 0.0%      | 0     | 0.0%    | 0     | 0.0%     | 0      | 0.0%     | 0     | 0.0%    | 0     | 0.0%      | 0      | 0.0%      | 0     | 0.0%   | 0       | 5.1%      | 4                |        |
| John Lewis, Futura Park,<br>Ransomes Way, Crane<br>Boulevard, Ipswich             | 0.3%      | 3      | 0.0%      | 0     | 0.0%     | 0    | 1.1%      | 1     | 0.0%    | 0     | 1.3%     | 1      | 0.0%     | 0     | 1.2%    | 1     | 0.0%      | 0      | 0.0%      | 0     | 0.0%   | 0       | 0.0%      | 0                |        |

February 2015

#### Babergh & Mid Suffolk Household Survey For Carter Jonas

|                            | Tota  | l   | Zone 1 | 1  | Zone 2 |    | Zone 3 |    | Zone 4 |    | Zone  | 5  | Zone  | 6  | Zon   | ne 7   |    | Zone 8 | 3  | Zone 9 | ı  | Zone : | 10 | Zone 1 | 11 |
|----------------------------|-------|-----|--------|----|--------|----|--------|----|--------|----|-------|----|-------|----|-------|--------|----|--------|----|--------|----|--------|----|--------|----|
|                            |       |     |        |    |        |    |        |    |        |    |       |    |       |    |       |        |    |        |    |        |    |        |    |        |    |
| Lowestoft                  | 0.1%  | 1   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | )      | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 1.3%   | 1  |
| Martlesham                 | 0.3%  | 3   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.2%  | ,<br>) | 1  | 0.0%   | 0  | 1.3%   | 1  | 0.0%   | 0  | 1.3%   | 1  |
| Norwich                    | 5.4%  | 47  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 1.3%  | 1  | 0.0%  | 0  | 3.7%  | ,<br>) | 3  | 0.0%   | 0  | 2.6%   | 2  | 11.3%  | 8  | 41.8%  | 33 |
| Ransomes Euro Retail Park, | 0.1%  | 1   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 1.4%  | 1  | 0.0%  | ,<br>) | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Central Avenue, Ipswich    |       |     |        |    |        |    |        |    |        |    |       |    |       |    |       |        |    |        |    |        |    |        |    |        |    |
| Sainsbury's, Cornard Road, | 0.1%  | 1   | 0.0%   | 0  | 0.0%   | 0  | 1.1%   | 1  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | Ò      | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Sudbury                    |       |     |        |    |        |    |        |    |        |    |       |    |       |    |       |        |    |        |    |        |    |        |    |        |    |
| Tesco Superstore, Woodhall | 0.3%  | 3   | 0.0%   | 0  | 1.1%   | 1  | 0.0%   | 0  | 2.5%   | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | Ó      | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Business Park,             |       |     |        |    |        |    |        |    |        |    |       |    |       |    |       |        |    |        |    |        |    |        |    |        |    |
| Springlands Way, Sudbury   | 0.10/ |     | 0.00/  | 0  | 0.00/  | 0  | 1 10/  |    | 0.00/  | 0  | 0.00/ | 0  | 0.00/ | 0  | 0.00/ |        | 0  | 0.00/  | 0  | 0.00/  | 0  | 0.00/  | 0  | 0.00/  | 0  |
| Tesco, Woodhall Business   | 0.1%  | 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  | 0.0%   | 0  |
| Park, Springlands Way,     |       |     |        |    |        |    |        |    |        |    |       |    |       |    |       |        |    |        |    |        |    |        |    |        |    |
| Sudbury<br>Warren Heath    | 0.10/ | 1   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.2%  |        | 1  | 0.0%   | 0  | 0.00/  | 0  | 0.0%   | 0  | 0.0%   | 0  |
|                            | 0.1%  | 1   |        | 0  |        |    |        | 0  |        |    |       | -  |       | -  |       |        | 0  |        | -  | 0.0%   | 0  |        | 0  |        | 1  |
| Woodbridge                 | 0.1%  | 1   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | -  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  |       |        |    | 0.0%   | 0  | 0.0%   | 1  | 0.0%   | 0  | 1.3%   | 1  |
| Woolpit                    | 0.2%  | 2   | 0.0%   | 0  | 1.1%   | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.070 |        | 0  | 0.0%   | 0  | 1.3%   | 1  | 0.0%   | 0  | 0.0%   | 0  |
| Internet / catalogue       | 27.8% | 243 | 23.0%  | 20 | 27.6%  | 24 | 30.7%  | 27 | 21.5%  | 17 | 25.0% | 20 | 35.2% | 25 | 27.2% | ) .    | 22 | 33.3%  | 24 | 24.4%  | 19 | 35.2%  | 25 | 25.3%  | 20 |
| Base:                      |       | 873 |        | 87 |        | 87 |        | 88 |        | 79 |       | 80 |       | 71 |       | ;      | 81 |        | 72 |        | 78 |        | 71 |        | 79 |

Q13AWhich internet / home delivery retailer do you also use for your household's shopping for audio visual, photographic, computer items (such as stereos, radios, TVs, software, cameras, kindles, ipads, telephones, etc.)?

Those who buy audio / visual equipment via the Internet at Q13: AND Excl Nulls

| Amazon      | 51.9% | 94  | 41.7% | 5  | 52.9% | 9  | 54.5% | 12 | 57.1% | 8  | 38.5% | 5  | 65.0% | 13 | 61.1% | 11 | 55.6% | 10 | 46.2% | 6  | 36.8% | 7  | 53.3% | 8  |
|-------------|-------|-----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|
| AO.com      | 2.2%  | 4   | 8.3%  | 1  | 0.0%  | 0  | 9.1%  | 2  | 0.0%  | 0  | 0.0%  | 0  | 5.0%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Argos       | 5.0%  | 9   | 8.3%  | 1  | 5.9%  | 1  | 4.5%  | 1  | 0.0%  | 0  | 15.4% | 2  | 0.0%  | 0  | 11.1% | 2  | 5.6%  | 1  | 0.0%  | 0  | 5.3%  | 1  | 0.0%  | 0  |
| Asda        | 0.6%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 5.6%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Currys      | 10.5% | 19  | 8.3%  | 1  | 17.6% | 3  | 4.5%  | 1  | 14.3% | 2  | 23.1% | 3  | 15.0% | 3  | 5.6%  | 1  | 5.6%  | 1  | 0.0%  | 0  | 10.5% | 2  | 13.3% | 2  |
| Ebay        | 2.2%  | 4   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 7.7%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 15.4% | 2  | 0.0%  | 0  | 6.7%  | 1  |
| Ebuyer      | 0.6%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 5.6%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| John Lewis  | 16.6% | 30  | 25.0% | 3  | 17.6% | 3  | 4.5%  | 1  | 0.0%  | 0  | 15.4% | 2  | 10.0% | 2  | 11.1% | 2  | 5.6%  | 1  | 38.5% | 5  | 42.1% | 8  | 20.0% | 3  |
| Littlewoods | 1.1%  | 2   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 7.1%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 5.6%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| PC World    | 0.6%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 4.5%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Sainsbury's | 0.6%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 7.1%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Tesco       | 2.2%  | 4   | 8.3%  | 1  | 5.9%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 11.1% | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Other       | 2.8%  | 5   | 0.0%  | 0  | 0.0%  | 0  | 13.6% | 3  | 7.1%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 6.7%  | 1  |
| Apple       | 2.2%  | 4   | 0.0%  | 0  | 0.0%  | 0  | 4.5%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 5.0%  | 1  | 5.6%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 5.3%  | 1  | 0.0%  | 0  |
| Co-op       | 0.6%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 5.6%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Very        | 0.6%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 7.1%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Base:       |       | 181 |       | 12 |       | 17 |       | 22 |       | 14 |       | 13 |       | 20 |       | 18 |       | 18 |       | 13 |       | 19 |       | 15 |

Zone 2 Total Zone 1 Zone 3 Zone 4 Zone 7 Zone 8 Zone 9 Zone 10 Zone 11 Zone 5 Zone 6 Q14 Where do you normally do most of your household's shopping for all other domestic electrical goods including small domestic electrical appliances (such as irons, kettles, fans, coffee makers, food mixers) and white goods (fridges, freezers, dishwashers) and smaller etc)? Excl Nulls Currys PC World, London 2 29.6% 0 1.1% 6.6% 65 1.1% 0.0% 0 1.1% 2.2% 24 16.3% 14 16.9% 15 7.1% 6 1.1% 1 0.0% 1 Road / Copdock Interchange, Ipswich Currys, Shawlands Retail 1.1% 11 2.2% 2 0.0% 0 4.3% 4 5.4% 5 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Park, Newton Road, Sudbury Homebase, Waldingfield 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 Road, Sudbury 0.9% 0 Tesco Extra, Copdock 9 0.0% 0 0.0% 0.0% 0 0.0% 0 1.2% 7.0% 6 1.1% 1 0.0% 0 0.0% 0 1.3% 0.0% Interchange, Ipswich Copdock Mill Interchange, 2.2% 22 0.0% 0 0.0% 0 2.2% 2 2.2% 3.7% 3 7.0% 6.7% 6 0.0% 0 1.1% 1 1.3% 1.1% 6 1 **Ipswich** Shawlands Retail Park, 0.3% 3 0.0% 0 0.0% 1 2.2% 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0 1.1% Newton Road, Sudbury Woodhall Business Park, 0.1% 0.0% 0 0.0% 0.0% 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0 1.1% 1 Drury Drive, Sudbury Braintree 0.1% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.2% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 7 Bury St Edmunds 15.7% 154 11.8% 11 66.7% 64 7.5% 7 7.6% 2.5% 2 0.0% 0 0.0% 0 4.7% 4 55.8% 53 7.5% 6 0.0% 0 8 Colchester 5.1% 50 26.9% 25 0.0% 0 10.8% 10 8.7% 0.0% 0 8.1% 7 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0 Debenham 0.1% 0.0% 0 0.0% 0 0.0% 0.0% 0.0% 0 0.0% 0 1.1% 0.0% 0.0% 0 0.0% 0 0.0% 1 0 1 0 Eye 0.1% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.3% 1 0.0% 0 Hadleigh 2.2% 22 0.0% 0 0.0% 0 0.0% 0 0.0% 0 19.8% 16 5.8% 5 1.1% 1 0.0% 0.0% 0.0% 0 0.0% 0 2.2% 2 0.0% 0 0.0% 0.0% Halstead 0.4% 4 1.1% 0.0% 0 0.0% 0 0.0% 0 0 0.0% 0.0% 0 1.1% 0 1 0 3 3 Haverhill 0.3% 3.2% 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 82 2 3 Ipswich 8.4% 2.2% 0.0% 0 1.1% 1 1.1% 1 18.5% 15 26.7% 23 25.8% 23 7.1% 6 6.3% 6 3.8% 2.2% 2 7.2% 71 1.1% 1 5.2% 5 0.0% 0 0.0% 0 0.0% 0 0.0% 0 11.2% 10 50.6% 43 11.6% 11 1.3% 1 0.0% 0 Stowmarket Sudbury 10.2% 100 25.8% 2.1% 2 31.2% 29 45.7% 42 3.7% 3 0.0% 0 0.0% 0.0% 0.0% 0.0% 0 0.0% 0 24 0 0 0 Asda Superstore. 0.2% 2 0.0% 0 1.0% 1 0.0% 0 0.0% 0 1.2% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Whitehouse Industrial Estate, Goddard Road, Ipswich B&Q, Woodhall Business 0.1% 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% 0 Park, Eastern Bypass, Sudbury 0.2% 2 0.0% 0 0.0% 0.0% 0.0% 0 0 Bacton 0 0.0% 0 0.0% 0 1.1% 0.0% 0 0.0% 0 1.3% 0.0% 0 Beccles 0.1% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0.0% 0 1.1% 0.1% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.3% 1 0.0% 0 Buckton 0.8% 8 2 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 4.2% 0.0% 0 0.0% 0 Cambridge 1.1% 1 2.1% 0 1.1% 4 Clare 0.1% 1 1.1% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0

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February 2015

#### Babergh & Mid Suffolk Household Survey For Carter Jonas

|  | Tota  | ıl  | Zone  | 1  | Zone  | 2  | Zone 3 | 3  | Zone 4 | 1  | Zone  | 5  | Zone  | 6  | Zone  | 7  | Zone  | 8  | Zone 9 | )  | Zone  | 10 | Zone  | 11 |
|--|-------|-----|-------|----|-------|----|--------|----|--------|----|-------|----|-------|----|-------|----|-------|----|--------|----|-------|----|-------|----|
|  |       |     |       |    |       |    |        |    |        |    |       |    |       |    |       |    |       |    |        |    |       |    |       |    |
| Halesworth   | 0.1%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 1.1%  | 1  |
| Harleston  | 0.8%  | 8   | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 8.7%  | 8  |
| John Lewis, Futura Park,<br>Ransomes Way, Crane<br>Boulevard, Ipswich    | 0.4%  | 4   | 0.0%  | 0  | 0.0%  | 0  | 1.1%   | 1  | 0.0%   | 0  | 1.2%  | 1  | 0.0%  | 0  | 1.1%  | 1  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 1.1%  | 1  |
| Leiston  | 0.1%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 1.1%  | 1  |
| Lowestoft  | 0.1%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 1.1%  | 1  |
| Martlesham   | 0.4%  | 4   | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 2.2%  | 2  | 0.0%  | 0  | 1.1%   | 1  | 0.0%  | 0  | 1.1%  | 1  |
| Melksham   | 0.1%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.1%  | 1  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Morrisons, Sproughton<br>Road, Ipswich                                   | 0.1%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 1.2%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Norwich  | 4.8%  | 47  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 3.4%  | 3  | 0.0%  | 0  | 3.2%   | 3  | 10.0% | 8  | 35.9% | 33 |
| Ransomes Euro Retail Park,<br>Central Avenue, Ipswich                    | 0.1%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 1.2%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Sainsbury's, Cornard Road,<br>Sudbury                                    | 0.2%  | 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  | 0.0%  | 0  |
| Stanton  | 0.1%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.1%   | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Tesco Superstore, Woodhall<br>Business Park,<br>Springlands Way, Sudbury | 0.5%  | 5   | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 4.3%   | 4  | 1.2%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Woodbridge   | 0.1%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.1%  | 1  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Woolpit  | 0.1%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.1%   | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Internet / catalogue   | 24.4% | 240 | 20.4% | 19 | 22.9% | 22 | 33.3%  | 31 | 18.5%  | 17 | 16.0% | 13 | 26.7% | 23 | 24.7% | 22 | 30.6% | 26 | 13.7%  | 13 | 41.3% | 33 | 22.8% | 21 |
| Base:  |       | 982 |       | 93 |       | 96 |        | 93 |        | 92 |       | 81 |       | 86 |       | 89 |       | 85 |        | 95 |       | 80 |       | 92 |

Q14AWhich internet / home delivery retailer do you also use for your household's shopping for all other domestic electrical goods including small domestic electrical appliances (such as irons, kettles, fans, coffee makers, food mixers) and white goods (fridges, freezers, dishwashers) and smaller etc)?

Those who buy domestic electrical goods via the Internet at Q14: AND Excl Nulls

| Amazon      | 26.5% | 50  | 30.8% | 4  | 15.0% | 3  | 14.8% | 4  | 33.3% | 5  | 50.0% | 3          | 38.9% | 7  | 31.6% | 6  | 25.0% | 5  | 11.1% | 1 | 25.9% | 7  | 33.3% | 5  |
|-------------|-------|-----|-------|----|-------|----|-------|----|-------|----|-------|------------|-------|----|-------|----|-------|----|-------|---|-------|----|-------|----|
| AO.com      | 13.8% | 26  | 0.0%  | 0  |       | -  | 22.2% | 6  | 13.3% | 2  | 0.0%  |            | 11.1% | 2  | 15.8% | 3  | 20.0% | 4  | 0.0%  | 0 |       | 4  | 20.0% | 3  |
| Argos       | 9.5%  | 18  | 23.1% | 3  | 10.0% | 2  | 14.8% | 4  | 6.7%  | 1  | 0.0%  | (          |       | 0  | 5.3%  | 1  | 10.0% | 2  | 22.2% | 2 | 7.4%  | 2  | 6.7%  | 1  |
| Asda        | 1.1%  | 2   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | C          |       | 0  | 0.0%  | 0  | 5.0%  | 1  | 11.1% | 1 | 0.0%  | 0  | 0.0%  | 0  |
| ASOS        | 0.5%  | 1   | 0.0%  | 0  | 5.0%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | C          |       | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| B&O         | 0.5%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | Č          |       | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Boots       | 1.1%  | 2   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 6.7%  | 1  | 0.0%  | Č          |       | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 6.7%  | 1  |
| Currys      | 15.3% | 29  | 0.0%  | 0  |       | 3  | 14.8% | 4  | 13.3% | 2  | 16.7% | 1          | 27.8% | 5  | 21.1% | 4  | 5.0%  | 1  | 22.2% | 2 |       | 5  | 13.3% | 2  |
| Homebase    | 0.5%  | 1   | 0.0%  | 0  | 5.0%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | (          | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| John Lewis  | 20.1% | 38  | 38.5% | 5  | 30.0% | 6  |       | 5  | 6.7%  | 1  | 33.3% | 2          | 0.0%  | 0  | 21.1% | 4  | 10.0% | 2  | 33.3% | 3 | 25.9% | 7  | 20.0% | 3  |
| Littlewoods | 0.5%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0          | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 3.7%  | 1  | 0.0%  | 0  |
| Sainsbury's | 1.1%  | 2   | 0.0%  | 0  | 5.0%  | 1  | 0.0%  | 0  | 6.7%  | 1  | 0.0%  | 0          | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Tesco       | 1.6%  | 3   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 6.7%  | 1  | 0.0%  | 0          | 0.0%  | 0  | 0.0%  | 0  | 10.0% | 2  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Other       | 5.8%  | 11  | 7.7%  | 1  | 5.0%  | 1  | 14.8% | 4  | 6.7%  | 1  | 0.0%  | 0          | 5.6%  | 1  | 5.3%  | 1  | 5.0%  | 1  | 0.0%  | 0 | 3.7%  | 1  | 0.0%  | 0  |
| Co-op       | 2.1%  | 4   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | C          | 11.1% | 2  | 0.0%  | 0  | 10.0% | 2  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Base:       |       | 189 |       | 13 |       | 20 |       | 27 |       | 15 |       | $\epsilon$ | i     | 18 |       | 19 |       | 20 |       | 9 |       | 27 |       | 15 |

|   | Tota         | l      | Zone         | 1     | Zone :       | 2    | Zone         | 3     | Zone         | 4      | Zone         | 5      | Zone         | 6       | Zone     | 7       | Zone         | 8     | Zone         | 9     | Zone 1       | 10     | Zone 1       | 1          |                  |     |
|---|--------------|--------|--------------|-------|--------------|------|--------------|-------|--------------|--------|--------------|--------|--------------|---------|----------|---------|--------------|-------|--------------|-------|--------------|--------|--------------|------------|------------------|-----|
|   |              |        |              |       |              |      |              |       |              |        |              |        |              |         |          |         |              |       |              |       |              |        |              |            |                  |     |
| Q15 Where do you norm                           | nally do r   | nost ( | of your b    | housa | hold's s     | honn | ina for l    | hooks | (incl. d     | iction | arios o      | nevel  | onaedis      | e to    | rt hooks | : auid  | lahooks      | and r | nusical      | score | e) and (     | statio | nary (in     | al writi   | na nade envelo   | nas |
| pens, diaries, etc.)                            | -            |        | -            |       | iioiu s s    | порр | ing ioi i    | JOOKS | (IIICI. u    | ictioi | iai ies, e   | iicyci | opacuio      | 13, 167 | ti books | s, guic | ichooks      | anu i | iiusicai     | 30016 | ss) and s    | Statio | ilai y (ilik | JI. WIILII | ig paus, envelop | pes |
| Excl Nulls                                      |              | 9      |              | •     |              |      |              |       |              |        |              |        |              |         |          |         |              |       |              |       |              |        |              |            |                  |     |
| Tesco Extra, Copdock                            | 0.8%         | 7      | 0.0%         | 0     | 0.0%         | 0    | 0.0%         | 0     | 0.0%         | 0      | 2.7%         | 2      | 3.5%         | 3       | 2.3%     | 2       | 0.0%         | 0     | 0.0%         | 0     | 0.0%         | 0      | 0.0%         | 0          |                  |     |
| Interchange, Ipswich                            |              |        |              |       |              |      |              |       |              |        |              |        |              |         |          |         |              |       |              |       |              |        |              |            |                  |     |
| Copdock Mill Interchange,                       | 0.2%         | 2      | 0.0%         | 0     | 0.0%         | 0    | 0.0%         | 0     | 0.0%         | 0      | 1.4%         | 1      | 1.2%         | 1       | 0.0%     | 0       | 0.0%         | 0     | 0.0%         | 0     | 0.0%         | 0      | 0.0%         | 0          |                  |     |
| Ipswich   | 0.00/        |        | 0.00/        |       | 0.00/        |      |              |       | 4.40/        |        | 0.00/        |        | 0.00/        |         | 0.00/    |         | 0.00/        |       | 0.00/        |       | 0.00/        |        | 0.00/        |            |                  |     |
| Woodhall Business Park,<br>Drury Drive, Sudbury | 0.2%         | 2      | 0.0%         | 0     | 0.0%         | 0    | 1.2%         | 1     | 1.1%         | 1      | 0.0%         | 0      | 0.0%         | 0       | 0.0%     | 0       | 0.0%         | 0     | 0.0%         | 0     | 0.0%         | 0      | 0.0%         | 0          |                  |     |
| Bury St Edmunds                                 | 14.0%        | 128    | 6.8%         | 6     | 59.2%        | 45   | 9.4%         | 8     | 5.3%         | 5      | 0.0%         | 0      | 1.2%         | 1       | 0.0%     | 0       | 8.6%         | 7     | 61.5%        | 48    | 10.0%        | 8      | 0.0%         | 0          |                  |     |
| Colchester                                      | 2.5%         | 23     | 15.9%        | 14    | 0.0%         | 0    | 3.5%         | 3     | 0.0%         | 0      | 0.0%         | 0      | 7.0%         | 6       | 0.0%     | 0       | 0.0%         | 0     | 0.0%         | 0     | 0.0%         | 0      | 0.0%         | 0          |                  |     |
| Debenham  | 0.3%         | 3      | 0.0%         | 0     | 0.0%         | 0    | 0.0%         | 0     | 0.0%         | 0      | 0.0%         | 0      | 0.0%         | 0       | 3.4%     | 3       | 0.0%         | 0     | 0.0%         | 0     | 0.0%         | 0      | 0.0%         | 0          |                  |     |
| Eye   | 0.1%         | 1      | 0.0%         | 0     | 0.0%         | 0    | 0.0%         | 0     | 0.0%         | 0      | 0.0%         | 0      | 0.0%         | 0       | 0.0%     | 0       | 0.0%         | 0     | 0.0%         | 0     | 1.3%         | 1      | 0.0%         | 0          |                  |     |
| Hadleigh  | 3.0%         | 27     | 0.0%         | 0     | 0.0%         | 0    | 1.2%         | 1     | 0.0%         | 0      | 32.4%        | 24     | 2.3%         | 2       | 0.0%     | 0       | 0.0%         | 0     | 0.0%         | 0     | 0.0%         | 0      | 0.0%         | 0          |                  |     |
| Halstead  | 0.1%         | 1      | 1.1%         | 1     | 0.0%         | 0    | 0.0%         | 0     | 0.0%         | 0      | 0.0%         | 0      | 0.0%         | 0       | 0.0%     | 0       | 0.0%         | 0     | 0.0%         | 0     | 0.0%         | 0      | 0.0%         | 0          |                  |     |
| Haverhill                                       | 0.7%         | 6      | 6.8%         | 6     | 0.0%         | 0    | 0.0%         | 0     | 0.0%         | 0      | 0.0%         | 0      | 0.0%         | 0       | 0.0%     | 0       | 0.0%         | 0     | 0.0%         | 0     | 0.0%         | 0      | 0.0%         | 0          |                  |     |
| Ipswich   | 10.2%        | 93     | 0.0%         | 0     | 0.0%         | 0    | 2.4%         | 2     | 0.0%         | 0      | 16.2%        | 12     | 45.3%        | 39      | 33.3%    | 29      | 8.6%         | 7     | 1.3%         | 1     | 2.5%         | 2      | 1.2%         | 1          |                  |     |
| Long Melford                                    | 0.2%         | 2      | 1.1%         | 1     | 0.0%         | 0    | 1.2%         | 1     | 0.0%         | 0      | 0.0%         | 0      | 0.0%         | 0       | 0.0%     | 0       | 0.0%         | 0     | 0.0%         | 0     | 0.0%         | 0      | 0.0%         | 0          |                  |     |
| Needham Market                                  | 0.1%         | 1      | 0.0%         | 0     | 0.0%         | 0    | 0.0%         | 0     | 0.0%         | 0      | 0.0%         | 0      | 0.0%         | 0       | 1.1%     | 1       | 0.0%         | 0     | 0.0%         | 0     | 0.0%         | 0      | 0.0%         | 0          |                  |     |
| Stowmarket                                      | 6.5%         | 59     | 0.0%         | 0     | 2.6%         | 2    | 0.0%         | 0     | 0.0%         | 0      | 1.4%         | 1      | 0.0%         | 0       | 10.3%    | 9       | 42.0%        | 34    | 11.5%        | 9     | 5.0%         | 4      | 0.0%         | 0          |                  |     |
| Sudbury   | 13.7%        | 125    | 30.7%        | 27    | 6.6%         | 5    | 38.8%        | 33    | 57.9%        | 55     | 6.8%         | 5      | 0.0%         | 0       | 0.0%     | 0       | 0.0%         | 0     | 0.0%         | 0     | 0.0%         | 0      | 0.0%         | 0          |                  |     |
| Street Market in Sudbury                        | 0.1%         | 1      | 0.0%         | 0     | 0.0%         | 0    | 0.0%         | 0     | 1.1%         | 1      | 0.0%         | 0      | 0.0%         | 0       | 0.0%     | 0       | 0.0%         | 0     | 0.0%         | 0     | 0.0%         | 0      | 0.0%         | 0          |                  |     |
| Asda Superstore,                                | 0.2%         | 2      | 0.0%         | 0     | 0.0%         | 0    | 0.0%         | 0     | 0.0%         | 0      | 0.0%         | 0      | 0.0%         | 0       | 2.3%     | 2       | 0.0%         | 0     | 0.0%         | 0     | 0.0%         | 0      | 0.0%         | 0          |                  |     |
| Whitehouse Industrial                           |              |        |              |       |              |      |              |       |              |        |              |        |              |         |          |         |              |       |              |       |              |        |              |            |                  |     |
| Estate, Goddard Road,                           |              |        |              |       |              |      |              |       |              |        |              |        |              |         |          |         |              |       |              |       |              |        |              |            |                  |     |
| Ipswich   |              |        |              |       |              |      |              |       |              |        |              |        |              |         |          |         |              |       |              |       |              |        |              |            |                  |     |
| Beccles   | 0.2%         | 2      | 0.0%         | 0     | 0.0%         | 0    | 0.0%         | 0     | 0.0%         | 0      |              | 0      | 0.0%         | 0       | 0.0%     | 0       | 0.0%         | 0     | 0.0%         | 0     | 0.0%         | 0      |              | 2          |                  |     |
| Bungay  | 0.1%         | 1      | 0.0%         | 0     | 0.0%         | 0    | 0.0%         | 0     | 0.0%         | 0      | 0.0%         | 0      | 0.0%         | 0       | 0.0%     | 0       | 0.0%         | 0     | 0.0%         | 0     | 0.0%         | 0      | 1.2%         | 1          |                  |     |
| Cambridge                                       | 0.5%         | 5      | 2.3%         | 2     | 0.0%         | 0    | 1.2%         | 1     | 0.0%         | 0      | 0.0%         | 0      | 0.0%         | 0       | 0.0%     | 0       | 0.0%         | 0     | 2.6%         | 2     | 0.0%         | 0      | 0.0%         | 0          |                  |     |
| Central London                                  | 0.3%         | 3      | 0.0%         | 0     | 0.0%         | 0    | 1.2%         | 1     | 0.0%         | 0      | 1.4%         | 1      | 0.0%         | 0       | 0.0%     | 0       | 0.0%         | 0     | 0.0%         | 0     | 1.3%         | 1      | 0.0%         | 0          |                  |     |
| Clare   | 0.2%         | 2      | 2.3%         | 2     | 0.0%         | 0    | 0.0%         | 0     | 0.0%         | 0      | 0.0%         | 0      | 0.0%         | 0       | 0.0%     | 0       | 0.0%         | 0     | 0.0%         | 0     | 0.0%         | 0      | 0.0%         | 0          |                  |     |
| Claydon   | 0.1%         | 1      | 0.0%         | 0     | 0.0%         | 0    | 0.0%         | 0     | 0.0%         | 0      | 0.0%         | 0      | 0.0%         | 0       | 1.1%     | 1       | 0.0%         | 0     | 0.0%         | 0     | 0.0%         | 0      | 0.0%         | 0          |                  |     |
| Diss  | 5.6%         | 51     | 0.0%         | 0     | 0.0%         | 0    | 0.0%         | 0     | 0.0%         | 0      | 0.0%         | 0      | 0.0%         | 0       | 3.4%     | 3       | 1.2%         | 1     | 0.0%         | 0     |              |        | 31.0%        | 26         |                  |     |
| Felixstowe                                      | 0.3%         | 3      | 0.0%         | 0     | 0.0%         | 0    | 0.0%         | 0     | 0.0%         | 0      | 0.0%         | 0      | 1.2%         | 1       | 2.3%     | 2       | 0.0%         | 0     | 0.0%         | 0     | 0.0%         | 0      | 0.0%         | 0          |                  |     |
| Framlingham                                     | 0.1%         | 1      | 0.0%         | 0     | 0.0%         | 0    | 0.0%         | 0     | 0.0%         | 0      | 0.0%         | 0      | 0.0%         | 0       | 1.1%     | 1       | 0.0%         | 0     | 0.0%         | 0     | 0.0%         | 0      | 0.0%         | 0          |                  |     |
| Glemsford                                       | 0.1%         | 1<br>1 | 1.1%         | 1     | 0.0%         | 0    | 0.0%         | 0     | 0.0%         | 0      | 0.0%         | 0      | 0.0%         | 0       | 0.0%     | 0       | 0.0%         | 0     | 0.0%         | 0     | 0.0%         | 0      | 0.0%         | 1          |                  |     |
| Halesworth<br>Harleston                         | 0.1%<br>0.7% | 6      | 0.0%<br>0.0% | 0     | 0.0%<br>0.0% | 0    | 0.0%<br>0.0% | 0     | 0.0%<br>0.0% | 0      | 0.0%<br>0.0% | 0      | 0.0%<br>0.0% | 0       | 0.0%     | 0       | 0.0%<br>0.0% | 0     | 0.0%<br>0.0% | 0     | 0.0%<br>0.0% | 0      | 1.2%<br>7.1% | 6          |                  |     |
|   | 0.7%         | 2      | 0.0%         | 0     | 0.0%         | 0    | 0.0%         | 0     | 0.0%         | 0      | 0.0%         | 0      | 2.3%         | 2       | 0.0%     | 0       | 0.0%         | 0     | 0.0%         | 0     | 0.0%         | 0      | 0.0%         | 0          |                  |     |
| Holbrook Morrisons Sproughton                   | 0.2%         | 1      |              | 0     | 0.0%         | 0    | 0.0%         | 0     |              | 0      | 0.0%         | 0      | 0.0%         | 0       |          | 1       | 0.0%         | 0     | 0.0%         | 0     | 0.0%         | 0      |              | 0          |                  |     |
| Morrisons, Sproughton<br>Road, Ipswich          | 0.170        | 1      | 0.0%         | U     | 0.070        | U    | 0.0%         | U     | 0.0%         | U      | 0.0%         | U      | 0.070        | U       | 1.170    | 1       | 0.0%         | U     | 0.0%         | U     | 0.0%         | U      | 0.0%         | U          |                  |     |
| Norwich   | 2.1%         | 19     | 0.0%         | 0     | 0.0%         | 0    | 0.0%         | 0     | 0.0%         | 0      | 0.0%         | 0      | 0.0%         | 0       | 0.0%     | 0       | 0.0%         | 0     | 0.0%         | 0     | 7.5%         | 6      | 15.5%        | 13         |                  |     |
| Ransomes Euro Retail Park,                      | 0.1%         | 1      | 0.0%         | 0     | 0.0%         | 0    | 0.0%         | 0     | 0.0%         | 0      | 0.0%         | 0      | 0.0%         | 0       | 0.0%     | 0       | 0.0%         | 0     | 0.0%         | 0     | 0.0%         | 0      | 1.2%         | 1          |                  |     |
| Central Avenue, Ipswich                         |              |        |              |       |              |      |              |       |              |        |              |        |              |         |          |         |              |       |              |       |              |        |              |            |                  |     |
| Rickinghall                                     | 0.1%         | 1      | 0.0%         | 0     | 0.0%         | 0    | 0.0%         | 0     | 0.0%         | 0      | 0.0%         | 0      | 0.0%         | 0       | 0.0%     | 0       | 0.0%         | 0     | 0.0%         | 0     | 1.3%         | 1      | 0.0%         | 0          |                  |     |
| Sainsbury's, Cornard Road,                      | 0.2%         | 2      | 0.0%         | 0     | 0.0%         | 0    | 1.2%         | 1     | 1.1%         | 1      | 0.0%         | 0      | 0.0%         | 0       | 0.0%     | 0       | 0.0%         | 0     | 0.0%         | 0     | 0.0%         | 0      | 0.0%         | 0          |                  |     |

#### Babergh & Mid Suffolk Household Survey For Carter Jonas

|  | Tota  | l   | Zone  | 1  | Zone 2 | 2  | Zone 3 | 3  | Zone 4 | ı  | Zone  | 5  | Zone  | 6  | Zone  | 7  | Zone  | 8  | Zone  | 9  | Zone 1 | .0 | Zone 1 | 1  |
|--|-------|-----|-------|----|--------|----|--------|----|--------|----|-------|----|-------|----|-------|----|-------|----|-------|----|--------|----|--------|----|
| a "  |       |     |       |    |        |    |        |    |        |    |       |    |       |    |       |    |       |    |       |    |        |    |        |    |
| Sudbury Tesco Superstore, Woodhall Business Park, Springlands Way, Sudbury | 0.8%  | 7   | 0.0%  | 0  | 0.0%   | 0  | 2.4%   | 2  | 5.3%   | 5  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Tesco, Woodhall Business<br>Park, Springlands Way,<br>Sudbury              | 0.1%  | 1   | 0.0%  | 0  | 0.0%   | 0  | 1.2%   | 1  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  |
| West Suffolk Council libary van  | 0.1%  | 1   | 0.0%  | 0  | 1.3%   | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  |
| West Thurrock  | 0.1%  | 1   | 1.1%  | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Winchester   | 0.1%  | 1   | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.3%   | 1  | 0.0%   | 0  |
| Woodbridge   | 0.7%  | 6   | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 2.3%  | 2  | 3.4%  | 3  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 1.2%   | 1  |
| Woolpit  | 0.3%  | 3   | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.2%  | 1  | 2.6%  | 2  | 0.0%   | 0  | 0.0%   | 0  |
| Internet / catalogue   | 33.7% | 308 | 30.7% | 27 | 30.3%  | 23 | 35.3%  | 30 | 28.4%  | 27 | 37.8% | 28 | 33.7% | 29 | 34.5% | 30 | 38.3% | 31 | 20.5% | 16 | 43.8%  | 35 | 38.1%  | 32 |
| Base:  |       | 914 |       | 88 |        | 76 |        | 85 |        | 95 |       | 74 |       | 86 |       | 87 |       | 81 |       | 78 |        | 80 |        | 84 |

Q15AWhich internet / home delivery retailer do you also use for your household's shopping for books (incl. dictionaries, encyclopaedias, text books, guidebooks and musical scores) and stationery (incl. writing pads, envelopes pens, diaries, etc.) and drawing materials?

Those who buy books and stationery via the Internet at Q15: AND Excl Nulls

| Amazon          | 89.8% | 255 | 92.3% | 24 | 86.4% | 19 | 88.9% | 24 | 100.0% | 25 | 96.0% | 24 | 96.3% | 26 | 82.1% | 23 | 96.2% | 25 | 62.5% | 10 | 96.9% | 31 | 80.0% | 24 |
|-----------------|-------|-----|-------|----|-------|----|-------|----|--------|----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|
| Ebay            | 0.7%  | 2   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 3.6%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 3.3%  | 1  |
| John Lewis      | 0.4%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 6.3%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Tesco           | 0.7%  | 2   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 3.6%  | 1  | 0.0%  | 0  | 6.3%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| WHSmith         | 0.4%  | 1   | 3.8%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Other           | 5.6%  | 16  | 0.0%  | 0  | 9.1%  | 2  | 7.4%  | 2  | 0.0%   | 0  | 4.0%  | 1  | 3.7%  | 1  | 10.7% | 3  | 3.8%  | 1  | 12.5% | 2  | 3.1%  | 1  | 10.0% | 3  |
| Play.com        | 0.4%  | 1   | 0.0%  | 0  | 4.5%  | 1  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| The Book People | 2.1%  | 6   | 3.8%  | 1  | 0.0%  | 0  | 3.7%  | 1  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 12.5% | 2  | 0.0%  | 0  | 6.7%  | 2  |
| Base:           |       | 284 |       | 26 |       | 22 |       | 27 |        | 25 |       | 25 |       | 27 |       | 28 |       | 26 |       | 16 |       | 32 |       | 30 |

|  | Total     |       | Zone 1    |      | Zone     | 2    | Zone 3    | 3     | Zone 4   | 1      | Zone 5  |      | Zone     | 5    | Zone '   | 7       | Zone 8  | 8      | Zone 9   | )     | Zone 1  | 10     | Zone 1    | 1              |        |
|--|-----------|-------|-----------|------|----------|------|-----------|-------|----------|--------|---------|------|----------|------|----------|---------|---------|--------|----------|-------|---------|--------|-----------|----------------|--------|
| Q16 Where do you norm<br>Excl Nulls                              | ally do m | ost o | f your he | ouse | hold's s | hopp | ing for ( | games | s & toys | ; pets | and pet | prod | ducts; h | obby | items; s | sport ( | equipme | ent ar | ıd campi | ng ge | oods; b | icycle | es; and ı | nusical instru | ments? |
| urrys PC World, London<br>Road / Copdock<br>Interchange, Ipswich | 0.1%      | 1     | 0.0%      | 0    | 0.0%     | 0    | 0.0%      | 0     | 0.0%     | 0      | 0.0%    | 0    | 0.0%     | 0    | 0.0%     | 0       | 0.0%    | 0      | 0.0%     | 0     | 0.0%    | 0      | 1.4%      | 1              |        |
| Interchange, ipswich Interchange, Ipswich                        | 0.1%      | 1     | 0.0%      | 0    | 0.0%     | 0    | 0.0%      | 0     | 0.0%     | 0      | 1.5%    | 1    | 0.0%     | 0    | 0.0%     | 0       | 0.0%    | 0      | 0.0%     | 0     | 0.0%    | 0      | 0.0%      | 0              |        |
| tts at Home, Shawlands<br>Retail Park, Newton Road,<br>Sudbury   | 1.3%      | 9     | 0.0%      | 0    | 0.0%     | 0    | 5.6%      | 4     | 6.7%     | 4      | 1.5%    | 1    | 0.0%     | 0    | 0.0%     | 0       | 0.0%    | 0      | 0.0%     | 0     | 0.0%    | 0      | 0.0%      | 0              |        |
| esco Extra, Copdock Interchange, Ipswich                         | 0.7%      | 5     | 0.0%      | 0    | 0.0%     | 0    | 0.0%      | 0     | 0.0%     | 0      | 0.0%    | 0    | 6.5%     | 4    | 1.8%     | 1       | 0.0%    | 0      | 0.0%     | 0     | 0.0%    | 0      | 0.0%      | 0              |        |
| oys R Us, London Road /<br>Copdock Interchange,                  | 2.4%      | 17    | 0.0%      | 0    | 1.6%     | 1    | 0.0%      | 0     | 0.0%     | 0      | 6.2%    | 4    | 8.1%     | 5    | 3.6%     | 2       | 4.6%    | 3      | 1.7%     | 1     | 1.7%    | 1      | 0.0%      | 0              |        |
| Ipswich opdock Mill Interchange, Ipswich                         | 0.7%      | 5     | 0.0%      | 0    | 0.0%     | 0    | 0.0%      | 0     | 0.0%     | 0      | 0.0%    | 0    | 4.8%     | 3    | 0.0%     | 0       | 1.5%    | 1      | 1.7%     | 1     | 0.0%    | 0      | 0.0%      | 0              |        |
| nawlands Retail Park,<br>Newton Road, Sudbury                    | 0.4%      | 3     | 1.4%      | 1    | 0.0%     | 0    | 0.0%      | 0     | 3.3%     | 2      | 0.0%    | 0    | 0.0%     | 0    | 0.0%     | 0       | 0.0%    | 0      | 0.0%     | 0     | 0.0%    | 0      | 0.0%      | 0              |        |
| oodhall Business Park,<br>Drury Drive, Sudbury                   | 0.1%      | 1     | 0.0%      | 0    | 0.0%     | 0    | 0.0%      | 0     | 0.0%     | 0      | 1.5%    | 1    | 0.0%     | 0    | 0.0%     | 0       | 0.0%    | 0      | 0.0%     | 0     | 0.0%    | 0      | 0.0%      | 0              |        |
| raintree   | 0.1%      | 1     | 0.0%      | 0    | 0.0%     | 0    | 0.0%      | 0     | 1.7%     | 1      | 0.0%    | 0    | 0.0%     | 0    | 0.0%     | 0       |         | 0      | 0.0%     | 0     | 0.0%    | 0      | 0.0%      | 0              |        |
| ury St Edmunds   | 13.8%     | 97    | 5.6%      |      | 55.6%    | 35   | 9.7%      | 7     | 6.7%     | 4      | 0.0%    | 0    | 0.0%     | 0    | 1.8%     |         | 12.3%   | 8      | 61.0%    | 36    | 3.4%    | 2      | 0.0%      | 0              |        |
| olchester  | 4.3%      |       | 18.3%     | 13   | 0.0%     | 0    | 9.7%      | 7     | 6.7%     | 4      | 1.5%    | 1    | 8.1%     | 5    | 0.0%     | 0       | 0.0%    | 0      | 0.0%     | 0     | 0.0%    | 0      | 0.0%      | 0              |        |
| opdock Mill  | 0.1%      | 1     | 0.0%      | 0    | 0.0%     | 0    | 0.0%      | 0     | 0.0%     | 0      | 0.0%    | 0    | 1.6%     | 1    | 0.0%     | 0       | 0.0%    | 0      | 0.0%     | 0     | 0.0%    | 0      | 0.0%      | 0              |        |
| ebenham  | 0.1%      | 1     | 0.0%      | 0    | 0.0%     | 0    | 0.0%      | 0     | 0.0%     | 0      | 0.0%    | 0    | 0.0%     | 0    |          | 1       | 0.0%    | 0      | 0.0%     | 0     | 0.0%    | 0      | 0.0%      | 0              |        |
| adleigh  | 2.6%      | 18    | 0.0%      | 0    | 0.0%     | 0    | 0.0%      | 0     | 0.0%     |        | 26.2%   | 17   | 0.0%     | 0    | 1.8%     | 1       | 0.0%    | 0      | 0.0%     | 0     | 0.0%    | 0      | 0.0%      | 0              |        |
| alstead  | 0.4%      | 3     | 2.8%      | 2    | 0.0%     | 0    | 0.0%      | 0     | 0.0%     | 0      | 0.0%    | 0    | 0.0%     | 0    | 1.8%     | 1       | 0.0%    | 0      | 0.0%     | 0     | 0.0%    | 0      | 0.0%      | 0              |        |
| averhill   | 0.3%      | 2     | 2.8%      | 2    | 0.0%     | 0    | 0.0%      | 0     | 0.0%     | 0      | 0.0%    | 0    | 0.0%     | 0    | 0.0%     | 0       | 0.0%    | 0      | 0.0%     | 0     | 0.0%    | 0      | 0.0%      | 0              |        |
| swich  | 11.6%     | 81    | 0.0%      | 0    | 0.0%     | 0    | 4.2%      | 3     | 5.0%     |        | 24.6%   | 16   | 30.6%    | 19   | 32.7%    | 18      | 13.8%   | 9      | 1.7%     | 1     | 13.8%   | 8      | 5.6%      | 4              |        |
| venham   | 0.1%      | 1     | 0.0%      | 0    | 0.0%     | 0    | 1.4%      | 1     | 0.0%     | 0      | 0.0%    | 0    | 0.0%     | 0    | 0.0%     | 0       | 0.0%    | 0      | 0.0%     | 0     | 0.0%    | 0      | 0.0%      | 0              |        |
| ong Melford  | 0.1%      | 1     | 1.4%      | 1    | 0.0%     | 0    | 0.0%      | 0     | 0.0%     | 0      | 0.0%    | 0    | 0.0%     | 0    | 0.0%     | 0       | 0.0%    | 0      | 0.0%     | 0     | 0.0%    | 0      | 0.0%      | 0              |        |
| anningtree   | 0.3%      | 2     | 0.0%      | 0    | 0.0%     | 0    | 0.0%      | 0     | 0.0%     | 0      | 0.0%    | 0    | 3.2%     | 2    | 0.0%     | 0       | 0.0%    | 0      | 0.0%     | 0     | 0.0%    | 0      | 0.0%      | 0              |        |
| eedham   | 0.1%      | 1     | 0.0%      | 0    | 0.0%     | 0    | 0.0%      | 0     | 0.0%     | 0      | 0.0%    | 0    | 0.0%     | 0    | 1.8%     | 1       | 0.0%    | 0      | 0.0%     | 0     | 0.0%    | 0      | 0.0%      | 0              |        |
| eedham Market  | 0.6%      | 4     | 0.0%      | 0    | 0.0%     | 0    | 0.0%      | 0     | 0.0%     | 0      | 0.0%    | 0    | 1.6%     | 1    | 5.5%     | 3       | 0.0%    | 0      | 0.0%     | 0     | 0.0%    | 0      | 0.0%      | 0              |        |
| owmarket   | 5.6%      | 39    | 0.0%      | 0    | 4.8%     | 3    | 0.0%      | 0     | 0.0%     | 0      | 3.1%    | 2    | 0.0%     | 0    | 5.5%     | 3       | 36.9%   | 24     | 8.5%     | 5     | 3.4%    | 2      | 0.0%      | 0              |        |
| dbury  | 10.4%     | 73    | 25.4%     | 18   | 4.8%     | 3    | 36.1%     | 26    | 43.3%    | 26     | 0.0%    | 0    | 0.0%     | 0    | 0.0%     | 0       | 0.0%    | 0      | 0.0%     | 0     | 0.0%    | 0      | 0.0%      | 0              |        |
| proad  | 0.1%      | 1     | 0.0%      | 0    | 0.0%     | 0    | 0.0%      | 0     | 0.0%     | 0      | 0.0%    | 0    | 0.0%     | 0    | 1.8%     | 1       | 0.0%    | 0      | 0.0%     | 0     | 0.0%    | 0      | 0.0%      | 0              |        |
| ıngay  | 0.1%      | 1     | 0.0%      | 0    | 0.0%     | 0    | 0.0%      | 0     | 0.0%     | 0      | 0.0%    | 0    | 0.0%     | 0    | 0.0%     | 0       | 0.0%    | 0      | 0.0%     | 0     | 0.0%    | 0      | 1.4%      | 1              |        |
| mbridge  | 0.3%      | 2     | 1.4%      | 1    | 0.0%     | 0    | 0.0%      | 0     | 0.0%     | 0      | 0.0%    | 0    | 0.0%     | 0    | 0.0%     | 0       | 0.0%    | 0      | 1.7%     | 1     | 0.0%    | 0      | 0.0%      | 0              |        |
| rterton  | 0.1%      | 1     | 0.0%      | 0    | 0.0%     | 0    | 0.0%      | 0     | 0.0%     | 0      | 0.0%    | 0    | 1.6%     | 1    | 0.0%     | 0       | 0.0%    | 0      | 0.0%     | 0     | 0.0%    | 0      | 0.0%      | 0              |        |
| ntral London   | 0.1%      | 1     | 0.0%      | 0    | 0.0%     | 0    | 0.0%      | 0     | 0.0%     | 0      | 0.0%    | 0    | 0.0%     | 0    | 0.0%     | 0       | 0.0%    | 0      | 0.0%     | 0     | 1.7%    | 1      | 0.0%      | 0              |        |
| are  | 0.1%      | 1     | 1.4%      | 1    | 0.0%     | 0    | 0.0%      | 0     | 0.0%     | 0      | 0.0%    | 0    | 0.0%     | 0    | 0.0%     | 0       | 0.0%    | 0      | 0.0%     | 0     | 0.0%    | 0      | 0.0%      | 0              |        |
| aydon  | 0.1%      | 1     | 0.0%      | 0    | 0.0%     | 0    | 0.0%      | 0     | 0.0%     | 0      | 0.0%    | 0    | 0.0%     | 0    | 1.8%     | 1       | 0.0%    | 0      | 0.0%     | 0     | 0.0%    | 0      | 0.0%      | 0              |        |
| iss  | 5.1%      | 36    | 0.0%      | 0    | 0.0%     | 0    | 0.0%      | 0     | 0.0%     | 0      | 0.0%    | 0    | 0.0%     | 0    | 1.8%     | 1       | 1.5%    | 1      | 0.0%     | 0     | 22.4%   | 13     | 29.6%     | 21             |        |
| ramlingham   | 0.1%      | 1     | 0.0%      | 0    | 0.0%     | 0    | 0.0%      | 0     | 0.0%     | 0      | 0.0%    | 0    | 0.0%     | 0    | 0.0%     | 0       | 0.0%    | 0      | 0.0%     | 0     | 0.0%    | 0      | 1.4%      | 1              |        |

|  | Tota  | ıl  | Zone   | 1  | Zone 2 | 2  | Zone 3 | •  | Zone 4 | ļ  | Zone  | 5  | Zone  | 5  | Zone ' | 7  | Zone 8 | 3  | Zone 9 |    | Zone 1 | 0  | Zone 1 | 1  |
|--|-------|-----|--------|----|--------|----|--------|----|--------|----|-------|----|-------|----|--------|----|--------|----|--------|----|--------|----|--------|----|
| C WIN  | 0.10/ |     | 0.00/  | 0  | 0.00/  | 0  | 1 40/  | 1  | 0.00/  | 0  | 0.00/ | 0  | 0.00/ | 0  | 0.00/  | 0  | 0.00/  | 0  | 0.00/  | 0  | 0.00/  | 0  | 0.00/  | 0  |
| Great Yeldham  | 0.1%  | 1   | 0.0%   | 0  |        | 0  | 1.4%   | 1  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  |        | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Harleston  | 1.1%  | 8   |        | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   |    | 11.3%  | 8  |
| Harlow   | 0.1%  | 1   | 1.4%   | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Hungerford   | 0.1%  | 1   | 0.0%   | 0  | 0.0%   | 0  | 1.4%   | 1  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Lowestoft  | 0.3%  | 2   | 0.070  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 2.8%   | 2  |
| Marks Tey  | 0.1%  | 1   | 1.4%   | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Martlesham Heath Retail<br>Park, Beardmore Park,<br>Ipswich              | 0.1%  | 1   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 1.7%   | 1  | 0.0%   | 0  |
| Newmarket  | 0.1%  | 1   | 0.0%   | 0  | 1.6%   | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Norwich  | 3.7%  | 26  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.8%   | 1  | 0.0%   | 0  | 0.0%   | 0  | 13.8%  | 8  | 23.9%  | 17 |
| Old Newton   | 0.1%  | 1   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 1.5%   | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Pets at Home, Beardmore<br>Park, Martlesham Heath,<br>Ipswich            | 0.1%  | 1   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 1.6%  | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Ransomes Euro Retail Park,<br>Central Avenue, Ipswich                    | 0.3%  | 2   |        | 0  |        | 0  | 0.0%   | 0  | 0.0%   | 0  | 1.5%  | 1  | 0.0%  | 0  |        | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Sainsbury's, Cornard Road,<br>Sudbury                                    | 0.1%  | 1   | 0.0%   | 0  |        | 0  | 1.4%   | 1  | 0.0%   |    | 0.0%  | 0  | 0.0%  | 0  |        | 0  |        | 0  |        | 0  | 0.0%   | 0  |        | 0  |
| Semer  | 0.1%  | 1   | 0.0%   | 0  | 1.6%   | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  |        | 0  | 0.0%   | 0  |        | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Street market in Pulham  | 0.1%  | 1   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 1.4%   | 1  |
| Tesco Superstore, Woodhall<br>Business Park,<br>Springlands Way, Sudbury | 0.6%  | 4   | 0.07.0 | 0  | ,      | 0  | 4.2%   | 3  | 1.7%   | 1  | 0.0%  | 0  | 0.0%  | 0  | ,      | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Tesco, Woodhall Business<br>Park, Springlands Way,<br>Sudbury            | 0.3%  | 2   |        | 0  |        | 0  | 2.8%   | 2  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  |        | 0  |        | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Tiptree, Essex   | 0.1%  | 1   | 1.4%   | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  |        | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Woodbridge   | 0.3%  | 2   |        | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 3.6%   | 2  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |        | 0  |
| Woolpit  | 0.1%  | 1   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 1.7%   | 1  | 0.0%   | 0  | 0.0%   | 0  |
| Internet / catalogue   | 28.5% | 200 | 35.2%  | 25 | 30.2%  | 19 | 22.2%  | 16 | 25.0%  | 15 | 32.3% | 21 | 32.3% | 20 | 29.1%  | 16 | 27.7%  | 18 | 22.0%  | 13 | 37.9%  | 22 | 21.1%  | 15 |
| Base:  |       | 701 |        | 71 |        | 63 |        | 72 |        | 60 |       | 65 |       | 62 |        | 55 |        | 65 |        | 59 |        | 58 |        | 71 |

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|  | Tota           | ıl      | Zone     | 1  | Zone 2 | 2 Zone  | 3  | Zone 4 | 1  | Zone 5 | 5     | Zone      | 6     | Zone '   | 7    | Zone     | 8      | Zone 9  | )     | Zone 1  | 10  | Zone 1  | 1       |                 |
|--|----------------|---------|----------|----|--------|---------|----|--------|----|--------|-------|-----------|-------|----------|------|----------|--------|---------|-------|---------|-----|---------|---------|-----------------|
| Q16AWhich internet /<br>musical instrum<br>Those who buy gar | ents?          | •       |          | •  |        | •       |    |        |    |        | nes 8 | k toys; p | ets a | nd pet p | rodu | cts; hob | by ite | ms; spo | rt eq | uipment | and | camping | g goods | ; bicycles; and |
| Those who buy gui  | nes, toys, per | ртошиси | э, эронз |    |        |         | -  |        |    |        |       |           |       |          |      |          |        |         |       |         |     |         |         |                 |
| Amazon   | 65.6%          | 107     | 57.1%    | 12 | 56.3%  | 9 53.3% | 8  | 70.0%  | 7  | 57.1%  | 8     | 83.3%     | 15    | 60.0%    | 9    | 76.9%    | 10     | 62.5%   | 5     | 70.0%   | 14  | 76.9%   | 10      |                 |
| Argos  | 4.3%           | 7       | 4.8%     | 1  | 18.8%  | 3 6.7%  | 1  | 10.0%  | 1  | 0.0%   | 0     | 0.0%      | 0     | 0.0%     | 0    | 0.0%     | 0      | 0.0%    | 0     | 5.0%    | 1   | 0.0%    | 0       |                 |
| Asda   | 1.8%           | 3       | 4.8%     | 1  | 0.0%   | 0 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0     | 5.6%      | 1     | 0.0%     | 0    | 0.0%     | 0      | 0.0%    | 0     | 0.0%    | 0   | 7.7%    | 1       |                 |
| Ebay   | 8.6%           | 14      | 9.5%     | 2  | 12.5%  | 2 6.7%  | 1  | 10.0%  | 1  | 7.1%   | 1     | 0.0%      | 0     | 26.7%    | 4    | 7.7%     | 1      | 12.5%   | 1     | 5.0%    | 1   | 0.0%    | 0       |                 |
| ohn Lewis  | 0.6%           | 1       | 0.0%     | 0  | 0.0%   | 0 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0     | 0.0%      | 0     | 0.0%     | 0    | 0.0%     | 0      | 12.5%   | 1     | 0.0%    | 0   | 0.0%    | 0       |                 |
| Tesco  | 1.8%           | 3       | 0.0%     | 0  | 0.0%   | 0 6.7%  | 1  | 0.0%   | 0  | 7.1%   | 1     | 5.6%      | 1     | 0.0%     | 0    | 0.0%     | 0      | 0.0%    | 0     | 0.0%    | 0   | 0.0%    | 0       |                 |
| Γoys R Us  | 1.2%           | 2       | 0.0%     | 0  | 0.0%   | 0 0.0%  | 0  | 0.0%   | 0  | 7.1%   | 1     | 0.0%      | 0     | 0.0%     | 0    | 0.0%     | 0      | 12.5%   | 1     | 0.0%    | 0   | 0.0%    | 0       |                 |
| Other  | 12.3%          | 20      | 23.8%    | 5  | 12.5%  | 2 26.7% | 4  | 0.0%   | 0  | 7.1%   | 1     | 5.6%      | 1     | 13.3%    | 2    | 0.0%     | 0      | 0.0%    | 0     | 20.0%   | 4   | 7.7%    | 1       |                 |
| Sports Direct  | 3.7%           | 6       | 0.0%     |    | 0.0%   | 0 0.0%  | 0  |        | 1  | 14.3%  | 2     | 0.0%      | 0     |          | 0    | 15.4%    | 2      | 0.0%    | 0     | 0.0%    | 0   | 7.7%    | 1       |                 |
| Base:  |                | 163     |          | 21 |        | 16      | 15 |        | 10 |        | 14    |           | 18    |          | 15   |          | 13     |         | 8     |         | 20  |         | 13      |                 |

#### Babergh & Mid Suffolk Household Survey For Carter Jonas

Total Zone 1 Zone 2 Zone 3 Zone 4 Zone 7 Zone 8 Zone 9 Zone 10 Zone 11 Zone 5 Zone 6 Q17 Where do you normally do most of your household's shopping for furniture, carpets, other floor coverings and household textiles (includes beds, sofas, tables, etc)? Excl Nulls Carpetright, Shawlands 2.9% 23 2.5% 2 1.2% 1 10.7% 8 12.6% 11 1.4% 0.0% 0 0.0% 0 0.0% 0.0% 0.0% 0 0.0% 0 Retail Park, Newton Road, Sudbury 0.2% 0 Feather & Black, Copdock 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.4% 0.0% 0 0.0% 0.0% 0 0.0% 0 1.8% 0.0% Interchange, Ipswich Homebase, Waldingfield 0.1% 0.0% 0 0.0% 0.0% 1.1% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 1 0 0 Road, Sudbury Copdock Mill Interchange, 3.4% 27 0.0% 0 0.0% 0 2.7% 2 0.0% 0 8.6% 6 8.3% 6 8.7% 6 3.2% 2 1.3% 1 5.3% 3 1.4% **Ipswich** 0 Shawlands Retail Park. 0.9% 7 1.2% 0.0% 0 2.7% 2 4.6% 4 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0.0% 0 0.0% Newton Road, Sudbury Woodhall Business Park. 0.5% 0.0% 0 0.0% 0 2.7% 2 2.3% 2 0.0% 0.0% 0 0.0% 0.0% 0.0% 0.0% 0 0.0% 0 Drury Drive, Sudbury 0.5% 4 1.2% 0.0% 0 0.0% 0 3.4% 3 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Braintree 3 0 0 Bramford 0.4% 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 1.4% 1.4% 1 0.0% 0 0.0% 0 0.0% 0 1.4% Bury St Edmunds 25.4% 204 28.4% 23 69.5% 57 24.0% 18 14.9% 13 4.3% 3 0.0% 0 7.2% 5 23.8% 15 72.7% 56 21.1% 12 2.8% 2 8.7% 70 34.6% 28 0.0% 0 17.3% 13 18.4% 16 0.0% 0 11.1% 8 4.3% 3 1.6% 0.0% 0.0% 0 1.4% Colchester 0 Eve 0.5% 4 0.0% 0 0.0% 0 0.0% 0 1.1% 1 0.0% 0 0.0% 0 1.4% 1 0.0% 0 0.0% 0 3.5% 2 0.0% 0 2 Great Conard 0.2% 0.0% 0 0.0% 0 1.3% 1 1.1% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 22 Hadleigh 2.9% 23 0.0% 0 0.0% 0 0.0% 0 0.0% 0 31.4% 1.4% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 133 1.2% 3 40.0% 28 2 16.5% 0.0% 0 2.7% 2 3.4% 56.9% 41 39.1% 27 39.7% 0.0% 0 7.0% 4 2.8% **Ipswich** 1 25 Long Melford 0.1% 1 0.0% 0 0.0% 0 1.3% 1 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Needham 0.1% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.4% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.2% 0 0.0% 0.0% 0 2.9% 0.0% 0.0% 0 2 0.0% 0.0% 0 0 0.0% 0 0.0% 2 0 0.0% 0.0% 0 Needham Market 0 0 22 0 Stowmarket 2.7% 0.0% 0 2.4% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 4.3% 3 20.6% 13 3.9% 3 1.8% 1 0.0% 0 Sudbury 6.7% 54 16.0% 13 6.1% 5 17.3% 13 25.3% 22 1.4% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.2% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 2.9% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Anglia Retail Park, Bury Road, Ipswich Bainbridge 0.1% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.3% 0.0% 0 0.0% 0 Beccles 0.1% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.4% 1 Buckton 0.1% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.6% 0.0% 0 0.0% 0 0.0% 0 3 0 0 3 0.0% 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0.0% 0 4.2% Bungay 0.4% 0 0 0 Cambridge 1.0% 8 2.5% 2 2.4% 2 0.0% 0 2.3% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 2.6% 2 0.0% 0 0.0% 3 0 0.0% 0 0 2 0 Carpetright, Anglia Parkway 0.4% 0.0% 0 0.0% 0 0.0% 0.0% 1.4% 1 2.9% 0.0% 0 0.0% 0 0.0% 0 0.0% North, Ipswich 0.4% 3 0 2.4% 0.0% 0 0.0% 0.0% 0 0.0% 0 Central London 0.0% 2 0.0% 0 0.0% 0 1.4% 0 0.0% 0 0.0% 23 Diss 5.6% 45 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 2.9% 2 0.0% 0 0.0% 0 35.1% 20 32.4% Earls Colne 0.1% 1 1.2% 1 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.1% 1 0.0% 0 0.0% 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 1.4% Futura Park, Crane 0 0 0 0 0.0% Boulevard, Ipswich Glemsford 0.1% 1 1.2% 1 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 Great Yarmouth 0.1% 1 0.0% 0 1.2% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0

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#### Babergh & Mid Suffolk Household Survey **For Carter Jonas**

|   | Total | Į.  | Zone 1 | l  | Zone  | 2  | Zone 3 | 3  | Zone 4 | 4  | Zone 5 | ;  | Zone  | 6  | Zone ' | 7  | Zone  | 8  | Zone 9 | )  | Zone 1 | 0  | Zone  | 11 |
|---|-------|-----|--------|----|-------|----|--------|----|--------|----|--------|----|-------|----|--------|----|-------|----|--------|----|--------|----|-------|----|
| VI V 1 F. B.  | 0.10/ |     | 0.00/  | 0  | 0.00/ | 0  | 0.00/  | 0  | 0.00/  | 0  | 1.40/  |    | 0.00/ | 0  | 0.00/  | 0  | 0.00/ | 0  | 0.00/  | 0  | 0.00/  | 0  | 0.00/ | 0  |
| John Lewis, Futura Park,<br>Ransomes Way, Crane<br>Boulevard, Ipswich | 0.1%  | 1   | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 1.4%   | 1  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  |
| Lowestoft   | 0.4%  | 3   | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 4.2%  | 3  |
| Martlesham  | 0.4%  | 3   | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 1.4%  | 1  | 2.9%   | 2  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  |
| Mellis Village  | 0.5%  | 4   | 0.0%   | 0  | 0.0%  | 0  | 1.3%   | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 1.6%  | 1  | 1.3%   | 1  | 0.0%   | 0  | 1.4%  | 1  |
| Newmarket   | 0.2%  | 2   | 0.0%   | 0  | 2.4%  | 2  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  |
| Norwich   | 4.6%  | 37  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 1.4%   | 1  | 0.0%  | 0  | 3.9%   | 3  | 14.0%  | 8  | 35.2% | 25 |
| Onehouse  | 0.1%  | 1   | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 1.3%   | 1  | 0.0%   | 0  | 0.0%  | 0  |
| Ransomes Euro Retail Park,<br>Central Avenue, Ipswich                 | 0.2%  | 2   | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 1.1%   | 1  | 0.0%   | 0  | 0.0%  | 0  | 1.4%   | 1  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  |
| Sainsbury's, Cornard Road,<br>Sudbury                                 | 0.1%  | 1   | 0.0%   | 0  | 1.2%  | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  |
| Stonham Aspal   | 0.1%  | 1   | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 1.4%  | 1  |
| Street market in Wickham  | 0.1%  | 1   | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 1.4%   | 1  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  |
| Walton  | 0.1%  | 1   | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 1.4%  | 1  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  |
| Welwyn Garden City  | 0.1%  | 1   | 1.2%   | 1  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  |
| West Thurrock   | 1.0%  | 8   | 1.2%   | 1  | 0.0%  | 0  | 1.3%   | 1  | 3.4%   | 3  | 1.4%   | 1  | 2.8%  | 2  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  |
| Witham  | 0.1%  | 1   | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 1.1%   | 1  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  |
| Woodbridge  | 0.6%  | 5   | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 2.8%  | 2  | 4.3%   | 3  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  |
| Internet / catalogue  | 9.0%  | 72  | 8.6%   | 7  | 9.8%  | 8  | 14.7%  | 11 | 3.4%   | 3  | 8.6%   | 6  | 8.3%  | 6  | 8.7%   | 6  | 7.9%  | 5  | 11.7%  | 9  | 10.5%  | 6  | 7.0%  | 5  |
| Base:   |       | 804 |        | 81 |       | 82 |        | 75 |        | 87 |        | 70 |       | 72 |        | 69 |       | 63 |        | 77 |        | 57 |       | 71 |

Q17AWhich internet / home delivery retailer do you also use for your household's shopping for furniture, carpets, other floor coverings and household textiles (includes beds, sofas, tables, etc)? Those who buy furniture, carpets and other floor coverings via the Internet at Q17: AND Excl Nulls

| Amazon          | 20.8% | 10 | 0.0%  | 0 4 | 40.0% | 2 | 0.0%  | 0 | 0.0%  | 0 | 0.0%   | 0 | 50.0% | 1 | 33.3% | 2 | 20.0% | 1 | 20.0% | 1 | 33.3% | 2 | 25.0% | 1 |
|-----------------|-------|----|-------|-----|-------|---|-------|---|-------|---|--------|---|-------|---|-------|---|-------|---|-------|---|-------|---|-------|---|
| Asda            | 2.1%  | 1  | 0.0%  | 0   | 0.0%  | 0 | 0.0%  | 0 | 50.0% | 1 | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| B&Q             | 2.1%  | 1  | 0.0%  | 0   | 0.0%  | 0 | 14.3% | 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 |
| Ebay            | 12.5% | 6  | 0.0%  | 0   | 0.0%  | 0 | 14.3% | 1 | 0.0%  | 0 | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0 | 40.0% | 2 | 20.0% | 1 | 16.7% | 1 | 25.0% | 1 |
| John Lewis      | 16.7% | 8  | 20.0% | 1 : | 20.0% | 1 | 14.3% | 1 | 0.0%  | 0 | 0.0%   | 0 | 50.0% | 1 | 0.0%  | 0 | 0.0%  | 0 | 40.0% | 2 | 33.3% | 2 | 0.0%  | 0 |
| Littlewoods     | 2.1%  | 1  | 0.0%  | 0   | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 16.7% | 1 | 0.0%  | 0 |
| Marks & Spencer | 2.1%  | 1  | 0.0%  | 0   | 0.0%  | 0 | 14.3% | 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 |
| Next            | 12.5% | 6  | 40.0% | 2   | 0.0%  | 0 | 28.6% | 2 | 0.0%  | 0 | 100.0% | 1 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 20.0% | 1 | 0.0%  | 0 | 0.0%  | 0 |
| Other           | 27.1% | 13 | 40.0% | 2 - | 40.0% | 2 | 14.3% | 1 | 0.0%  | 0 | 0.0%   | 0 | 0.0%  | 0 | 66.7% | 4 | 40.0% | 2 | 0.0%  | 0 | 0.0%  | 0 | 50.0% | 2 |
| Very            | 2.1%  | 1  | 0.0%  | 0   | 0.0%  | 0 | 0.0%  | 0 | 50.0% | 1 | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Base:           |       | 48 |       | 5   |       | 5 |       | 7 |       | 2 |        | 1 |       | 2 |       | 6 |       | 5 |       | 5 |       | 6 |       | 4 |

|   | Total     | l      | Zone 1    | l    | Zone 2    | 2    | Zone 3    |       | Zone 4    |      | Zone 5    |      | Zone 6   | Ó     | Zone 7   | •     | Zone 8      |        | Zone 9   |      | Zone 10 | )     | Zone 11   |                          |
|---|-----------|--------|-----------|------|-----------|------|-----------|-------|-----------|------|-----------|------|----------|-------|----------|-------|-------------|--------|----------|------|---------|-------|-----------|--------------------------|
|   |           |        |           |      |           |      |           |       |           |      |           |      |          |       |          |       |             |        |          |      |         |       |           |                          |
| Q18 Where do you norma<br>shrubs etc)?<br>Excl Nulls              | ally do n | nost c | of your h | ouse | hold's sl | hopp | ing for D | IY go | oods, ded | cora | ting supp | lies | and gard | den p | oroducts | (sucl | h as drills | s, lav | vn mower | s, h | ammers, | , hed | ge cutter | s, garden tools, plants, |
| Carpetright, Shawlands<br>Retail Park, Newton Road,<br>Sudbury    | 0.1%      | 1      | 0.0%      | 0    | 0.0%      | 0    | 0.0%      | 0     | 1.1%      | 1    | 0.0%      | 0    | 0.0%     | 0     | 0.0%     | 0     | 0.0%        | 0      | 0.0%     | 0    | 0.0%    | 0     | 0.0%      | 0                        |
| Currys PC World, London<br>Road / Copdock<br>Interchange, Ipswich | 0.2%      | 2      | 0.0%      | 0    | 0.0%      | 0    | 0.0%      | 0     | 0.0%      | 0    | 0.0%      | 0    | 1.2%     | 1     | 0.0%     | 0     | 1.3%        | 1      | 0.0%     | 0    | 0.0%    | 0     | 0.0%      | 0                        |
| Feather & Black, Copdock<br>Interchange, Ipswich                  | 0.1%      | 1      | 0.0%      | 0    | 0.0%      | 0    | 0.0%      | 0     | 0.0%      | 0    | 0.0%      | 0    | 0.0%     | 0     | 1.2%     | 1     | 0.0%        | 0      | 0.0%     | 0    | 0.0%    | 0     | 0.0%      | 0                        |
| Homebase, Waldingfield<br>Road, Sudbury                           | 10.7%     | 98     | 18.0%     | 16   | 6.0%      | 5    | 38.6%     | 34    | 44.9%     | 40   | 3.9%      | 3    | 0.0%     | 0     | 0.0%     | 0     | 0.0%        | 0      | 0.0%     | 0    | 0.0%    | 0     | 0.0%      | 0                        |
| Tesco Extra, Copdock<br>Interchange, Ipswich                      | 0.1%      | 1      | 0.0%      | 0    | 0.0%      | 0    | 0.0%      | 0     | 0.0%      | 0    | 1.3%      | 1    | 0.0%     | 0     | 0.0%     | 0     | 0.0%        | 0      | 0.0%     | 0    | 0.0%    | 0     | 0.0%      | 0                        |
| Toys R Us, London Road /<br>Copdock Interchange,<br>Ipswich       | 0.2%      | 2      | 0.0%      | 0    | 1.2%      | 1    | 0.0%      | 0     | 0.0%      | 0    | 1.3%      | 1    | 0.0%     | 0     | 0.0%     | 0     | 0.0%        | 0      | 0.0%     | 0    | 0.0%    | 0     | 0.0%      | 0                        |
| Copdock Mill Interchange,<br>Ipswich                              | 5.5%      | 50     | 0.0%      | 0    | 0.0%      | 0    | 0.0%      | 0     | 1.1%      | 1    | 13.0%     | 10   | 9.5%     | 8     | 14.0%    | 12    | 7.5%        | 6      | 0.0%     | 0    | 13.9%   | 10    | 3.7%      | 3                        |
| Shawlands Retail Park,<br>Newton Road, Sudbury                    | 1.9%      | 17     | 7.9%      | 7    | 0.0%      | 0    | 2.3%      | 2     | 9.0%      | 8    | 0.0%      | 0    | 0.0%     | 0     | 0.0%     | 0     | 0.0%        | 0      | 0.0%     | 0    | 0.0%    | 0     | 0.0%      | 0                        |
| Woodhall Business Park,<br>Drury Drive, Sudbury                   | 2.8%      | 26     | 2.2%      | 2    | 0.0%      | 0    | 9.1%      | 8     | 16.9%     | 15   | 1.3%      | 1    | 0.0%     | 0     | 0.0%     | 0     | 0.0%        | 0      | 0.0%     | 0    | 0.0%    | 0     | 0.0%      | 0                        |
| Bramford  | 0.1%      | 1      | 0.0%      | 0    | 0.0%      | 0    | 0.0%      | 0     | 0.0%      | 0    | 0.0%      | 0    | 0.0%     | 0     | 0.0%     | 0     | 0.0%        | 0      | 0.0%     | 0    | 0.0%    | 0     | 1.2%      | 1                        |
| Brantham  | 0.1%      | 1      | 0.0%      | 0    | 0.0%      | 0    | 0.0%      | 0     | 0.0%      | 0    | 0.0%      | 0    | 0.0%     | 0     | 0.0%     | 0     | 0.0%        | 0      | 1.2%     | 1    | 0.0%    | 0     | 0.0%      | 0                        |
| Bury St Edmunds   | 17.6%     | 161    | 2.2%      |      | 77.4%     | 65   | 2.3%      | 2     | 0.0%      | 0    | 0.0%      | 0    | 0.0%     | 0     | 0.0%     | 0     | 10.0%       |        | 87.8%    |      | 13.9%   | 10    | 2.4%      | 2                        |
| Capel St Mary   | 0.2%      | 2      | 0.0%      | 0    | 0.0%      | 0    | 0.0%      | 0     | 0.0%      | 0    | 1.3%      | 1    | 1.2%     | 1     | 0.0%     | 0     | 0.0%        | 0      | 0.0%     | 0    | 0.0%    | 0     | 0.0%      | 0                        |
| Colchester  | 4.3%      | 39     | 25.8%     | 23   | 0.0%      | 0    | 6.8%      | 6     | 1.1%      | 1    | 0.0%      | 0    |          | 9     | 0.0%     | 0     | 0.0%        | 0      | 0.0%     | 0    | 0.0%    | 0     | 0.0%      | 0                        |
| Debenham  | 0.1%      | 1      | 0.0%      | 0    | 0.0%      | 0    | 0.0%      | 0     | 0.0%      | 0    | 0.0%      | 0    | 0.0%     | 0     | 1.2%     | 1     | 0.0%        | 0      | 0.0%     | 0    | 0.0%    | 0     | 0.0%      | 0                        |
| Eye   | 0.5%      | 5      | 0.0%      | 0    | 0.0%      | 0    | 0.0%      | 0     | 0.0%      | 0    | 0.0%      | 0    | 0.0%     | 0     | 0.0%     | 0     | 0.0%        | 0      | 0.0%     | 0    | 6.9%    | 5     | 0.0%      | 0                        |
| Hadleigh  | 4.2%      | 38     | 0.0%      | 0    | 2.4%      | 2    | 0.0%      | 0     | 0.0%      | 0    | 40.3%     | 31   | 4.8%     | 4     | 1.2%     | 1     | 0.0%        | 0      | 0.0%     | 0    | 0.0%    | 0     | 0.0%      | 0                        |
| Halstead  | 0.2%      | 2      | 2.2%      | 2    | 0.0%      | 0    | 0.0%      | 0     | 0.0%      | 0    | 0.0%      | 0    | 0.0%     | 0     | 0.0%     | 0     | 0.0%        | 0      | 0.0%     | 0    | 0.0%    | 0     | 0.0%      | 0                        |
| Haverhill   | 0.8%      | 7      | 7.9%      | 7    | 0.0%      | 0    | 0.0%      | 0     | 0.0%      | 0    | 0.0%      | 0    | 0.0%     | 0     | 0.0%     | 0     | 0.0%        | 0      | 0.0%     | 0    | 0.0%    | 0     | 0.0%      | 0                        |
| Ipswich   | 17.0%     | 155    | 0.0%      | 0    | 0.0%      | 0    | 0.0%      | 0     | 0.0%      |      | 23.4%     | 18   |          |       | 31.4%    |       | 56.3%       | 45     | 1.2%     |      | 16.7%   | 12    | 8.5%      | 7                        |
| Long Melford  | 0.4%      | 4      | 1.1%      | 1    | 2.4%      | 2    | 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                        |
| Manningtree   | 0.1%      | 1      | 0.0%      | 0    | 0.0%      | 0    | 0.0%      | 0     | 0.0%      | 0    | 0.0%      | 0    | 1.2%     | 1     | 0.0%     | 0     | 0.0%        | 0      | 0.0%     | 0    | 0.0%    | 0     | 0.0%      | 0                        |
| Needham   | 0.1%      | 1      | 0.0%      | 0    | 0.0%      | 0    | 0.0%      | 0     | 0.0%      | 0    | 0.0%      | 0    | 0.0%     | 0     | 1.2%     | 1     | 0.0%        | 0      | 0.0%     | 0    | 0.0%    | 0     | 0.0%      | 0                        |
| Needham Market  | 0.4%      | 4      | 0.0%      | 0    | 0.0%      | 0    | 0.0%      | 0     | 0.0%      | 0    | 1.3%      | 1    | 0.0%     | 0     | 3.5%     | 3     | 0.0%        | 0      | 0.0%     | 0    | 0.0%    | 0     | 0.0%      | 0                        |
| Stowmarket  | 1.6%      | 15     | 0.0%      | 0    | 4.8%      | 4    | 0.0%      | 0     | 0.0%      | 0    | 0.0%      | 0    | 0.0%     | 0     | 4.7%     | 4     | 6.3%        | 5      | 1.2%     | 1    | 1.4%    | 1     | 0.0%      | 0                        |
| Sudbury   | 7.8%      |        | 24.7%     | 22   | 2.4%      | 2    | 31.8%     | 28    | 18.0%     | 16   | 3.9%      | 3    | 0.0%     | 0     | 0.0%     | 0     | 0.0%        | 0      | 0.0%     | 0    | 0.0%    | 0     | 0.0%      | 0                        |
| Anglia Retail Park, Bury<br>Road, Ipswich                         | 0.9%      | 8      | 0.0%      | 0    | 0.0%      | 0    | 0.0%      | 0     | 0.0%      | 0    | 0.0%      | 0    | 0.0%     | 0     | 9.3%     | 8     | 0.0%        | 0      | 0.0%     | 0    | 0.0%    | 0     | 0.0%      | 0                        |
| B&Q, Anglia Parkway<br>South, Bury Road, Ipswich                  | 4.4%      | 40     | 0.0%      | 0    | 1.2%      | 1    | 0.0%      | 0     | 0.0%      | 0    | 5.2%      | 4    |          |       | 23.3%    |       | 10.0%       | 8      | 1.2%     |      | 1.4%    | 1     | 0.0%      | 0                        |
| B&Q, The Sandlings, Euro  | 0.9%      | 8      | 0.0%      | 0    | 0.0%      | 0    | 0.0%      | 0     | 0.0%      | 0    | 0.0%      | 0    | 6.0%     | 5     | 0.0%     | 0     | 1.3%        | 1      | 0.0%     | 0    | 1.4%    | 1     | 1.2%      | 1                        |

|  |  |                               |  |                       |  |                  |  |                       |  |                       |  |                            |       |                       |  |                       |  |                  |  |                       |  |                                  |        |                       | , |
|--|--|-------------------------------|--|-----------------------|--|------------------|--|-----------------------|--|-----------------------|--|----------------------------|-------|-----------------------|--|-----------------------|--|------------------|--|-----------------------|--|----------------------------------|--------|-----------------------|---|
|  | Tota   | 1                             | Zone   | 1                     | Zone   | 2                | Zone 3                                       | 3                     | Zone 4                                       | 4                     | Zone   | 5                          | Zone  | 6                     | Zone   | 7                     | Zone   | 8                | Zone 9                                       | )                     | Zone 1                                       | 10                               | Zone 1 | 11                    |   |
| Retail Park, Warren Heath,   |  |                               |  |                       |  |                  |  |                       |  |                       |  |                            |       |                       |  |                       |  |                  |  |                       |  |                                  |        |                       |   |
| Ipswich  |  |                               |  |                       |  |                  |  |                       |  |                       |  |                            |       |                       |  |                       |  |                  |  |                       |  |                                  |        |                       |   |
| B&Q, Woodhall Business<br>Park, Eastern Bypass,<br>Sudbury                 | 1.5%   | 14                            | 3.4%   | 3                     | 0.0%   | 0                | 6.8%   | 6                     | 5.6%   | 5                     | 0.0%   | 0                          | 0.0%  | 0                     | 0.0%   | 0                     | 0.0%   | 0                | 0.0%   | 0                     | 0.0%   | 0                                | 0.0%   | 0                     |   |
| Bacton   | 0.4%   | 4                             | 0.0%   | 0                     | 1.2%   | 1                | 0.0%   | 0                     | 0.0%   | 0                     | 0.0%   | 0                          | 0.0%  | 0                     | 0.0%   | 0                     | 2.5%   | 2                | 0.0%   | 0                     | 1.4%   | 1                                | 0.0%   | 0                     |   |
| Badley   | 0.1%   | 1                             | 0.0%   | 0                     | 0.0%   | 0                | 0.0%   | 0                     | 0.0%   | 0                     | 0.0%   | 0                          | 0.0%  | 0                     | 0.0%   | 0                     | 1.3%   | 1                | 0.0%   | 0                     | 0.0%   | 0                                | 0.0%   | 0                     |   |
| Bedford  | 0.1%   | 1                             | 0.0%   | 0                     | 0.0%   | 0                | 0.0%   | 0                     | 0.0%   | 0                     | 0.0%   | 0                          | 0.0%  | 0                     | 0.0%   | 0                     | 0.0%   | 0                | 0.0%   | 0                     | 1.4%   | 1                                | 0.0%   | 0                     |   |
| Brettenham   | 0.1%   | 1                             | 0.0%   | 0                     | 0.0%   | 0                | 0.0%   | 0                     | 0.0%   | 0                     | 0.0%   | 0                          | 0.0%  | 0                     | 0.0%   | 0                     | 0.0%   | 0                | 0.0%   | 0                     | 0.0%   | 0                                |        | 1                     |   |
| Buckton  | 0.1%   | 1                             | 0.0%   | 0                     | 0.0%   | 0                | 0.0%   | 0                     | 0.0%   | 0                     | 0.0%   | 0                          | 0.0%  | 0                     | 0.0%   | 0                     | 1.3%   | 1                | 0.0%   | 0                     | 0.0%   | 0                                | 0.0%   | 0                     |   |
| Chilton Industrial Estate,   | 0.1%   | 1                             | 0.0%   | 0                     | 0.0%   | 0                | 0.0%   | 0                     | 1.1%   | 1                     | 0.0%   | 0                          | 0.0%  | 0                     | 0.0%   | 0                     | 0.0%   | 0                | 0.0%   | 0                     | 0.0%   | 0                                |        | 0                     |   |
| Sudbury  | 0.170  | 1                             | 0.070  | U                     | 0.070  | U                | 0.070  | U                     | 1.170  | 1                     | 0.070  | U                          | 0.070 | U                     | 0.070  | U                     | 0.070  | U                | 0.070  | U                     | 0.070  | U                                | 0.070  | U                     |   |
| Clare  | 0.1%   | 1                             | 1.1%   | 1                     | 0.0%   | 0                | 0.0%   | 0                     | 0.0%   | 0                     | 0.0%   | 0                          | 0.0%  | 0                     | 0.0%   | 0                     | 0.0%   | 0                | 0.0%   | 0                     | 0.0%   | 0                                | 0.0%   | 0                     |   |
| Cotton   | 0.1%   | 1                             | 0.0%   | 0                     | 0.0%   | 0                | 0.0%   | 0                     | 0.0%   | 0                     | 0.0%   | 0                          | 0.0%  | 0                     | 0.0%   | 0                     | 0.0%   | 0                | 0.0%   | 0                     | 1.4%   | 1                                | 0.0%   | 0                     |   |
| Diss   | 3.2%   | 29                            | 0.0%   | 0                     | 0.0%   | 0                | 0.0%   | 0                     | 0.0%   | 0                     | 0.0%   | 0                          | 0.0%  | 0                     | 1.2%   | 1                     | 0.0%   | 0                | 0.0%   | 0                     | 25.0%  | 18                               |        | 10                    |   |
|  | 0.4%   | 4                             | 0.0%   | 0                     | 0.0%   | 0                | 0.0%   | 0                     | 0.0%   | 0                     | 0.0%   | 0                          | 0.0%  | 0                     | 3.5%   | 3                     | 0.0%   | 0                | 0.0%   | 0                     | 1.4%   | 10                               | 0.0%   | 0                     |   |
| Framlingham<br>Halesworth  | 0.4%   | 2                             | 0.0%   | 0                     | 0.0%   | 0                | 0.0%   | 0                     | 0.0%   | 0                     | 0.0%   | 0                          | 0.0%  | 0                     | 0.0%   | 0                     | 0.0%   | 0                | 0.0%   | 0                     | 0.0%   | 0                                |        | 2                     |   |
|  | 1.5%   | 14                            | 0.0%   | 0                     |  | 0                |  | 0                     | 0.0%   | 0                     |  | 0                          | 0.0%  | 0                     | 0.0%   | 0                     |  | 0                | 0.0%   | 0                     | 0.0%   | 0                                |        | 14                    |   |
| Harleston  |  |                               |  | -                     | 0.0%   |                  | 0.0%   | -                     |  | -                     | 0.0%   | -                          |       | 1                     |  | 1                     | 0.0%   |                  |  | 0                     |  |                                  |        |                       |   |
| Homebase, Felixstowe Road,<br>Warren Heath, Ipswich                        | 0.2%   | 2                             | 0.0%   | 0                     | 0.0%   | 0                | 0.0%   | 0                     | 0.0%   | 0                     | 0.0%   | 0                          | 1.2%  | 1                     | 1.2%   | 1                     | 0.0%   | 0                | 0.0%   | 0                     | 0.0%   | 0                                |        | 0                     |   |
| Leyton   | 0.1%   | 1                             | 1.1%   | 1                     | 0.0%   | 0                | 0.0%   | 0                     | 0.0%   | 0                     | 0.0%   | 0                          | 0.0%  | 0                     | 0.0%   | 0                     | 0.0%   | 0                | 0.0%   | 0                     | 0.0%   | 0                                | 0.0%   | 0                     |   |
| Lowestoft  | 0.2%   | 2                             | 0.0%   | 0                     | 0.0%   | 0                | 0.0%   | 0                     | 0.0%   | 0                     | 0.0%   | 0                          | 0.0%  | 0                     | 0.0%   | 0                     | 0.0%   | 0                | 0.0%   | 0                     | 0.0%   | 0                                | 2.4%   | 2                     |   |
| Morrisons, Sproughton<br>Road, Ipswich                                     | 0.1%   | 1                             | 0.0%   | 0                     | 0.0%   | 0                | 0.0%   | 0                     | 0.0%   | 0                     | 0.0%   | 0                          | 1.2%  | 1                     | 0.0%   | 0                     | 0.0%   | 0                | 0.0%   | 0                     | 0.0%   | 0                                | 0.0%   | 0                     |   |
| Mundford   | 0.1%   | 1                             | 0.0%   | 0                     | 0.0%   | 0                | 0.0%   | 0                     | 0.0%   | 0                     | 0.0%   | 0                          | 0.0%  | 0                     | 0.0%   | 0                     | 0.0%   | 0                | 1.2%   | 1                     | 0.0%   | 0                                | 0.0%   | 0                     |   |
| Norwich  | 4.4%   | 40                            | 0.0%   | 0                     | 0.0%   | 0                | 0.0%   | 0                     | 0.0%   | 0                     | 0.0%   | 0                          | 0.0%  | 0                     | 0.0%   | 0                     | 0.0%   | 0                | 0.0%   | 0                     | 8.3%   | 6                                | 41.5%  | 34                    |   |
| Orwell Retail Park, Ranelagh   | 0.2%   | 2                             | 0.0%   | 0                     | 0.0%   | 0                | 0.0%   | 0                     | 0.0%   | 0                     | 0.0%   | 0                          | 2.4%  | 2                     | 0.0%   | 0                     | 0.0%   | 0                | 0.0%   | 0                     | 0.0%   | 0                                | 0.0%   | 0                     |   |
| Road, Ipswich  |  |                               |  |                       |  |                  |  |                       |  |                       |  |                            |       |                       |  |                       |  |                  |  |                       |  |                                  |        |                       |   |
| Pulham St. Mary  | 0.1%   | 1                             | 0.0%   | 0                     | 0.0%   | 0                | 0.0%   | 0                     | 0.0%   | 0                     | 0.0%   | 0                          | 0.0%  | 0                     | 0.0%   | 0                     | 0.0%   | 0                | 0.0%   | 0                     | 0.0%   | 0                                | 1.2%   | 1                     |   |
| 2  |  | 2                             |  | 0                     |  | 0                |  | 0                     |  | 0                     |  | 0                          | 0.0%  | 0                     |  | 0                     |  | 0                |  | 0                     |  | 2                                |        | 0                     |   |
|  |  | 1                             |  | 0                     |  | 0                |  | 0                     |  | 0                     |  | 0                          |       | 0                     |  |                       |  | 0                |  | 1                     |  |                                  |        | 0                     |   |
|  |  | 1                             |  | 0                     |  | 0                |  |                       |  |                       |  | 0                          |       | 0                     |  | 0                     |  | 0                |  | 1                     |  |                                  |        | 0                     |   |
|  |  | 2                             |  | 0                     |  | 0                |  | 0                     |  |                       |  | 0                          |       | 0                     |  | 1                     |  | -                |  | 0                     |  |                                  |        | 1                     |   |
| 2  |  | 1                             |  | 0                     |  | -                |  | -                     |  |                       |  | 0                          |       | 0                     |  | 0                     |  |                  |  | 1                     |  |                                  |        | 0                     |   |
|  |  | 20                            |  |                       |  | 1                |  | 1                     |  | 1                     |  |                            |       | 1                     |  |                       |  |                  |  | 2                     |  |                                  |        | -                     |   |
| Base:  | 2.2,0  | 913                           | ,  | 89                    | 1.270  | 84               | 111/3  | 88                    | 1.1.75                                       | 89                    | 2.,,,,                                       | 77                         | 1.2,0 | 84                    | 2.0 ,0                                       | 86                    | 2.0 / 0                                      | 80               | 2  | 82                    | 2.073  | 72                               | 2.7,0  | 82                    |   |
| Rickinghall Thetford Tostock Woodbridge Woolpit Internet / catalogue Base: | 0.2%<br>0.1%<br>0.1%<br>0.2%<br>0.1%<br>2.2% | 2<br>1<br>2<br>1<br>20<br>913 | 0.0%<br>0.0%<br>0.0%<br>0.0%<br>0.0%<br>2.2% | 0<br>0<br>0<br>0<br>2 | 0.0%<br>0.0%<br>0.0%<br>0.0%<br>0.0%<br>1.2% | 0<br>0<br>0<br>0 | 0.0%<br>0.0%<br>0.0%<br>0.0%<br>0.0%<br>1.1% | 0<br>0<br>0<br>0<br>1 | 0.0%<br>0.0%<br>0.0%<br>0.0%<br>0.0%<br>1.1% | 0<br>0<br>0<br>0<br>1 | 0.0%<br>0.0%<br>0.0%<br>0.0%<br>0.0%<br>3.9% | 0<br>0<br>0<br>0<br>0<br>3 |       | 0<br>0<br>0<br>0<br>1 | 0.0%<br>0.0%<br>0.0%<br>1.2%<br>0.0%<br>2.3% | 0<br>0<br>1<br>0<br>2 | 0.0%<br>0.0%<br>0.0%<br>0.0%<br>0.0%<br>2.5% | 0<br>0<br>0<br>2 | 0.0%<br>1.2%<br>1.2%<br>0.0%<br>1.2%<br>2.4% | 1<br>1<br>0<br>1<br>2 | 2.8%<br>0.0%<br>0.0%<br>0.0%<br>0.0%<br>2.8% | 2<br>0<br>0<br>0<br>0<br>2<br>72 |        | 0<br>0<br>1<br>0<br>3 |   |

February 2015

|   | Total       | Zone     | 1 Z   | Zone 2 Zone 3 | Zone 4                                  | Zone 5  | Zone 6       | Zone 7           | Zone 8 Zon        | e 9 Zone 10        | Zone 11                           |
|---|-------------|----------|-------|---------------|---|---------|--------------|------------------|-------------------|--------------------|-----------------------------------|
| Q18AWhich internet / h<br>garden tools, plan<br>Those who buy DIY g | nts, shrubs | etc)?    | •     | •             | • |         | oods, decora | ting supplies an | d garden products | such as drills, la | wn mowers, hammers, hedge cutters |
| Amazon  | 14.3%       | 2 0.0%   | 0 0.0 | .0% 0 0.0%    | 0 0.0%                                  | 0 50.0% | 1 0.0%       | 0 0.0% 0         | 0.0% 0 0.0%       | 0 0.0%             | 0 33.3% 1                         |
| B&Q   | 28.6%       | 4 0.0%   | 0 0.0 | 0% 0 0.0%     | 0 100.0%                                | 1 0.0%  | 0 100.0%     | 1 100.0% 1       | 100.0% 1 0.0%     | 0 0.0%             | 0 0.0% 0                          |
| Boots   | 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 0.0%             | 0 33.3% 1                         |
| Currys  | 7.1%        | 1 100.0% | 1 0.0 | 0% 0.0%       | 0 0.0%                                  | 0.0%    | 0 0.0%       | 0 0.0% 0         | 0.0% 0 0.0%       | 0 0.0%             | 0 0.0% 0                          |
| Ebay  | 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 0.0%       | 0 50.0%            | 1 0.0% 0                          |
| John Lewis  | 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% 0 100.0%     | 1 0.0%             | 0 0.0% 0                          |
| Other   | 28.6%       | 4 0.0%   | 0 0.0 | 0% 0 100.0%   | 1 0.0%                                  | 0 50.0% | 1 0.0%       | 0 0.0% 0         | 0.0% 0 0.0%       | 0 50.0%            | 1 33.3% 1                         |
| Base:   |             | 14       | 1     | 0             | 1                                       | 1       | 2            | 1 1              | 1                 | 1                  | 2 3                               |

#### Babergh & Mid Suffolk Household Survey For Carter Jonas

Total Zone 1 Zone 2 Zone 3 Zone 4 Zone 5 Zone 6 Zone 7 Zone 8 Zone 9 Zone 10 Zone 11

|   | Tota  | l   | Zone  | 1  | Zone  | 2  | Zone : | 3  | Zone 4 | 4  | Zone  | 5  | Zone  | 6  | Zone  | 7  | Zone  | 8  | Zone     | 9      | Zone 1   | 0     | Zone 1   | 1                    |     |
|---|-------|-----|-------|----|-------|----|--------|----|--------|----|-------|----|-------|----|-------|----|-------|----|----------|--------|----------|-------|----------|----------------------|-----|
| Q19 Where do you norm<br>non-electric appliar<br>Excl Nulls                   |       |     |       |    |       |    |        |    |        |    |       |    |       |    |       |    |       |    | azors, h | air dr | yers, cu | rling | tongs, e | lectric toothbrishes | ;), |
| Currys PC World, London<br>Road / Copdock<br>Interchange, Ipswich             | 0.2%  | 2   | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 1.1%  | 1  | 0.0%  | 0  | 1.1%  | 1  | 0.0%  | 0  | 0.0%     | 0      | 0.0%     | 0     | 0.0%     | 0                    |     |
| Tesco Extra, Copdock<br>Interchange, Ipswich                                  | 1.8%  | 18  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 2.1%  | 2  | 14.6% | 13 | 3.2%  | 3  | 0.0%  | 0  | 0.0%     | 0      | 0.0%     | 0     | 0.0%     | 0                    |     |
| Copdock Mill Interchange,<br>Ipswich  | 0.1%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.1%  | 1  | 0.0%  | 0  | 0.0%     | 0      | 0.0%     | 0     | 0.0%     | 0                    |     |
| Woodhall Business Park,<br>Drury Drive, Sudbury                               | 0.3%  | 3   | 1.1%  | 1  | 0.0%  | 0  | 1.0%   | 1  | 1.0%   | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%     | 0      | 0.0%     | 0     | 0.0%     | 0                    |     |
| Bramford  | 0.2%  | 2   | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.1%  | 1  | 0.0%  | 0  | 0.0%     | 0      | 0.0%     | 0     | 1.1%     | 1                    |     |
| Bury St Edmunds   | 16.8% | 172 |       | 2  | 76.8% | 73 | 5.2%   | 5  | 1.0%   | 1  | 4.3%  | 4  | 1.1%  | 1  | 1.1%  | 1  | 6.9%  | 6  | 74.7%    | 71     | 8.9%     | 8     | 0.0%     | 0                    |     |
| Capel St Mary   | 0.2%  | 2   | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 2.2%  | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%     | 0      | 0.0%     | 0     | 0.0%     | 0                    |     |
| Colchester  | 3.0%  | 31  | 21.1% | 20 | 0.0%  | 0  | 5.2%   | 5  | 0.0%   | 0  | 0.0%  | 0  | 6.7%  | 6  | 0.0%  | 0  | 0.0%  | 0  | 0.0%     | 0      | 0.0%     | 0     | 0.0%     | 0                    |     |
| Debenham  | 0.2%  | 2   | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.1%  | 1  | 0.0%  | 0  | 0.0%     | 0      | 1.1%     | 1     | 0.0%     | 0                    |     |
| Eye   | 1.1%  | 11  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%     | 0      | 12.2%    | 11    | 0.0%     | 0                    |     |
| Hadleigh  | 5.9%  | 60  | 0.0%  | 0  | 0.0%  | 0  | 2.1%   | 2  | 0.0%   | 0  | 57.4% | 54 | 2.2%  | 2  | 2.1%  | 2  | 0.0%  | 0  | 0.0%     | 0      | 0.0%     | 0     | 0.0%     | 0                    |     |
| Halstead  | 0.4%  | 4   | 4.2%  | 4  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%     | 0      | 0.0%     | 0     | 0.0%     | 0                    |     |
| Haverhill   | 0.8%  | 8   | 8.4%  | 8  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%     | 0      | 0.0%     | 0     | 0.0%     | 0                    |     |
| Ipswich   | 12.0% | 123 | 0.0%  | 0  | 0.0%  | 0  | 3.1%   | 3  | 1.0%   | 1  | 20.2% | 19 | 52.8% | 47 | 46.3% | 44 | 4.6%  | 4  | 1.1%     | 1      | 2.2%     | 2     | 2.2%     | 2                    |     |
| Lavenham  | 0.2%  | 2   |       | 0  | 1.1%  | 1  | 1.0%   | 1  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%     | 0      | 0.0%     | 0     | 0.0%     | 0                    |     |
| Manningtree   | 0.5%  | 5   | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  |       | 5  | 0.0%  | 0  | 0.0%  | 0  | 0.0%     | 0      | 0.0%     | 0     | 0.0%     | 0                    |     |
| Needham   | 0.1%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  |       | 0  |       | 0  | 1.1%  | 1  | 0.0%  | 0  | 0.0%     | 0      | 0.0%     | 0     | 0.0%     | 0                    |     |
| Needham Market  | 0.2%  | 2   |       | 0  | 1.1%  | 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                    |     |
| Stowmarket  | 10.9% | 112 |       | 0  | 8.4%  | 8  | 0.0%   | 0  | 0.0%   | 0  | 4.3%  | 4  |       | 0  | 16.8% |    | 75.9% | 66 | 14.7%    | 14     | 4.4%     | 4     | 0.0%     | 0                    |     |
| Sudbury   | 18.8% | 193 |       | 43 | 6.3%  | 6  | 61.5%  | 59 | 81.3%  | 78 | 7.4%  | 7  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%     | 0      | 0.0%     | 0     | 0.0%     | 0                    |     |
| Aldi, Girling Street, Sudbury   | 0.3%  | 3   |       | 0  | 0.0%  | 0  | 1.0%   | 1  | 2.1%   | 2  | 0.0%  | 0  |       | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%     | 0      | 0.0%     | 0     | 0.0%     | 0                    |     |
| Asda Superstore,<br>Whitehouse Industrial<br>Estate, Goddard Road,<br>Ipswich | 0.4%  | 4   | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 4.2%  | 4  | 0.0%  | 0  | 0.0%     | 0      | 0.0%     | 0     | 0.0%     | 0                    |     |
| Beccles   | 0.4%  | 4   | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%     | 0      | 0.0%     | 0     | 4.3%     | 4                    |     |
| Bishop's Stortford  | 0.1%  | 1   | 1.1%  | 1  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  |       | 0  |       | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%     | 0      | 0.0%     | 0     | 0.0%     | 0                    |     |
| Botesdale   | 0.1%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | Ö  | 0.0%     | 0      | 1.1%     | 1     | 0.0%     | 0                    |     |
| Bungay  | 0.1%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%     | 0      | 0.0%     | 0     | 1.1%     | 1                    |     |
| Cambridge   | 0.2%  | 2   |       | 0  | 1.1%  | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  |       | 0  | 0.0%  | 0  | 0.0%  | Ö  | 1.1%     | 1      | 0.0%     | 0     | 0.0%     | 0                    |     |
| Central London  | 0.2%  | 2   |       | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  |       | 0  |       | 1  | 1.1%  | 1  | 0.0%  | 0  | 0.0%     | 0      | 0.0%     | 0     | 0.0%     | 0                    |     |
| Chelmsford  | 0.1%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  |       | i  | 0.0%  | 0  | 0.0%  | 0  | 0.0%     | 0      | 0.0%     | 0     | 0.0%     | 0                    |     |
| Clare   | 0.1%  | 1   | 1.1%  | 1  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  |       | 0  |       | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%     | 0      | 0.0%     | 0     | 0.0%     | 0                    |     |
| Diss  | 9.5%  | 97  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  |       | 0  | 5.3%  | 5  | 2.3%  | 2  | 2.1%     | 2      | 48.9%    | 44    | 47.8%    | 44                   |     |
| Felixstowe  | 0.2%  | 2   |       | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  |       | 0  | 0.070 | 1  | 1.1%  | 1  | 0.0%  | 0  | 0.0%     | 0      | 0.0%     | 0     | 0.0%     | 0                    |     |
| Framlingham   | 0.3%  | 3   |       | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  |       | 0  |       | 0  | 3.2%  | 3  | 0.0%  | 0  | 0.0%     | 0      | 0.0%     | 0     | 0.0%     | 0                    |     |
| Futura Park, Crane  | 0.1%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.1%  | 1  | 0.0%  | 0  | 0.0%     | 0      | 0.0%     | 0     | 0.0%     | 0                    |     |
| Boulevard, Ipswich  | 0.170 | •   | 0.073 | 3  | 0.070 | 3  | 0.070  | J  | 0.070  | 0  | 0.070 | Ü  | 0.070 | 3  | 111,0 | •  | 0.070 | 3  | 0.073    | J      | 0.070    | Ü     | 3.070    | ~                    |     |

#### Babergh & Mid Suffolk Household Survey For Carter Jonas

|  | Tota | l    | Zone  | 1  | Zone 2 |    | Zone 3 |    | Zone 4 | ļ  | Zone | 5  | Zone | 6  | Zone | 7  | Zone  | 8  | Zone | 9  | Zone  | 10 | Zone  | 11 |
|--|------|------|-------|----|--------|----|--------|----|--------|----|------|----|------|----|------|----|-------|----|------|----|-------|----|-------|----|
|  |      |      |       |    |        |    |        |    |        |    |      |    |      |    |      |    |       |    |      |    |       |    |       |    |
| Halesworth   | 0.1% | 1    | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  | 0.0%  | 0  | 0.0% | 0  | 0.0%  | 0  | 1.1%  | 1  |
| Harleston  | 1.9% | 19   | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  | 0.0%  | 0  | 0.0% | 0  | 0.0%  | 0  | 20.7% | 19 |
| Holbrook   | 0.1% | 1    | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0% | 0  | 1.1% | 1  | 0.0% | 0  | 0.0%  | 0  | 0.0% | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Martlesham   | 0.2% | 2    | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0% | 0  | 0.0% | 0  | 1.1% | 1  | 0.0%  | 0  | 0.0% | 0  | 0.0%  | 0  | 1.1%  | 1  |
| Martlesham Heath   | 0.1% | 1    | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  | 0.0%  | 0  | 0.0% | 0  | 0.0%  | 0  | 1.1%  | 1  |
| Morrisons, Sproughton<br>Road, Ipswich                                   | 0.4% | 4    | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0% | 0  | 1.1% | 1  | 3.2% | 3  | 0.0%  | 0  | 0.0% | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Norwich  | 1.7% | 17   | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0% | 0  | 0.0% | 0  | 1.1% | 1  | 0.0%  | 0  | 0.0% | 0  | 4.4%  | 4  | 13.0% | 12 |
| Sainsbury's, Cornard Road,<br>Sudbury                                    | 0.2% | 2    | 0.0%  | 0  | 0.0%   | 0  | 2.1%   | 2  | 0.0%   | 0  | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  | 0.0%  | 0  | 0.0% | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Sprowston  | 0.1% | 1    | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0% | 0  | 1.1% | 1  | 0.0% | 0  | 0.0%  | 0  | 0.0% | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Tesco Superstore, Woodhall<br>Business Park,<br>Springlands Way, Sudbury | 1.6% | 16   | 2.1%  | 2  | 0.0%   | 0  | 7.3%   | 7  | 7.3%   | 7  | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  | 0.0%  | 0  | 0.0% | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Tesco, Woodhall Business<br>Park, Springlands Way,<br>Sudbury            | 0.5% | 5    | 0.0%  | 0  | 0.0%   | 0  | 5.2%   | 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  |
| Tiptree, Essex   | 0.1% | 1    | 1.1%  | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  | 0.0%  | 0  | 0.0% | 0  | 0.0%  | 0  | 0.0%  | 0  |
| West Bergholt  | 0.1% | 1    | 1.1%  | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  | 0.0%  | 0  | 0.0% | 0  |       | 0  | 0.0%  | 0  |
| West Thurrock  | 0.1% | 1    | 1.1%  | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  | 0.0%  | 0  | 0.0% | 0  |       | 0  | 0.0%  | 0  |
| Woodbridge   | 0.3% | 3    | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0% | 0  | 1.1% | 1  | 1.1% | 1  | 0.0%  | 0  | 0.0% | 0  | 0.0%  | 0  | 1.1%  | 1  |
| Internet / catalogue   | 7.0% | 72   | 10.5% | 10 | 5.3%   | 5  | 5.2%   | 5  | 6.3%   | 6  | 3.2% | 3  | 6.7% | 6  | 2.1% | 2  | 10.3% | 9  | 6.3% | 6  | 16.7% | 15 | 5.4%  | 5  |
| Base:  |      | 1024 |       | 95 |        | 95 |        | 96 |        | 96 |      | 94 |      | 89 |      | 95 |       | 87 |      | 95 |       | 90 |       | 92 |

Q19AWhich internet / home delivery retailer do you also use for your household's shopping on all goods for personal care, including electric appliances (e.g. electric razors, hair dryers, curling tongs, electric toothbrishes), non-electric appliances (e.g. scissors, hand razors, bathroom scales), cosmetics, perfume, toothpaste, aftershave, sun tan lotions, etc.

Those who buy personal care goods via the Internet at Q19: AND Excl Nulls

| Amazon      | 21.0% | 13 11.1% | 1 33.3% | 1 25.0% | 1 33.3% | 2 0.0%  | 0 50.0% | 3 0.0%  | 0 28.6% | 2 16.7% | 1 8.3%  | 1 20.0% | 1 |
|-------------|-------|----------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---|
| Argos       | 3.2%  | 2 0.0%   | 0 0.0%  | 0 25.0% | 1 0.0%  | 0.0%    | 0 16.7% | 1 0.0%  | 0 0.0%  | 0 0.0%  | 0.0%    | 0 0.0%  | 0 |
| Asda        | 4.8%  | 3 0.0%   | 0 0.0%  | 0.0%    | 0 0.0%  | 0 0.0%  | 0 16.7% | 1 0.0%  | 0 14.3% | 1 0.0%  | 0.0%    | 0 20.0% | 1 |
| Boots       | 9.7%  | 6 0.0%   | 0 0.0%  | 0 0.0%  | 0 16.7% | 1 0.0%  | 0.0%    | 0 50.0% | 1 14.3% | 1 16.7% | 1 0.0%  | 0 40.0% | 2 |
| Debenhams   | 1.6%  | 1 0.0%   | 0 0.0%  | 0.0%    | 0 0.0%  | 0 0.0%  | 0 0.0%  | 0.0%    | 0 0.0%  | 0.0%    | 0 8.3%  | 1 0.0%  | 0 |
| Ebay        | 3.2%  | 2 11.1%  | 1 0.0%  | 0 0.0%  | 0 16.7% | 1 0.0%  | 0.0%    | 0.0%    | 0 0.0%  | 0 0.0%  | 0.0%    | 0 0.0%  | 0 |
| John Lewis  | 4.8%  | 3 0.0%   | 0 0.0%  | 0.0%    | 0 0.0%  | 0 50.0% | 1 0.0%  | 0.0%    | 0 0.0%  | 0 16.7% | 1 8.3%  | 1 0.0%  | 0 |
| Sainsbury's | 6.5%  | 4 0.0%   | 0 66.7% | 2 25.0% | 1 0.0%  | 0.0%    | 0.0%    | 0.0%    | 0 0.0%  | 0 16.7% | 1 0.0%  | 0 0.0%  | 0 |
| Tesco       | 25.8% | 16 44.4% | 4 0.0%  | 0 25.0% | 1 16.7% | 1 0.0%  | 0 16.7% | 1 50.0% | 1 0.0%  | 0 16.7% | 1 50.0% | 6 20.0% | 1 |
| Other       | 12.9% | 8 22.2%  | 2 0.0%  | 0 0.0%  | 0 16.7% | 1 0.0%  | 0.0%    | 0.0%    | 0 42.9% | 3 16.7% | 1 8.3%  | 1 0.0%  | 0 |
| Ocado       | 3.2%  | 2 11.1%  | 1 0.0%  | 0 0.0%  | 0 0.0%  | 0 50.0% | 1 0.0%  | 0.0%    | 0 0.0%  | 0 0.0%  | 0.0%    | 0 0.0%  | 0 |
| Waitrose    | 3.2%  | 2 0.0%   | 0 0.0%  | 0 0.0%  | 0 0.0%  | 0 0.0%  | 0 0.0%  | 0 0.0%  | 0 0.0%  | 0.0%    | 0 16.7% | 2 0.0%  | 0 |
| Base:       |       | 62       | 9       | 3       | 4       | 6       | 2       | 6       | 2       | 7       | 6       | 12      | 5 |

#### **Babergh & Mid Suffolk Household Survey For Carter Jonas**

Zone 6 Total Zone 1 Zone 2 Zone 3 Zone 4 Zone 5 Zone 7 Zone 8 Zone 9 Zone 10 Zone 11

Q20 Where do you normally do most of your household's shopping for medical goods (e.g. drugs, medicine), other pharmaceutical products (e.g. vitamins, plasters, thermometers, bandages, syringes); and

| Q20 Where do you norn<br>therapeutic appliar<br>Excl Nulls |       |     |       |    |       |    |       |    |       |    |       |    |       | ther p | oharmad | eutic | al produ | ıcts (e | e.g. vita | mins, | plasters | s, ther | momet | ers, ban |
|--|-------|-----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|--------|---------|-------|----------|---------|-----------|-------|----------|---------|-------|----------|
| Tesco Extra, Copdock                                       | 1.6%  | 17  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.1%  | 1  | 14.6% | 14     | 2.1%    | 2     | 0.0%     | 0       | 0.0%      | 0     | 0.0%     | 0       | 0.0%  | 0        |
| Interchange, Ipswich<br>Copdock Mill Interchange,          | 0.2%  | 2   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.1%  | 1  | 0.0%  | 0      | 1.0%    | 1     | 0.0%     | 0       | 0.0%      | 0     | 0.0%     | 0       | 0.0%  | 0        |
| Ipswich  |       |     |       |    |       |    |       |    |       |    |       |    |       |        |         |       |          |         |           |       |          |         |       |          |
| Woodhall Business Park,<br>Drury Drive, Sudbury            | 0.4%  | 4   | 1.1%  | 1  | 0.0%  | 0  | 1.0%  | 1  | 2.0%  | 2  | 0.0%  | 0  | 0.0%  | 0      | 0.0%    | 0     | 0.0%     | 0       | 0.0%      | 0     | 0.0%     | 0       | 0.0%  | 0        |
| Bramford   | 0.3%  | 3   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0      | 2.1%    | 2     | 0.0%     | 0       | 0.0%      | 0     | 0.0%     | 0       | 1.1%  | 1        |
| Bury St Edmunds  | 14.0% | 145 | 3.2%  | 3  | 72.8% | 67 | 1.0%  | 1  | 1.0%  | 1  | 1.1%  | 1  | 1.0%  | 1      | 0.0%    | 0     | 4.4%     | 4       | 62.1%     | 59    | 6.7%     | 6       | 2.2%  | 2        |
| Capel St Mary  | 0.6%  | 6   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 6.3%  | 6      | 0.0%    | 0     | 0.0%     | 0       | 0.0%      | 0     | 0.0%     | 0       | 0.0%  | 0        |
| Colchester   | 1.9%  | 20  | 12.9% | 12 | 0.0%  | 0  | 3.1%  | 3  | 0.0%  | 0  | 0.0%  | 0  | 5.2%  | 5      | 0.0%    | 0     | 0.0%     | 0       | 0.0%      | 0     | 0.0%     | 0       | 0.0%  | 0        |
| Debenham   | 1.2%  | 12  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0      | 11.3%   | 11    | 0.0%     | 0       | 0.0%      | 0     | 1.1%     | 1       | 0.0%  | 0        |
| Dedham   | 0.5%  | 5   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 4.2%  | 4      | 1.0%    | 1     | 0.0%     | 0       | 0.0%      | 0     | 0.0%     | 0       | 0.0%  | 0        |
| Eye  | 2.2%  | 23  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0      | 0.0%    | 0     | 0.0%     | 0       | 0.0%      | 0     | 23.6%    | 21      | 2.2%  | 2        |
| Great Conard   | 0.1%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 1.0%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0      | 0.0%    | 0     | 0.0%     | 0       | 0.0%      | 0     | 0.0%     | 0       | 0.0%  | 0        |
| Hadleigh   | 7.4%  | 77  | 0.0%  | 0  | 1.1%  | 1  | 3.1%  | 3  | 0.0%  | 0  | 72.6% | 69 | 2.1%  | 2      | 2.1%    | 2     | 0.0%     | 0       | 0.0%      | 0     | 0.0%     | 0       | 0.0%  | 0        |
| Halstead   | 0.7%  | 7   | 7.5%  | 7  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0      | 0.0%    | 0     | 0.0%     | 0       | 0.0%      | 0     | 0.0%     | 0       | 0.0%  | 0        |
| Haverhill  | 0.6%  | 6   | 6.5%  | 6  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0      | 0.0%    | 0     | 0.0%     | 0       | 0.0%      | 0     | 0.0%     | 0       | 0.0%  | 0        |
| Ipswich  | 8.6%  | 89  | 0.0%  | 0  | 0.0%  | 0  | 1.0%  | 1  | 0.0%  |    | 15.8% | 15 | 34.4% | 33     | 36.1%   | 35    | 3.3%     | 3       | 1.1%      | 1     | 1.1%     | 1       | 0.0%  | 0        |
| Lavenham   | 1.0%  | 10  | 0.0%  | 0  | 3.3%  | 3  | 6.2%  | 6  | 0.0%  | 0  | 1.1%  | 1  | 0.0%  | 0      | 0.0%    | 0     | 0.0%     | 0       | 0.0%      | 0     | 0.0%     | 0       | 0.0%  | 0        |
| Long Melford   | 1.5%  | 16  | 3.2%  | 3  | 2.2%  | 2  | 9.3%  | 9  | 2.0%  | 2  | 0.0%  | 0  | 0.0%  | 0      | 0.0%    | 0     | 0.0%     | 0       | 0.0%      | 0     | 0.0%     | 0       | 0.0%  | 0        |
| Manningtree  | 1.1%  | 11  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |       | 11     | 0.0%    | 0     | 0.0%     | 0       | 0.0%      | 0     | 0.0%     | 0       | 0.0%  | 0        |
| Needham  | 0.1%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0      | 1.0%    | 1     | 0.0%     | 0       | 0.0%      | 0     | 0.0%     | 0       | 0.0%  | ő        |
| Needham Market   | 1.4%  | 14  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.1%  | 1  | 0.0%  | 0      |         | 12    | 1.1%     | 1       | 0.0%      | 0     | 0.0%     | 0       | 0.0%  | 0        |
| Stowmarket   | 10.9% | 113 | 0.0%  | 0  | 5.4%  | 5  | 0.0%  | 0  | 0.0%  | 0  | 3.2%  | 3  | 0.0%  | 0      |         | 10    | 86.8%    | 79      | 11.6%     | 11    | 5.6%     | 5       | 0.0%  | 0        |
| Sudbury  | 18.8% | 195 | 41.9% | 39 | 7.6%  | 7  | 58.8% | 57 | 89.0% | 89 | 3.2%  | 3  | 0.0%  | 0      | 0.0%    | 0     | 0.0%     | 0       | 0.0%      | 0     | 0.0%     | 0       | 0.0%  | 0        |
| Abroad   | 0.1%  | 1/3 | 0.0%  | 0  | 1.1%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0      | 0.0%    | 0     | 0.0%     | 0       | 0.0%      | 0     | 0.0%     | 0       | 0.0%  | 0        |
| Beccles  | 0.1%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0      | 0.0%    | 0     | 0.0%     | 0       | 0.0%      | 0     | 0.0%     | 0       | 1.1%  | 1        |
|  |       | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.0%  | 1      | 0.0%    | 0     | 0.0%     | 0       | 0.0%      | 0     | 0.0%     | 0       | 0.0%  | 0        |
| Bedingham  | 0.1%  | 7   |       | 0  |       | 0  |       | 0  |       |    |       | 0  | 0.0%  | 0      |         | 0     |          | 0       |           |       |          | 7       |       | 0        |
| Botesdale  | 0.7%  |     | 0.0%  |    | 0.0%  |    | 0.0%  |    | 0.0%  | 0  | 0.0%  | -  |       |        | 0.0%    |       | 0.0%     | -       | 0.0%      | 0     | 7.9%     |         | 0.0%  |          |
| Bungay   | 0.2%  | 2   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0      | 0.0%    | 0     | 0.0%     | 0       | 0.0%      | 0     | 0.0%     | 0       | 2.2%  | 2        |
| Central London   | 0.1%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.0%  | 1      | 0.0%    | 0     | 0.0%     | 0       | 0.0%      | 0     | 0.0%     | 0       | 0.0%  | 0        |
| Clare  | 0.7%  | /   | 7.5%  | 7  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0      | 0.0%    | 0     | 0.0%     | 0       | 0.0%      | 0     | 0.0%     | 0       | 0.0%  | 0        |
| Claydon  | 0.4%  | 4   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0      | 4.1%    | 4     | 0.0%     | 0       | 0.0%      | 0     | 0.0%     | 0       | 0.0%  | 0        |
| Culford  | 0.1%  | 1   | 0.0%  | 0  | 1.1%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0      | 0.0%    | 0     | 0.0%     | 0       | 0.0%      | 0     | 0.0%     | 0       | 0.0%  | 0        |
| Diss   | 6.9%  | 71  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0      | 4.1%    | 4     | 1.1%     | 1       | 1.1%      | 1     | 43.8%    | 39      | 28.6% | 26       |
| Earls Colne  | 0.5%  | 5   | 5.4%  | 5  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0      | 0.0%    | 0     | 0.0%     | 0       | 0.0%      | 0     | 0.0%     | 0       | 0.0%  | 0        |
| East Bergholt  | 1.0%  | 10  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 10.4% | 10     | 0.0%    | 0     | 0.0%     | 0       | 0.0%      | 0     | 0.0%     | 0       | 0.0%  | 0        |
| Elmswell   | 0.2%  | 2   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0      | 0.0%    | 0     | 0.0%     | 0       | 2.1%      | 2     | 0.0%     | 0       | 0.0%  | 0        |
| Felixstowe   | 0.1%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.0%  | 1      | 0.0%    | 0     | 0.0%     | 0       | 0.0%      | 0     | 0.0%     | 0       | 0.0%  | 0        |
| Framlingham  | 0.7%  | 7   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0      | 4.1%    | 4     | 0.0%     | 0       | 0.0%      | 0     | 0.0%     | 0       | 3.3%  | 3        |
| Fressingfield  | 0.2%  | 2   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0      | 0.0%    | 0     | 0.0%     | 0       | 0.0%      | 0     | 0.0%     | 0       | 2.2%  | 2        |
| Glemsford  | 0.4%  | 4   | 3.2%  | 3  | 0.0%  | 0  | 1.0%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0      | 0.0%    | 0     | 0.0%     | 0       | 0.0%      | 0     | 0.0%     | 0       | 0.0%  | 0        |
| Great Cornard  | 0.2%  | 2   | 0.0%  | 0  | 0.0%  | 0  | 2.1%  | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0      | 0.0%    | 0     | 0.0%     | 0       | 0.0%      | 0     | 0.0%     | 0       | 0.0%  | 0        |

#### Babergh & Mid Suffolk Household Survey For Carter Jonas

|  | Total | l    | Zone | 1  | Zone 2 | 2  | Zone 3 | 3  | Zone | 4   | Zone | 5  | Zone | 6  | Zone | 7  | Zone | 8  | Zone  | 9  | Zone | 10 | Zone  | 11 |
|--|-------|------|------|----|--------|----|--------|----|------|-----|------|----|------|----|------|----|------|----|-------|----|------|----|-------|----|
|  |       |      |      |    |        |    |        |    |      |     |      |    |      |    |      |    |      |    |       |    |      |    |       |    |
| Halesworth   | 0.2%  | 2    | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0% | 0   | 0.0% | 0  | 0.0% | 0  | 1.0% | 1  | 0.0% | 0  | 0.0%  | 0  |      | 0  | 1.1%  | 1  |
| Harleston  | 3.1%  | 32   | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0% | 0   | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  | 0.0%  | 0  | 0.0% | 0  | 35.2% | 32 |
| Holbrook   | 0.5%  | 5    | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0% | 0   | 0.0% | 0  | 5.2% | 5  | 0.0% | 0  | 0.0% | 0  | 0.0%  | 0  | 0.0% | 0  | 0.0%  | 0  |
| Hopton-on-Sea  | 0.1%  | 1    | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0% | 0   | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  | 0.0%  | 0  | 1.1% | 1  | 0.0%  | 0  |
| Horley   | 0.1%  | 1    | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0% | 0   | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  | 1.1% | 1  | 0.0%  | 0  | 0.0% | 0  | 0.0%  | 0  |
| Martlesham   | 0.3%  | 3    | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0% | 0   | 0.0% | 0  | 0.0% | 0  | 1.0% | 1  | 0.0% | 0  | 0.0%  | 0  | 0.0% | 0  | 2.2%  | 2  |
| Morrisons, Sproughton  | 0.3%  | 3    | 0.0% | 0  | 0.0%   | 0  | 1.0%   | 1  | 0.0% | 0   | 0.0% | 0  | 0.0% | 0  | 2.1% | 2  | 0.0% | 0  | 0.0%  | 0  | 0.0% | 0  | 0.0%  | 0  |
| Road, Ipswich  |       |      |      |    |        |    |        |    |      |     |      |    |      |    |      |    |      |    |       |    |      |    |       |    |
| Newmarket  | 0.1%  | 1    | 0.0% | 0  | 1.1%   | 1  | 0.0%   | 0  | 0.0% | 0   | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  | 0.0%  | 0  | 0.0% | 0  | 0.0%  | 0  |
| Norwich  | 1.3%  | 13   | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0% | 0   | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  | 0.0%  | 0  | 3.4% | 3  | 11.0% | 10 |
| Sainsbury's, Cornard Road,<br>Sudbury                                    | 0.2%  | 2    | 0.0% | 0  | 0.0%   | 0  | 2.1%   | 2  | 0.0% | 0   | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  | 0.0%  | 0  | 0.0% | 0  | 0.0%  | 0  |
| Stradbroke   | 0.1%  | 1    | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0% | 0   | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  | 0.0%  | 0  | 0.0% | 0  | 1.1%  | 1  |
| Street market in Pulham  | 0.1%  | 1    | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0% | 0   | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  | 0.0%  | 0  | 0.0% | 0  | 1.1%  | 1  |
| Street market in Wickham   | 0.1%  | 1    | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0% | 0   | 0.0% | 0  | 0.0% | 0  | 1.0% | 1  | 0.0% | 0  | 0.0%  | 0  | 0.0% | 0  | 0.0%  | 0  |
| Tesco Superstore, Woodhall<br>Business Park,<br>Springlands Way, Sudbury | 1.1%  | 11   | 2.2% | 2  | 0.0%   | 0  | 4.1%   | 4  | 5.0% | 5   | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  | 0.0%  | 0  | 0.0% | 0  | 0.0%  | 0  |
| Tesco, Woodhall Business<br>Park, Springlands Way,<br>Sudbury            | 0.4%  | 4    | 0.0% | 0  | 0.0%   | 0  | 4.1%   | 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  |
| Tharston   | 0.1%  | 1    | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0% | 0   | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  | 1.1%  | 1  | 0.0% | 0  | 0.0%  | 0  |
| West Bergholt  | 0.4%  | 4    | 4.3% | 4  | 0.0%   | 0  | 0.0%   | 0  | 0.0% | 0   | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  | 0.0%  | 0  | 0.0% | 0  | 0.0%  | 0  |
| Woodbridge   | 0.4%  | 4    | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0% | 0   | 0.0% | 0  | 1.0% | 1  | 2.1% | 2  | 0.0% | 0  | 0.0%  | 0  | 0.0% | 0  | 1.1%  | 1  |
| Woolpit  | 1.6%  | 17   | 0.0% | 0  | 2.2%   | 2  | 0.0%   | 0  | 0.0% | 0   | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  | 15.8% | 15 | 0.0% | 0  | 0.0%  | 0  |
| Internet / catalogue   | 2.2%  | 23   | 1.1% | 1  | 2.2%   | 2  | 1.0%   | 1  | 1.0% | 1   | 0.0% | 0  | 1.0% | 1  | 1.0% | 1  | 2.2% | 2  | 5.3%  | 5  | 5.6% | 5  | 4.4%  | 4  |
| Base:  |       | 1036 |      | 93 |        | 92 |        | 97 |      | 100 |      | 95 |      | 96 |      | 97 |      | 91 |       | 95 |      | 89 |       | 91 |

Q20AWhich internet / home delivery retailer do you also use for your household's shopping for medical goods (e.g. drugs, medicine), other pharmaceutical products (e.g. vitamins, plasters, thermometers, bandages, syringes); and therapeutic appliances / equipment (e.g. spectacles, contact lenses, hearing aids, wheelchairs, etc.).

Those who buy medical goods via the Internet at Q20: AND Excl Nulls

| Asda        | 6.3%  | 1 0.0%   | 0 0.0%   | 0 0.0%   | 0 0.0%   | 0 0.0% | 0 0.0%   | 0 0.0%   | 0 0.0%   | 0 0.0%  | 0 0.0%  | 0 25.0% | 1 |
|-------------|-------|----------|----------|----------|----------|--------|----------|----------|----------|---------|---------|---------|---|
| Boots       | 12.5% | 2 0.0%   | 0 0.0%   | 0 0.0%   | 0 0.0%   | 0 0.0% | 0 0.0%   | 0 0.0%   | 0 0.0%   | 0 0.0%  | 0 33.3% | 1 25.0% | 1 |
| Sainsbury's | 6.3%  | 1 0.0%   | 0 100.0% | 1 0.0%   | 0.0%     | 0.0%   | 0 0.0%   | 0 0.0%   | 0 0.0%   | 0 0.0%  | 0 0.0%  | 0 0.0%  | 0 |
| Tesco       | 37.5% | 6 100.0% | 1 0.0%   | 0 100.0% | 1 100.0% | 1 0.0% | 0 0.0%   | 0 0.0%   | 0 0.0%   | 0 50.0% | 1 33.3% | 1 25.0% | 1 |
| Other       | 31.3% | 5 0.0%   | 0 0.0%   | 0 0.0%   | 0 0.0%   | 0 0.0% | 0 100.0% | 1 100.0% | 1 100.0% | 1 50.0% | 1 0.0%  | 0 25.0% | 1 |
| Waitrose    | 6.3%  | 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 33.3% | 1 0.0%  | 0 |
| Base:       |       | 16       | 1        | 1        | 1        | 1      | 0        | 1        | 1        | 1       | 2       | 3       | 4 |

|  | Tota      | 1      | Zone    | 1     | Zone 2   | 2    | Zone     | 3       | Zone 4  | 4      | Zone     | 5      | Zone     | 6     | Zone '    | 7     | Zone 8    | 3    | Zone    | 9    | Zone 1  | .0     | Zone 1 | 11                           |
|--|-----------|--------|---------|-------|----------|------|----------|---------|---------|--------|----------|--------|----------|-------|-----------|-------|-----------|------|---------|------|---------|--------|--------|------------------------------|
| Q21 Where do you norm  | ally do r | nost c | of your | house | hold's s | hopp | ing on a | all oth | er good | s incl | uding je | ewelle | ery & wa | tches | s; glassv | vare, | china, ta | blew | are and | hous | ehold u | tensil | s; and | other personal effects (e.g. |
| travel goods, suitca<br>Excl Nulls                                       | ses, pra  | ms, s  | unglass | es)?  |          |      | J        |         |         |        |          |        | •        |       |           |       |           |      |         |      |         |        |        | . , , ,                      |
| Tesco Extra, Copdock<br>Interchange, Ipswich                             | 0.3%      | 2      | 0.0%    | 0     | 0.0%     | 0    | 0.0%     | 0       | 0.0%    | 0      | 0.0%     | 0      | 3.5%     | 2     | 0.0%      | 0     | 0.0%      | 0    | 0.0%    | 0    | 0.0%    | 0      | 0.0%   | 0                            |
| Copdock Mill Interchange,<br>Ipswich                                     | 0.3%      | 2      | 0.0%    | 0     | 0.0%     | 0    | 0.0%     | 0       | 0.0%    | 0      | 0.0%     | 0      | 1.8%     | 1     | 1.9%      | 1     | 0.0%      | 0    | 0.0%    | 0    | 0.0%    | 0      | 0.0%   | 0                            |
| Braintree  | 0.3%      | 2      | 1.5%    | 1     | 0.0%     | 0    | 0.0%     | 0       | 0.0%    | 0      | 0.0%     | 0      | 1.8%     | 1     | 0.0%      | 0     | 0.0%      | 0    | 0.0%    | 0    | 0.0%    | 0      | 0.0%   | 0                            |
| Bury St Edmunds  | 21.2%     | 135    | 21.5%   | 14    | 70.3%    | 45   | 11.6%    | 8       | 14.1%   | 9      | 3.6%     | 2      | 1.8%     | 1     | 3.7%      | 2     | 13.8%     | 8    | 65.5%   | 38   | 20.0%   | 7      | 1.7%   | 1                            |
| Capel St Mary  | 0.2%      | 1      | 0.0%    | 0     | 0.0%     | 0    | 0.0%     | 0       | 0.0%    | 0      | 0.0%     | 0      | 1.8%     | 1     | 0.0%      | 0     | 0.0%      | 0    | 0.0%    | 0    | 0.0%    | 0      | 0.0%   | 0                            |
| Colchester   | 7.1%      | 45     | 21.5%   | 14    | 0.0%     | 0    | 23.2%    | 16      | 7.8%    | 5      | 3.6%     | 2      | 14.0%    | 8     | 0.0%      | 0     | 0.0%      | 0    | 0.0%    | 0    | 0.0%    | 0      | 0.0%   | 0                            |
| Hadleigh   | 0.8%      | 5      | 0.0%    | 0     | 0.0%     | 0    | 0.0%     | 0       | 0.0%    | 0      | 7.1%     | 4      | 1.8%     | 1     | 0.0%      | 0     | 0.0%      | 0    | 0.0%    | 0    | 0.0%    | 0      | 0.0%   | 0                            |
| Haverhill  | 0.3%      | 2      | 3.1%    | 2     | 0.0%     | 0    | 0.0%     | 0       | 0.0%    | 0      | 0.0%     | 0      | 0.0%     | 0     | 0.0%      | 0     | 0.0%      | 0    | 0.0%    | 0    | 0.0%    | 0      | 0.0%   | 0                            |
| Ipswich  | 16.8%     | 107    | 0.0%    | 0     | 1.6%     | 1    | 5.8%     | 4       | 3.1%    |        | 62.5%    | 35     | 49.1%    | 28    | 46.3%     |       | 10.3%     | 6    | 0.0%    | 0    | 8.6%    | 3      | 5.2%   | 3                            |
| Stowmarket   | 8.0%      | 51     | 0.0%    | 0     | 4.7%     | 3    | 0.0%     | 0       | 0.0%    | 0      | 1.8%     | 1      | 0.0%     | 0     |           |       | 53.4%     | 31   | 10.3%   | 6    | 2.9%    | 1      | 0.0%   | 0                            |
| Sudbury  | 13.5%     |        | 29.2%   | 19    | 1.6%     | 1    | 40.6%    |         | 56.3%   | 36     | 3.6%     | 2      | 0.0%     | 0     | 0.0%      | 0     | 0.0%      | 0    | 0.0%    | 0    | 0.0%    | 0      | 0.0%   | 0                            |
| Abroad   | 0.2%      | 1      | 0.0%    | 0     | 0.0%     | 0    | 0.0%     | 0       | 0.0%    | 0      | 0.0%     | 0      | 0.0%     | 0     | 0.0%      | 0     | 0.0%      | 0    | 0.0%    | 0    | 2.9%    | 1      | 0.0%   | 0                            |
| Anglia Retail Park, Bury<br>Road, Ipswich                                | 0.2%      | 1      | 0.0%    | 0     |          | 0    | 0.0%     | 0       |         | 0      | 0.0%     | 0      | 0.0%     | 0     |           | 1     | 0.0%      | 0    | 0.0%    | 0    |         | 0      | 0.0%   | 0                            |
| Billericay   | 0.2%      | 1      | 0.0%    | 0     | 1.6%     | 1    | 0.0%     | 0       | 0.0%    | 0      | 0.0%     | 0      | 0.0%     | 0     | 0.0%      | 0     | 0.0%      | 0    | 0.0%    | 0    | 0.0%    | 0      | 0.0%   | 0                            |
| Cambridge  | 2.0%      | 13     | 6.2%    | 4     | 4.7%     | 3    | 1.4%     | 1       | 1.6%    | 1      | 0.0%     | 0      | 0.0%     | 0     | 0.0%      | 0     | 0.0%      | 0    | 6.9%    | 4    | 0.0%    | 0      | 0.0%   | 0                            |
| Central London   | 0.9%      | 6      | 1.5%    | 1     | 1.6%     | 1    | 0.0%     | 0       | 0.0%    | 0      | 3.6%     | 2      | 3.5%     | 2     | 0.0%      | 0     | 0.0%      | 0    | 0.0%    | 0    | 0.0%    | 0      | 0.0%   | 0                            |
| Diss   | 3.8%      | 24     | 0.0%    | 0     | 0.0%     | 0    | 0.0%     | 0       | 0.0%    | 0      | 0.0%     | 0      | 0.0%     | 0     | 3.7%      | 2     | 1.7%      | 1    | 0.0%    | 0    | 28.6%   |        | 19.0%  | 11                           |
| Felixstowe   | 0.2%      | 1      | 0.0%    | 0     | 0.0%     | 0    | 0.0%     | 0       | 0.0%    | 0      | 0.0%     | 0      | 1.8%     | 1     | 0.0%      | 0     | 0.0%      | 0    | 0.0%    | 0    | 0.0%    | 0      | 0.0%   | 0                            |
| Framlingham  | 0.5%      | 3      | 0.0%    | 0     | 0.0%     | 0    | 0.0%     | 0       | 0.0%    | 0      | 0.0%     | 0      | 0.0%     | 0     | 1.9%      | 1     | 0.0%      | 0    | 0.0%    | 0    | 0.0%    | 0      | 3.4%   | 2                            |
| Futura Park, Crane   | 0.2%      | 1      | 0.0%    | 0     | 0.0%     | 0    | 0.0%     | 0       | 0.0%    | 0      | 0.0%     | 0      | 0.0%     | 0     | 0.0%      | 0     |           | 1    | 0.0%    | 0    | 0.0%    | 0      | 0.0%   | 0                            |
| *  | 0.270     | 1      | 0.070   | U     | 0.0%     | U    | 0.070    | U       | 0.0%    | U      | 0.070    | U      | 0.0%     | U     | 0.070     | U     | 1.770     | 1    | 0.070   | U    | 0.070   | U      | 0.0%   | U                            |
| Boulevard, Ipswich Greenhithe  | 0.2%      | 1      | 0.0%    | 0     | 0.0%     | 0    | 1.4%     | 1       | 0.0%    | 0      | 0.0%     | 0      | 0.0%     | 0     | 0.0%      | 0     | 0.0%      | 0    | 0.0%    | 0    | 0.0%    | 0      | 0.0%   | 0                            |
|  |           | -      |         |       |          |      |          | 1       |         | 0      |          | 0      |          | 0     |           |       |           |      |         |      |         |        |        |                              |
| Harleston  | 1.4%      | 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%    |        | 15.5%  | 9                            |
| Harwich  | 0.2%      | 1      | 0.0%    | 0     | 0.0%     | 0    | 0.0%     | 0       | 0.0%    | 0      | 0.0%     | 0      | 1.8%     | 1     | 0.0%      | 0     | 0.0%      | 0    | 0.0%    | 0    | 0.0%    | 0      | 0.0%   | 0                            |
| John Lewis, Futura Park,<br>Ransomes Way, Crane<br>Boulevard, Ipswich    | 0.2%      | 1      | 0.0%    | 0     | 0.0%     | 0    | 0.0%     | 0       | 0.0%    | 0      | 0.0%     | 0      | 0.0%     | 0     | 0.0%      | 0     | 1.7%      | 1    | 0.0%    | 0    | 0.0%    | 0      | 0.0%   | 0                            |
| Lowestoft  | 0.2%      | 1      | 0.0%    | 0     | 0.0%     | 0    | 0.0%     | 0       | 0.0%    | 0      | 0.0%     | 0      | 0.0%     | 0     | 0.0%      | 0     | 0.0%      | 0    | 0.0%    | 0    | 0.0%    | 0      | 1.7%   | 1                            |
| Northampton  | 0.2%      | 1      | 0.0%    | 0     |          | 0    | 0.0%     | 0       | 0.0%    | 0      | 0.0%     | 0      | 0.0%     | 0     | 0.0%      | 0     | 1.7%      | 1    | 0.0%    | 0    | 0.0%    | 0      | 0.0%   | 0                            |
| Norwich  | 6.0%      | 38     | 1.5%    | 1     | 0.0%     | 0    | 0.0%     | 0       | 0.0%    | 0      | 0.0%     | 0      | 1.8%     | 1     | 3.7%      | 2     | 3.4%      | 2    | 3.4%    | 2    | 22.9%   |        | 37.9%  | 22                           |
| Ransomes Euro Retail Park,   | 0.2%      | 1      | 0.0%    | 0     |          | 0    | 0.0%     | 0       | 0.0%    | 0      | 0.0%     | 0      | 0.0%     | 0     |           | 1     | 0.0%      | 0    | 0.0%    | 0    |         | 0      |        | 0                            |
| Central Avenue, Ipswich  | 0.3%      | 2      | 0.0%    |       | 1.6%     | 1    | 1.4%     | 1       | 0.0%    | 0      |          | 0      | 0.0%     | 0     | 0.0%      | 0     |           | 0    | 0.0%    | 0    | 0.0%    | 0      |        | 0                            |
| Sainsbury's, Cornard Road,<br>Sudbury                                    |           |        |         |       |          | 1    |          |         |         |        |          | 0      |          |       |           |       |           |      |         |      |         |        |        |                              |
| Suffolk Retail Park, London<br>Road, Ipswich                             | 0.2%      | 1      | 0.0%    | 0     |          | 0    | 0.0%     | 0       | 0.0%    | 0      |          | 1      | 0.0%     | 0     | 0.0%      | 0     |           | 0    | 0.0%    | 0    | 0.0%    | 0      |        | 0                            |
| Tesco Superstore, Woodhall<br>Business Park,<br>Springlands Way, Sudbury | 0.2%      | 1      | 0.0%    | 0     | 0.0%     | 0    | 1.4%     | 1       | 0.0%    | 0      | 0.0%     | 0      | 0.0%     | 0     | 0.0%      | 0     | 0.0%      | 0    | 0.0%    | 0    | 0.0%    | 0      | 0.0%   | 0                            |
| Tesco, Woodhall Business   | 0.2%      | 1      | 0.0%    | 0     | 0.0%     | 0    | 1.4%     | 1       | 0.0%    | 0      | 0.0%     | 0      | 0.0%     | 0     | 0.0%      | 0     | 0.0%      | 0    | 0.0%    | 0    | 0.0%    | 0      | 0.0%   | 0                            |

|                         |              |        |           |          |           |       |             |        |             | F     | or Ca      | arte  | er Jor  | as    |           |       |         |       |           |      |            |      |          |             | February 2015     |
|-------------------------|--------------|--------|-----------|----------|-----------|-------|-------------|--------|-------------|-------|------------|-------|---------|-------|-----------|-------|---------|-------|-----------|------|------------|------|----------|-------------|-------------------|
|                         | Total        | l      | Zone      | 1        | Zone      | 2     | Zone        | 3      | Zone        | 4     | Zone 5     | 5     | Zone    | 6     | Zone 7    | 7     | Zone 8  |       | Zone 9    |      | Zone 1     | 0    | Zone 1   | 1           |                   |
| Park, Springlands Way,  |              |        |           |          |           |       |             |        |             |       |            |       |         |       |           |       |         |       |           |      |            |      |          |             |                   |
| Sudbury                 |              |        |           |          |           |       |             |        |             |       |            |       |         |       |           |       |         |       |           |      |            |      |          |             |                   |
| West Thurrock           | 0.5%         | 3      | 1.5%      | 1        | 1.6%      | 1     | 0.0%        | 0      |             | 0     |            | 1     | 0.0%    | 0     | 0.0%      | 0     |         | 0     |           | 0    | 0.0%       | 0    |          | 0           |                   |
| Woodbridge              | 0.2%         | 1      | 0.0%      | 0        |           | 0     |             | 0      |             | 0     |            | 0     |         | 1     | 0.0%      | 0     |         | 0     | 0.0%      | 0    | 0.0%       | 0    |          | 0           |                   |
| Internet / catalogue    | 13.6%        | 87     | 12.3%     | 8        | 10.9%     | 7     | 11.6%       | 8      | 17.2%       | 11    | 10.7%      | 6     | 14.0%   | 8     | 18.5%     | 10    | 12.1%   | 7     | 13.8%     | 8    | 14.3%      | 5    | 15.5%    | 9           |                   |
| Base:                   |              | 638    |           | 65       |           | 64    |             | 69     |             | 64    |            | 56    |         | 57    |           | 54    |         | 58    |           | 58   |            | 35   |          | 58          |                   |
| Q21AWhich internet / h  | ome delive   | erv re | tailer do | o vou    | also use  | e for | vour hou    | ıseho  | old's sho   | npine | on all o   | other | aoods i | nclud | lina iewe | llerv | & watch | es: o | lassware  | . ch | ina. table | war  | e and ho | usehold ut  | ensils: and other |
| personal effects (      |              |        |           |          |           |       |             |        | , a o o o o | /РР   | g 011 un 0 |       | goodo.  |       | 9 ,00     |       | a water | , g   | , acoma o | ,    | ma, tabi   | , di | o ana no | accincia at | onono, una ouno.  |
| Those who buy all ot    | •            | _      | •         |          | •         | _     | ,           |        |             |       |            |       |         |       |           |       |         |       |           |      |            |      |          |             |                   |
| Those who buy air or    | ner types of | goous  | via inc n | iicriici | i ui Q21. | 11110 | LACI IVIIII | ,      |             |       |            |       |         |       |           |       |         |       |           |      |            |      |          |             |                   |
| Amazon                  | 41.4%        | 24     | 16.7%     | 1        | 66.7%     | 2     | 16.7%       | 1      | 25.0%       | 2     | 33.3%      | 1     | 40.0%   | 2     | 57.1%     | 4     | 50.0%   | 3     | 0.0%      | 0    | 60.0%      | 3    | 83.3%    | 5           |                   |
| Argos                   | 12.1%        | 7      | 16.7%     | 1        | 33.3%     | 1     | 16.7%       | 1      | 25.0%       | 2     | 0.0%       | 0     | 20.0%   | 1     | 0.0%      | 0     | 0.0%    | 0     | 0.0%      | 0    | 0.0%       | 0    | 16.7%    | 1           |                   |
| Asda                    | 1.7%         | 1      | 0.0%      | 0        | 0.0%      | 0     | 0.0%        | 0      | 0.0%        | 0     | 0.0%       | 0     | 0.0%    | 0     | 0.0%      | 0     | 16.7%   | 1     | 0.0%      | 0    | 0.0%       | 0    | 0.0%     | 0           |                   |
| Debenhams               | 1.7%         | 1      | 0.0%      | 0        | 0.0%      | 0     | 0.0%        | 0      | 0.0%        | 0     | 0.0%       | 0     | 0.0%    | 0     | 14.3%     | 1     | 0.0%    | 0     | 0.0%      | 0    | 0.0%       | 0    | 0.0%     | 0           |                   |
| Ebay                    | 10.3%        | 6      | 33.3%     | 2        | 0.0%      | 0     | 16.7%       | 1      | 0.0%        | 0     | 33.3%      | 1     | 20.0%   | 1     | 0.0%      | 0     | 0.0%    | 0     | 33.3%     | 1    | 0.0%       | 0    | 0.0%     | 0           |                   |
| John Lewis              | 17.2%        | 10     | 0.0%      | 0        | 0.0%      | 0     | 16.7%       | 1      | 12.5%       | 1     | 33.3%      | 1     | 20.0%   | 1     | 14.3%     | 1     | 16.7%   | 1     | 66.7%     | 2    | 40.0%      | 2    | 0.0%     | 0           |                   |
| Littlewoods             | 1.7%         | 1      | 0.0%      | 0        | 0.0%      | 0     | 0.0%        | 0      | 12.5%       | 1     | 0.0%       | 0     | 0.0%    | 0     | 0.0%      | 0     | 0.0%    | 0     | 0.0%      | 0    | 0.0%       | 0    | 0.0%     | 0           |                   |
| Next                    | 5.2%         | 3      | 16.7%     | 1        | 0.0%      | 0     | 16.7%       | 1      | 0.0%        | 0     | 0.0%       | 0     | 0.0%    | 0     | 14.3%     | 1     | 0.0%    | 0     | 0.0%      | 0    | 0.0%       | 0    | 0.0%     | 0           |                   |
| Other                   | 8.6%         | 5      | 16.7%     | 1        | 0.0%      | 0     | 16.7%       | 1      | 25.0%       | 2     | 0.0%       | 0     | 0.0%    | 0     | 0.0%      | 0     | 16.7%   | 1     | 0.0%      | 0    | 0.0%       | 0    | 0.0%     | 0           |                   |
| Base:                   |              | 58     |           | 6        |           | 3     |             | 6      |             | 8     |            | 3     |         | 5     |           | 7     |         | 6     |           | 3    |            | 5    |          | 6           |                   |
| Q22 How often do you    | or your he   | ousel  | nold visi | t Sud    | bury To   | wn C  | entre for   | r youi | r non foo   | od sh | opping?    |       |         |       |           |       |         |       |           |      |            |      |          |             |                   |
| Daily                   | 1.7%         | 19     | 0.0%      | 0        | 2.0%      | 2     | 3.0%        | 3      | 13.0%       | 13    | 1.0%       | 1     | 0.0%    | 0     | 0.0%      | 0     | 0.0%    | 0     | 0.0%      | 0    | 0.0%       | 0    | 0.0%     | 0           |                   |
| 4-6 days a week         | 0.9%         | 10     | 1.0%      | 1        | 0.0%      | 0     |             | 4      |             | 5     | 0.0%       | 0     |         | 0     | 0.0%      | 0     |         | 0     | 0.0%      | 0    | 0.0%       | 0    |          | 0           |                   |
| 2-3 days a week         | 4.7%         | 52     | 5.0%      | 5        | 3.0%      |       | 17.0%       | 17     |             | 22    | 3.0%       | 3     |         | 0     | 1.0%      | 1     | 0.0%    | 0     | 0.0%      | 0    | 0.0%       | 0    |          | 1           |                   |
| One days a week         | 10.3%        | 113    | 30.0%     | 30       | 4.0%      |       | 36.0%       | 36     |             | 36    |            | 3     |         | 1     | 0.0%      | 0     |         | 0     | 1.0%      | 1    | 1.0%       | 1    | 1.0%     | 1           |                   |
| Every two weeks         | 5.4%         | 59     |           | 16       |           |       | 14.0%       |        | 11.0%       | 11    |            | 9     |         | 2     | 0.0%      | 0     |         | 1     | 2.0%      | 2    | 0.0%       | 0    | 0.0%     | 0           |                   |
| Monthly                 | 6.5%         |        |           | 15       |           |       | 17.0%       |        |             | 10    |            | 14    |         | 3     | 0.0%      | 0     | 1.0%    | 1     | 3.0%      | 3    | 0.0%       | 0    | 2.0%     | 2           |                   |
| Once every two months   | 2.5%         | 27     | 5.0%      |          | 12.0%     | 12    |             | 4      | 0.0%        | 0     |            | 4     | 0.0%    | 0     | 0.0%      | 0     | 1.0%    | 1     | 0.0%      | 0    | 1.0%       | 1    | 0.0%     | 0           |                   |
| Three-four times a year | 5.1%         | 56     | 9.0%      |          | 11.0%     | 11    |             | 2      | 1.0%        | 1     | 19.0%      | 19    |         | 6     | 2.0%      | 2     | 1.0%    | 1     | 3.0%      | 3    | 2.0%       | 2    | 0.0%     | 0           |                   |
| o section times a year  | 3.170        | 30     | 2.0%      | 2        | 0.004     | 11    | 2.070       |        | 0.00/       | 1     | 19.070     | 17    | 0.070   | 0     | 2.070     |       | 7.070   | -     | 3.070     | 2    | 2.070      | 2    | 0.070    | 0           |                   |

8.0%

1.0%

7 3.0%

35 76.0%

4

100

8

1

100

5.0%

0.0%

3 2.0%

76 90.0%

5 5.0%

2 7.0%

90 84.0%

0.0%

100

5 3.0%

7 3.0%

84 84.0%

100

0 1.0%

3.0%

3 4.0%

84 89.0%

1 0.0%

100

3

0

100

3.0%

3.0%

0.0%

89 90.0%

3

3

90

0

100

Once a year

(Don't know / varies)

Less often

Never

Base:

3.9%

3.4%

55.2%

0.5%

43

37

5

1100

607 13.0%

3.0%

3.0%

0.0%

3 8.0%

3 4.0%

13 44.0%

1.0%

0

100

1.0%

0.0%

1.0%

1.0%

44

100

0.0%

0.0%

0 1.0%

1 1.0%

1

100

0 4.0%

1 7.0%

1 35.0%

0 1.0%

100

|   |                |         |                |         |                |      |                |    |                | _  | 01 0           | ui v   | 001   |    |                |     |        |        |                |    |                |    |                |     | rebruary 2015 |
|---|----------------|---------|----------------|---------|----------------|------|----------------|----|----------------|----|----------------|--------|-------|----|----------------|-----|--------|--------|----------------|----|----------------|----|----------------|-----|---------------|
|   | Tota           | ıl      | Zone           | 1       | Zone           | 2    | Zone           | 3  | Zone 4         | 4  | Zone           | 5      | Zone  | 5  | Zone 7         |     | Zone 8 |        | Zone 9         |    | Zone 10        | )  | Zone 11        | l   |               |
| Q23 What do you like ab   |                | •       |                |         |                | 022  |                |    |                |    |                |        |       |    |                |     |        |        |                |    |                |    |                |     |               |
| Those who visit Sudbury   | y Iown C       | entre j | or non-Jo      | ooa sno | opping at      | Q22: |                |    |                |    |                |        |       |    |                |     |        |        |                |    |                |    |                |     |               |
| Nothing / very little<br>Attractive environment / nice<br>place | 18.1%<br>14.6% |         | 12.6%<br>16.1% |         | 21.4%<br>14.3% |      | 15.2%<br>12.1% |    | 16.2%<br>14.1% |    | 13.8%<br>10.8% | 9<br>7 |       |    | 30.0%<br>20.0% | 3 2 |        | 7<br>0 | 37.5%<br>25.0% |    | 27.3%<br>36.4% |    | 20.0%<br>20.0% | 2 2 |               |
| Close to friends or relatives                                   | 1.8%           | 9       | 0.0%           | 0       | 8.9%           | 5    | 0.0%           | 0  | 1.0%           | 1  | 3.1%           | 2      | 0.0%  | 0  | 0.0%           | 0   | 0.0%   | 0      | 0.0%           | 0  | 9.1%           | 1  | 0.0%           | 0   |               |
| Close to home   | 24.3%          | 120     | 24.1%          | 21      | 7.1%           | 4    | 37.4%          | 37 | 53.5%          | 53 | 4.6%           | 3      | 0.0%  | 0  | 0.0%           | 0   | 0.0%   | 0      | 0.0%           | 0  | 0.0%           | 0  | 20.0%          | 2   |               |
| Close to work   | 1.6%           | 8       | 0.0%           | 0       | 0.0%           | 0    | 3.0%           | 3  | 3.0%           | 3  | 3.1%           | 2      | 0.0%  | 0  | 0.0%           | 0   | 0.0%   | 0      | 0.0%           | 0  | 0.0%           | 0  | 0.0%           | 0   |               |
| Compact   | 8.5%           | 42      | 10.3%          | 9       | 5.4%           | 3    | 11.1%          | 11 | 6.1%           | 6  | 6.2%           | 4      | 20.8% | 5  | 10.0%          | 1   | 0.0%   | 0      | 6.3%           | 1  | 9.1%           | 1  | 10.0%          | 1   |               |
| Easy to get to by bike  | 0.0%           | 0       | 0.0%           | 0       | 0.0%           | 0    | 0.0%           | 0  | 0.0%           | 0  | 0.0%           | 0      | 0.0%  | 0  | 0.0%           | 0   | 0.0%   | 0      | 0.0%           | 0  | 0.0%           | 0  | 0.0%           | 0   |               |
| Easy to get to by bus   | 1.0%           | 5       | 0.0%           | 0       | 1.8%           | 1    | 2.0%           | 2  | 1.0%           | 1  | 1.5%           | 1      | 0.0%  | 0  | 0.0%           | 0   | 0.0%   | 0      | 0.0%           | 0  | 0.0%           | 0  | 0.0%           | 0   |               |
| Easy to get to by car   | 1.8%           | 9       | 3.4%           | 3       | 7.1%           | 4    | 1.0%           | 1  | 0.0%           | 0  | 1.5%           | 1      | 0.0%  | 0  | 0.0%           | 0   | 0.0%   | 0      | 0.0%           | 0  | 0.0%           | 0  | 0.0%           | 0   |               |
| Easy to park  | 11.6%          | 57      | 18.4%          | 16      | 17.9%          | 10   | 10.1%          | 10 | 5.1%           | 5  | 21.5%          | 14     | 4.2%  | 1  | 0.0%           | 0   | 0.0%   | 0      | 6.3%           | 1  | 0.0%           | 0  | 0.0%           | 0   |               |
| Good facilities   | 0.8%           | 4       | 2.3%           | 2       | 0.0%           | 0    | 0.0%           | 0  | 0.0%           | 0  | 1.5%           | 1      | 4.2%  | 1  | 0.0%           | 0   | 0.0%   | 0      | 0.0%           | 0  | 0.0%           | 0  | 0.0%           | 0   |               |
| Good food stores  | 1.6%           | 8       | 1.1%           | 1       | 0.0%           | 0    | 1.0%           | 1  | 2.0%           | 2  | 0.0%           | 0      | 8.3%  | 2  | 10.0%          | 1   | 6.3%   | 1      | 0.0%           | 0  | 0.0%           | 0  | 0.0%           | 0   |               |
| Good pubs, cafés or restaurants                                 | 2.0%           | 10      | 3.4%           | 3       | 0.0%           | 0    | 1.0%           | 1  | 2.0%           | 2  | 4.6%           | 3      | 0.0%  | 0  | 0.0%           | 0   | 0.0%   | 0      | 0.0%           | 0  | 9.1%           | 1  | 0.0%           | 0   |               |
| Good range of non-food shops                                    | 16.0%          | 79      | 19.5%          | 17      | 5.4%           | 3    | 13.1%          | 13 | 20.2%          | 20 | 20.0%          | 13     | 8.3%  | 2  | 10.0%          | 1   | 25.0%  | 4      | 12.5%          | 2  | 27.3%          | 3  | 10.0%          | 1   |               |
| Makes a change from other places                                | 3.4%           | 17      | 1.1%           | 1       | 8.9%           | 5    | 0.0%           | 0  | 1.0%           | 1  | 6.2%           | 4      | 12.5% | 3  | 0.0%           | 0   | 6.3%   | 1      | 6.3%           | 1  | 9.1%           | 1  | 0.0%           | 0   |               |
| Quiet   | 2.2%           | 11      | 1.1%           | 1       | 0.0%           | 0    | 3.0%           | 3  | 1.0%           | 1  | 6.2%           | 4      | 0.0%  | 0  | 0.0%           | 0   | 6.3%   | 1      | 6.3%           | 1  | 0.0%           | 0  | 0.0%           | 0   |               |
| Safe and secure   | 0.4%           | 2       | 0.0%           | 0       | 0.0%           | 0    | 0.0%           | 0  | 1.0%           | 1  | 1.5%           | 1      | 0.0%  | 0  | 0.0%           | 0   | 0.0%   | 0      | 0.0%           | 0  | 0.0%           | 0  |                | 0   |               |
| The market  | 5.3%           | 26      | 8.0%           | 7       | 3.6%           | 2    | 5.1%           | 5  | 3.0%           | 3  | 7.7%           | 5      | 4.2%  | 1  | 0.0%           | 0   | 6.3%   | 1      | 6.3%           | 1  | 9.1%           | 1  | 0.0%           | 0   |               |
| Traditional   | 3.2%           | 16      | 4.6%           | 4       | 3.6%           | 2    | 3.0%           | 3  | 5.1%           | 5  | 3.1%           | 2      | 0.0%  | 0  | 0.0%           | 0   | 0.0%   | 0      | 0.0%           | 0  | 0.0%           | 0  | 0.0%           | 0   |               |
| Traffic free shopping centre                                    | 0.0%           | 0       | 0.0%           | 0       | 0.0%           | 0    | 0.0%           | 0  | 0.0%           | 0  | 0.0%           | 0      | 0.0%  | 0  | 0.0%           | 0   | 0.0%   | 0      | 0.0%           | 0  | 0.0%           | 0  | 0.0%           | 0   |               |
| Other   | 1.6%           | 8       | 2.3%           | 2       | 1.8%           | 1    | 2.0%           | 2  | 1.0%           | 1  | 0.0%           | 0      | 0.0%  | 0  | 10.0%          | 1   | 0.0%   | 0      | 0.0%           | 0  | 9.1%           | 1  | 0.0%           | 0   |               |
| A specific shop   | 1.6%           | 8       | 2.3%           | 2       | 1.8%           | 1    | 2.0%           | 2  | 0.0%           | 0  | 4.6%           | 3      | 0.0%  | 0  | 0.0%           | 0   | 0.0%   | 0      | 0.0%           | 0  | 0.0%           | 0  | 0.0%           | 0   |               |
| A specific attraction   | 1.0%           | 5       | 0.0%           | 0       | 1.8%           | 1    | 0.0%           | 0  | 0.0%           | 0  | 1.5%           | 1      | 4.2%  | 1  | 10.0%          | 1   | 0.0%   | 0      | 0.0%           | 0  | 0.0%           | 0  | 10.0%          | 1   |               |
| Free car parking  | 8.3%           | 41      | 12.6%          | 11      | 16.1%          | 9    | 18.2%          | 18 | 1.0%           | 1  | 1.5%           | 1      | 4.2%  | 1  | 0.0%           | 0   | 0.0%   | 0      | 0.0%           | 0  | 0.0%           | 0  | 0.0%           | 0   |               |
| Friendly people / atmosphere                                    | 0.8%           | 4       | 1.1%           | 1       | 3.6%           | 2    | 1.0%           | 1  | 0.0%           | 0  | 0.0%           | 0      | 0.0%  | 0  | 0.0%           | 0   | 0.0%   | 0      | 0.0%           | 0  | 0.0%           | 0  |                | 0   |               |
| Good hairdressers   | 0.6%           | 3       | 0.0%           | 0       | 0.0%           | 0    | 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   |               |
| Good range of independent shops                                 | 1.2%           | 6       | 3.4%           | 3       | 0.0%           | 0    | 1.0%           | 1  | 0.0%           | 0  | 1.5%           | 1      | 0.0%  | 0  | 0.0%           | 0   | 0.0%   | 0      | 6.3%           | 1  | 0.0%           | 0  |                | 0   |               |
| Has a Waitrose store  | 0.8%           | 4       | 2.3%           | 2       | 1.8%           | 1    | 0.0%           | 0  | 0.0%           | 0  | 1.5%           | 1      | 0.0%  | 0  |                | 0   | 0.0%   | 0      | 0.0%           | 0  | 0.0%           | 0  | 0.0%           | 0   |               |
| Has Wynch & Blatch Ltd.   | 1.2%           | 6       | 1.1%           | 1       | 5.4%           | 3    | 0.0%           | 0  | 0.0%           | 0  | 3.1%           | 2      |       | 0  | 0.0%           | 0   |        | 0      | 0.0%           | 0  |                | 0  |                | 0   |               |
| Unusual / quirky  | 0.8%           | 4       | 0.0%           | 0       | 0.0%           | 0    | 2.0%           | 2  | 0.0%           | 0  | 3.1%           | 2      |       | 0  | 0.0%           | 0   | 0.0%   | 0      | 0.0%           | 0  | 0.0%           | 0  | 0.0%           | 0   |               |
| (Don't know)  | 2.6%           | 13      | 1.1%           | 1       | 1.8%           | 1    | 0.0%           | 0  | 1.0%           | 1  | 3.1%           | 2      | 8.3%  | 2  | 20.0%          | 2   | 12.5%  | 2      | 6.3%           | 1  | 0.0%           | 0  | 10.0%          | 1   |               |
| Base:   |                | 493     |                | 87      |                | 56   |                | 99 |                | 99 |                | 65     |       | 24 |                | 10  |        | 16     |                | 16 |                | 11 |                | 10  |               |

|   | Tota    | l      | Zone     | 1    | Zone   | 2      | Zone    | 3     | Zone     | 4    | Zone   | 5    | Zone 6 | i  | Zone ' | 7  | Zone  | 8  | Zone 9 | )  | Zone  | 10 | Zone  | 11 |  |
|---|---------|--------|----------|------|--------|--------|---------|-------|----------|------|--------|------|--------|----|--------|----|-------|----|--------|----|-------|----|-------|----|--|
| Q24 What could be impro   | oved ab | out Sı | udbury 1 | Town | Centre | that w | vould m | ake y | ou visit | more | often? | [MR] |        |    |        |    |       |    |        |    |       |    |       |    |  |
| Nothing   | 38.7%   | 426    | 40.0%    | 40   | 42.0%  | 42     | 18.0%   | 18    | 22.0%    | 22   | 45.0%  | 45   | 40.0%  | 40 | 40.0%  | 40 | 51.0% | 51 | 59.0%  | 59 | 30.0% | 30 | 39.0% | 39 |  |
| Better access by road   | 2.9%    | 32     | 1.0%     | 1    | 2.0%   | 2      |         | 6     | 5.0%     | 5    |        | 1    | 3.0%   | 3  | 3.0%   | 3  |       | 2  |        | 4  | 4.0%  | 4  | 1.0%  | 1  |  |
| Better public transport   | 1.4%    | 15     | 2.0%     | 2    | 1.0%   | 1      | 4.0%    | 4     | 0.0%     | 0    | 1.0%   | 1    | 2.0%   | 2  | 1.0%   | 1  | 1.0%  | 1  |        | 1  | 1.0%  | 1  | 1.0%  | 1  |  |
| Better signposting  | 0.2%    | 2      | 0.0%     | 0    | 1.0%   | 1      | 0.0%    | 0     | 0.0%     | 0    | 0.0%   | 0    | 0.0%   | 0  | 0.0%   | 0  |       | 1  | 0.0%   | 0  | 0.0%  | 0  |       | 0  |  |
| Cleaner streets   | 0.8%    | 9      | 1.0%     | 1    | 0.0%   | 0      |         | 0     | 5.0%     | 5    | 0.0%   | 0    | 0.0%   | 0  | 0.0%   | 0  |       | 2  |        | 1  | 0.0%  | 0  |       | ő  |  |
| vacilities which would assist<br>you if shopping with<br>children | 0.2%    | 2      | 0.0%     | 0    |        | 0      |         | 2     | 0.0%     | 0    | 0.0%   | 0    | 0.0%   | 0  | 0.0%   | 0  |       | 0  |        | 0  | 0.0%  | 0  |       | 0  |  |
| ree car parking   | 1.5%    | 17     | 2.0%     | 2    | 1.0%   | 1      | 7.0%    | 7     | 3.0%     | 3    | 3.0%   | 3    | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 1.0%   | 1  | 0.0%  | 0  |       | 0  |  |
| ewellery / food markets /<br>other events                         | 0.0%    | 0      | 0.0%     | 0    | 0.0%   | 0      | 0.0%    | 0     | 0.0%     | 0    | 0.0%   | 0    | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  |  |
| Iore / better comparison<br>retailers (i.e. non-food<br>shops)    | 5.3%    | 58     | 8.0%     | 8    | 10.0%  | 10     | 18.0%   | 18    | 12.0%    | 12   | 5.0%   | 5    | 2.0%   | 2  | 0.0%   | 0  | 1.0%  | 1  | 1.0%   | 1  | 1.0%  | 1  | 0.0%  | 0  |  |
| fore / better entertainment / eating places                       | 0.5%    | 5      | 0.0%     | 0    | 1.0%   | 1      | 1.0%    | 1     | 3.0%     | 3    | 0.0%   | 0    | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  |  |
| ore / better food shops   | 1.5%    | 16     | 6.0%     | 6    | 1.0%   | 1      | 2.0%    | 2     | 3.0%     | 3    | 2.0%   | 2    | 1.0%   | 1  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 1.0%  | 1  | 0.0%  | 0  |  |
| ore / better parking  | 4.4%    | 48     | 6.0%     | 6    | 5.0%   | 5      | 10.0%   | 10    | 10.0%    | 10   | 5.0%   | 5    | 4.0%   | 4  | 2.0%   | 2  | 1.0%  | 1  | 3.0%   | 3  | 1.0%  | 1  | 1.0%  | 1  |  |
| fore / better pedestrianised streets                              | 0.8%    | 9      | 0.0%     | 0    | 0.0%   | 0      | 5.0%    | 5     | 3.0%     | 3    | 0.0%   | 0    | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 1.0%   | 1  | 0.0%  | 0  | 0.0%  | 0  |  |
| fore / better public conveniences                                 | 0.5%    | 5      | 0.0%     | 0    | 0.0%   | 0      | 2.0%    | 2     | 3.0%     | 3    | 0.0%   | 0    | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  |  |
| lore / better seats / flower<br>displays                          | 0.2%    | 2      | 0.0%     | 0    | 0.0%   | 0      | 0.0%    | 0     | 2.0%     | 2    | 0.0%   | 0    | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  |  |
| Iore / better services  | 0.4%    | 4      | 0.0%     | 0    | 1.0%   | 1      | 1.0%    | 1     | 0.0%     | 0    | 0.0%   | 0    | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  |        | 2  | 0.0%  | 0  | 0.0%  | 0  |  |
| Iore advertising  | 0.2%    | 2      | 0.0%     | 0    | 0.0%   | 0      |         | 0     | 0.0%     | 0    | 0.0%   | 0    | 0.0%   | 0  | 0.0%   | 0  |       | 0  |        | 0  | 0.0%  | 0  |       | 2  |  |
| Iore national multiple shops / High Street shops                  | 9.1%    | 100    | 18.0%    |      | 11.0%  | 11     | 28.0%   |       | 33.0%    | 33   | 7.0%   | 7    | 2.0%   | 2  | 0.0%   | 0  |       | 0  |        | 1  | 0.0%  | 0  |       | 0  |  |
| cotection from the weather<br>(i.e. covered shopping<br>malls)    | 0.2%    | 2      | 0.0%     | 0    | 1.0%   | 1      | 0.0%    | 0     | 0.0%     | 0    | 0.0%   | 0    | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 1.0%  | 1  |  |
| hops / services open on<br>Sundays                                | 0.1%    | 1      | 0.0%     | 0    | 1.0%   | 1      | 0.0%    | 0     | 0.0%     | 0    | 0.0%   | 0    | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  |  |
| ther  | 2.5%    | 28     | 3.0%     | 3    | 6.0%   | 6      |         | 11    |          | 5    |        | 1    | 1.0%   | 1  | 0.0%   | 0  |       | 0  |        | 1  | 0.0%  | 0  |       | 0  |  |
| uild a by-pass  | 0.5%    | 6      | 3.0%     | 3    | 0.0%   | 0      |         | 1     | 2.0%     | 2    | 0.0%   | 0    | 0.0%   | 0  | 0.0%   | 0  |       | 0  |        | 0  | 0.0%  | 0  |       | 0  |  |
| ll vacant shops   | 1.3%    | 14     | 1.0%     | 1    | 0.0%   | 0      | 4.0%    | 4     | 7.0%     | 7    | 1.0%   | 1    | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  |        | 0  | 1.0%  | 1  | 0.0%  | 0  |  |
| it was nearer   | 2.3%    | 25     | 0.0%     | 0    | 1.0%   | 1      | 0.0%    | 0     | 0.0%     | 0    | 0.0%   | 0    | 0.0%   | 0  | 3.0%   | 3  | 3.0%  | 3  |        |    | 11.0% | 11 | 6.0%  | 6  |  |
| ess charity shops   | 1.7%    | 19     | 5.0%     | 5    | 1.0%   | 1      | 8.0%    | 8     | 4.0%     | 4    | 0.0%   | 0    | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0.0  | 0  | 0.0%  | 0  |       | 1  |  |
| ess estate agents   | 0.3%    | 3      | 2.0%     | 2    | 0.0%   | 0      |         | 1     | 0.0%     | 0    | 0.0%   | 0    | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  |        | 0  | 0.0%  | 0  |       | 0  |  |
| ess traffic congestion  | 2.3%    | 25     | 4.0%     | 4    | 2.0%   | 2      |         | 4     | 8.0%     | 8    | 2.0%   | 2    | 2.0%   | 2  | 0.0%   | 0  | 0.0%  | 0  |        | 1  | 1.0%  | 1  | 1.0%  | 1  |  |
| lore clothes shops  | 0.6%    | 7      | 3.0%     | 3    | 1.0%   | 1      | 1.0%    | 1     | 1.0%     | 1    | 1.0%   | 1    | 0.0%   | 0  | 0.0%   | 0  |       | 0  |        | 0  | 0.0%  | 0  |       | 0  |  |
| Iore independent shops  | 0.5%    | 6      | 1.0%     | 1    | 1.0%   | 1      | 0.0%    | 0     | 4.0%     | 4    | 0.0%   | 0    | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  |        | 0  | 0.0%  | 0  |       | 0  |  |
| pen a cinema  | 0.3%    | 3      | 1.0%     | 1    | 0.0%   | 0      |         | 2     | 0.0%     | 0    | 0.0%   | 0    | 0.0%   | 0  | 0.0%   | 0  |       | 0  |        | 0  | 0.0%  | 0  |       | 0  |  |
| Open a Marks & Spencer  | 0.5%    | 6      | 1.0%     | 1    | 0.0%   | 0      | 0.0%    | 0     | 3.0%     | 3    | 1.0%   | 1    | 1.0%   | 1  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  |  |

|                           | Tota      | al    | Zone      | 1      | Zone     | 2     | Zone     | 3     | Zone     | 4     | Zone   | 5   | Zone  | 6   | Zone  | 7   | Zone  | 8   | Zone  | 9   | Zone  | 10  | Zone  | 11  |
|---------------------------|-----------|-------|-----------|--------|----------|-------|----------|-------|----------|-------|--------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|
|                           |           |       |           |        |          |       |          |       |          |       |        |     |       |     |       |     |       |     |       |     |       |     |       |     |
| (Don't know)              | 29.5%     | 324   | 10.0%     | 10     | 20.0%    | 20    | 1.0%     | 1     | 2.0%     | 2     | 28.0%  | 28  | 45.0% | 45  | 51.0% | 51  | 39.0% | 39  | 29.0% | 29  | 52.0% | 52  | 47.0% | 47  |
| Base:                     |           | 1100  |           | 100    |          | 100   |          | 100   |          | 100   |        | 100 |       | 100 |       | 100 |       | 100 |       | 100 |       | 100 |       | 100 |
| Q25 How often do you      | or your h | ousel | nold visi | it Had | leigh To | own C | entre fo | r you | r non-fo | od sh | opping | ?   |       |     |       |     |       |     |       |     |       |     |       |     |
| Daily                     | 1.2%      | 13    | 0.0%      | 0      | 0.0%     | 0     | 0.0%     | 0     | 0.0%     | 0     | 12.0%  | 12  | 0.0%  | 0   | 1.0%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| 4-6 days a week           | 0.8%      | 9     | 0.0%      | 0      | 0.0%     | 0     | 1.0%     | 1     | 0.0%     | 0     |        | 8   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| 2-3 days a week           | 2.6%      | 29    | 0.0%      | 0      | 0.0%     | 0     | 2.0%     | 2     | 0.0%     | 0     | 24.0%  | 24  | 1.0%  | 1   | 0.0%  | 0   | 1.0%  | 1   | 1.0%  | 1   | 0.0%  | 0   | 0.0%  | 0   |
| One days a week           | 4.0%      | 44    | 0.0%      | 0      | 0.0%     | 0     | 8.0%     | 8     | 1.0%     | 1     | 28.0%  | 28  | 4.0%  | 4   | 2.0%  | 2   | 1.0%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Every two weeks           | 2.1%      | 23    | 0.0%      | 0      | 0.0%     | 0     | 3.0%     | 3     | 2.0%     | 2     | 5.0%   | 5   | 10.0% | 10  | 2.0%  | 2   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 1.0%  | 1   |
| Monthly                   | 3.5%      | 39    | 2.0%      | 2      | 5.0%     | 5     | 7.0%     | 7     | 3.0%     | 3     | 7.0%   | 7   | 8.0%  | 8   | 4.0%  | 4   | 1.0%  | 1   | 1.0%  | 1   | 1.0%  | 1   | 0.0%  | 0   |
| Once every two months     | 2.7%      | 30    | 2.0%      | 2      | 3.0%     | 3     | 4.0%     | 4     | 1.0%     | 1     | 2.0%   | 2   | 8.0%  | 8   | 2.0%  | 2   | 7.0%  | 7   | 0.0%  | 0   | 0.0%  | 0   | 1.0%  | 1   |
| Three - four times a year | 5.5%      | 60    | 6.0%      | 6      | 5.0%     | 5     | 7.0%     | 7     | 8.0%     | 8     | 2.0%   | 2   | 16.0% | 16  | 9.0%  | 9   | 1.0%  | 1   | 1.0%  | 1   | 4.0%  | 4   | 1.0%  | 1   |
| Once a year               | 4.7%      | 52    | 7.0%      | 7      | 7.0%     | 7     | 2.0%     | 2     | 5.0%     | 5     | 2.0%   | 2   | 11.0% | 11  | 5.0%  | 5   | 5.0%  | 5   | 5.0%  | 5   | 2.0%  | 2   | 1.0%  | 1   |
| Less often                | 3.6%      | 40    | 4.0%      | 4      | 3.0%     | 3     | 7.0%     | 7     | 1.0%     | 1     | 4.0%   | 4   | 2.0%  | 2   | 4.0%  | 4   | 5.0%  | 5   | 4.0%  | 4   | 2.0%  | 2   | 4.0%  | 4   |
| Never                     | 68.8%     | 757   | 79.0%     | 79     |          | 76    |          | 59    | 79.0%    | 79    | 4.0%   | 4   | 40.0% |     | 70.0% | 70  |       | 79  |       | 88  | 91.0% | 91  |       | 92  |
| (Don't know / varies)     | 0.4%      | 4     | 0.0%      | 0      | 1.0%     | 1     | 0.0%     | 0     | 0.0%     | 0     | 2.0%   | 2   | 0.0%  | 0   | 1.0%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Base:                     |           | 1100  |           | 100    |          | 100   |          | 100   |          | 100   |        | 100 |       | 100 |       | 100 |       | 100 |       | 100 |       | 100 |       | 100 |

|   |              |         |              |    |              |      |              |    |              | _  | 01 0         | ai c | CI UU | iius |              |     |              |     |              |    |              |   |               |        | rebluary 201 |
|---|--------------|---------|--------------|----|--------------|------|--------------|----|--------------|----|--------------|------|-------|------|--------------|-----|--------------|-----|--------------|----|--------------|---|---------------|--------|--------------|
|   | Tota         | ıl      | Zone         | 1  | Zone 2       | 2    | Zone         | 3  | Zone 4       |    | Zone         | 5    | Zone  | 6    | Zone         | 7   | Zone         | 8   | Zone 9       |    | Zone 10      | ) | Zone 11       |        |              |
| Q26 What do you like abo<br>Those who visit Hadleig |              | _       |              |    |              | Q25: |              |    |              |    |              |      |       |      |              |     |              |     |              |    |              |   |               |        |              |
| Nothing / very little                               | 10.2%        | 35      | 9.5%         |    | 12.5%        | 3    | 14.6%        | 6  | 4.8%         | 1  | 7.3%         | 7    | 8.3%  | 5    |              |     | 14.3%        | 3   | 16.7%        |    | 22.2%        | 2 |               | 1      |              |
|   | 23.3%        | 80      | 19.0%        | 4  | 16.7%        | 4    | 26.8%        | 11 | 19.0%        | 4  | 11.5%        | 11   | 26.7% | 16   | 40.0%        | 12  | 33.3%        | 7   | 41.7%        | 5  | 33.3%        | 3 | 37.5%         | 3      |              |
| place   | 2.50/        | 10      | 4.00/        |    | 4.20/        |      | 7.00/        | 2  | 0.00/        |    | 2.10/        | 2    | 1.70/ |      | 6.70/        | •   | 0.00/        |     | 0.00/        | 0  | 11 10/       |   | 0.00/         | 0      |              |
| Close to friends or relatives                       | 3.5%         | 12      | 4.8%         | 1  |              | 1    | 7.3%         | 3  | 0.0%         |    | 3.1%         | 3    |       | 1    | 6.7%         | 2   | 0.0%         | 0   | 0.0%         |    | 11.1%        | 1 | 0.0%          | 0      |              |
| Close to home                                       | 19.8%        | 68      | 0.0%         | 0  | 0.0%         | 0    | 2.4%         | 1  | 0.0%         |    | 59.4%        | 57   |       | 7    | 6.7%         | 2   |              | 0   | 0.0%         |    | 11.1%        | 1 | 0.0%          | 0      |              |
| Close to work                                       | 1.2%         | 4       | 0.0%         | 0  | 0.0%         | 0    | 2.4%         | 1  | 0.0%         | 0  |              | 2    |       | 0    |              | 1   | 0.0%         | 0   | 0.0%         | 0  | 0.0%         | 0 |               | 0      |              |
| Compact   | 5.2%         | 18      | 0.0%         | 0  | 4.2%         | 1    | 7.3%         | 3  | 0.0%         | 0  |              | 2    |       | 9    |              | 1   | 0.0%         | 0   | 16.7%        | 2  | 0.0%         | 0 |               | 0      |              |
| Easy to get to by bike                              | 0.0%         | 0       | 0.0%         | 0  | 0.0%         | 0    | 0.0%         | 0  | 0.0%         | 0  | 0.00,0       | 0    |       | 0    | 0.0,0        | 0   | 0.0%         | 0   | 0.0%         | 0  | 0.0%         | 0 |               | 0      |              |
| Easy to get to by bus                               | 0.3%         | 1       | 0.0%         | 0  | 0.0%         | 0    | 0.0%         | 0  | 0.0%         | 0  |              | 1    | 0.0%  | 0    |              | 0   | 0.0%         | 0   | 0.0%         | 0  | 0.0%         | 0 |               | 0      |              |
| Easy to get to by car                               | 2.0%         | 7       | 0.0%         | 0  | 4.2%         | 1    | 4.9%         | 2  | 0.0%         | 0  |              | 2    |       | 0    |              | 2   | 0.0%         | 0   | 0.0%         | 0  | 0.0%         | 0 |               | 0      |              |
| Easy to park  | 8.7%         | 30      | 0.0%         | 0  | 4.2%         | 1    | 9.8%         | 4  | 9.5%         |    | 12.5%        | 12   |       | 8    |              | 3   | 0.0%         | 0   | 0.0%         | 0  | 0.0%         | 0 |               | 0      |              |
| Good facilities                                     | 1.5%         | 5       | 0.0%         | 0  | 0.0%         | 0    | 0.0%         | 0  | 0.0%         | 0  |              | 4    |       | 1    | 0.0%         | 0   | 0.0%         | 0   | 0.0%         | 0  | 0.0%         | 0 |               | 0      |              |
| Good food stores                                    | 4.7%         | 16      | 0.0%         | 0  | 0.0%         | 0    | 0.0%         | 0  | 4.8%         | 1  | 3.1%         | 3    |       | 7    |              | 1   | 9.5%         | 2   | 8.3%         | 1  | 11.1%        | 1 | 0.0%          | 0      |              |
| Good pubs, cafés or restaurants                     | 1.5%         | 5       | 0.0%         | 0  | 0.0%         | 0    | 0.0%         | 0  | 0.0%         | 0  | 1.0%         | 1    | 6.7%  | 4    | 0.0%         | 0   | 0.0%         | 0   | 0.0%         | 0  | 0.0%         | 0 | 0.0%          | 0      |              |
| Good range of non-food shops                        | 21.0%        | 72      | 23.8%        | 5  | 8.3%         | 2    | 17.1%        | 7  | 19.0%        | 4  | 26.0%        | 25   | 28.3% | 17   | 10.0%        | 3   | 19.0%        | 4   | 16.7%        | 2  | 33.3%        | 3 | 0.0%          | 0      |              |
| Makes a change from other places                    | 4.7%         | 16      | 4.8%         | 1  | 8.3%         | 2    | 2.4%         | 1  | 9.5%         | 2  | 0.0%         | 0    | 8.3%  | 5    | 3.3%         | 1   | 14.3%        | 3   | 0.0%         | 0  | 11.1%        | 1 | 0.0%          | 0      |              |
| Ouiet   | 3.5%         | 12      | 4.8%         | 1  | 0.0%         | 0    | 7.3%         | 3  | 9.5%         | 2  | 1.0%         | 1    | 1.7%  | 1    | 3.3%         | 1   | 4.8%         | 1   | 8.3%         | 1  | 0.0%         | 0 | 12.5%         | 1      |              |
| Safe and secure                                     | 0.0%         | 0       | 0.0%         | 0  | 0.0%         | 0    | 0.0%         | 0  | 0.0%         | 0  |              | 0    |       | 0    |              | 0   | 0.0%         | 0   | 0.0%         | 0  |              | 0 |               | 0      |              |
| The market  | 1.5%         | 5       | 0.0%         | 0  | 0.0%         | 0    | 0.0%         | 0  | 0.0%         | 0  |              | 0    |       | 1    | 3.3%         | 1   | 9.5%         | 2   | 0.0%         | 0  |              | 1 | 0.0%          | 0      |              |
| Traditional   | 6.1%         | 21      | 9.5%         | 2  | 0.0%         | 0    | 9.8%         | 4  | 4.8%         | 1  | 3.1%         | 3    |       | 7    | 10.0%        | 3   | 0.0%         | 0   | 0.0%         |    | 11.1%        | 1 | 0.0%          | 0      |              |
| Traffic free shopping centre                        | 0.0%         | 0       | 0.0%         | 0  | 0.0%         | 0    | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0    |       | 0    |              | 0   | 0.0%         | 0   | 0.0%         | 0  |              | 0 |               | 0      |              |
| Other   | 1.7%         | 6       | 0.0%         | 0  | 0.0%         | 0    | 2.4%         | 1  | 0.0%         | 0  | 1.0%         | 1    | 1.7%  | 1    | 3.3%         | 1   | 4.8%         | 1   | 0.0%         |    | 11.1%        | 1 | 0.0%          | 0      |              |
| A specific shop                                     | 0.9%         | 3       | 0.0%         | 0  | 4.2%         | 1    | 2.4%         | 1  | 0.0%         | 0  | 0.0%         | 0    |       | 0    |              | 1   | 0.0%         | 0   | 0.0%         | 0  | 0.0%         | 0 |               | 0      |              |
| A specific attraction                               | 0.0%         | 0       | 0.0%         | 0  | 0.0%         | 0    | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0    |       | 0    |              | 0   | 0.0%         | 0   | 0.0%         | 0  | 0.0%         | 0 |               | 0      |              |
| Free car parking                                    | 2.3%         | 8       | 0.0%         | 0  | 8.3%         | 2    | 4.9%         | 2  | 0.0%         | 0  |              | 1    | 5.0%  | 3    | 0.0%         | 0   | 0.0%         | 0   | 0.0%         | 0  | 0.0%         | 0 |               | 0      |              |
| Friendly people / atmosphere                        | 0.9%         | 3       | 0.0%         | 0  | 0.0%         | 0    | 0.0%         | 0  | 0.0%         | 0  |              | 1    | 3.3%  | 2    | 0.0%         | 0   | 0.0%         | 0   | 0.0%         | 0  | 0.0%         | 0 |               | 0      |              |
| Good range of independent                           | 3.2%         | 11      | 0.0%         | 0  | 4.2%         | 1    | 4.9%         |    | 14.3%        | 3  |              | 3    | 0.0%  | 0    |              | 1   | 4.8%         | 1   | 0.0%         | 0  | 0.0%         | 0 |               | 0      |              |
| shops<br>Has a Co-op store                          | 1.2%         | 4       | 0.0%         | 0  | 4.2%         | 1    | 0.0%         | 0  | 0.0%         | 0  | 2.1%         | 2    | 0.0%  | 0    | 3.3%         | 1   | 0.0%         | 0   | 0.0%         | 0  | 0.0%         | 0 | 0.0%          | 0      |              |
| Has a Morrisons store                               | 2.3%         | 8       | 0.0%         | 0  | 8.3%         | 2    | 9.8%         | 4  | 4.8%         | 1  | 1.0%         | 1    | 0.0%  | 0    |              | 0   | 0.0%         | 0   | 0.0%         | 0  | 0.0%         | 0 |               | 0      |              |
| Has Adnam's store                                   | 1.2%         | 4       | 4.8%         | 1  | 0.0%         | 0    | 9.8%<br>2.4% | 1  | 0.0%         | 0  | 1.0%         | 1    | 1.7%  | 1    | 0.0%         | 0   | 0.0%         | 0   | 0.0%         | 0  | 0.0%         | 0 |               | 0      |              |
| Has MW Partridge & Co.                              | 8.5%         | 29      | 23.8%        | -  | 29.2%        | 7    | 9.8%         | 4  | 9.5%         | 2  |              | 7    |       | 1    |              | 2   | 0.0%         | 0   | 8.3%         | 1  | 0.0%         | 0 |               | 0      |              |
| store   | 1.20/        | 4       | 0.00/        | 0  | 0.00/        | 0    | 2 40/        | 1  | 4 90/        | 1  | 0.00/        | 0    | 1.70/ | 1    | 0.00/        | 0   | 0.00/        | 0   | 0.20/        | 1  | 0.00/        | 0 | 0.00/         | 0      |              |
| Unusual / quirky<br>(Don't know)                    | 1.2%<br>3.5% | 4<br>12 | 0.0%<br>4.8% | 0  | 0.0%<br>0.0% | 0    | 2.4%<br>4.9% | 2  | 4.8%<br>4.8% | 1  | 0.0%<br>0.0% | 0    |       | 1 0  | 0.0%<br>6.7% | 0 2 | 0.0%<br>9.5% | 0 2 | 8.3%<br>0.0% | 0  | 0.0%<br>0.0% | 0 | 0.0%<br>50.0% | 0<br>4 |              |
| •   | 5.570        |         | 1.570        | •  | 0.070        | 24   | 1.770        |    | 1.070        | •  | 0.070        |      |       | 60   |              |     | 7.570        |     | 0.070        |    | 0.070        | 9 |               | 8      |              |
| Base:   |              | 343     |              | 21 |              | 24   |              | 41 |              | 21 |              | 96   |       | 00   |              | 30  |              | 21  |              | 12 |              | 9 |               | 0      |              |

|  |         |        |           |      |        |        |         |       |          |      |        |      |       |     |       |     |       |     |       |     |       |     |        |     | • |
|--|---------|--------|-----------|------|--------|--------|---------|-------|----------|------|--------|------|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|--------|-----|---|
|  | Tota    | ıl     | Zone      | 1    | Zone   | 2      | Zone    | 3     | Zone     | 4    | Zone   | 5    | Zone  | 6   | Zone  | 7   | Zone  | 8   | Zone  | 9   | Zone  | 10  | Zone 1 | 11  |   |
| Q27 What could be impro  | oved ab | out Ha | adleigh ' | Town | Centre | that v | vould m | ake y | ou visit | more | often? | [MR] |       |     |       |     |       |     |       |     |       |     |        |     |   |
| Nothing  | 48.6%   | 535    | 55.0%     | 55   | 58.0%  | 58     | 40.0%   | 40    | 49.0%    | 49   | 42.0%  | 42   | 52.0% | 52  | 45.0% | 45  | 53.0% | 53  | 61.0% | 61  | 40.0% | 40  | 40.0%  | 40  |   |
| Better access by road  | 0.8%    | 9      | 0.0%      | 0    | 0.0%   | 0      | 0.0%    | 0     | 1.0%     | 1    | 2.0%   | 2    | 2.0%  | 2   | 1.0%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 2.0%  | 2   | 1.0%   | 1   |   |
| Better public transport  | 0.6%    | 7      | 0.0%      | 0    | 0.0%   | 0      | 2.0%    | 2     | 1.0%     | 1    | 0.0%   | 0    | 1.0%  | 1   | 1.0%  | 1   | 2.0%  | 2   | 0.0%  | 0   | 0.0%  | 0   | 0.0%   | 0   |   |
| Better signposting   | 0.1%    | 1      | 0.0%      | 0    | 0.0%   | 0      | 1.0%    | 1     | 0.0%     | 0    | 0.0%   | 0    | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%   | 0   |   |
| leaner streets   | 0.2%    | 2      | 0.0%      | 0    | 0.0%   | 0      | 0.0%    | 0     | 0.0%     | 0    | 1.0%   | 1    | 0.0%  | 0   | 1.0%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%   | 0   |   |
| Pacilities which would assist you if shopping with children    | 0.0%    | 0      | 0.0%      | 0    | 0.0%   | 0      | 0.0%    | 0     | 0.0%     | 0    | 0.0%   | 0    | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%   | 0   |   |
| ree car parking  | 0.7%    | 8      | 1.0%      | 1    | 1.0%   | 1      | 0.0%    | 0     | 2.0%     | 2    | 1.0%   | 1    | 2.0%  | 2   | 0.0%  | 0   | 0.0%  | 0   | 1.0%  | 1   | 0.0%  | 0   | 0.0%   | 0   |   |
| ewellery / food markets /<br>other events                      | 0.1%    | 1      | 0.0%      | 0    | 0.0%   | 0      | 0.0%    | 0     | 0.0%     | 0    | 1.0%   | 1    | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%   | 0   |   |
| fore / better comparison<br>retailers (i.e. non-food<br>shops) | 2.1%    | 23     | 1.0%      | 1    | 0.0%   | 0      | 1.0%    | 1     | 0.0%     | 0    | 17.0%  | 17   | 4.0%  | 4   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%   | 0   |   |
| Iore / better entertainment / eating places                    | 0.2%    | 2      | 0.0%      | 0    | 0.0%   | 0      | 0.0%    | 0     | 0.0%     | 0    | 0.0%   | 0    | 2.0%  | 2   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%   | 0   |   |
| fore / better food shops                                       | 0.4%    | 4      | 0.0%      | 0    | 0.0%   | 0      | 0.0%    | 0     | 0.0%     | 0    | 3.0%   | 3    | 1.0%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%   | 0   |   |
| Iore / better parking  | 2.6%    | 29     | 2.0%      | 2    | 1.0%   | 1      | 2.0%    | 2     | 3.0%     | 3    | 6.0%   | 6    | 8.0%  | 8   | 3.0%  | 3   | 1.0%  | 1   | 3.0%  | 3   | 0.0%  | 0   | 0.0%   | 0   |   |
| Iore / better pedestrianised streets                           | 0.0%    | 0      | 0.0%      | 0    | 0.0%   | 0      | 0.0%    | 0     | 0.0%     | 0    | 0.0%   | 0    | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%   | 0   |   |
| fore / better public conveniences                              | 0.1%    | 1      | 0.0%      | 0    | 0.0%   | 0      | 0.0%    | 0     | 0.0%     | 0    | 0.0%   | 0    | 0.0%  | 0   | 1.0%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%   | 0   |   |
| flore / better seats / flower displays                         | 0.0%    | 0      | 0.0%      | 0    | 0.0%   | 0      | 0.0%    | 0     | 0.0%     | 0    | 0.0%   | 0    | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%   | 0   |   |
| Iore / better services   | 0.1%    | 1      | 0.0%      | 0    | 0.0%   | 0      | 0.0%    | 0     | 0.0%     | 0    | 0.0%   | 0    | 1.0%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%   | 0   |   |
| Iore advertising   | 0.2%    | 2      | 0.0%      | 0    | 0.0%   | 0      | 1.0%    | 1     | 0.0%     | 0    | 0.0%   | 0    | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 1.0%   | 1   |   |
| Iore national multiple shops / High Street shops               | 2.6%    | 29     | 1.0%      | 1    |        | 1      | 5.0%    | 5     | 1.0%     | 1    | 16.0%  | 16   |       | 2   | 2.0%  | 2   | 0.0%  | 0   | 1.0%  | 1   | 0.0%  | 0   |        | 0   |   |
| rotection from the weather<br>(ie. covered shopping<br>malls)  | 0.0%    | 0      | 0.0%      | 0    | 0.0%   | 0      | 0.0%    | 0     | 0.0%     | 0    | 0.0%   | 0    | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%   | 0   |   |
| hops / services open on<br>Sundays                             | 0.0%    | 0      | 0.0%      | 0    | 0.0%   | 0      | 0.0%    | 0     | 0.0%     | 0    | 0.0%   | 0    | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%   | 0   |   |
| ther   | 0.9%    | 10     | 0.0%      | 0    | 0.0%   | 0      | 0.0%    | 0     | 0.0%     | 0    | 8.0%   | 8    | 1.0%  | 1   | 0.0%  | 0   | 1.0%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%   | 0   |   |
| etter traffic management                                       | 0.3%    | 3      | 0.0%      | 0    | 0.0%   | 0      | 1.0%    | 1     | 0.0%     | 0    | 1.0%   | 1    | 1.0%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%   | 0   |   |
| ill vacant shops   | 0.4%    | 4      | 0.0%      | 0    | 0.0%   | 0      | 1.0%    | 1     | 0.0%     | 0    | 3.0%   | 3    | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%   | 0   |   |
| it was nearer  | 2.4%    | 26     | 0.0%      | 0    | 1.0%   | 1      | 1.0%    | 1     | 2.0%     | 2    | 0.0%   | 0    | 0.0%  | 0   | 3.0%  | 3   | 3.0%  | 3   | 0.0%  | 0   | 9.0%  | 9   | 7.0%   | 7   |   |
| Iore independent shops   | 0.5%    | 6      | 1.0%      | 1    | 0.0%   | 0      | 0.0%    | 0     | 0.0%     | 0    | 1.0%   | 1    | 2.0%  | 2   | 1.0%  | 1   | 1.0%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%   | 0   |   |
| Oon't know)  | 37.8%   | 416    | 40.0%     | 40   | 39.0%  | 39     | 46.0%   | 46    | 42.0%    | 42   | 9.0%   | 9    | 24.0% | 24  | 42.0% | 42  | 39.0% | 39  | 35.0% | 35  | 49.0% | 49  | 51.0%  | 51  |   |
| ase:   |         | 1100   |           | 100  |        | 100    |         | 100   |          | 100  |        | 100  |       | 100 |       | 100 |       | 100 |       | 100 |       | 100 |        | 100 |   |

|                           | Tota      | ıl    | Zone      | 1       | Zone   | 2     | Zone     | 3       | Zone    | 4      | Zone     | 5    | Zone  | 6   | Zone  | 7   | Zone  | 8   | Zone  | 9   | Zone 1 | 10  | Zone  | 11  |
|---------------------------|-----------|-------|-----------|---------|--------|-------|----------|---------|---------|--------|----------|------|-------|-----|-------|-----|-------|-----|-------|-----|--------|-----|-------|-----|
| Q28 How often do you      | or your h | ousel | hold visi | it Stov | vmarke | t Tow | n Centre | e for y | our nor | n-food | l shoppi | ing? |       |     |       |     |       |     |       |     |        |     |       |     |
| Daily                     | 1.2%      | 13    | 1.0%      | 1       | 1.0%   | 1     | 1.0%     | 1       | 0.0%    | 0      | 1.0%     | 1    | 0.0%  | 0   | 0.0%  | 0   | 8.0%  | 8   | 0.0%  | 0   | 1.0%   | 1   | 0.0%  | 0   |
| 4-6 days a week           | 0.5%      | 6     | 0.0%      | 0       | 0.0%   | 0     | 0.0%     | 0       | 0.0%    | 0      | 0.0%     | 0    | 0.0%  | 0   | 1.0%  | 1   | 4.0%  | 4   | 1.0%  | 1   | 0.0%   | 0   | 0.0%  | 0   |
| 2-3 days a week           | 2.5%      | 27    | 0.0%      | 0       | 1.0%   | 1     | 0.0%     | 0       | 0.0%    | 0      | 1.0%     | 1    | 0.0%  | 0   | 4.0%  | 4   | 11.0% | 11  | 8.0%  | 8   | 2.0%   | 2   | 0.0%  | 0   |
| One days a week           | 6.8%      | 75    | 0.0%      | 0       | 3.0%   | 3     | 1.0%     | 1       | 0.0%    | 0      | 2.0%     | 2    | 0.0%  | 0   | 13.0% | 13  | 34.0% | 34  | 16.0% | 16  | 6.0%   | 6   | 0.0%  | 0   |
| Every two weeks           | 4.3%      | 47    | 0.0%      | 0       | 5.0%   | 5     | 0.0%     | 0       | 1.0%    | 1      | 6.0%     | 6    | 0.0%  | 0   | 10.0% | 10  | 12.0% | 12  | 7.0%  | 7   | 5.0%   | 5   | 1.0%  | 1   |
| Monthly                   | 6.3%      | 69    | 1.0%      | 1       | 4.0%   | 4     | 1.0%     | 1       | 1.0%    | 1      | 5.0%     | 5    | 1.0%  | 1   | 13.0% | 13  | 16.0% | 16  | 15.0% | 15  | 7.0%   | 7   | 5.0%  | 5   |
| Once every two months     | 3.4%      | 37    | 0.0%      | 0       | 6.0%   | 6     | 0.0%     | 0       | 1.0%    | 1      | 1.0%     | 1    | 1.0%  | 1   | 10.0% | 10  | 7.0%  | 7   | 3.0%  | 3   | 4.0%   | 4   | 4.0%  | 4   |
| Three - four times a year | 5.8%      | 64    | 1.0%      | 1       | 3.0%   | 3     | 3.0%     | 3       | 0.0%    | 0      | 6.0%     | 6    | 5.0%  | 5   | 9.0%  | 9   | 2.0%  | 2   | 12.0% | 12  | 16.0%  | 16  | 7.0%  | 7   |
| Once a year               | 4.2%      | 46    | 0.0%      | 0       | 3.0%   | 3     | 1.0%     | 1       | 2.0%    | 2      | 6.0%     | 6    | 2.0%  | 2   | 7.0%  | 7   | 0.0%  | 0   | 4.0%  | 4   | 16.0%  | 16  | 5.0%  | 5   |
| Less often                | 4.4%      | 48    | 1.0%      | 1       | 2.0%   | 2     | 2.0%     | 2       | 2.0%    | 2      | 6.0%     | 6    | 4.0%  | 4   | 5.0%  | 5   | 1.0%  | 1   | 7.0%  | 7   | 9.0%   | 9   | 9.0%  | 9   |
| Never                     | 60.2%     | 662   | 96.0%     | 96      | 71.0%  | 71    | 91.0%    | 91      | 93.0%   | 93     | 66.0%    | 66   | 86.0% | 86  | 27.0% | 27  | 4.0%  | 4   | 26.0% | 26  | 33.0%  | 33  | 69.0% | 69  |
| (Don't know / varies)     | 0.5%      | 6     | 0.0%      | 0       | 1.0%   | 1     | 0.0%     | 0       | 0.0%    | 0      | 0.0%     | 0    | 1.0%  | 1   | 1.0%  | 1   | 1.0%  | 1   | 1.0%  | 1   | 1.0%   | 1   | 0.0%  | 0   |
| Base:                     |           | 1100  |           | 100     |        | 100   |          | 100     |         | 100    |          | 100  |       | 100 |       | 100 |       | 100 |       | 100 |        | 100 |       | 100 |

|  |               |           |               |   |               |    |                |   |                | F | or C           | arto    | er Jo         | nas    |               |         |        |         |                |          |        |         |               |        | February 2015 |
|--|---------------|-----------|---------------|---|---------------|----|----------------|---|----------------|---|----------------|---------|---------------|--------|---------------|---------|--------|---------|----------------|----------|--------|---------|---------------|--------|---------------|
|  | Tota          | l         | Zone          | 1 | Zone 2        | 2  | Zone 3         |   | Zone 4         |   | Zone           | 5       | Zone          | e 6    | Zone '        | 7       | Zone 8 | 3       | Zone 9         | )        | Zone 1 | 0       | Zone 11       |        |               |
| Q29 What do you like ab Those who visit Stowme         |               |           |               |   | -             | -  | 28:            |   |                |   |                |         |               |        |               |         |        |         |                |          |        |         |               |        |               |
| Nothing / very little<br>Attractive environment / nice | 29.5%<br>9.8% | 129<br>43 | 50.0%<br>0.0% |   | 20.7%<br>3.4% |    | 33.3%<br>11.1% |   | 42.9%<br>14.3% |   | 38.2%<br>11.8% | 13<br>4 | 14.3%<br>7.1% | 2<br>1 | 28.8%<br>6.8% | 21<br>5 |        | 34<br>7 | 27.0%<br>13.5% | 20<br>10 |        | 22<br>9 | 9.7%<br>12.9% | 3<br>4 |               |
| place  |               |           |               |   |               |    |                |   |                |   |                |         |               |        |               |         |        |         |                |          |        |         |               |        |               |
| Close to friends or relatives                          | 2.7%          | 12        | 0.0%          | 0 |               | 2  | 0.0%           | 0 |                | 0 | 0.0%           | 0       |               | 0      |               | 3       |        | 1       |                | 1        | 3.0%   | 2       |               | 3      |               |
| Close to home  | 20.3%         | 89        | 0.0%          |   | 17.2%         | 5  | 0.0%           | 0 | 0.0%           |   | 11.8%          | 4       | 0.070         | 0      |               | 19      |        |         | 13.5%          | 10       | 9.0%   | 6       |               | 1      |               |
| Close to work  | 2.1%          | 9         | 0.0%          | 0 |               | 0  | 0.0%           |   |                | 1 | 0.0%           | 0       |               | 0      |               | 2       |        | 2       |                | 2        | 3.0%   | 2       | 0.0%          | 0      |               |
| Compact  | 9.8%          | 43        | 0.0%          |   | 13.8%         | 4  | 22.2%          | 2 | 0.0%           | 0 | 2.9%           | 1       | 7.1%          | 1      | 6.8%          | 5       | ,      | 4       |                | 14       | 10.4%  |         | 16.1%         | 5      |               |
| Easy to get to by bike                                 | 0.0%          | 0         |               | 0 | 0.0%          | 0  | 0.0%           | 0 | 0.0%           | 0 | 0.0%           | 0       |               | 0      |               | 0       |        | 0       |                | 0        | 0.0%   | 0       | 0.0%          | 0      |               |
| Easy to get to by bus                                  | 0.2%          | 1         | 0.0%          | 0 | 0.0%          | 0  | 0.0%           | 0 | 0.0%           | 0 | 2.9%           | 1       | 0.0%          | 0      | 0.070         | 0       |        | 0       |                | 0        | 0.0%   | 0       | 0.0%          | 0      |               |
| Easy to get to by car                                  | 3.0%          | 13        | 0.0%          | 0 | 0.0%          | 0  | 0.0%           | 0 | 0.0%           | 0 | 0.0%           | 0       |               | 1      | 6.8%          | 5       |        | 1       | 2.7%           | 2        | 6.0%   | 4       | 0.0%          | 0      |               |
| Easy to park   | 5.0%          | 22        | 25.0%         | 1 | 6.9%          | 2  | 0.0%           | 0 | 0.0%           | 0 | 8.8%           | 3       | 0.0%          | 0      | 2.070         | 7       | 0.070  | 0       | 5.4%           | 4        | 7.5%   | 5       | 0.0%          | 0      |               |
| Good facilities  | 3.0%          | 13        | 0.0%          | 0 | 0.0%          | 0  | 0.0%           | 0 | 0.0%           | 0 | 8.8%           | 3       | 0.070         | 0      | 0.0%          | 0       |        | 1       | 4.1%           | 3        | 6.0%   | 4       | 6.5%          | 2      |               |
| Good food stores                                       | 2.1%          | 9         | 0.0%          | 0 | 0.0%          | 0  | 0.0%           | 0 | 0.0%           | 0 | 2.9%           | 1       | 7.1%          | 1      | 2.7%          | 2       |        | 3       | 2.7%           | 2        | 0.0%   | 0       | 0.0%          | 0      |               |
| Good pubs, cafés or restaurants                        | 1.4%          | 6         | 0.0%          | 0 | 0.0%          | 0  | 0.0%           | 0 | 0.0%           | 0 | 0.0%           | 0       | 0.0%          | 0      | 0.0%          | 0       | 1.0%   | 1       | 2.7%           | 2        | 0.0%   | 0       | 9.7%          | 3      |               |
| Good range of non-food shops                           | 11.2%         | 49        | 0.0%          | 0 | 10.3%         | 3  | 0.0%           | 0 | 14.3%          | 1 | 2.9%           | 1       | 28.6%         | 4      | 15.1%         | 11      | 4.2%   | 4       | 14.9%          | 11       | 11.9%  | 8       | 19.4%         | 6      |               |
| Makes a change from other places                       | 2.7%          | 12        | 0.0%          | 0 | 0.0%          | 0  | 0.0%           | 0 | 0.0%           | 0 | 2.9%           | 1       | 14.3%         | 2      | 4.1%          | 3       | 0.0%   | 0       | 1.4%           | 1        | 4.5%   | 3       | 6.5%          | 2      |               |
| Ouiet  | 2.7%          | 12        | 0.0%          | 0 | 0.0%          | 0  | 0.0%           | 0 | 0.0%           | 0 | 0.0%           | 0       | 0.0%          | 0      | 6.8%          | 5       | 0.0%   | 0       | 5.4%           | 4        | 3.0%   | 2       | 3.2%          | 1      |               |
| Safe and secure  | 0.9%          | 4         | 0.0%          | 0 | 0.0%          | 0  | 0.0%           | 0 | 0.0%           | 0 | 0.0%           | 0       | 0.0%          | 0      | 1.4%          | 1       | 0.0%   | 0       | 0.0%           | 0        | 4.5%   | 3       | 0.0%          | 0      |               |
| The market   | 2.3%          | 10        | 0.0%          | 0 | 3.4%          | 1  | 0.0%           | 0 | 0.0%           | 0 | 5.9%           | 2       | 0.0%          | 0      | 2.7%          | 2       | 1.0%   | 1       | 2.7%           | 2        | 3.0%   | 2       | 0.0%          | 0      |               |
| Traditional  | 2.1%          | 9         | 0.0%          | 0 | 0.0%          | 0  | 11.1%          | 1 | 0.0%           | 0 | 0.0%           | 0       | 0.0%          | 0      | 1.4%          | 1       | 0.0%   | 0       | 0.0%           | 0        | 7.5%   | 5       | 6.5%          | 2      |               |
| Traffic free shopping centre                           | 0.5%          | 2         | 0.0%          | 0 | 0.0%          | 0  | 0.0%           | 0 | 0.0%           | 0 | 0.0%           | 0       | 7.1%          | 1      | 1.4%          | 1       | 0.0%   | 0       | 0.0%           | 0        | 0.0%   | 0       | 0.0%          | 0      |               |
| Other  | 2.1%          | 9         | 0.0%          | 0 | 6.9%          | 2  | 0.0%           | 0 | 14.3%          | 1 | 5.9%           | 2       | 0.0%          | 0      | 1.4%          | 1       | 1.0%   | 1       | 1.4%           | 1        | 0.0%   | 0       | 3.2%          | 1      |               |
| A specific shop  | 1.6%          | 7         | 0.0%          | 0 | 10.3%         | 3  | 0.0%           | 0 | 0.0%           | 0 | 0.0%           | 0       | 0.0%          | 0      | 1.4%          | 1       | 0.0%   | 0       | 1.4%           | 1        | 3.0%   | 2       | 0.0%          | 0      |               |
| A specific attraction                                  | 0.0%          | 0         | 0.0%          | 0 | 0.0%          | 0  | 0.0%           | 0 | 0.0%           | 0 | 0.0%           | 0       | 0.0%          | 0      | 0.0%          | 0       | 0.0%   | 0       | 0.0%           | 0        | 0.0%   | 0       | 0.0%          | 0      |               |
| Cheap car parking                                      | 0.7%          | 3         | 0.0%          | 0 | 3.4%          | 1  | 0.0%           | 0 | 0.0%           | 0 | 0.0%           | 0       | 0.0%          | 0      | 1.4%          | 1       | 0.0%   | 0       | 1.4%           | 1        | 0.0%   | 0       | 0.0%          | 0      |               |
| Friendly people / atmosphere                           | 0.9%          | 4         | 0.0%          | 0 | 3.4%          | 1  | 0.0%           | 0 | 0.0%           | 0 | 0.0%           | 0       | 0.0%          | 0      | 0.0%          | 0       | 2.1%   | 2       | 0.0%           | 0        | 1.5%   | 1       | 0.0%          | 0      |               |
| Has a Lidl store                                       | 0.7%          | 3         | 25.0%         | 1 | 0.0%          | 0  | 0.0%           | 0 | 0.0%           | 0 | 0.0%           | 0       | 0.0%          | 0      | 1.4%          | 1       | 0.0%   | 0       | 0.0%           | 0        | 1.5%   | 1       | 0.0%          | 0      |               |
| Has a museum   | 0.7%          | 3         | 0.0%          | 0 | 0.0%          | 0  | 0.0%           | 0 | 0.0%           | 0 | 0.0%           | 0       | 0.0%          | 0      | 0.0%          | 0       | 0.0%   | 0       | 1.4%           | 1        | 1.5%   | 1       | 3.2%          | 1      |               |
| Has a train station                                    | 0.7%          | 3         | 0.0%          | 0 | 0.0%          | 0  | 0.0%           | 0 | 0.0%           | 0 | 0.0%           | 0       | 0.0%          | 0      | 0.0%          | 0       | 0.0%   | 0       | 1.4%           | 1        | 0.0%   | 0       | 6.5%          | 2      |               |
| Has an Asda store                                      | 2.3%          | 10        | 0.0%          | 0 | 10.3%         | 3  | 11.1%          | 1 | 0.0%           | 0 | 0.0%           | 0       | 0.0%          | 0      | 0.0%          | 0       | 0.0%   | 0       | 0.0%           | 0        | 6.0%   | 4       | 6.5%          | 2      |               |
| (Don't know)   | 4.6%          | 20        | 0.0%          | 0 | 0.0%          | 0  | 22.2%          | 2 | 0.0%           | 0 | 0.0%           | 0       | 28.6%         | 4      | 1.4%          | 1       | 1.0%   | 1       | 5.4%           | 4        | 7.5%   | 5       | 9.7%          | 3      |               |
| Base:  |               | 438       |               | 4 |               | 29 |                | 9 |                | 7 |                | 34      |               | 14     |               | 73      |        | 96      |                | 74       |        | 67      |               | 31     |               |

|  |         |       |         |        |         |         |         |       |         | _      | <b>01</b> |       | 001   |     |       |     |       |     |        |     |       |     |       |     | rebruary 20 |
|--|---------|-------|---------|--------|---------|---------|---------|-------|---------|--------|-----------|-------|-------|-----|-------|-----|-------|-----|--------|-----|-------|-----|-------|-----|-------------|
|  | Tota    | ıl    | Zone    | 1      | Zone    | 2       | Zone    | 3     | Zone    | 4      | Zone      | 5     | Zone  | 6   | Zone  | 7   | Zone  | 8   | Zone 9 | )   | Zone  | 10  | Zone  | 11  |             |
| Q30 What could be impr   | oved ab | out S | towmarl | ket To | own Cer | ntre th | at woul | d mak | e you v | isit m | ore ofte  | n? [M | IR]   |     |       |     |       |     |        |     |       |     |       |     |             |
| Nothing  | 38.8%   | 427   | 49.0%   | 10     | 46.0%   | 46      | 26.0%   | 26    | 39.0%   | 39     | 34.0%     | 34    | 43.0% | 43  | 40.0% | 40  | 18.0% | 18  | 37.0%  | 37  | 48.0% | 48  | 47.0% | 47  |             |
| Better access by road  | 0.5%    | 6     |         | 0      |         | 0       | 3.0%    | 3     | 0.0%    | 0      |           | 1     | 1.0%  | 1   | 0.0%  | 0   |       | 1   | 0.0%   | 0   | 0.0%  | 0   |       | 0   |             |
| Better public transport  | 1.0%    | 11    | 1.0%    | 1      | 0.0%    | 0       |         | 3     | 3.0%    | 3      |           | 1     | 0.0%  | 0   |       | 1   |       | 1   | 1.0%   | 1   | 0.0%  | 0   |       | 0   |             |
| Better signposting   | 0.1%    | 1     | 0.0%    | 0      |         | 1       | 0.0%    | 0     | 0.0%    | 0      |           | 0     |       | 0   | 0.0%  | 0   |       | 0   | 0.0%   | 0   | 0.0%  | 0   |       | 0   |             |
| Cleaner streets  | 1.3%    | 14    | 0.0%    | 0      |         | 1       | 0.0%    | 0     | 1.0%    | 1      | 2.0%      | 2     |       | 0   |       | 3   |       | 0   | 5.0%   | 5   | 1.0%  | 1   | 1.0%  | 1   |             |
| Facilities which would assist you if shopping with children    | 0.3%    | 3     |         | 0      |         | 0       |         | 0     | 0.0%    | 0      |           | 0     |       | 0   |       | 0   |       | 1   | 0.0%   | 0   | 2.0%  | 2   |       | 0   |             |
| Free car parking   | 2.7%    | 30    | 0.0%    | 0      | 2.0%    | 2       | 0.0%    | 0     | 0.0%    | 0      |           | 3     | 0.0%  | 0   | 3.0%  | 3   | 17.0% | 17  | 4.0%   | 4   | 1.0%  | 1   | 0.0%  | 0   |             |
| Jewellery / food markets /<br>other events                     | 0.0%    | 0     | 0.0%    | 0      | 0.0%    | 0       | 0.0%    | 0     | 0.0%    | 0      | 0.0%      | 0     | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   |             |
| More / better comparison retailers (i.e. non-food shops)       | 8.3%    | 91    | 0.0%    | 0      | 8.0%    | 8       | 2.0%    | 2     | 0.0%    | 0      | 6.0%      | 6     | 3.0%  | 3   | 16.0% | 16  | 33.0% | 33  | 15.0%  | 15  | 6.0%  | 6   | 2.0%  | 2   |             |
| More / better entertainment / eating places                    | 0.7%    | 8     | 0.0%    | 0      | 0.0%    | 0       | 0.0%    | 0     | 0.0%    | 0      | 1.0%      | 1     | 0.0%  | 0   | 1.0%  | 1   | 1.0%  | 1   | 3.0%   | 3   | 2.0%  | 2   | 0.0%  | 0   |             |
| More / better food shops                                       | 2.6%    | 29    | 0.0%    | 0      | 4.0%    | 4       | 0.0%    | 0     | 0.0%    | 0      | 1.0%      | 1     | 1.0%  | 1   | 4.0%  | 4   | 10.0% | 10  | 4.0%   | 4   | 5.0%  | 5   | 0.0%  | 0   |             |
| More / better parking  | 3.4%    | 37    | 0.0%    | 0      | 2.0%    | 2       | 3.0%    | 3     | 0.0%    | 0      | 1.0%      | 1     | 2.0%  | 2   | 8.0%  | 8   | 9.0%  | 9   | 7.0%   | 7   | 3.0%  | 3   | 2.0%  | 2   |             |
| More / better pedestrianised streets                           | 0.3%    | 3     | 0.0%    | 0      | 0.0%    | 0       | 1.0%    | 1     | 0.0%    | 0      | 0.0%      | 0     | 0.0%  | 0   | 0.0%  | 0   | 1.0%  | 1   | 0.0%   | 0   | 1.0%  | 1   | 0.0%  | 0   |             |
| More / better public conveniences                              | 0.0%    | 0     | 0.0%    | 0      | 0.0%    | 0       | 0.0%    | 0     | 0.0%    | 0      | 0.0%      | 0     | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   |             |
| More / better seats / flower displays                          | 0.4%    | 4     | 0.0%    | 0      | 0.0%    | 0       | 0.0%    | 0     | 0.0%    | 0      | 0.0%      | 0     | 1.0%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 1.0%   | 1   | 1.0%  | 1   | 1.0%  | 1   |             |
| More / better services   | 0.5%    | 6     | 0.0%    | 0      | 1.0%    | 1       | 0.0%    | 0     | 0.0%    | 0      | 0.0%      | 0     | 0.0%  | 0   | 0.0%  | 0   | 1.0%  | 1   | 1.0%   | 1   | 3.0%  | 3   | 0.0%  | 0   |             |
| More advertising   | 0.3%    | 3     | 0.0%    | 0      | 0.0%    | 0       | 0.0%    | 0     | 1.0%    | 1      | 0.0%      | 0     | 0.0%  | 0   | 1.0%  | 1   | 0.0%  | 0   | 0.0%   | 0   | 0.0%  | 0   | 1.0%  | 1   |             |
| More national multiple shops<br>/ High Street shops            | 5.2%    | 57    | 1.0%    | 1      | 7.0%    | 7       | 3.0%    | 3     | 1.0%    | 1      | 4.0%      | 4     | 0.0%  | 0   | 14.0% | 14  | 14.0% | 14  | 8.0%   | 8   | 5.0%  | 5   | 0.0%  | 0   |             |
| Protection from the weather<br>(ie. covered shopping<br>malls) | 0.0%    | 0     | 0.0%    | 0      | 0.0%    | 0       | 0.0%    | 0     | 0.0%    | 0      | 0.0%      | 0     | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   |             |
| Shops / services open on<br>Sundays                            | 0.0%    | 0     |         | 0      | 0.0%    | 0       |         | 0     | 0.0%    | 0      | 0.0%      | 0     |       | 0   | 0.0%  | 0   |       | 0   | 0.0%   | 0   | 0.0%  | 0   |       | 0   |             |
| Other  | 2.2%    | 24    | 0.0%    | 0      | 0.0.0   | 0       |         | 1     | 0.0%    | 0      |           | 0     |       | 0   |       | 3   |       | 5   | 7.0%   | 7   | 7.0%  | 7   |       | 1   |             |
| A complete refurbishment                                       | 0.8%    | 9     | 0.0%    | 0      |         | 0       |         | 0     | 0.0%    | 0      |           | 1     | 0.0%  | 0   |       | 4   | 0.070 | 0   | 3.0%   | 3   |       | 1   | 0.0%  | 0   |             |
| If it was nearer   | 1.0%    | 11    | 0.0%    | 0      | 0.0.0   | 0       |         | 4     | 2.0%    | 2      |           | 1     | 1.0%  | 1   | 1.0%  | 1   | 0.0%  | 0   | 0.0%   | 0   | 1.0%  | 1   | 1.0%  | 1   |             |
| Less charity shops   | 1.4%    | 15    |         | 0      |         | 1       | 0.0%    | 0     | 1.0%    | 1      | 2.0%      | 2     |       | 0   |       | 0   |       | 6   | 4.0%   | 4   | 1.0%  | 1   | 0.0%  | 0   |             |
| Less estate agents   | 0.3%    | 3     | 0.0%    | 0      |         | 0       |         | 0     | 0.0%    | 0      |           | 0     |       | 0   |       | 0   |       | 3   | 0.0%   | 0   | 0.0%  | 0   |       | 0   |             |
| Less traffic congestion  | 0.3%    | 3     |         | 0      |         | 1       | 0.0%    | 0     | 0.0%    | 0      |           | 0     |       | 0   |       | 0   |       | 1   | 0.0%   | 0   | 0.0%  | 0   |       | 1   |             |
| More / better disabled parking and transportation              | 0.5%    | 5     |         | 0      | 0.00,0  | 0       |         | 0     | 0.0%    | 0      |           | 0     |       | 0   |       | 1   | 2.0%  | 2   |        | 1   | 1.0%  | 1   | 0.0%  | 0   |             |
| More independent shops   | 0.7%    | 8     | 0.0%    | 0      |         | 2       |         | 0     | 0.0%    | 0      |           | 2     |       | 0   |       | 1   |       | 1   | 2.0%   | 2   | 0.0%  | 0   |       | 0   |             |
| (Don't know)   | 35.4%   | 389   | 49.0%   | 49     | 30.0%   | 30      | 57.0%   | 57    | 52.0%   | 52     | 49.0%     | 49    | 49.0% | 49  | 14.0% | 14  | 4.0%  | 4   | 15.0%  | 15  | 26.0% | 26  | 44.0% | 44  |             |
| Base:  |         | 1100  |         | 100    |         | 100     |         | 100   |         | 100    |           | 100   |       | 100 |       | 100 |       | 100 |        | 100 |       | 100 |       | 100 |             |
|  |         |       |         |        |         |         |         |       |         |        |           |       |       |     |       |     |       |     |        |     |       |     |       |     |             |

|   | Tota     | ıl       | Zone      | 1      | Zone     | 2       | Zone     | 3      | Zone       | 4   | Zone  | 5   | Zone  | 6   | Zone  | 7   | Zone  | 8   | Zone  | 9   | Zone : | 10  | Zone  | 11  |  |
|---|----------|----------|-----------|--------|----------|---------|----------|--------|------------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|--------|-----|-------|-----|--|
| Q31 Do you or your hous                                     | sehold v | /isit th | ne follov | ving l | eisure a | ttracti | ions? [N | /IR/PR | <b>?</b> ] |     |       |     |       |     |       |     |       |     |       |     |        |     |       |     |  |
| Bingo / casino / bookmaker                                  | 4.5%     | 49       | 2.0%      | 2      | 4.0%     | 4       | 3.0%     | 3      | 3.0%       | 3   | 4.0%  | 4   | 4.0%  | 4   | 3.0%  | 3   | 7.0%  | 7   | 6.0%  | 6   | 4.0%   | 4   | 9.0%  | 9   |  |
| Cinema  | 51.0%    | 561      | 54.0%     | 54     | 54.0%    | 54      | 63.0%    | 63     | 46.0%      | 46  | 47.0% | 47  | 50.0% | 50  | 52.0% | 52  | 50.0% | 50  | 49.0% | 49  | 48.0%  | 48  | 48.0% | 48  |  |
| Gym / health club / sports facility                         | 21.0%    | 231      | 20.0%     | 20     | 17.0%    | 17      | 24.0%    | 24     | 19.0%      | 19  | 27.0% | 27  | 16.0% | 16  | 25.0% | 25  | 23.0% | 23  | 23.0% | 23  | 24.0%  | 24  | 13.0% | 13  |  |
| Theatre/ concert / music venue                              | 43.5%    | 478      | 49.0%     | 49     | 37.0%    | 37      | 41.0%    | 41     | 49.0%      | 49  | 44.0% | 44  | 52.0% | 52  | 50.0% | 50  | 26.0% | 26  | 42.0% | 42  | 48.0%  | 48  | 40.0% | 40  |  |
| Museum / gallery or place of historical / cultural interest | 35.1%    | 386      | 33.0%     | 33     | 33.0%    | 33      | 36.0%    | 36     | 38.0%      | 38  | 32.0% | 32  | 49.0% | 49  | 34.0% | 34  | 32.0% | 32  | 30.0% | 30  | 37.0%  | 37  | 32.0% | 32  |  |
| Pub / bar / nightclub                                       | 43.4%    | 477      | 37.0%     | 37     | 40.0%    | 40      | 48.0%    | 48     | 42.0%      | 42  | 45.0% | 45  | 46.0% | 46  | 45.0% | 45  | 45.0% | 45  | 41.0% | 41  | 48.0%  | 48  | 40.0% | 40  |  |
| Restaurant / café   | 74.1%    | 815      | 74.0%     | 74     | 74.0%    | 74      | 76.0%    | 76     | 79.0%      | 79  | 70.0% | 70  | 87.0% | 87  | 79.0% | 79  | 61.0% | 61  | 75.0% | 75  | 67.0%  | 67  | 73.0% | 73  |  |
| Family entertainment (e.g. tenpin bowling, skating rink)    | 21.0%    | 231      | 22.0%     | 22     | 23.0%    | 23      | 27.0%    | 27     | 26.0%      | 26  | 18.0% | 18  | 22.0% | 22  | 13.0% | 13  | 16.0% | 16  | 16.0% | 16  | 22.0%  | 22  | 26.0% | 26  |  |
| Other activity  | 0.5%     | 5        | 1.0%      | 1      | 2.0%     | 2       | 0.0%     | 0      | 0.0%       | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 1.0%  | 1   | 1.0%   | 1   | 0.0%  | 0   |  |
| (None)  | 12.6%    | 139      | 17.0%     | 17     | 11.0%    | 11      | 9.0%     | 9      | 12.0%      | 12  | 14.0% | 14  | 8.0%  | 8   | 12.0% | 12  | 18.0% | 18  | 11.0% | 11  | 13.0%  | 13  | 14.0% | 14  |  |
| Bowls   | 0.4%     | 4        | 0.0%      | 0      | 0.0%     | 0       | 0.0%     | 0      | 0.0%       | 0   | 1.0%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 1.0%  | 1   | 0.0%  | 0   | 2.0%   | 2   | 0.0%  | 0   |  |
| Golf  | 0.4%     | 4        | 0.0%      | 0      | 0.0%     | 0       | 0.0%     | 0      | 1.0%       | 1   | 0.0%  | 0   | 0.0%  | 0   | 1.0%  | 1   | 1.0%  | 1   | 0.0%  | 0   | 0.0%   | 0   | 1.0%  | 1   |  |
| Base:   |          | 1100     |           | 100    |          | 100     |          | 100    |            | 100 |       | 100 |       | 100 |       | 100 |       | 100 |       | 100 |        | 100 |       | 100 |  |

|   |       |    |       |   |        |      |           |      |            | -    | or Ct    |      | or Gom | ub |        |   |        |   |        |   |         |   |         |   | rebruary 2015 |
|---|-------|----|-------|---|--------|------|-----------|------|------------|------|----------|------|--------|----|--------|---|--------|---|--------|---|---------|---|---------|---|---------------|
|   | Total | l  | Zone  | 1 | Zone 2 | 2    | Zone 3    | 3    | Zone 4     | l    | Zone 5   | 5    | Zone 6 |    | Zone 7 |   | Zone 8 |   | Zone 9 |   | Zone 10 | ð | Zone 11 | - |               |
| Q32 Where do you or I   |       | •  |       |   | •      | _    |           | ingo | or visit c | asin | os or bo | okma | akers? |    |        |   |        |   |        |   |         |   |         |   |               |
| Gala Bingo, Orwell Retail<br>Park, Ipswich                    | 18.8% | 9  | 0.0%  | 0 | 0.0%   | 0    | 0.0%      | 0    | 0.0%       | 0    | 66.7%    | 2    | 25.0%  | 1  | 66.7%  | 2 | 57.1%  | 4 | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |               |
| Mecca, Lloyds Avenue, Ipswich                                 | 2.1%  | 1  | 0.0%  | 0 | 0.0%   | 0    | 0.0%      | 0    | 33.3%      | 1    | 0.0%     | 0    | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |               |
| Winners Bingo & Social<br>Club, Guildhall Street,<br>Thetford | 6.3%  | 3  | 0.0%  | 0 | 50.0%  | 2    | 0.0%      | 0    | 0.0%       | 0    | 0.0%     | 0    | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 16.7%  | 1 | 0.0%    | 0 | 0.0%    | 0 |               |
| Bury St Edmunds   | 4.2%  | 2  | 0.0%  | 0 | 25.0%  | 1    | 0.0%      | 0    | 0.0%       | 0    | 0.0%     | 0    | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 16.7%  | 1 | 0.0%    | 0 | 0.0%    | 0 |               |
| Capel St Mary   | 2.1%  | 1  | 0.0%  | 0 |        | 0    |           | 0    |            | 0    | 0.0%     | 0    | 25.0%  | 1  | 0.0%   | 0 |        | 0 |        | 0 | 0.0%    | 0 |         | 0 |               |
| Colchester  | 6.3%  | 3  |       | 1 | 0.0%   | 0    |           |      | 33.3%      | 1    | 0.0%     | 0    |        | 1  | 0.0%   | 0 |        | 0 |        | 0 | 0.0%    | 0 |         | 0 |               |
| Eye   | 2.1%  | 1  | 0.0%  | 0 | 0.0%   | 0    |           | 0    |            | 0    |          | 0    |        | 0  | 0.0%   | 0 |        | 0 | 0.0%   | 0 | 25.0%   | 1 | 0.0%    | 0 |               |
| Ipswich   | 8.3%  | 4  | 0.0%  | 0 | 0.0%   | 0    | 0.0%      | 0    | 33.3%      | 1    | 0.0%     | 0    | 25.0%  | 1  | 33.3%  | 1 | 14.3%  | 1 | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |               |
| Long Melford  | 2.1%  | 1  | 0.0%  | 0 | 0.0%   | 0    | 33.3%     | 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 |               |
| Stowmarket  | 4.2%  | 2  | 0.0%  | 0 | 25.0%  | 1    | 0.0%      | 0    | 0.0%       | 0    | 0.0%     | 0    | 0.0%   | 0  | 0.0%   | 0 | 14.3%  | 1 | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |               |
| Sudbury   | 6.3%  | 3  | 50.0% | 1 | 0.0%   | 0    | 66.7%     | 2    | 0.0%       | 0    | 0.0%     | 0    | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |               |
| Central London  | 2.1%  | 1  | 0.0%  | 0 | 0.0%   | 0    | 0.0%      | 0    | 0.0%       | 0    | 0.0%     | 0    | 0.0%   | 0  | 0.0%   | 0 | 14.3%  | 1 | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |               |
| Diss  | 2.1%  | 1  | 0.0%  | 0 | 0.0%   | 0    | 0.0%      | 0    | 0.0%       | 0    | 0.0%     | 0    | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 11.1%   | 1 |               |
| Elmswell  | 6.3%  | 3  | 0.0%  | 0 | 0.0%   | 0    | 0.0%      | 0    | 0.0%       | 0    | 0.0%     | 0    | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 50.0%  | 3 | 0.0%    | 0 | 0.0%    | 0 |               |
| Harleston   | 8.3%  | 4  | 0.0%  | 0 | 0.0%   | 0    | 0.0%      | 0    | 0.0%       | 0    | 0.0%     | 0    | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 44.4%   | 4 |               |
| Norwich   | 4.2%  | 2  | 0.0%  | 0 | 0.0%   | 0    | 0.0%      | 0    | 0.0%       | 0    | 0.0%     | 0    | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 22.2%   | 2 |               |
| Portsmouth  | 2.1%  | 1  | 0.0%  | 0 | 0.0%   | 0    | 0.0%      | 0    | 0.0%       | 0    | 33.3%    | 1    | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |               |
| Stradbroke  | 4.2%  | 2  | 0.0%  | 0 | 0.0%   | 0    | 0.0%      | 0    | 0.0%       | 0    | 0.0%     | 0    | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 22.2%   | 2 |               |
| Thetford  | 4.2%  | 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 | 16.7%  | 1 | 25.0%   | 1 | 0.0%    | 0 |               |
| Thorndon  | 2.1%  | 1  | 0.0%  | 0 | 0.0%   | 0    | 0.0%      | 0    | 0.0%       | 0    | 0.0%     | 0    | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 25.0%   | 1 | 0.0%    | 0 |               |
| Wickham Market  | 2.1%  | 1  | 0.0%  | 0 | 0.0%   | 0    | 0.0%      | 0    | 0.0%       | 0    | 0.0%     | 0    | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 25.0%   | 1 | 0.0%    | 0 |               |
| Base:   |       | 48 |       | 2 |        | 4    |           | 3    |            | 3    |          | 3    |        | 4  |        | 3 |        | 7 |        | 6 |         | 4 |         | 9 |               |
| Q32AHow often do you<br>Those who visit Bing                  |       |    |       |   |        | sino | s, or boo | kma  | kers?      |      |          |      |        |    |        |   |        |   |        |   |         |   |         |   |               |
| Once a week   | 34.7% | 17 | 50.0% | 1 | 75.0%  | 3    | 100.0%    | 3    | 33.3%      | 1    | 25.0%    | 1    | 25.0%  | 1  | 33.3%  | 1 | 28.6%  | 2 | 0.0%   | 0 | 25.0%   | 1 | 33.3%   | 3 |               |
| Once a fortnight  | 8.2%  | 4  | 0.0%  | 0 | 0.0%   | 0    | 0.0%      | 0    | 0.0%       | 0    | 0.0%     | 0    |        | 0  | 0.0%   | 0 |        |   | 16.7%  |   | 25.0%   |   | 22.2%   | 2 |               |
| Once a month  | 34.7% | 17 |       | 0 | 0.0%   | 0    |           |      | 66.7%      | 2    |          | 1    | 25.0%  | 1  | 33.3%  | 1 |        | 2 |        |   | 25.0%   |   | 44.4%   | 4 |               |
| Once every two months   | 12.2% | 6  |       | 0 | 0.0%   | 0    |           | 0    |            | 0    |          | 1    | 25.0%  | 1  | 33.3%  | 1 |        | 2 |        |   | 25.0%   | 1 | 0.0%    | 0 |               |
| Once every six months   | 8.2%  | 4  | 50.0% | 1 | 25.0%  | 1    | 0.0%      | 0    |            | 0    |          | 0    | 25.0%  | 1  | 0.0%   | 0 | 14.3%  | 1 | 0.0%   | 0 | 0.0%    | 0 |         | 0 |               |
| Once a year   | 2.0%  | 1  | 0.0%  | 0 | 0.0%   | 0    |           | 0    | 0.0%       |      | 25.0%    | 1    | 0.0%   | 0  |        | 0 |        | 0 | 0.0%   | 0 | 0.0%    | 0 |         | 0 |               |
| Less often  | 0.0%  | 0  |       | 0 | 0.0%   | 0    |           | 0    |            | 0    |          | 0    |        | 0  |        | Õ |        | 0 | 0.0%   | 0 | 0.0%    | Õ |         | 0 |               |
| (Don't know / varies)   | 0.0%  | 0  | 0.0%  | 0 | 0.0%   | 0    |           | 0    | 0.0%       | 0    |          | 0    | 0.0%   | 0  |        | 0 |        | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |               |
| Base:   |       | 49 |       | 2 |        | 4    |           | 3    |            | 3    |          | 4    |        | 4  |        | 3 |        | 7 |        | 6 |         | 4 |         | 9 |               |

|   |       |     |       |    |         |        |          |      |       | F  | or C  | arte | er Jo | nas |        |    |        |    |        |    |         |    |         |    | February 2015 |
|---|-------|-----|-------|----|---------|--------|----------|------|-------|----|-------|------|-------|-----|--------|----|--------|----|--------|----|---------|----|---------|----|---------------|
|   | Tota  | ıl  | Zone  | 1  | Zone    | 2      | Zone     | 3    | Zone  | 4  | Zone  | 5    | Zone  | 6   | Zone ' | 7  | Zone 8 | 8  | Zone 9 |    | Zone 10 | )  | Zone 11 | L  |               |
| Q33 Where do you or me<br>Those who visit Cinema                |       |     |       |    | normall | y go t | o the ci | nema | ?     |    |       |      |       |     |        |    |        |    |        |    |         |    |         |    |               |
| Cineworld Cinemas -<br>Hayerhill                                | 2.0%  | 11  | 18.5% | 10 | 0.0%    | 0      | 1.6%     | 1    | 0.0%  | 0  | 0.0%  | 0    | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0  | 0.0%    | 0  |               |
| Cineworld, Cardinal Park, 11<br>Grafton Way, Ipswich            | 25.8% | 144 | 1.9%  | 1  | 0.0%    | 0      | 14.3%    | 9    | 6.5%  | 3  | 72.3% | 34   | 72.0% | 36  | 67.3%  | 35 | 22.0%  | 11 | 2.1%   | 1  | 21.3%   | 10 | 8.5%    | 4  |               |
| Colchester Theatretrain, Oak Tree Centre                        | 0.2%  | 1   | 0.0%  | 0  | 0.0%    | 0      | 0.0%     | 0    | 2.2%  | 1  | 0.0%  | 0    | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0  | 0.0%    | 0  |               |
| Ipswich Film Theatre, Corn<br>Exchange, King Street,<br>Ipswich | 0.7%  | 4   | 0.0%  | 0  | 0.0%    | 0      | 0.0%     | 0    | 2.2%  | 1  | 6.4%  | 3    | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0  | 0.0%    | 0  |               |
| ODEON Colchester, 29-31<br>Head St. Colchester                  | 3.2%  | 18  | 11.1% | 6  | 0.0%    | 0      | 12.7%    | 8    | 0.0%  | 0  | 0.0%  | 0    | 8.0%  | 4   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0  | 0.0%    | 0  |               |
| Regal Theatre, Ipswich<br>Street, Stowmarket                    | 7.2%  | 40  | 0.0%  | 0  | 0.0%    | 0      | 0.0%     | 0    | 0.0%  | 0  | 4.3%  | 2    | 0.0%  | 0   | 19.2%  | 10 | 46.0%  | 23 | 4.2%   | 2  | 4.3%    | 2  | 2.1%    | 1  |               |
| The Quay (Theatre), Quay<br>Lane, Sudbury                       | 0.7%  | 4   | 0.0%  | 0  | 0.0%    | 0      | 1.6%     | 1    | 6.5%  | 3  | 0.0%  | 0    | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0  | 0.0%    | 0  |               |
| Braintree   | 5.9%  | 33  | 33.3% | 18 | 0.0%    | 0      | 7.9%     | 5    | 21.7% | 10 | 0.0%  | 0    | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0  | 0.0%    | 0  |               |
| Bury St Edmunds   | 38.9% | 217 | 29.6% | 16 | 100.0%  | 54     | 58.7%    | 37   | 58.7% | 27 | 8.5%  | 4    | 0.0%  | 0   | 5.8%   | 3  | 16.0%  | 8  | 91.7%  | 44 | 44.7%   | 21 | 6.4%    | 3  |               |
| Colchester  | 0.7%  | 4   | 1.9%  | 1  | 0.0%    | 0      | 0.0%     | 0    | 2.2%  | 1  | 2.1%  | 1    | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 2.1%    | 1  | 0.0%    | 0  |               |
| Dedham  | 0.4%  | 2   | 0.0%  | 0  | 0.0%    | 0      | 0.0%     | 0    | 0.0%  | 0  | 0.0%  | 0    | 4.0%  | 2   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0  | 0.0%    | 0  |               |
| Eye   | 0.5%  | 3   | 0.0%  | 0  | 0.0%    | 0      | 0.0%     | 0    | 0.0%  | 0  | 0.0%  | 0    | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 6.4%    | 3  | 0.0%    | 0  |               |
| Hadleigh  | 0.4%  | 2   | 0.0%  | 0  | 0.0%    | 0      | 0.0%     | 0    | 0.0%  | 0  | 4.3%  | 2    | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0  | 0.0%    | 0  |               |
| Halstead  | 0.2%  | 1   | 0.0%  | 0  | 0.0%    | 0      | 1.6%     | 1    | 0.0%  | 0  | 0.0%  | 0    | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0  | 0.0%    | 0  |               |
| Haverhill   | 0.5%  | 3   | 3.7%  | 2  | 0.0%    | 0      | 1.6%     | 1    | 0.0%  | 0  | 0.0%  | 0    | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0  | 0.0%    | 0  |               |
| Ipswich   | 2.5%  | 14  | 0.0%  | 0  | 0.0%    | 0      | 0.0%     | 0    | 0.0%  | 0  | 0.0%  | 0    | 14.0% | 7   | 1.9%   | 1  | 6.0%   | 3  | 0.0%   | 0  | 2.1%    | 1  | 4.3%    | 2  |               |
| Stowmarket  | 1.4%  | 8   | 0.0%  | 0  |         | 0      | 0.0%     | 0    | 0.0%  | 0  | 0.0%  | 0    |       | 0   | 0.0%   | 0  |        | 5  | 2.1%   | 1  | 2.1%    | 1  | 2.1%    | 1  |               |
| Diss  | 0.4%  | 2   | 0.0%  | 0  |         | 0      | 0.0%     | 0    | 0.0%  | 0  | 0.0%  | 0    |       | 0   | 0.0%   | 0  |        | 0  | 0.0%   | 0  | 0.0%    | 0  | 4.3%    | 2  |               |
| Halesworth  | 0.2%  | 1   | 0.0%  | 0  |         | 0      | 0.0%     | 0    | 0.0%  | 0  | 0.0%  | 0    |       | 0   | 0.0%   | 0  |        | 0  | 0.0%   | 0  | 0.0%    | 0  | 2.1%    | 1  |               |
| Harlesdon   | 0.2%  | 1   | 0.0%  | 0  |         | 0      | 0.0%     | 0    | 0.0%  | 0  | 0.0%  | 0    |       | 0   | 0.0%   | 0  |        | 0  | 0.0%   | 0  | 0.0%    | 0  | 2.1%    | 1  |               |
| Hoxne   | 0.2%  | 1   | 0.0%  | 0  |         | 0      | 0.0%     | 0    | 0.0%  | 0  | 0.0%  | 0    |       | 0   | 0.0%   | 0  |        | 0  | 0.0%   | 0  | 0.0%    | 0  | 2.1%    | 1  |               |
| Norwich   | 6.5%  | 36  | 0.0%  | 0  |         | 0      | 0.0%     | 0    | 0.0%  | 0  | 0.0%  | 0    |       | 0   |        | 0  |        | 0  | 0.0%   | 0  | 10.6%   | -  | 66.0%   | 31 |               |
| Woodbridge  | 1.4%  | 8   | 0.0%  | 0  |         | 0      | 0.0%     | 0    | 0.0%  | 0  | 2.1%  | 1    | 2.0%  | 1   | 5.8%   | 3  | 0.0%   | 0  | 0.0%   | 0  | 6.4%    | 3  | 0.0%    | 0  |               |
| Base:   |       | 558 |       | 54 |         | 54     |          | 63   |       | 46 |       | 47   |       | 50  |        | 52 |        | 50 |        | 48 |         | 47 |         | 47 |               |

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| ·                     |            |       |           |        |         |    |       |    |        |    |       |    |       |    |        |    |        |    |        |    |        |    |        |    |
|-----------------------|------------|-------|-----------|--------|---------|----|-------|----|--------|----|-------|----|-------|----|--------|----|--------|----|--------|----|--------|----|--------|----|
|                       | Tota       | ıl    | Zone      | 1      | Zone 2  | 2  | Zone  | 3  | Zone 4 | 1  | Zone  | 5  | Zone  | 6  | Zone ' | 7  | Zone 8 | 3  | Zone 9 | )  | Zone 1 | 0  | Zone 1 | 1  |
|                       |            |       |           |        |         |    |       |    |        |    |       |    |       |    |        |    |        |    |        |    |        |    |        |    |
|                       |            |       |           |        |         |    |       |    |        |    |       |    |       |    |        |    |        |    |        |    |        |    |        |    |
| Q33AHow often do you  | or your h  | ousel | nold visi | it the | cinema? |    |       |    |        |    |       |    |       |    |        |    |        |    |        |    |        |    |        |    |
| Those who visit Cine  | ma at Q31: |       |           |        |         |    |       |    |        |    |       |    |       |    |        |    |        |    |        |    |        |    |        |    |
| Once a week           | 3.4%       | 19    | 1.9%      | 1      | 1.9%    | 1  | 4.8%  | 3  | 4.3%   | 2  | 2.1%  | 1  | 6.0%  | 3  | 1.9%   | 1  | 6.0%   | 3  | 6.1%   | 3  | 2.1%   | 1  | 0.0%   | 0  |
| Once a fortnight      | 7.7%       | 43    | 3.7%      | 2      | 18.5%   | 10 | 7.9%  | 5  | 8.7%   | 4  | 10.6% | 5  | 2 001 | 1  | 9.6%   | 5  | 10.0%  | 5  | 0.007  |    | 10.4%  | 5  | 2.1%   | 1  |
| Once a month          | 27.1%      | 152   | 31.5%     | 17     | 16.7%   | 9  | 20.6% | 13 | 28.3%  | 13 | 38.3% | 18 | 26.0% | 13 | 26.9%  | 14 |        | 15 | 32.7%  |    | 20.8%  | 10 |        | 14 |
| Once every two months | 32.8%      | 184   | 35.2%     | 19     | 35.2%   | 19 | 36.5% | 23 | 30.4%  | 14 | 29.8% | 14 | 32.0% | 16 | 32.7%  | 17 | 36.0%  | 18 | 32.7%  | 16 | 33.3%  | 16 | 25.0%  | 12 |
| Once every six months | 20.9%      | 117   | 20.4%     | 11     | 22.2%   | 12 | 20.6% | 13 | 15.2%  | 7  | 10.6% | 5  | 32.0% | 16 | 19.2%  | 10 | 14.0%  | 7  | 20.4%  | 10 | 27.1%  | 13 | 27.1%  | 13 |
| Once a year           | 4.3%       | 24    | 1.9%      | 1      | 5.6%    | 3  | 3.2%  | 2  | 8.7%   | 4  | 4.3%  | 2  | 0.0%  | 0  | 5.8%   | 3  | 2.0%   | 1  | 6.1%   | 3  | 4.2%   | 2  | 6.3%   | 3  |
| Less often            | 2.1%       | 12    | 3.7%      | 2      | 0.0%    | 0  | 4.8%  | 3  | 2.2%   | 1  | 2.1%  | 1  | 2.0%  | 1  | 1.9%   | 1  | 0.0%   | 0  | 0.0%   | 0  | 2.1%   | 1  | 4.2%   | 2  |
| (Don't know / varies) | 1.8%       | 10    | 1.9%      | 1      | 0.0%    | 0  | 1.6%  | 1  | 2.2%   | 1  | 2.1%  | 1  | 0.0%  | 0  | 1.9%   | 1  | 2.0%   | 1  | 2.0%   | 1  | 0.0%   | 0  | 6.3%   | 3  |
| Base:                 |            | 561   |           | 54     |         | 54 |       | 63 |        | 46 |       | 47 |       | 50 |        | 52 |        | 50 |        | 49 |        | 48 |        | 48 |

|  |       |    |        |   |        |   |        |       |         | _     | 01 00     |         | 1 9011 |   |        |   |        |   |        |    |         |   |         | 2 002 | Tuary 201 |
|--|-------|----|--------|---|--------|---|--------|-------|---------|-------|-----------|---------|--------|---|--------|---|--------|---|--------|----|---------|---|---------|-------|-----------|
|  | Total |    | Zone 1 | - | Zone 2 |   | Zone 3 |       | Zone 4  | 1     | Zone 5    | 5       | Zone 6 | i | Zone 7 |   | Zone 8 |   | Zone 9 |    | Zone 10 |   | Zone 11 |       |           |
| Q34 Where do you or me Those who visit gym / ha  |       | -  |        |   | •      | _ |        | jym / | healthc | lub / | sports fa | acility | ?      |   |        |   |        |   |        |    |         |   |         |       |           |
| Diss Swim & Fitness Centre,<br>Victoria Road, DISS   | 3.6%  | 8  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0     | 0.0%    | 0     | 0.0%      | 0       | 0.0%   | 0 | 0.0%   | 0 | 4.3%   | 1 | 0.0%   | 0  | 29.2%   | 7 | 0.0%    | 0     |           |
| Every One Active, Mid-Suffolk Leisure Centre, Stowmarket   | 3.6%  | 8  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0     | 0.0%    | 0     | 4.0%      | 1       | 0.0%   | 0 | 20.0%  | 5 | 0.0%   | 0 | 4.3%   | 1  | 4.2%    | 1 | 0.0%    | 0     |           |
| Great Cornard Sports Centre  | 0.9%  | 2  | 0.0%   | 0 | 0.0%   | 0 | 4.2%   | 1     | 5.3%    | 1     | 0.0%      | 0       | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%    | 0 | 0.0%    | 0     |           |
| Hadleigh High Leisure Centre   | 1.8%  | 4  |        | 0 |        | 0 | 0.0%   | 0     | 0.0%    | -     | 16.0%     | 4       | 0.0%   | 0 |        | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%    | 0 |         | 0     |           |
| Harleston Community Leisure Facility   | 1.3%  | 3  | 5.0%   | 1 | 0.0%   | 0 | 0.0%   | 0     | 0.0%    | 0     | 0.0%      | 0       | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%    | 0 | 18.2%   | 2     |           |
| Ipswich Sports Club, Henley<br>Road, Ipswich   | 0.9%  | 2  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0     | 0.0%    | 0     | 4.0%      | 1       | 0.0%   | 0 | 4.0%   | 1 | 0.0%   | 0 | 0.0%   | 0  | 0.0%    | 0 | 0.0%    | 0     |           |
| Kingfisher Leisure Centre,<br>Station Road, Sudbury  | 10.7% | 24 | 10.0%  | 2 | 0.0%   | 0 | 41.7%  | 10    | 52.6%   | 10    | 8.0%      | 2       | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%    | 0 | 0.0%    | 0     |           |
| LA fitness Bury St Edmunds   | 0.9%  | 2  | 5.0%   | 1 | 6.7%   | 1 | 0.0%   | 0     | 0.0%    | 0     | 0.0%      | 0       | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%    | 0 | 0.0%    | 0     |           |
| Mwah Health, Beauty and<br>Fitness Studio, Milner<br>Road, Chilton Industrial<br>Estate, Sudbury | 1.3%  | 3  | 10.0%  | 2 | 0.0%   | 0 | 0.0%   | 0     | 5.3%    | 1     | 0.0%      | 0       | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%    | 0 | 0.0%    | 0     |           |
| Northgate Sports Centre,<br>Sidegate Lane West,  | 0.4%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0     | 0.0%    | 0     | 0.0%      | 0       | 0.0%   | 0 | 4.0%   | 1 | 0.0%   | 0 | 0.0%   | 0  | 0.0%    | 0 | 0.0%    | 0     |           |
| Ipswich<br>NRG Fitness Gym &<br>Studios, Creeting Road<br>West, Stowmarket                       | 1.3%  | 3  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0     | 0.0%    | 0     | 0.0%      | 0       | 0.0%   | 0 | 8.0%   | 2 | 4.3%   | 1 | 0.0%   | 0  | 0.0%    | 0 | 0.0%    | 0     |           |
| Stowupland Sports Centre,<br>Church Road, Stowmarket   | 1.3%  | 3  | 0.0%   | 0 | 6.7%   | 1 | 0.0%   | 0     | 0.0%    | 0     | 4.0%      | 1       | 0.0%   | 0 | 0.0%   | 0 | 4.3%   | 1 | 0.0%   | 0  | 0.0%    | 0 | 0.0%    | 0     |           |
| Stradbroke Swim & Fitness<br>Centre, Wilby Road,<br>Stradbroke                                   | 1.8%  | 4  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0     | 0.0%    | 0     | 0.0%      | 0       | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 12.5%   | 3 | 9.1%    | 1     |           |
| Sudbury Sports Centre, Tudor Road  | 1.3%  | 3  | 5.0%   | 1 | 0.0%   | 0 | 4.2%   | 1     | 5.3%    | 1     | 0.0%      | 0       | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%    | 0 | 0.0%    | 0     |           |
| The Spirit Health Club,<br>London Road, Ipswich  | 0.9%  | 2  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0     | 0.0%    | 0     | 0.0%      | 0       | 6.3%   | 1 | 4.0%   | 1 | 0.0%   | 0 | 0.0%   | 0  | 0.0%    | 0 | 0.0%    | 0     |           |
| Zest Health and Fitness,<br>Caxton House, Chilton<br>Industrial Estate, Sudbury                  | 0.9%  | 2  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0     | 10.5%   | 2     | 0.0%      | 0       | 0.0%   | 0 |        | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%    | 0 |         | 0     |           |
| Braintree  | 0.4%  | 1  | 0.0%   | 0 |        | 0 | 0.0%   | 0     | 5.3%    | 1     | 0.0%      | 0       | 0.0%   | 0 |        | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%    | 0 | 0.0%    | 0     |           |
| Bramford   | 0.9%  | 2  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0     | 0.0%    | 0     | 0.0%      | 0       | 6.3%   | 1 | 4.0%   | 1 | 0.0%   | 0 | 0.0%   | 0  | 0.0%    | 0 | 0.0%    | 0     |           |
| Bury St Edmunds  | 12.4% | 28 | 0.0%   | 0 | 53.3%  | 8 | 4.2%   | 1     | 0.0%    | 0     | 0.0%      | 0       | 0.0%   | 0 | 0.0%   | 0 | 13.0%  | 3 | 60.9%  | 14 | 8.3%    | 2 | 0.0%    | 0     |           |
| Colchester   | 1.3%  |    |        | 2 | 0.0%   | 0 | 0.0%   | 0     | 0.0%    | 0     | 4.0%      | 1       | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%    | 0 |         | 0     |           |
| Debenham   | 1.3%  | 3  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0     | 0.0%    | 0     | 0.0%      | 0       | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 12.5%   | 3 | 0.0%    | 0     |           |
| Hadleigh   | 4.4%  | 10 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0     | 0.0%    | 0     | 40.0%     | 10      | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%    | 0 | 0.0%    | 0     |           |
| Halstead   | 0.9%  | 2  | 10.0%  | 2 | 0.0%   | 0 | 0.0%   | 0     | 0.0%    | 0     | 0.0%      | 0       | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%    | 0 | 0.0%    | 0     |           |

|  | Total | l   | Zone 1 | 1  | Zone 2 |    | Zone 3 | 3  | Zone 4 | ļ  | Zone 5 | 5  | Zone  | 6  | Zone ' | 7  | Zone  | 8  | Zone 9 | 9  | Zone 1 | .0 | Zone 1 | 1   |
|--|-------|-----|--------|----|--------|----|--------|----|--------|----|--------|----|-------|----|--------|----|-------|----|--------|----|--------|----|--------|-----|
| Haverhill  | 0.4%  | 1   | 5.0%   | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0   |
| Ipswich  | 6.7%  | 15  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 8.0%   | 2  | 25.0% | -  | 36.0%  | 9  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0   |
| Manningtree  | 0.4%  | 1   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 6.3%  | 1  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0   |
| Needham Market   | 0.9%  | 2.  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 4.0%   | 1  | 0.0%  | 0  | 4.0%   | 1  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0   |
| Stowmarket   | 12.0% | 27  | 0.0%   |    | 13.3%  | 2  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 8.0%   | 2  | 73.9% | 17 | 26.1%  | 6  | 0.0%   | 0  | 0.0%   | 0   |
| Sudbury  | 6.7%  | 15  | 5.0%   |    | 13.3%  | 2  | 37.5%  | 9  | 15.8%  | 3  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0   |
| Abingdon   | 0.4%  | 1   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 4.2%   | 1  | 0.0%   | 0   |
| Bungay   | 0.4%  | 1   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 9.1%   | 1   |
| Central London   | 1.8%  | 4   | 5.0%   | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |       | 3  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0   |
| Clare  | 0.9%  | 2   | 5.0%   | 1  | 0.0%   | 0  | 4.2%   | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0   |
| Diss   | 1.8%  | 4   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 4.0%   | 1  | 0.0%  | 0  | 0.0%   | 0  | 12.5%  | 3  | 0.0%   | 0   |
| Earls Colne  | 0.9%  | 2   | 10.0%  | 2  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0   |
| East Bergholt  | 1.8%  | 4   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 25.0% | 4  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0   |
| Felixstowe   | 0.4%  | 1   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 6.3%  | 1  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0   |
| Framlingham  | 0.4%  | 1   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 9.1%   | 1   |
| Harleston  | 0.9%  | 2   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 18.2%  | 2   |
| Health and Fitness at Kersey<br>Mill, Kersey, Ipswich  | 0.4%  | 1   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 4.0%   | 1  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0   |
| Hintlesham   | 0.4%  | 1   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 6.3%  | 1  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0   |
| Leavenheath, Colchester                                | 0.4%  | 1   | 0.0%   | 0  | 0.0%   | 0  | 4.2%   | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0   |
| Long Stratton  | 0.9%  | 2   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 4.2%   | 1  | 9.1%   | 1   |
| Lowestoft  | 0.4%  | 1   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 9.1%   | 1   |
| Nedging-with-Naughton                                  | 0.4%  | 1   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 4.0%   | 1  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0   |
| Norwich  | 0.4%  | 1   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 4.2%   | 1  | 0.0%   | 0   |
| Rattlesden   | 0.4%  | 1   | 0.0%   | 0  | 6.7%   | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0   |
| Stradbroke   | 1.8%  | 4   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 8.3%   | 2  | 18.2%  | 2   |
| The Gainsborough Health Club & Spa, Cavendish, Sudbury | 0.4%  | 1   | 5.0%   | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0   |
| West Bergholt  | 0.4%  | 1   | 5.0%   | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0   |
| Witham   | 0.4%  | 1   | 5.0%   | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0   |
| Woodbridge   | 0.4%  | 1   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 4.0%   | 1  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0   |
| Woolpit  | 0.9%  | 2   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 8.7%   | 2  | 0.0%   | 0  | 0.0%   | 0   |
| Base:  |       | 225 |        | 20 |        | 15 |        | 24 |        | 19 |        | 25 |       | 16 |        | 25 |       | 23 |        | 23 |        | 24 |        | 1.1 |

|                       | Tota         | al       | Zone         | 1       | Zone  | 2     | Zone     | 3       | Zone     | 4  | Zone  | 5  | Zone  | 6  | Zone  | 7  | Zone  | 8  | Zone  | 9  | Zone 1 | 10 | Zone 1 | 11 |
|-----------------------|--------------|----------|--------------|---------|-------|-------|----------|---------|----------|----|-------|----|-------|----|-------|----|-------|----|-------|----|--------|----|--------|----|
| Q34AHow often do you  | -            |          |              |         |       | althc | lub / sp | orts fa | acility? |    |       |    |       |    |       |    |       |    |       |    |        |    |        |    |
| Those who visit gym   | / healthclui | b / spoi | rts facility | v at Q3 | ?1:   |       |          |         |          |    |       |    |       |    |       |    |       |    |       |    |        |    |        |    |
| Once a week           | 81.4%        | 188      | 90.0%        | 18      | 82.4% | 14    | 70.8%    | 17      | 84.2%    | 16 | 74.1% | 20 | 87.5% | 14 | 80.0% | 20 | 78.3% | 18 | 82.6% | 19 | 87.5%  | 21 | 84.6%  | 11 |
| Once a fortnight      | 3.9%         | 9        | 5.0%         | 1       | 0.0%  | 0     | 4.2%     | 1       | 0.0%     | 0  | 0.0%  | 0  | 6.3%  | 1  | 4.0%  | 1  | 8.7%  | 2  | 8.7%  | 2  | 4.2%   | 1  | 0.0%   | 0  |
| Once a month          | 6.5%         | 15       | 0.0%         | 0       | 0.0%  | 0     | 16.7%    | 4       | 5.3%     | 1  | 18.5% | 5  | 0.0%  | 0  | 8.0%  | 2  | 8.7%  | 2  | 4.3%  | 1  | 0.0%   | 0  | 0.0%   | 0  |
| Once every two months | 2.6%         | 6        | 0.0%         | 0       | 5.9%  | 1     | 4.2%     | 1       | 0.0%     | 0  | 3.7%  | 1  | 0.0%  | 0  | 8.0%  | 2  | 4.3%  | 1  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Once every six months | 2.6%         | 6        | 0.0%         | 0       | 0.0%  | 0     | 0.0%     | 0       | 5.3%     | 1  | 3.7%  | 1  | 6.3%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 8.3%   | 2  | 7.7%   | 1  |
| Once a year           | 0.0%         | 0        | 0.0%         | 0       | 0.0%  | 0     | 0.0%     | 0       | 0.0%     | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Less often            | 0.4%         | 1        | 0.0%         | 0       | 0.0%  | 0     | 0.0%     | 0       | 5.3%     | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  |
| (Don't know / varies) | 2.6%         | 6        | 5.0%         | 1       | 11.8% | 2     | 4.2%     | 1       | 0.0%     | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 4.3%  | 1  | 0.0%   | 0  | 7.7%   | 1  |
| Base:                 |              | 231      |              | 20      |       | 17    |          | 24      |          | 19 |       | 27 |       | 16 |       | 25 |       | 23 |       | 23 |        | 24 |        | 13 |

|   |       |     |       |    |       |    |       |    |          | F      | or C     | arte   | er Jo     | nas   |       |    |        |    |        |    |         |    |         |    | February 2015 |
|---|-------|-----|-------|----|-------|----|-------|----|----------|--------|----------|--------|-----------|-------|-------|----|--------|----|--------|----|---------|----|---------|----|---------------|
|   | Tota  | ıl  | Zone  | 1  | Zone  | 2  | Zone  | 3  | Zone     | 4      | Zone     | 5      | Zone      | e 6   | Zone  | 7  | Zone 8 | 3  | Zone 9 |    | Zone 10 | 0  | Zone 11 | -  |               |
| Q35 Where do you or me<br>Those who visit the the                     |       | •   |       |    |       |    |       |    | eatre, w | atch a | a concer | t or v | vatch liv | /e mu | sic?  |    |        |    |        |    |         |    |         |    |               |
| Colchester Theatretrain, Oak  | 0.9%  | 4   | 0.0%  | 0  | 0.0%  | 0  | 2.4%  | 1  | 4.3%     | 2      | 0.0%     | 0      | 2.0%      | 1     | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0  | 0.0%    | 0  |               |
| Tree Centre Ipswich Film Theatre, Corn Exchange, King Street, Ipswich | 1.5%  | 7   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%     | 0      | 2.3%     | 1      | 0.0%      | 0     | 2.1%  | 1  | 0.0%   | 0  | 0.0%   | 0  | 9.3%    | 4  | 2.6%    | 1  |               |
| Ipswich Regent, 3 Saint<br>Helen's Street, Ipswich                    | 6.1%  | 28  | 4.3%  | 2  | 2.8%  | 1  | 0.0%  | 0  | 4.3%     | 2      | 4.7%     | 2      | 16.3%     | 8     | 10.4% | 5  | 16.0%  | 4  | 4.9%   | 2  | 4.7%    | 2  | 0.0%    | 0  |               |
| New Wolsey Theatre, Civic<br>Drive, Ipswich                           | 13.1% | 60  | 0.0%  | 0  | 2.8%  | 1  | 9.8%  | 4  | 0.0%     | 0      | 51.2%    | 22     | 24.5%     | 12    | 31.3% | 15 | 12.0%  | 3  | 0.0%   | 0  | 4.7%    | 2  | 2.6%    | 1  |               |
| Regal Theatre, Ipswich<br>Street, Stowmarket                          | 2.4%  | 11  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%     | 0      | 2.3%     | 1      | 6.1%      | 3     | 4.2%  | 2  | 12.0%  | 3  | 4.9%   | 2  | 0.0%    | 0  | 0.0%    | 0  |               |
| The Corn Exchange, King<br>Street, Ipswich                            | 0.9%  | 4   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%     | 0      | 0.0%     | 0      | 2.0%      | 1     | 2.1%  | 1  | 4.0%   | 1  | 0.0%   | 0  | 2.3%    | 1  | 0.0%    | 0  |               |
| The Quay (Theatre), Quay<br>Lane, Sudbury                             | 5.5%  | 25  | 4.3%  | 2  | 2.8%  | 1  | 17.1% | 7  | 29.8%    | 14     | 2.3%     | 1      | 0.0%      | 0     | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0  | 0.0%    | 0  |               |
| Bury St Edmunds   | 20.8% | 95  | 21.7% | 10 | 61.1% | 22 | 17.1% | 7  | 14.9%    | 7      | 7.0%     | 3      | 4.1%      | 2     | 6.3%  | 3  | 12.0%  | 3  | 78.0%  | 32 | 14.0%   | 6  | 0.0%    | 0  |               |
| Cambridge   | 0.4%  | 2   | 4.3%  | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%     | 0      | 0.0%     | 0      | 0.0%      | 0     | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0  | 0.0%    | 0  |               |
| Colchester  | 4.6%  | 21  | 23.9% | 11 | 0.0%  | 0  | 7.3%  | 3  | 0.0%     | 0      | 4.7%     | 2      | 8.2%      | 4     | 2.1%  | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0  | 0.0%    | 0  |               |
| Halstead  | 0.2%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 2.4%  | 1  | 0.0%     | 0      | 0.0%     | 0      | 0.0%      | 0     | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0  | 0.0%    | 0  |               |
| Haverhill   | 0.4%  | 2   | 2.2%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%     | 0      | 0.0%     | 0      | 0.0%      | 0     | 0.0%  | 0  | 0.0%   | 0  | 2.4%   | 1  | 0.0%    | 0  | 0.0%    | 0  |               |
| Ipswich   | 6.3%  | 29  | 6.5%  | 3  | 2.8%  | 1  | 12.2% | 5  | 4.3%     | 2      | 9.3%     | 4      | 12.2%     | 6     | 4.2%  | 2  | 8.0%   | 2  | 2.4%   | 1  | 4.7%    | 2  | 2.6%    | 1  |               |
| Long Melford  | 0.2%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 2.1%     | 1      | 0.0%     | 0      | 0.0%      | 0     | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0  | 0.0%    | 0  |               |
| Sudbury   | 0.7%  | 3   | 2.2%  | 1  | 0.0%  | 0  | 2.4%  | 1  | 2.1%     | 1      | 0.0%     | 0      | 0.0%      | 0     | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0  | 0.0%    | 0  |               |
| Brighton  | 0.2%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%     | 0      | 0.0%     | 0      | 2.0%      | 1     | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0  | 0.0%    | 0  |               |
| Bungay  | 0.2%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%     | 0      | 0.0%     | 0      | 0.0%      | 0     | 2.1%  | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0  | 0.0%    | 0  |               |
| Diss  | 0.7%  | 3   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%     | 0      | 0.0%     | 0      | 0.0%      | 0     | 2.1%  | 1  | 0.0%   | 0  | 0.0%   | 0  | 2.3%    | 1  | 2.6%    | 1  |               |
| Framlingham   | 0.2%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%     | 0      | 0.0%     | 0      | 0.0%      | 0     | 2.1%  | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0  | 0.0%    | 0  |               |
| Lowestoft   | 0.2%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%     | 0      | 0.0%     | 0      | 0.0%      | 0     | 0.0%  | 0  | 0.0,0  | 0  | 0.0%   | 0  | 0.0%    | 0  | 2.6%    | 1  |               |
| Metfield  | 0.2%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%     | 0      | 0.0%     | 0      | 0.0,0     | 0     | 0.0%  | 0  |        | 0  | 0.0%   | 0  | 0.0%    | 0  | 2.6%    | 1  |               |
| Norwich   | 9.0%  | 41  | 0.0%  | 0  | 5.6%  | 2  | 0.0%  | 0  | 0.0%     | 0      | 0.0%     | 0      |           | 0     | 2.1%  | 1  | 4.0%   | 1  | 2.4%   | 1  | 34.9%   |    | 55.3%   | 21 |               |
| Sir John Mills Theatre,<br>Gatacre Road, Ipswich                      | 0.2%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%     | 0      | 0.0%     | 0      | 0.0%      | 0     | 2.1%  | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0  | 0.0%    | 0  |               |
| Snape   | 0.2%  | 1   | 0.0%  | 0  |       | 0  | 0.0%  | 0  |          | 0      |          | 0      | 0.0%      | 0     | 0.0%  | 0  |        | 0  | 0.0%   | 0  | 2.3%    | 1  | 0.0%    | 0  |               |
| West End / Central London   | 23.9% | 109 | 30.4% | 14 | 22.2% | 8  | 29.3% | 12 | 38.3%    | 18     | 16.3%    | 7      | 22.4%     | 11    | 25.0% | 12 | 32.0%  | 8  | 2.4%   | 1  | 20.9%   | 9  | 23.7%   | 9  |               |
| Woodbridge  | 0.9%  | 4   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%     | 0      | 0.0%     | 0      | 0.0%      | 0     | 2.1%  | 1  | 0.0%   | 0  | 2.4%   | 1  | 0.0%    | 0  | 5.3%    | 2  |               |
| Base:   |       | 457 |       | 46 |       | 36 |       | 41 |          | 47     |          | 43     |           | 49    |       | 48 |        | 25 |        | 41 |         | 43 |         | 38 |               |

|  |   |   |                                |                         |                |  |                         |       |   | _  | 01 0          | ui u    | .1 00                                  | iius                                    |                                 |         |   |         |                                  |        |   |     |              |   | rebluary 2013 |
|--|---|---|--------------------------------|-------------------------|----------------|--|-------------------------|-------|---|--|---------------|---------|--|---|---------------------------------|---------|---|---------|----------------------------------|--------|---|-----|--------------|---|---------------|
|  | Tota  | 1   | Zone                           | 1                       | Zone           | 2                                      | Zone                    | 3     | Zone  | 4  | Zone          | : 5     | Zone                                   | 6                                       | Zone                            | 7       | Zone  | 8       | Zone 9                           | )      | Zone 1                                  | 10  | Zone 1       | 1   |               |
| Q35AHow often do you o   | •   |   |                                |                         | ,              |  | n a cond                | ert o | watch I   | ive m  | nusic?        |         |  |   |                                 |         |   |         |                                  |        |   |     |              |   |               |
| Once a week Once a fortnight Once a month Once every two months Once every six months Once a year Less often (Don't know / varies) Base: | 0.8%<br>1.5%<br>7.5%<br>27.4%<br>41.6%<br>13.8%<br>2.7%<br>4.6% | 4<br>7<br>36<br>131<br>199<br>66<br>13<br>22<br>478 | 4.1%<br>4.1%<br>32.7%<br>42.9% | 2<br>2<br>16<br>21<br>6 | 35.1%<br>56.8% | 0<br>1<br>0<br>13<br>21<br>2<br>0<br>0 | 26.8%<br>43.9%<br>14.6% | 18    | 4.1%<br>2.0%<br>6.1%<br>26.5%<br>44.9%<br>10.2%<br>4.1%<br>2.0% | 2<br>1<br>3<br>13<br>22<br>5<br>2<br>1<br>49 | 40.9%<br>9.1% |         | 1.9%<br>7.7%<br>23.1%<br>48.1%<br>7.7% | 1<br>4<br>12<br>25<br>4<br>3<br>2<br>52 | 28.0%<br>40.0%<br>16.0%<br>2.0% |         | 0.0%<br>7.7%<br>23.1%<br>42.3%<br>23.1%<br>0.0%<br>3.8% | 6<br>11 | 11.9%<br>23.8%<br>23.8%<br>16.7% |        | 2.1%<br>4.2%<br>25.0%<br>43.8%<br>18.8% |     |              | 0<br>0<br>7<br>9<br>12<br>9<br>2<br>1<br>40 |               |
| Q36 Where do you or m<br>Those who visit museu   |   |   |                                |                         |                |  |                         |       |   |  |               | ce of I | nistorica                              | al / cu                                 | ıltural in                      | iterest | t?  |         |                                  |        |   |     |              |   |               |
| Ipswich Museum<br>Moyse's Hall Museum,<br>Cornhill, Bury St<br>Edmunds   | 10.3%<br>1.9%   | 32<br>6   | 4.3%<br>0.0%                   | 1 0                     | 0.0%<br>13.8%  | 0<br>4                                 | 0.0%<br>0.0%            | 0     | 2.9%<br>0.0%  | 1 0  | 24.1%<br>0.0% | 7<br>0  | 21.7%<br>0.0%                          | 10<br>0                                 | 32.0%<br>0.0%                   | 8       |   | 0       | 0.0%<br>9.1%                     | 0<br>2 | 20.0%<br>0.0%                           | 5 0 | 0.0%<br>0.0% | 0   |               |
| Museum Of East Anglian<br>Life, Iliffe Way,<br>Stowmarket  | 4.5%  | 14  | 0.0%                           | 0                       | 0.0%           | 0                                      | 0.0%                    | 0     | 0.0%  | 0  | 6.9%          | 2       | 2.2%                                   | 1                                       | 0.0%                            | 0       | 26.9%   | 7       | 13.6%                            | 3      | 4.0%                                    | 1   | 0.0%         | 0   |               |
| Norfolk and Suffolk<br>Aviation Museum   | 0.6%  | 2   | 0.0%                           | 0                       | 0.0%           | 0                                      | 0.0%                    | 0     | 0.0%  | 0  | 0.0%          | 0       | 2.2%                                   | 1                                       | 0.0%                            | 0       | 0.0%  | 0       | 0.0%                             | 0      | 4.0%                                    | 1   | 0.0%         | 0   |               |
| Bramford   | 0.6%  | 2   | 4.3%                           | 1                       | 3.4%           | 1                                      | 0.0%                    | 0     | 0.0%  | 0  | 0.0%          | 0       | 0.0%                                   | 0                                       | 0.0%                            | 0       | 0.0%  | 0       | 0.0%                             | 0      | 0.0%                                    | 0   | 0.0%         | 0   |               |
| Bury St Edmunds  | 5.1%  | 16  | 0.0%                           | 0                       | 10.3%          | 3                                      | 4.2%                    | 1     | 5.9%  | 2  | 0.0%          | 0       | 0.0%                                   | 0                                       | 0.0%                            | 0       | 11.5%   | 3       | 18.2%                            | 4      | 4.0%                                    | 1   | 6.9%         | 2   |               |
| Cambridge  | 5.1%  | 16  | 17.4%                          | 4                       | 10.3%          | 3                                      | 4.2%                    | 1     | 2.9%  | 1  | 3.4%          | 1       | 0.0%                                   | 0                                       |                                 | 0       |   | 0       | 18.2%                            | 4      | 8.0%                                    | 2   | 0.0%         | 0   |               |
| Colchester   | 6.7%  | 21  | 17.4%                          | 4                       | 0.0%           | 0                                      | 12.5%                   | 3     | 8.8%  | 3  | 3.4%          | 1       | 19.6%                                  | 9                                       | 0.0%                            | 0       | 0.0%  | 0       | 0.0%                             | 0      | 4.0%                                    | 1   | 0.0%         | 0   |               |
| Ipswich  | 6.7%  | 21  | 0.0%                           | 0                       |                | 0                                      | 4.2%                    | 1     | 0.0%  | 0  |               | 3       |  | 9                                       |                                 | 4       |   | 1       | 4.5%                             | 1      | 8.0%                                    | 2   | 0.0%         | 0   |               |
| Lavenham   | 0.6%  | 2   |                                | 0                       |                | 0                                      | 8.3%                    | 2     | 0.0%  | 0  | 0.0%          | 0       |  | 0                                       |                                 | 0       |   | 0       | 0.0%                             | 0      | 0.0%                                    | 0   | 0.0%         | 0   |               |
| Long Melford   | 0.3%  | 1   | 0.0%                           | 0                       | 3.4%           | 1                                      | 0.0%                    | 0     | 0.0%  | 0  | 0.0%          | 0       |  | 0                                       |                                 | 0       |   | 0       | 0.0%                             | 0      | 0.0%                                    | 0   | 0.0%         | Ö   |               |
| Stowmarket   | 1.3%  | 4   | 0.0%                           | 0                       |                | 1                                      | 0.0%                    | 0     | 0.0%  | 0  | 0.0%          | 0       | 0.0%                                   | 0                                       | 0.0%                            | 0       |   | 1       | 0.0%                             | 0      | 4.0%                                    | 1   | 3.4%         | 1   |               |
| Sudbury  | 1.0%  | 3   | 0.0%                           | 0                       |                | 0                                      | 8.3%                    | 2     | 2.9%  | 1  | 0.0%          | 0       | 0.0%                                   | 0                                       |                                 | 0       |   | 0       | 0.0%                             | 0      | 0.0%                                    | 0   | 0.0%         | 0   |               |
| Abroad   | 1.0%  | 3   | 4.3%                           | 1                       | 3.4%           | 1                                      | 0.0%                    | 0     | 0.0%  | 0  | 0.0%          | 0       | 0.0%                                   | 0                                       | 0.0%                            | 0       |   | 0       | 4.5%                             | 1      | 0.0%                                    | 0   | 0.0%         | 0   |               |
| Chester-le-Street  | 0.3%  | 1   | 0.0%                           | 0                       | 0.0%           | 0                                      | 4.2%                    | 1     | 0.0%  | 0  | 0.0%          | 0       | 0.0%                                   | 0                                       |                                 | 0       |   | 0       | 0.0%                             | 0      | 0.0%                                    | 0   | 0.0%         | 0   |               |
| Norwich  | 6.1%  | 19  | 4.3%                           | 1                       | 0.0%           | 0                                      | 4.2%                    | 1     | 0.0%  | 0  | 0.0%          | 0       | 4.3%                                   | 2                                       | 0.0%                            | 0       |   | 2       | 4.5%                             | 1      | 8.0%                                    | 2   | 34.5%        | 10  |               |
|  |   |   |                                | -                       |                | 0                                      |                         |       |   |  |               | 0       |  | _                                       |                                 |         |   | 0       |                                  | 0      |   |     |              | 10  |               |
| Portsmouth   | 0.3%  | 1   | 0.0%                           | 0                       | 0.0%           |  | 0.0%                    | 0     | 0.0%  | 0  | 0.0%          | -       | 0.0%                                   | 0                                       |                                 | 0       |   | 1       | 0.0%                             | -      | 0.0%                                    | 0   | 3.4%         | 0   |               |
| Ross-on-Wye  | 0.3%  | 1   | 0.0.0                          | 0                       |                | 0                                      | 0.0%                    | 0     | 0.0%  | 0  | 0.0%          | 0       |  | 0                                       | 0.0,0                           | 0       |   |         | 0.0%                             | 0      | 0.0%                                    | 0   | 0.0%         |   |               |
| Salisbury  | 0.3%  | 1   | 0.0%                           | 0                       | 3.4%           | 1                                      | 0.0%                    | 0     | 0.0%  | 0  | 0.0%          | 0       | 0.0%                                   | 0                                       |                                 | 0       |   | 0       | 0.0%                             | 0      | 0.0%                                    | 0   | 0.0%         | 0   |               |
| Snape  | 0.3%  | 1   | 0.0%                           | 0                       |                | 0                                      | 0.0%                    | 0     | 0.0%  | 0  | 0.0%          | 0       | 0.0%                                   | 0                                       | ,.                              | 0       |   | 0       | 0.0%                             | 0      | 0.0%                                    | 0   | 3.4%         | 1   |               |
| West End / Central London  | 45.8%   | 143   | 47.8%                          | 11                      |                | 14                                     | 50.0%                   |       | 76.5%   |  | 51.7%         | 15      |  | 14                                      |                                 |         | 42.3%   | 11      | 22.7%                            | 5      | 36.0%                                   | 9   | 48.3%        | 14  |               |
| York   | 0.6%  | 2   | 0.0%                           | 0                       | 0.0%           | 0                                      | 0.0%                    | 0     | 0.0%  | 0  | 0.0%          | 0       | 0.0%                                   | 0                                       | 4.0%                            | 1       | 0.0%  | 0       | 4.5%                             | 1      | 0.0%                                    | 0   | 0.0%         | 0   |               |
| Base:  |   | 312   |                                | 23                      |                | 29                                     |                         | 24    |   | 34   |               | 29      |  | 46                                      |                                 | 25      |   | 26      |                                  | 22     |   | 25  |              | 29  |               |

|   | Tota  | ıl  | Zone  | 1  | Zone  | 2  | Zone  | 3  | Zone  | 4      | Zone      | 5       | Zone     | 6  | Zone  | 7  | Zone  | 8  | Zone 9 | 9  | Zone 1 | .0 | Zone 1 | 1  |
|---|-------|-----|-------|----|-------|----|-------|----|-------|--------|-----------|---------|----------|----|-------|----|-------|----|--------|----|--------|----|--------|----|
| Q36AHow often do you<br>Those who visit mus | -     |     |       |    |       |    |       | -  |       | istori | cal / cul | tural i | interest | ?  |       |    |       |    |        |    |        |    |        |    |
| Once a week                                 | 0.5%  | 2   | 0.0%  | 0  | 3.0%  | 1  | 0.0%  | 0  | 0.0%  | 0      | 0.0%      | 0       | 0.0%     | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 2.7%   | 1  | 0.0%   | 0  |
| Once a fortnight                            | 1.3%  | 5   | 3.0%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0      | 0.0%      | 0       | 2.0%     | 1  | 0.0%  | 0  | 3.1%  | 1  | 0.0%   | 0  | 5.4%   | 2  | 0.0%   | 0  |
| Once a month                                | 9.1%  | 35  | 12.1% | 4  | 21.2% | 7  | 13.9% | 5  | 7.9%  | 3      | 6.3%      | 2       | 0.0%     | 0  | 0.0%  | 0  | 6.3%  | 2  | 16.7%  | 5  | 10.8%  | 4  | 9.4%   | 3  |
| Once every two months                       | 22.8% | 88  | 27.3% | 9  | 24.2% | 8  | 25.0% | 9  | 21.1% | 8      | 28.1%     | 9       | 28.6%    | 14 | 23.5% | 8  | 18.8% | 6  | 16.7%  | 5  | 8.1%   | 3  | 28.1%  | 9  |
| Once every six months                       | 38.6% | 149 | 21.2% | 7  | 33.3% | 11 | 36.1% | 13 | 44.7% | 17     | 43.8%     | 14      | 44.9%    | 22 | 35.3% | 12 | 46.9% | 15 | 33.3%  | 10 | 43.2%  | 16 | 37.5%  | 12 |
| Once a year                                 | 18.7% | 72  | 24.2% | 8  | 12.1% | 4  | 11.1% | 4  | 23.7% | 9      | 18.8%     | 6       | 14.3%    | 7  | 29.4% | 10 | 21.9% | 7  | 16.7%  | 5  | 18.9%  | 7  | 15.6%  | 5  |
| Less often                                  | 5.7%  | 22  | 12.1% | 4  | 0.0%  | 0  | 11.1% | 4  | 2.6%  | 1      | 0.0%      | 0       | 8.2%     | 4  | 2.9%  | 1  | 0.0%  | 0  | 3.3%   | 1  | 10.8%  | 4  | 9.4%   | 3  |
| (Don't know / varies)                       | 3.4%  | 13  | 0.0%  | 0  | 6.1%  | 2  | 2.8%  | 1  | 0.0%  | 0      | 3.1%      | 1       | 2.0%     | 1  | 8.8%  | 3  | 3.1%  | 1  | 13.3%  | 4  | 0.0%   | 0  | 0.0%   | 0  |
| Base:                                       |       | 386 |       | 33 |       | 33 |       | 36 |       | 38     |           | 32      |          | 49 |       | 34 |       | 32 |        | 30 |        | 37 |        | 32 |

|  | Total        | l       | Zone 1 |   | Zone 2 | 2  | Zone 3 | 3 | Zone 4 | 4  | Zone         | 5  | Zone 6        |    | Zone 7       | ,  | Zone 8 |    | Zone 9 |   | Zone 10 | 0  | Zone 11      |   |  |
|--|--------------|---------|--------|---|--------|----|--------|---|--------|----|--------------|----|---------------|----|--------------|----|--------|----|--------|---|---------|----|--------------|---|--|
| Q37 Where do you or members of your household normally go to a pub / bar / nightclub / music venue?  Those who visit pub / bars / nightclub / music venue at Q31: AND Excl Nulls |              |         |        |   |        |    |        |   |        |    |              |    |               |    |              |    |        |    |        |   |         |    |              |   |  |
| Braintree  | Ü            |         | 2.9%   | 1 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0%         | 0  | 2.4%          | 1  | 0.0%         | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%    | 0  | 0.0%         | 0 |  |
| Bramford   | 0.5%<br>0.7% | 2       | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0%         | 0  | 0.0%          | 0  | 0.0%<br>7.7% | 3  | 0.0%   | 0  | 0.0%   | 0 | 0.0%    | 0  | 0.0%         | 0 |  |
| Brantham   | 0.7%         | 1       | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0%         | 0  | 2.4%          | 1  | 0.0%         | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%    | 0  | 0.0%         | 0 |  |
| Bury St Edmunds  | 10.4%        | 44      | 0.0%   | - | 45.0%  | 18 | 2.1%   | 1 | 2.4%   | 1  | 2.4%         | 1  | 0.0%          | 0  | 0.0%         | 0  | 2.4%   | 1  | 45.5%  |   | 17.6%   | 6  | 3.1%         | 1 |  |
| Colchester   | 1.7%         | 7       | 2.9%   | 1 | 0.0%   | 0  | 6.4%   | 3 | 2.4%   | 1  | 0.0%         | 0  | 4.9%          | 2  | 0.0%         | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%    | 0  | 0.0%         | 0 |  |
| Copdock Mill   | 0.2%         | 1       | 0.0%   | 0 | 0.0%   | 0  | 0.4%   | 0 | 0.0%   | 0  | 0.0%         | 0  | 2.4%          | 1  | 0.0%         | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%    | 0  | 0.0%         | 0 |  |
| Debenham   | 1.2%         | 5       | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0%         | 0  | 0.0%          | 0  | 12.8%        | 5  | 0.0%   | 0  | 0.0%   | 0 | 0.0%    | 0  | 0.0%         | 0 |  |
| Dedham   | 0.7%         | 3       | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0%         | 0  | 7.3%          | 3  | 0.0%         | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%    | 0  | 0.0%         | 0 |  |
| lye  | 2.8%         | 12      | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0%         | 0  | 0.0%          | 0  | 0.0%         | 0  | 0.0%   | 0  | 0.0%   | 0 | 35.3%   | 12 | 0.0%         | 0 |  |
| Freat Conard   | 0.5%         | 2       | 0.0%   | 0 | 0.0%   | 0  | 4.3%   | 2 | 0.0%   | 0  | 0.0%         | 0  | 0.0%          | 0  | 0.0%         | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%    | 0  | 0.0%         | 0 |  |
| Iadleigh   | 7.8%         | 33      | 0.0%   | 0 | 0.0%   | 0  | 2.1%   | 1 | 0.0%   | 0  | 78.0%        | 32 | 0.0%          | 0  | 0.0%         | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%    | 0  | 0.0%         | 0 |  |
| C  | 0.2%         | 33<br>1 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0  |              | 0  | 0.0%          | 0  | 0.0%         | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%    | 0  |              | 1 |  |
| Ialstead<br>Iaverhill  | 0.2%         | 1       | 2.9%   | 1 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0%<br>0.0% | 0  | 0.0%          | 0  | 0.0%         | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%    | 0  | 3.1%<br>0.0% | 0 |  |
|  | 0.2%<br>8.7% | 37      | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 |        |    |              | 5  |               |    |              |    |        | 5  | 0.0%   | 0 |         | 0  |              | 1 |  |
| oswich   |              | 8       | 2.9%   | 1 |        | 3  |        | 4 | 0.0%   | 0  | 12.2%        | 0  | 34.1%<br>0.0% | 14 | 30.8%        | 12 | 11.9%  | 0  |        | 0 | 0.0%    |    | 3.1%         | 0 |  |
| avenham  | 1.9%         |         |        | 1 | 7.5%   |    | 8.5%   | 7 | 0.0%   | 0  | 0.0%         | 0  |               |    | 0.0%         |    | 0.0%   |    | 0.0%   | - | 0.0%    | 0  | 0.0%         | * |  |
| ong Melford  | 3.8%         | 16      |        | 8 | 2.5%   | 1  | 14.9%  |   | 0.0%   | 0  | 0.0%         |    | 0.0%          | 0  | 0.0%         | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%    | 0  | 0.0%         | 0 |  |
| anningtree   | 1.4%         | 6       | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0%         | 0  | 14.6%         | 6  | 0.0%         | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%    | 0  | 0.0%         | 0 |  |
| eedham   | 0.2%         | 1       | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0%         | 0  | 0.0%          | 0  | 0.0%         | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%    | 0  | 3.1%         | 1 |  |
| eedham Market  | 0.9%         | 4       | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0  | 2.4%         | 1  | 0.0%          | 0  | 7.7%         | 3  | 0.0%   | 0  | 0.0%   | 0 | 0.0%    | 0  | 0.0%         | 0 |  |
| towmarket  | 10.1%        | 43      | 0.0%   | 0 | 5.0%   | 2  | 0.0%   | 0 | 0.0%   | 0  | 2.4%         | 1  | 0.0%          | 0  | 7.7%         |    | 78.6%  | 33 | 9.1%   | 3 | 2.9%    | 1  | 0.0%         | 0 |  |
| udbury   | 17.2%        | 73      |        | 9 | 7.5%   | 3  | 48.9%  |   | 92.7%  | 38 | 0.0%         | 0  | 0.0%          | 0  | 0.0%         | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%    | 0  | 0.0%         | 0 |  |
| cton   | 0.2%         | 1       | 0.0%   | 0 | 0.0%   | 0  | 2.1%   | 1 | 0.0%   | 0  | 0.0%         | 0  | 0.0%          | 0  | 0.0%         | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%    | 0  | 0.0%         | 0 |  |
| Aldham   | 0.2%         | 1       | 2.9%   | 1 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0%         | 0  | 0.0%          | 0  | 0.0%         | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%    | 0  | 0.0%         | 0 |  |
| Sacton   | 0.2%         | 1       | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0%         | 0  | 0.0%          | 0  | 0.0%         | 0  | 2.4%   | 1  | 0.0%   | 0 | 0.0%    | 0  | 0.0%         | 0 |  |
| Sadingham  | 0.2%         | 1       | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0%         | 0  | 0.0%          | 0  | 0.0%         | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%    | 0  | 3.1%         | 1 |  |
| arham  | 0.2%         | 1       | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0%         | 0  | 0.0%          | 0  | 2.6%         | 1  | 0.0%   | 0  | 0.0%   | 0 | 0.0%    | 0  | 0.0%         | 0 |  |
| entley   | 0.7%         | 3       | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0%         | 0  | 7.3%          | 3  | 0.0%         | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%    | 0  | 0.0%         | 0 |  |
| eyton  | 0.2%         | 1       | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0%         | 0  | 0.0%          | 0  | 0.0%         | 0  | 0.0%   | 0  | 3.0%   | 1 | 0.0%    | 0  | 0.0%         | 0 |  |
| otesdale   | 0.5%         | 2       | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0%         | 0  | 0.0%          | 0  | 0.0%         | 0  | 0.0%   | 0  | 0.0%   | 0 | 5.9%    | 2  | 0.0%         | 0 |  |
| oxford   | 0.5%         | 2       | 0.0%   | 0 | 0.0%   | 0  | 4.3%   | 2 | 0.0%   | 0  | 0.0%         | 0  | 0.0%          | 0  | 0.0%         | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%    | 0  | 0.0%         | 0 |  |
| radfield St. George  | 0.2%         | 1       | 0.0%   | 0 | 2.5%   | 1  | 0.0%   | 0 | 0.0%   | 0  | 0.0%         | 0  | 0.0%          | 0  | 0.0%         | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%    | 0  | 0.0%         | 0 |  |
| rockley  | 0.2%         | 1       | 0.0%   | 0 | 2.5%   | 1  | 0.0%   | 0 | 0.0%   | 0  | 0.0%         | 0  | 0.0%          | 0  | 0.0%         | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%    | 0  | 0.0%         | 0 |  |
| ungay  | 0.2%         | 1       | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0%         | 0  | 0.0%          | 0  | 0.0%         | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%    | 0  | 3.1%         | 1 |  |
| ambridge   | 0.2%         | 1       | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 2.4%   | 1  | 0.0%         | 0  | 0.0%          | 0  | 0.0%         | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%    | 0  | 0.0%         | 0 |  |
| entral London  | 0.2%         | 1       | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0%         | 0  | 0.0%          | 0  | 2.6%         | 1  | 0.0%   | 0  | 0.0%   | 0 | 0.0%    | 0  | 0.0%         | 0 |  |
| nelmondiston   | 0.2%         | 1       | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0%         | 0  | 2.4%          | 1  | 0.0%         | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%    | 0  | 0.0%         | 0 |  |
| helmsford  | 0.2%         | 1       | 2.9%   | 1 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0%         | 0  | 0.0%          | 0  | 0.0%         | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%    | 0  | 0.0%         | 0 |  |
| hevington  | 0.2%         | 1       | 0.0%   | 0 | 2.5%   | 1  | 0.0%   | 0 | 0.0%   | 0  | 0.0%         | 0  | 0.0%          | 0  | 0.0%         | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%    | 0  | 0.0%         | 0 |  |
| lare   | 0.2%         | 1       | 2.9%   | 1 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0%         | 0  | 0.0%          | 0  | 0.0%         | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%    | 0  | 0.0%         | 0 |  |
| laydon   | 0.2%         | 1       | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0%         | 0  | 0.0%          | 0  | 2.6%         | 1  | 0.0%   | 0  | 0.0%   | 0 | 0.0%    | 0  | 0.0%         | 0 |  |
| ockfield   | 0.5%         | 2       | 0.0%   | 0 | 5.0%   | 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 |  |
| oddenham   | 0.2%         | 1       | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0%         | 0  | 0.0%          | 0  | 2.6%         | 1  | 0.0%   | 0  | 0.0%   | 0 | 0.0%    | 0  | 0.0%         | 0 |  |
| olne Engaine   | 0.2%         | 1       | 2.9%   | 1 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0%         | 0  | 0.0%          | 0  | 0.0%         | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%    | 0  | 0.0%         | 0 |  |
| Cotton   | 0.2%         | 1       | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0%         | 0  | 0.0%          | 0  | 0.0%         | 0  | 2.4%   | 1  | 0.0%   | 0 | 0.0%    | 0  | 0.0%         | 0 |  |

|                                    |              | _ 0_ 001001 |         |     |              |     |              |    |              |    |              |    |              | residury 2012 |              |    |              |    |              |    |              |    |              |    |  |
|------------------------------------|--------------|-------------|---------|-----|--------------|-----|--------------|----|--------------|----|--------------|----|--------------|---------------|--------------|----|--------------|----|--------------|----|--------------|----|--------------|----|--|
|                                    | Tota         | ıl          | Zon     | e 1 | Zone         | 2   | Zone 3       | 3  | Zone         | 4  | Zone         | 5  | Zone         | 6             | Zone '       | 7  | Zone         | 8  | Zone 9       | )  | Zone 1       | 0  | Zone 1       | 1  |  |
|                                    |              |             |         |     |              |     |              |    |              |    |              |    |              |               |              |    |              |    |              |    |              |    |              |    |  |
| Dennington                         | 0.5%         | 2           |         | 0   |              | 0   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0             |              | 1  | 0.0%         | 0  | 0.0%         | 0  |              | 0  | 3.1%         | 1  |  |
| Diss                               | 1.7%         | 7           |         | 0   |              | 0   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0             |              | 0  | 0.0%         | 0  | 0.0%         |    | 17.6%        | 6  | 3.1%         | 1  |  |
| Earl Soham                         | 0.2%         | 1           |         | 0   |              | 0   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0             |              | 1  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  |  |
| Earls Colne                        | 0.5%         | 2           |         | 2   |              | 0   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0             |              | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  |  |
| East Bergholt                      | 0.7%         | 3           |         | 0   |              | 0   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 7.3%         | 3             | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  |  |
| Elmswell                           | 0.5%         | 2           |         | 0   |              | 0 2 | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0             | 0.0%         | 0  | 0.0%         | 0  | 6.1%         | 2  | 0.0%<br>0.0% | 0  | 0.0%         | 0  |  |
| Felsham<br>Fordham, Cambridgeshire | 0.5%<br>0.2% | 1           |         | 1   | 5.0%<br>0.0% | 0   | 0.0%<br>0.0% | 0  | 0.0%<br>0.0% | 0  | 0.0%<br>0.0% | 0  | 0.0%<br>0.0% | 0             | 0.0%<br>0.0% | 0  | 0.0%<br>0.0% | 0  | 0.0%<br>0.0% | 0  | 0.0%         | 0  | 0.0%<br>0.0% | 0  |  |
| Framlingham                        | 0.2%         | 1           |         | 0   |              | 0   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0             |              | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 3.1%         | 1  |  |
| Fressingfield                      | 0.5%         | 2           |         | 0   |              | 0   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0             | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 6.3%         | 2  |  |
| Glemsford                          | 1.2%         |             | 5 14.7% | 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  | 0.3%         | 0  |  |
| Great Finborough                   | 0.2%         | 1           |         | 0   |              | 0   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0             | 0.0%         | 0  | 2.4%         | 1  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  |  |
| Groton                             | 0.2%         | 1           |         | 0   |              | 0   | 2.1%         | 1  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0             | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  |  |
| Harleston                          | 0.2%         | 2           |         | 0   |              | 0   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0             | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 12.5%        | 4  |  |
| Hessett                            | 0.2%         | 1           | 0.070   | 0   |              | 0   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0             |              | 0  | 0.0%         | 0  | 3.0%         | 1  | 0.0%         | 0  | 0.0%         | 0  |  |
| Hintlesham                         | 0.2%         | 1           |         | 0   |              | 0   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 2.4%         | 1             | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  |  |
| Holbrook                           | 0.2%         | 1           |         | 0   |              | 0   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 2.4%         | 1             | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  |  |
| Holton                             | 0.2%         | 1           |         | 0   |              | 0   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0             |              | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 3.1%         | 1  |  |
| Hoxne                              | 0.5%         | 2           |         | 0   |              | 0   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0             |              | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 6.3%         | 2  |  |
| Kersey                             | 0.2%         | 1           |         | 0   |              | 0   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 2.4%         | 1             | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  |  |
| Lawshall                           | 0.5%         | 2           |         | 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%         | ő  |  |
| Laxfield                           | 0.2%         | 1           |         | 0   |              | 0   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0             | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 3.1%         | 1  |  |
| Leavenheath                        | 0.5%         | 2           | 0.0%    | 0   | 0.0%         | 0   | 4.3%         | 2  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0             | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  |  |
| Mendham                            | 0.2%         | 1           |         | 0   | 0.0%         | 0   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0             | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 3.1%         | 1  |  |
| Monks Eleigh                       | 0.2%         | 1           | 0.0%    | 0   | 0.0%         | 0   | 0.0%         | 0  | 0.0%         | 0  | 2.4%         | 1  | 0.0%         | 0             | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  |  |
| North Walsham                      | 0.2%         | 1           | 0.0%    | 0   | 0.0%         | 0   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0             | 0.0%         | 0  | 0.0%         | 0  | 3.0%         | 1  | 0.0%         | 0  | 0.0%         | 0  |  |
| Norton                             | 0.9%         | 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  | 12.1%        | 4  | 0.0%         | 0  | 0.0%         | 0  |  |
| Norwich                            | 2.1%         | 9           | 0.0%    | 0   | 0.0%         | 0   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0             | 5.1%         | 2  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 21.9%        | 7  |  |
| Rattlesden                         | 0.5%         | 2           | 0.0%    | 0   | 5.0%         | 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  |  |
| Redgrave                           | 0.2%         | 1           | 0.0%    | 0   | 0.0%         | 0   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0             | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 2.9%         | 1  | 0.0%         | 0  |  |
| Rickinghall                        | 0.9%         | 4           | 0.0%    | 0   | 0.0%         | 0   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0             | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 11.8%        | 4  | 0.0%         | 0  |  |
| Shotley                            | 0.2%         | 1           |         | 0   |              | 0   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 2.4%         | 1             | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  |  |
| Sicklesmere                        | 0.5%         | 2           | 0.0%    | 0   | 5.0%         | 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  |  |
| Southwold                          | 0.2%         | 1           | 0.070   | 0   |              | 0   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0             | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 3.1%         | 1  |  |
| Stradbroke                         | 0.9%         | 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  | 12.5%        | 4  |  |
| Stratford St. Mary                 | 0.2%         | 1           | 0.070   | 0   |              | 0   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 2.4%         | 1             | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  |  |
| Stutton                            | 0.2%         | 1           | 0.0%    | 0   |              | 0   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0             |              | 1  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  |  |
| Tharston                           | 0.5%         | 2           |         | 0   |              | 0   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0             | 0.0,0        | 0  | 0.0%         | 0  | 6.1%         | 2  | 0.0%         | 0  | 0.0%         | 0  |  |
| Tostock                            | 0.7%         | 3           |         | 0   |              | 0   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0             |              | 0  | 0.0%         | 0  | 9.1%         | 3  | 0.0%         | 0  | 0.0%         | 0  |  |
| Waldringfield                      | 0.2%         | 1           |         | 0   |              | 0   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 2.4%         | 1             | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  |  |
| Washbrook                          | 0.2%         | 1           | 0.070   | 0   |              | 0   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0             |              | 1  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  |  |
| West Bergholt                      | 0.2%         | 1           |         | 1   | 0.0%         | 0   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0             |              | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  |  |
| Woodbridge                         | 0.9%         | 4           |         | 0   |              | 0   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0             |              | 3  | 0.0%         | 0  | 0.0%         | 0  | 2.9%         | 1  | 0.0%         | 0  |  |
| Woolpit                            | 0.2%         | 1           |         | 0   |              | 0   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0             | 0.0%         | 0  | 0.0%         | 0  | 3.0%         | 1  | 0.0%         | 0  | 0.0%         | 0  |  |
| Yaxley                             | 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  | 2.9%         | 1  | 0.0%         | 0  |  |
| Base:                              |              | 424         | ļ.      | 34  |              | 40  |              | 47 |              | 41 |              | 41 |              | 41            |              | 39 |              | 42 |              | 33 |              | 34 |              | 32 |  |

|  | Tota  | ıl  | Zone  | 1  | Zone  | 2     | Zone     | 3     | Zone 4 |    | Zone 5 | 5  | Zone  | 6  | Zone ' | 7  | Zone  | 3  | Zone 9 | )  | Zone 1 | .0 | Zone 1 | L  |  |
|--|-------|-----|-------|----|-------|-------|----------|-------|--------|----|--------|----|-------|----|--------|----|-------|----|--------|----|--------|----|--------|----|--|
| Q37AHow often do you  Those who visit pub/ | •     |     |       | •  |       | night | club / m | nusic | venue? |    |        |    |       |    |        |    |       |    |        |    |        |    |        |    |  |
| Once a week                                | 31.9% | 152 | 32.4% | 12 | 40.0% | 16    | 35.4%    | 17    | 33.3%  | 14 | 42.2%  | 19 | 30.4% | 14 | 33.3%  | 15 | 24.4% | 11 | 24.4%  | 10 | 22.9%  | 11 | 32.5%  | 13 |  |
| Once a fortnight                           | 19.9% | 95  | 16.2% | 6  | 32.5% | 13    | 16.7%    | 8     | 21.4%  | 9  | 24.4%  | 11 | 21.7% | 10 | 15.6%  | 7  | 28.9% | 13 | 7.3%   | 3  | 27.1%  | 13 | 5.0%   | 2  |  |
| Once a month                               | 30.0% | 143 | 24.3% | 9  | 12.5% | 5     | 35.4%    | 17    | 35.7%  | 15 | 24.4%  | 11 | 21.7% | 10 | 31.1%  | 14 | 31.1% | 14 | 43.9%  | 18 | 33.3%  | 16 | 35.0%  | 14 |  |
| Ince every two months                      | 10.5% | 50  | 10.8% | 4  | 12.5% | 5     | 8.3%     | 4     | 9.5%   | 4  | 2.2%   | 1  | 13.0% | 6  | 13.3%  | 6  | 11.1% | 5  | 17.1%  | 7  | 8.3%   | 4  | 10.0%  | 4  |  |
| nce every six months                       | 4.4%  | 21  | 8.1%  | 3  | 0.0%  | 0     | 4.2%     | 2     | 0.0%   | 0  | 4.4%   | 2  | 4.3%  | 2  | 4.4%   | 2  | 2.2%  | 1  | 4.9%   | 2  | 4.2%   | 2  | 12.5%  | 5  |  |
| nce a year                                 | 0.6%  | 3   | 0.0%  | 0  | 2.5%  | 1     | 0.0%     | 0     | 0.0%   | 0  | 2.2%   | 1  | 2.2%  | 1  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |  |
| ess often                                  | 0.4%  | 2   | 5.4%  | 2  | 0.0%  | 0     | 0.0%     | 0     | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |  |
| Don't know / varies)                       | 2.3%  | 11  | 2.7%  | 1  | 0.0%  | 0     | 0.0%     | 0     | 0.0%   | 0  | 0.0%   | 0  | 6.5%  | 3  | 2.2%   | 1  | 2.2%  | 1  | 2.4%   | 1  | 4.2%   | 2  | 5.0%   | 2  |  |
| Base:                                      |       | 477 |       | 37 |       | 40    |          | 48    |        | 42 |        | 45 |       | 46 |        | 45 |       | 45 |        | 41 |        | 48 |        | 40 |  |

|  |       |     |       |    |         |        |           |       |        |    |       |    |        |    |       |    |        |    |        |    |        |    |         |    | 1 cordary 2010 |
|--|-------|-----|-------|----|---------|--------|-----------|-------|--------|----|-------|----|--------|----|-------|----|--------|----|--------|----|--------|----|---------|----|----------------|
|  | Tota  | ıl  | Zone  | 1  | Zone    | 2      | Zone 3    | 3     | Zone 4 | ı  | Zone  | 5  | Zone 6 | •  | Zone  | 7  | Zone 8 | 3  | Zone 9 |    | Zone 1 | 0  | Zone 11 | 1  |                |
| Q38 Where do you or<br>Those who visit res |       | •   |       |    | normall | y go t | o a resta | auran | t?     |    |       |    |        |    |       |    |        |    |        |    |        |    |         |    |                |
| Braintree                                  | 0.6%  | 4   | 4.8%  | 3  | 0.0%    | 0      | 0.0%      | 0     | 1.3%   | 1  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0  |                |
| Bramford                                   | 0.3%  | 2   | 0.0%  | 0  | 0.0%    | 0      | 0.0%      | 0     | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 3.0%  | 2  |        | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0  |                |
| Bury St Edmunds                            | 21.5% | 153 | 3.2%  | 2  | 69.4%   | 50     | 12.7%     | 9     | 9.1%   | 7  | 5.0%  | 3  | 0.0%   | 0  | 3.0%  | 2  | 24.5%  | 13 | 79.4%  | 50 | 29.6%  | 16 | 1.7%    | 1  |                |
| Colchester                                 | 2.4%  | 17  | 9.5%  | 6  | 0.0%    | 0      | 4.2%      | 3     | 0.0%   | 0  | 1.7%  | 1  | 8.1%   | 6  | 1.5%  | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0  |                |
| Copdock Mill                               | 0.3%  | 2   | 0.0%  | 0  | 0.0%    | 0      | 0.0%      | 0     | 0.0%   | 0  | 0.0%  | 0  | 2.7%   | 2  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0  |                |
| Debenham                                   | 0.6%  | 4   | 0.0%  | 0  | 0.0%    | 0      | 0.0%      | 0     | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 4.5%  | 3  | 0.0%   | 0  | 0.0%   | 0  | 1.9%   | 1  | 0.0%    | 0  |                |
| Dedham                                     | 0.4%  | 3   | 0.0%  | 0  | 0.0%    | 0      | 0.0%      | 0     | 0.0%   | 0  | 0.0%  | 0  | 4.1%   | 3  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0  |                |
| Eye  | 2.5%  | 18  | 0.0%  | 0  | 0.0%    | 0      | 0.0%      | 0     | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 3.0%  | 2  | 0.0%   | 0  | 0.0%   | 0  | 25.9%  | 14 | 3.3%    | 2  |                |
| Great Conard                               | 0.1%  | 1   | 0.0%  | 0  | 0.0%    | 0      | 1.4%      | 1     | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0  |                |
| Hadleigh                                   | 5.3%  | 38  | 0.0%  | 0  | 0.0%    | 0      | 2.8%      | 2     | 0.0%   | 0  | 56.7% | 34 | 2.7%   | 2  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0  |                |
| Halstead                                   | 0.6%  | 4   | 3.2%  | 2  | 0.0%    | 0      | 0.0%      | 0     | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 1.6%   | 1  | 0.0%   | 0  | 1.7%    | 1  |                |
| Haverhill                                  | 0.4%  | 3   | 4.8%  | 3  | 0.0%    | 0      | 0.0%      | 0     | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0  |                |
| Ipswich                                    | 14.4% | 103 | 0.0%  | 0  | 0.0%    | 0      | 0.0%      | 0     | 2.6%   | 2  | 23.3% | 14 | 47.3%  | 35 | 47.0% | 31 | 22.6%  | 12 | 4.8%   | 3  | 3.7%   | 2  | 6.7%    | 4  |                |
| Lavenham                                   | 2.2%  | 16  | 3.2%  | 2  | 5.6%    | 4      | 7.0%      | 5     | 1.3%   | 1  | 5.0%  | 3  | 1.4%   | 1  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0  |                |
| Long Melford                               | 4.1%  | 29  | 11.1% | 7  | 2.8%    | 2      | 14.1%     | 10    | 11.7%  | 9  | 1.7%  | 1  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0  |                |
| Manningtree                                | 1.1%  | 8   | 0.0%  | 0  | 0.0%    | 0      | 0.0%      | 0     | 0.0%   | 0  | 0.0%  | 0  | 10.8%  | 8  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0  |                |
| Needham                                    | 0.3%  | 2   | 0.0%  | 0  | 0.0%    | 0      | 0.0%      | 0     | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 1.5%  | 1  | 1.9%   | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0  |                |
| Needham Market                             | 0.4%  | 3   | 0.0%  | 0  | 0.0%    | 0      | 0.0%      | 0     | 0.0%   | 0  | 1.7%  | 1  | 0.0%   | 0  | 1.5%  | 1  | 1.9%   | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0  |                |
| Stowmarket                                 | 5.5%  | 39  | 0.0%  | 0  | 1.4%    | 1      | 0.0%      | 0     | 0.0%   | 0  | 1.7%  | 1  | 0.0%   | 0  | 12.1% | 8  | 45.3%  | 24 | 6.3%   | 4  | 1.9%   | 1  | 0.0%    | 0  |                |
| Sudbury                                    | 17.0% | 121 | 36.5% | 23 | 4.2%    | 3      | 52.1%     | 37    | 74.0%  | 57 | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 1.9%   | 1  | 0.0%    | 0  |                |
| Abroad                                     | 0.1%  | 1   | 0.0%  | 0  | 1.4%    | 1      | 0.0%      | 0     | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0  |                |
| Aldeburgh                                  | 0.1%  | 1   | 0.0%  | 0  | 0.0%    | 0      | 0.0%      | 0     | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 1.5%  | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0  |                |
| Assington                                  | 0.1%  | 1   | 1.6%  | 1  | 0.0%    | 0      | 0.0%      | 0     | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0  |                |
| Badingham                                  | 0.1%  | 1   | 0.0%  | 0  | 0.0%    | 0      | 0.0%      | 0     | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 1.7%    | 1  |                |
| Basildon                                   | 0.1%  | 1   | 1.6%  | 1  | 0.0%    | 0      | 0.0%      | 0     | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0  |                |
| Beccles                                    | 0.3%  | 2   | 0.0%  | 0  | 0.0%    | 0      | 0.0%      | 0     | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 3.3%    | 2  |                |
| Beyton                                     | 0.1%  | 1   | 0.0%  | 0  | 1.4%    | 1      | 0.0%      | 0     | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0  |                |
| Bildeston                                  | 0.1%  | 1   | 0.0%  | 0  | 0.0%    | 0      | 0.0%      | 0     | 0.0%   | 0  | 1.7%  | 1  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0  |                |
| Boxford                                    | 0.1%  | 1   | 0.0%  | 0  | 0.0%    | 0      | 0.0%      | 0     | 0.0%   | 0  | 1.7%  | 1  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0  |                |
| Bradfield St. Clare                        | 0.1%  | 1   | 0.0%  | 0  | 1.4%    | 1      | 0.0%      | 0     | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0  |                |
| Bungay                                     | 0.1%  | 1   | 0.0%  | 0  | 0.0%    | 0      | 0.0%      | 0     | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 1.7%    | 1  |                |
| Cambridge                                  | 0.1%  | 1   | 1.6%  | 1  | 0.0%    | 0      | 0.0%      | 0     | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0  |                |
| Cavendish                                  | 0.3%  | 2   | 3.2%  | 2  | 0.0%    | 0      | 0.0%      | 0     | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  |        | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0  |                |
| Central London                             | 0.8%  | 6   | 0.0%  | 0  | 1.4%    | 1      | 0.0%      | 0     | 0.0%   | 0  | 0.0%  | 0  | 2.7%   | 2  | 0.0%  | 0  | 0.0%   | 0  | 1.6%   | 1  | 1.9%   | 1  | 1.7%    | 1  |                |
| Chelmondiston                              | 0.1%  | 1   | 0.0%  | 0  | 0.0%    | 0      | 0.0%      | 0     | 0.0%   | 0  | 0.0%  | 0  | 1.4%   | 1  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0  |                |
| Clare                                      | 0.3%  | 2   | 3.2%  | 2  | 0.0%    | 0      | 0.0%      | 0     | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0  |                |
| Claydon                                    | 0.3%  | 2   | 0.0%  | 0  | 0.0%    | 0      | 0.0%      | 0     | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 3.0%  | 2  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0  |                |
| Cockfield                                  | 0.3%  | 2   | 0.0%  | 0  | 1.4%    | 1      | 1.4%      | 1     | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0  |                |
| Colne Engaine                              | 0.1%  | 1   | 1.6%  | 1  | 0.0%    | 0      | 0.0%      | 0     | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0  |                |
| Cotton                                     | 0.1%  | 1   | 0.0%  | 0  | 0.0%    | 0      | 0.0%      | 0     | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  |        | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0  |                |
| Diss                                       | 4.3%  | 31  | 0.0%  | 0  | 0.0%    | 0      | 0.0%      | 0     | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 4.5%  | 3  | 1.9%   | 1  | 0.0%   | 0  | 27.8%  | 15 | 20.0%   | 12 |                |
| Earls Colne                                | 0.4%  | 3   | 4.8%  | 3  | 0.0%    | 0      | 0.0%      | 0     | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0  |                |
| East Bergholt                              | 0.3%  | 2   | 0.0%  | 0  | 0.0%    | 0      | 0.0%      | 0     | 0.0%   | 0  | 0.0%  | 0  | 2.7%   | 2  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0  |                |
| Elmswell                                   | 0.3%  | 2   | 0.0%  | 0  | 0.0%    | 0      | 0.0%      | 0     | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 3.2%   | 2  | 0.0%   | 0  | 0.0%    | 0  |                |

|                     | Total | l   | Zone 1 | 1  | Zone 2 | 2  | Zone 3 | 3  | Zone 4 | 1  | Zone | 5  | Zone | 6  | Zone | 7  | Zone 8 | 3  | Zone 9 | )  | Zone 1 | 0  | Zone 1 | 1  |  |
|---------------------|-------|-----|--------|----|--------|----|--------|----|--------|----|------|----|------|----|------|----|--------|----|--------|----|--------|----|--------|----|--|
| Felixstowe          | 0.3%  | 2   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0% | 0  | 1.4% | 1  | 1.5% | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |  |
| Felsham             | 0.1%  | 1   | 0.0%   | 0  | 1.4%   | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |        | 0  |  |
| Framlingham         | 0.1%  | ĵ   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0% | 0  | 0.0% | 0  | 1.5% | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | ő  |  |
| Fressingfield       | 0.1%  | 1   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |        | 1  |  |
| Glemsford           | 0.1%  | 1   | 1.6%   | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |  |
| Great Yarmouth      | 0.3%  | 2   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 1.9%   | 1  | 1.7%   | 1  |  |
| Halesworth          | 0.1%  | 1   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 1.7%   | 1  |  |
| Harleston           | 1.5%  | 11  | 0.0%   | 0  | 2.8%   | 2  | 0.0%   | 0  | 0.0%   | 0  | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |        | 9  |  |
| Hintlesham          | 0.1%  | 1   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0% | 0  | 1.4% | 1  | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |  |
| Holbrook            | 0.1%  | 1   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0% | 0  | 1.4% | 1  | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |  |
| Kedington           | 0.1%  | 1   | 1.6%   | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |  |
| Kersey              | 0.1%  | 1   | 0.0%   | 0  | 0.0%   | 0  | 1.4%   | 1  | 0.0%   | 0  | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |  |
| Kesgrave            | 0.1%  | 1   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0% | 0  | 1.4% | 1  | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |  |
| Lawshall            | 0.1%  | 1   | 0.0%   | 0  | 1.4%   | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |  |
| Leavenheath         | 0.1%  | 1   | 0.0%   | 0  | 0.0%   | 0  | 1.4%   | 1  | 0.0%   | 0  | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |  |
| Little Waldingfield | 0.1%  | 1   | 0.0%   | 0  | 1.4%   | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |  |
| Lowestoft           | 0.1%  | 1   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 1.7%   | 1  |  |
| Melton              | 0.1%  | 1   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0% | 0  | 1.4% | 1  | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |        | 0  |  |
| Monks Eleigh        | 0.1%  | 1   | 0.0%   | 0  | 0.0%   | 0  | 1.4%   | 1  | 0.0%   | 0  | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |  |
| North Walsham       | 0.3%  | 2   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  | 0.0%   | 0  | 1.6%   | 1  | 0.0%   | 0  |        | 1  |  |
| Norwich             | 2.2%  | 16  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0% | 0  | 0.0% | 0  | 1.5% | 1  | 0.0%   | 0  | 0.0%   | 0  | 1.9%   | 1  | 23.3%  | 14 |  |
| Pin Mill            | 0.1%  | 1   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0% | 0  | 1.4% | 1  | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |        | 0  |  |
| Rattlesden          | 0.1%  | 1   | 0.0%   | 0  | 1.4%   | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |        | 0  |  |
| Rede                | 0.1%  | 1   | 0.0%   | 0  | 1.4%   | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |  |
| Shepreth            | 0.1%  | 1   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 1.7%   | 1  |  |
| Shotley             | 0.3%  | 2   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0% | 0  | 2.7% | 2  | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |  |
| Sicklesmere         | 0.1%  | 1   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  | 0.0%   | 0  | 1.6%   | 1  | 0.0%   | 0  | 0.0%   | 0  |  |
| Snape               | 0.1%  | 1   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0% | 0  | 1.4% | 1  | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |  |
| Southwold           | 0.3%  | 2   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0% | 0  | 1.4% | 1  | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 1.7%   | 1  |  |
| Stradbroke          | 0.3%  | 2   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 3.3%   | 2  |  |
| Stutton             | 0.1%  | 1   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0% | 0  | 1.4% | 1  | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |  |
| Thetford            | 0.1%  | 1   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |        | 1  |  |
| Thorndon            | 0.1%  | 1   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 1.9%   | 1  | 0.0%   | 0  |  |
| Tuddenham           | 0.1%  | 1   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0% | 0  | 0.0% | 0  | 1.5% | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |  |
| West Bergholt       | 0.3%  | 2   | 3.2%   | 2  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |  |
| Woodbridge          | 1.1%  | 8   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0% | 0  | 1.4% | 1  | 7.6% | 5  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 3.3%   | 2  |  |
| Base:               |       | 713 |        | 63 |        | 72 |        | 71 |        | 77 |      | 60 |      | 74 |      | 66 |        | 53 |        | 63 |        | 54 |        | 60 |  |

|   | Tota  | al  | Zone     | 1       | Zone 2   | 2  | Zone 3 | 3  | Zone 4 | 1  | Zone  | 5  | Zone  | 6  | Zone '  | 7  | Zone  | 8  | Zone 9 | 9  | Zone 1 | 10 | Zone 1 | 11 |
|---|-------|-----|----------|---------|----------|----|--------|----|--------|----|-------|----|-------|----|---------|----|-------|----|--------|----|--------|----|--------|----|
| Q38AHow often do you  Those who visit resta | -     |     | nold vis | it a re | staurant | ?  |        |    |        |    |       |    |       |    |         |    |       |    |        |    |        |    |        |    |
| Once a week                                 | 18.5% | 151 | 14.9%    | 11      | 8.1%     | 6  | 26.3%  | 20 | 24.1%  | 19 | 30.0% | 21 | 12.6% | 11 | 1 17.7% | 14 | 21.3% | 13 | 16.0%  | 12 | 17.9%  | 12 | 16.4%  | 12 |
| Once a fortnight                            | 18.8% | 153 | 13.5%    | 10      | 20.3%    | 15 | 19.7%  | 15 | 22.8%  | 18 | 14.3% | 10 | 23.0% | 20 | 17.7%   | 14 | 23.0% | 14 | 16.0%  | 12 | 23.9%  | 16 | 12.3%  | 9  |
| Once a month                                | 32.3% | 263 | 28.4%    | 21      | 39.2%    | 29 | 35.5%  | 27 | 30.4%  | 24 | 37.1% | 26 | 21.8% | 19 | 30.4%   | 24 | 31.1% | 19 | 30.7%  | 23 | 26.9%  | 18 | 45.2%  | 33 |
| Once every two months                       | 18.2% | 148 | 27.0%    | 20      | 23.0%    | 17 | 7.9%   | 6  | 16.5%  | 13 | 15.7% | 11 | 25.3% | 22 | 2 20.3% | 16 | 11.5% | 7  | 21.3%  | 16 | 13.4%  | 9  | 15.1%  | 11 |
| Once every six months                       | 8.7%  | 71  | 12.2%    | 9       | 9.5%     | 7  | 7.9%   | 6  | 5.1%   | 4  | 1.4%  | 1  | 12.6% | 11 | 10.1%   | 8  | 9.8%  | 6  | 9.3%   | 7  | 10.4%  | 7  | 6.8%   | 5  |
| Once a year                                 | 0.4%  | 3   | 0.0%     | 0       | 0.0%     | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 2.3%  | 2  | 2 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 1.4%   | 1  |
| Less often                                  | 0.6%  | 5   | 1.4%     | 1       | 0.0%     | 0  | 1.3%   | 1  | 0.0%   | 0  | 0.0%  | 0  | 1.1%  | 1  | 0.0%    | 0  | 0.0%  | 0  | 0.0%   | 0  | 3.0%   | 2  | 0.0%   | 0  |
| (Don't know / varies)                       | 2.6%  | 21  | 2.7%     | 2       | 0.0%     | 0  | 1.3%   | 1  | 1.3%   | 1  | 1.4%  | 1  | 1.1%  | 1  | 3.8%    | 3  | 3.3%  | 2  | 6.7%   | 5  | 4.5%   | 3  | 2.7%   | 2  |
| Base:                                       |       | 815 |          | 74      |          | 74 |        | 76 |        | 79 |       | 70 |       | 87 | 7       | 79 |       | 61 |        | 75 |        | 67 |        | 73 |

|  |               |          |              |    |               |         |              |        |              | _      |               |    |        |    |               |    |              |        |               |    |                |        |        |        | , |
|--|---------------|----------|--------------|----|---------------|---------|--------------|--------|--------------|--------|---------------|----|--------|----|---------------|----|--------------|--------|---------------|----|----------------|--------|--------|--------|---|
|  | Total         | 1        | Zone         | 1  | Zone          | 2       | Zone         | 3      | Zone         | 4      | Zone          | 5  | Zone 6 | 5  | Zone 7        |    | Zone 8       | 1      | Zone 9        |    | Zone 1         | 0      | Zone 1 | 1      |   |
| Q39 Where do you or me<br>Those who partake in fa                        |               | •        |              |    |               | _       |              | y ente | ertainme     | ent?   |               |    |        |    |               |    |              |        |               |    |                |        |        |        |   |
| Bowlsworld, Ipswich<br>Bury Bowl, The Autopark,                          | 8.5%<br>12.8% | 18<br>27 | 0.0%<br>0.0% | 0  | 0.0%<br>52.2% | 0<br>12 | 3.8%<br>7.7% | 1 2    | 0.0%<br>0.0% | 0<br>0 | 12.5%<br>0.0% | 2  |        | 3  | 33.3%<br>0.0% | 4  | 6.7%<br>6.7% | 1<br>1 | 0.0%<br>40.0% |    | 23.8%<br>23.8% | 5<br>5 |        | 2<br>1 |   |
| Eastgate Street, Bury St.<br>Edmunds                                     |               |          |              |    |               |         |              |        |              |        |               |    |        |    |               |    |              |        |               |    |                |        |        |        |   |
| Demon Xtreme Sports, D7<br>Cowdray Centre, Cowdray<br>Avenue, Colchester | 0.9%          | 2        | 0.0%         | 0  | 0.0%          | 0       | 0.0%         | 0      | 4.2%         | 1      | 0.0%          | 0  | 5.3%   | 1  | 0.0%          | 0  | 0.0%         | 0      | 0.0%          | 0  | 0.0%           | 0      | 0.0%   | 0      |   |
| Namco Fun Scape Ltd,<br>Sproughton Road, Ipswich                         | 5.2%          | 11       | 0.0%         | 0  | 0.0%          | 0       | 0.0%         | 0      | 0.0%         | 0      | 6.3%          | 1  | 10.5%  | 2  | 33.3%         | 4  | 20.0%        | 3      | 0.0%          | 0  | 4.8%           | 1      | 0.0%   | 0      |   |
| Rollerworld, Eastgate<br>Industrial Estate Moorside,<br>Colchester       | 1.4%          | 3        | 5.0%         | 1  | 0.0%          | 0       | 7.7%         | 2      | 0.0%         | 0      | 0.0%          | 0  | 0.0%   | 0  | 0.0%          | 0  | 0.0%         | 0      | 0.0%          | 0  | 0.0%           | 0      | 0.0%   | 0      |   |
| Tenpin Colchester  | 6.6%          | 14       | 25.0%        | 5  | 0.0%          | 0       | 3.8%         | 1      | 12.5%        | 3      | 0.0%          | 0  | 26.3%  | 5  | 0.0%          | 0  | 0.0%         | 0      | 0.0%          | 0  | 0.0%           | 0      | 0.0%   | 0      |   |
| Braintree  | 1.9%          | 4        | 20.0%        | 4  | 0.0%          | 0       | 0.0%         | 0      | 0.0%         | 0      | 0.0%          | 0  | 0.0%   | 0  | 0.0%          | 0  | 0.0%         | 0      | 0.0%          | 0  | 0.0%           | 0      | 0.0%   | 0      |   |
| Bury St Edmunds  | 6.6%          | 14       | 5.0%         | 1  | 13.0%         | 3       | 3.8%         | 1      | 0.0%         | 0      | 0.0%          | 0  | 0.0%   | 0  | 0.0%          | 0  | 0.0%         | 0      | 40.0%         | 6  | 9.5%           | 2      | 5.0%   | 1      |   |
| Colchester   | 0.5%          | 1        | 5.0%         | 1  | 0.0%          | 0       | 0.0%         | 0      | 0.0%         | 0      | 0.0%          | 0  | 0.0%   | 0  | 0.0%          | 0  | 0.0%         | 0      | 0.0%          | 0  | 0.0%           | 0      | 0.0%   | 0      |   |
| Debenham   | 0.5%          | 1        | 0.0%         | 0  | 0.0%          | 0       | 0.0%         | 0      | 0.0%         | 0      | 0.0%          | 0  | 0.0%   | 0  | 0.0%          | 0  | 0.0%         | 0      | 0.0%          | 0  | 4.8%           | 1      | 0.0%   | 0      |   |
| Ipswich  | 16.6%         | 35       | 0.0%         | 0  | 4.3%          | 1       | 3.8%         | 1      | 0.0%         | 0      | 43.8%         | 7  | 42.1%  | 8  | 0.0%          | 0  | 60.0%        | 9      | 13.3%         | 2  | 23.8%          | 5      | 10.0%  | 2      |   |
| Stowmarket   | 2.4%          | 5        | 0.0%         | 0  | 8.7%          | 2       | 0.0%         | 0      | 0.0%         | 0      | 0.0%          | 0  | 0.0%   | 0  | 8.3%          | 1  | 6.7%         | 1      | 6.7%          | 1  | 0.0%           | 0      | 0.0%   | 0      |   |
| Sudbury  | 21.8%         | 46       | 35.0%        | 7  | 8.7%          | 2       | 57.7%        | 15     | 75.0%        | 18     | 25.0%         | 4  | 0.0%   | 0  | 0.0%          | 0  | 0.0%         | 0      | 0.0%          | 0  | 0.0%           | 0      | 0.0%   | 0      |   |
| Central London   | 0.5%          | 1        | 0.0%         | 0  | 0.0%          | 0       | 3.8%         | 1      | 0.0%         | 0      | 0.0%          | 0  | 0.0%   | 0  | 0.0%          | 0  | 0.0%         | 0      | 0.0%          | 0  | 0.0%           | 0      | 0.0%   | 0      |   |
| Chelmsford   | 0.5%          | 1        | 0.0%         | 0  | 0.0%          | 0       | 0.0%         | 0      | 4.2%         | 1      | 0.0%          | 0  | 0.0%   | 0  | 0.0%          | 0  | 0.0%         | 0      | 0.0%          | 0  | 0.0%           | 0      | 0.0%   | 0      |   |
| Edinburgh  | 0.5%          | 1        | 0.0%         | 0  | 4.3%          | 1       | 0.0%         | 0      | 0.0%         | 0      | 0.0%          | 0  | 0.0%   | 0  | 0.0%          | 0  | 0.0%         | 0      | 0.0%          | 0  | 0.0%           | 0      | 0.0%   | 0      |   |
| Great Whelnetham   | 0.5%          | 1        | 0.0%         | 0  | 4.3%          | 1       | 0.0%         | 0      | 0.0%         | 0      | 0.0%          | 0  | 0.0%   | 0  | 0.0%          | 0  | 0.0%         | 0      | 0.0%          | 0  | 0.0%           | 0      | 0.0%   | 0      |   |
| King Pin, Gloster Road,<br>Martlesham Heath,                             | 0.5%          | 1        | 0.0%         | 0  | 0.0%          | 0       | 0.0%         | 0      | 0.0%         | 0      | 0.0%          | 0  | 0.0%   | 0  | 0.0%          | 0  | 0.0%         | 0      | 0.0%          | 0  | 4.8%           | 1      | 0.0%   | 0      |   |
| Ipswich<br>Martlesham  | 1.9%          | 4        | 0.0%         | 0  | 0.0%          | 0       | 0.00/        | 0      | 0.0%         | 0      | 0.00/         | 0  | 0.00/  | 0  | 16.7%         | 2  | 0.0%         | 0      | 0.0%          | 0  | 0.0%           | 0      | 10.0%  | 2      |   |
|  | 6.2%          | •        |              | 0  |               | 0       | 0.0%         | 0      |              | -      | 0.00          | -  | 0.0%   |    |               | 0  |              | -      |               | 0  |                | 1      |        | 2      |   |
| Norwich<br>Sman shton  |               | 13       | 0.0%         | 0  | 0.0%          | 0       | 0.0%         | 0      | 0.0%         | 0      |               | 0  | 0.0%   | 0  |               | 1  | 0.0%         | 0      | 0.0%          | 0  | 4.8%           | 1      | 60.0%  | 12     |   |
| Sproughton   | 1.4%          | -        | 0.0%         | 0  | 0.0%          | 0       | 0.0%         | 0      | 0.0%         | 0      |               | 2  | 0.0%   | 0  | 0.00          | 1  | 0.0%         | 0      | 0.0%          | 0  | 0.0%           | 0      |        | 0      |   |
| Strikes, Byford Road,<br>Sudbury   | 2.4%          | 5        | 5.0%         | 1  | 4.3%          | 1       | 7.7%         | 2      | 4.2%         | 1      | 0.0%          | 0  | 0.0%   | 0  | 0.0%          | 0  | 0.0%         | 0      | 0.0%          | 0  | 0.0%           | 0      | 0.0%   | 0      |   |
| Base:  |               | 211      |              | 20 |               | 23      |              | 26     |              | 24     |               | 16 |        | 19 |               | 12 |              | 15     |               | 15 |                | 21     |        | 20     |   |
|  |               |          |              |    |               |         |              |        |              |        |               |    |        |    |               |    |              |        |               |    |                |        |        |        |   |

|  | Total | l   | Zone 1 | 1  | Zone 2    | 2      | Zone 3    |       | Zone 4     |       | Zone 5    |     | Zone 6 | í  | Zone 7 | •  | Zone 8 | 1   | Zone 9 |      | Zone 10 | 0  | Zone 1 | 1  |
|--|-------|-----|--------|----|-----------|--------|-----------|-------|------------|-------|-----------|-----|--------|----|--------|----|--------|-----|--------|------|---------|----|--------|----|
| Q39AHow often do you<br>Those who partake is | •     |     |        |    | •         | tertai | nment?    |       |            |       |           |     |        |    |        |    |        |     |        |      |         |    |        |    |
| Once a week                                  | 4.8%  | 11  | 0.0%   | 0  | 8.7%      | 2      | 0.0%      | 0     | 11.5%      | 3     | 5.6%      | 1   | 9.1%   | 2  | 7.7%   | 1  | 0.0%   | 0   | 6.3%   | 1    | 0.0%    | 0  | 3.8%   | 1  |
| Once a fortnight                             | 3.9%  | 9   | 0.0%   | 0  | 0.0%      | 0      | 7.4%      | 2     | 0.0%       | 0     | 0.0%      | 0   | 4.5%   | 1  | 7.7%   | 1  | 12.5%  | 2   | 0.0%   | 0    | 4.5%    | 1  | 7.7%   | 2  |
| Once a month                                 | 13.9% | 32  | 13.6%  | 3  | 8.7%      | 2      | 14.8%     | 4     | 15.4%      | 4     | 16.7%     | 3   | 13.6%  | 3  | 23.1%  | 3  | 12.5%  | 2   | 25.0%  | 4    | 4.5%    | 1  | 11.5%  | 3  |
| Once every two months                        | 26.0% | 60  | 31.8%  | 7  | 26.1%     | 6      | 33.3%     | 9     | 26.9%      | 7     | 16.7%     | 3   | 22.7%  | 5  | 15.4%  | 2  | 43.8%  | 7   | 18.8%  | 3 3  | 31.8%   | 7  | 15.4%  | 4  |
| Once every six months                        | 28.6% | 66  | 27.3%  | 6  | 26.1%     | 6      | 33.3%     | 9     | 26.9%      | 7     | 44.4%     | 8   | 13.6%  | 3  | 38.5%  | 5  | 25.0%  | 4   | 25.0%  | 4 1  | 18.2%   | 4  | 38.5%  | 10 |
| Once a year                                  | 14.7% | 34  | 13.6%  | 3  | 30.4%     | 7      | 7.4%      | 2     | 11.5%      | 3     | 5.6%      | 1   | 22.7%  | 5  | 7.7%   | 1  | 6.3%   | 1   | 12.5%  | 2 2  | 27.3%   | 6  | 11.5%  | 3  |
| Less often                                   | 6.1%  | 14  | 9.1%   | 2  | 0.0%      | 0      | 3.7%      | 1     | 3.8%       | 1     | 11.1%     | 2   |        | 2  | 0.0%   | 0  |        | 0   | 12.5%  | 2    | 9.1%    | 2  | 7.7%   | 2  |
| (Don't know / varies)                        | 2.2%  | 5   | 4.5%   | 1  | 0.0%      | 0      | 0.0%      | 0     | 3.8%       | 1     | 0.0%      | 0   | 4.5%   | 1  | 0.0%   | 0  | 0.0%   | 0   | 0.0%   | 0    | 4.5%    | 1  | 3.8%   | 1  |
| Base:  |       | 231 |        | 22 |           | 23     |           | 27    |            | 26    |           | 18  |        | 22 |        | 13 |        | 16  |        | 16   |         | 22 |        | 26 |
| Q40 Where do you or Those who go to other    |       |     |        |    |           |        | or other  | leisu | re activit | ies r | not menti | one | d?     |    |        |    |        |     |        |      |         |    |        |    |
| Braintree                                    | 25.0% | 1   | 100.0% | 1  | 0.0%      | 0      | 0.0%      | 0     | 0.0%       | 0     | 0.0%      | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0   | 0.0%   | 0    | 0.0%    | 0  | 0.0%   | 0  |
| Bury St Edmunds                              | 25.0% | 1   | 0.0%   | 0  | 100.0%    | 1      | 0.0%      | 0     | 0.0%       | 0     | 0.0%      | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0   | 0.0%   | 0    | 0.0%    | 0  | 0.0%   | 0  |
| Eye  | 25.0% | 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 10 | 00.0%   | 1  | 0.0%   | 0  |
| Norwich                                      | 25.0% | 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 | 00.0%  | 1    | 0.0%    | 0  | 0.0%   | 0  |
| Base:  |       | 4   |        | 1  |           | 1      |           | 0     |            | 0     |           | 0   |        | 0  |        | 0  |        | 0   |        | 1    |         | 1  |        | 0  |
| Q40AHow often do you<br>Those who go to othe | •     |     |        |    | ther leis | ure a  | ctivities | not ı | nentione   | d?    |           |     |        |    |        |    |        |     |        |      |         |    |        |    |
| Once a week                                  | 60.0% | 3   | 0.0%   | 0  | 50.0%     | 1      | 0.0%      | 0     | 0.0%       | 0     | 0.0%      | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0.1 | 00.0%  | 1 10 | 00.0%   | 1  | 0.0%   | 0  |
| Once a fortnight                             | 20.0% | 1   | 0.0%   | 0  | 50.0%     | 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  |
| Once a month                                 | 20.0% | 1   | 100.0% | 1  | 0.0%      | 0      | 0.0%      | 0     | 0.0%       | 0     | 0.0%      | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0   | 0.0%   | 0    | 0.0%    | 0  | 0.0%   | 0  |
| Once every two months                        | 0.0%  | 0   | 0.0%   | 0  | 0.0%      | 0      | 0.0%      | 0     | 0.0%       | 0     | 0.0%      | 0   | 0.0%   | 0  | 0.0%   | 0  |        | 0   | 0.0%   | 0    | 0.0%    | 0  | 0.0%   | 0  |
| Once every six months                        | 0.0%  | 0   |        | 0  | 0.0%      | 0      | 0.0%      | 0     | 0.0%       | 0     | 0.0%      | 0   | 0.0%   | 0  | 0.0%   | 0  |        | 0   | 0.0%   |      | 0.0%    | 0  | 0.0%   | 0  |
| Once a year                                  | 0.0%  | 0   | 0.0%   | 0  | 0.0%      | 0      | 0.0%      | 0     | 0.0%       | 0     | 0.0%      | 0   | 0.0%   | 0  | 0.0%   | 0  |        | 0   | 0.0%   |      | 0.0%    | 0  | 0.0%   | 0  |
| Less often                                   | 0.0%  | 0   | 0.0%   | 0  | 0.0%      | 0      | 0.0%      | 0     | 0.0%       | 0     | 0.0%      | 0   | 0.0%   | 0  | 0.0%   | 0  |        | 0   | 0.0%   |      | 0.0%    | 0  | 0.0%   | 0  |
| (Don't know / varies)                        | 0.0%  | 0   | 0.0%   | 0  | 0.0%      | 0      | 0.0%      | 0     | 0.0%       | 0     | 0.0%      | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0   | 0.0%   | 0    | 0.0%    | 0  | 0.0%   | 0  |
| Base:  |       | 5   |        | 1  |           | 2      |           | 0     |            | 0     |           | 0   |        | 0  |        | 0  |        | 0   |        | 1    |         | 1  |        | 0  |

|   | Tota    | l     | Zone     | 1     | Zone    | 2     | Zone      | 3     | Zone      | 4    | Zone   | 5     | Zone       | 5    | Zone      | 7      | Zone      | 8      | Zone 9   | )   | Zone  | 10 | Zone  | 11 |  |
|---|---------|-------|----------|-------|---------|-------|-----------|-------|-----------|------|--------|-------|------------|------|-----------|--------|-----------|--------|----------|-----|-------|----|-------|----|--|
| Q41 What improvements                           | could b | oe ma | de to Ba | bergl | n & Mid | Suffo | lk's leis | ure o | ffer that | woul | d make | you v | isit / par | take | in leisuı | e acti | ivities m | nore c | ften? [M | IR] |       |    |       |    |  |
| Nothing   | 44.2%   | 486   | 36.0%    | 36    | 53.0%   | 53    | 27.0%     | 27    | 39.0%     | 39   | 45.0%  | 45    | 50.0%      | 50   | 44.0%     | 44     | 45.0%     | 45     | 54.0%    | 54  | 49.0% | 49 | 44.0% | 44 |  |
| A casino  | 0.0%    | 0     | 0.0%     | 0     | 0.0%    | 0     | 0.0%      | 0     | 0.0%      | 0    | 0.0%   | 0     | 0.0%       | 0    | 0.0%      | 0      |           | 0      | 0.0%     | 0   | 0.0%  | 0  |       | 0  |  |
| A swimming pool                                 | 4.3%    | 47    | 1.0%     | 1     | 2.0%    | 2     | 6.0%      | 6     | 5.0%      | 5    | 7.0%   | 7     | 7.0%       | 7    | 4.0%      | 4      | 4.0%      | 4      | 3.0%     | 3   | 6.0%  | 6  |       | 2  |  |
| A theatre                                       | 0.4%    | 4     | 2.0%     | 2     | 1.0%    | 1     | 0.0%      | 0     | 0.0%      | 0    | 1.0%   | 1     | 0.0%       | 0    | 0.0%      | 0      | 0.0%      | 0      | 0.0%     | 0   | 0.0%  | 0  | 0.0%  | 0  |  |
| An art house cinema                             | 1.2%    | 13    | 4.0%     | 4     | 0.0%    | 0     | 1.0%      | 1     | 4.0%      | 4    | 1.0%   | 1     | 0.0%       | 0    | 0.0%      | 0      | 0.0%      | 0      | 0.0%     | 0   | 2.0%  | 2  | 1.0%  | 1  |  |
| etter cinema provision e.g.<br>new multi-screen | 4.7%    | 52    |          | 7     | 0.0%    | 0     |           | 11    | 27.0%     | 27   | 1.0%   | 1     | 0.0%       | 0    | 0.0%      | 0      |           | 2      | 0.0%     | 0   | 2.0%  | 2  |       | 2  |  |
| Bingo   | 0.0%    | 0     | 0.0%     | 0     | 0.0%    | 0     | 0.0%      | 0     | 0.0%      | 0    | 0.0%   | 0     | 0.0%       | 0    | 0.0%      | 0      | 0.0%      | 0      | 0.0%     | 0   | 0.0%  | 0  | 0.0%  | 0  |  |
| heaper prices                                   | 4.5%    | 49    | 2.0%     | 2     | 7.0%    | 7     | 8.0%      | 8     | 3.0%      | 3    | 3.0%   | 3     | 6.0%       | 6    |           | 3      |           | 7      | 4.0%     | 4   | 5.0%  | 5  |       | 1  |  |
| nproved access by foot and cycle                | 0.6%    | 7     | 0.0%     | 0     | 2.0%    | 2     | 2.0%      | 2     | 0.0%      | 0    | 0.0%   | 0     | 1.0%       | 1    | 0.0%      | 0      | 0.0%      | 0      | 0.0%     | 0   | 1.0%  | 1  | 1.0%  | 1  |  |
| nproved public transport                        | 2.4%    | 26    | 5.0%     | 5     | 5.0%    | 5     | 1.0%      | 1     | 2.0%      | 2    | 2.0%   | 2     | 1.0%       | 1    | 3.0%      | 3      | 4.0%      | 4      | 2.0%     | 2   | 1.0%  | 1  | 0.0%  | 0  |  |
| nproved security / CCTV                         | 0.0%    | 0     | 0.0%     | 0     | 0.0%    | 0     | 0.0%      | 0     | 0.0%      | 0    | 0.0%   | 0     | 0.0%       | 0    | 0.0%      | 0      | 0.0%      | 0      | 0.0%     | 0   | 0.0%  | 0  | 0.0%  | 0  |  |
| proved street furniture                         | 0.2%    | 2     | 0.0%     | 0     | 0.0%    | 0     | 0.0%      | 0     | 1.0%      | 1    | 0.0%   | 0     | 0.0%       | 0    | 0.0%      | 0      |           | 1      | 0.0%     | 0   | 0.0%  | 0  | 0.0%  | 0  |  |
| aprovements in the built environment            | 0.9%    | 10    | 0.0%     | 0     | 0.0%    | 0     | 2.0%      | 2     | 1.0%      | 1    | 1.0%   | 1     | 0.0%       | 0    | 1.0%      | 1      | 1.0%      | 1      | 1.0%     | 1   | 2.0%  | 2  |       | 1  |  |
| ore / better car parking                        | 2.0%    | 22    | 2.0%     | 2     | 3.0%    | 3     | 3.0%      | 3     | 2.0%      | 2    | 2.0%   | 2     | 3.0%       | 3    | 4.0%      | 4      | 1.0%      | 1      | 1.0%     | 1   | 1.0%  | 1  | 0.0%  | 0  |  |
| ore / better cultural<br>Facilities             | 0.7%    | 8     | 3.0%     | 3     | 2.0%    | 2     | 0.0%      | 0     | 1.0%      | 1    | 0.0%   | 0     | 0.0%       | 0    | 0.0%      | 0      | 1.0%      | 1      | 1.0%     | 1   | 0.0%  | 0  | 0.0%  | 0  |  |
| ore / better disabled access                    | 0.4%    | 4     | 0.0%     | 0     | 0.0%    | 0     | 0.0%      | 0     | 0.0%      | 0    | 0.0%   | 0     | 0.0%       | 0    | 0.0%      | 0      | 2.0%      | 2      | 1.0%     | 1   | 1.0%  | 1  | 0.0%  | 0  |  |
| ore / better health clubs /                     | 0.7%    | 8     | 2.0%     | 2     | 0.0%    | 0     | 1.0%      | 1     | 0.0%      | 0    | 1.0%   | 1     | 1.0%       | 1    | 0.0%      | 0      | 1.0%      | 1      | 1.0%     | 1   | 1.0%  | 1  | 0.0%  | 0  |  |
| fore / better policing                          | 0.2%    | 2     | 0.0%     | 0     | 0.0%    | 0     | 0.0%      | 0     | 0.0%      | 0    | 1.0%   | 1     | 0.0%       | 0    | 1.0%      | 1      | 0.0%      | 0      | 0.0%     | 0   | 0.0%  | 0  | 0.0%  | 0  |  |
| ore / better public houses                      | 0.4%    | 4     | 1.0%     | 1     | 0.0%    | 0     | 0.0%      | 0     | 0.0%      | 0    | 0.0%   | 0     | 0.0%       | 0    | 0.0%      | 0      |           | 1      | 1.0%     | 1   | 0.0%  | 0  | 1.0%  | 1  |  |
| ore / better seats                              | 0.2%    | 2     | 0.0%     | 0     | 0.0%    | 0     | 0.0%      | 0     | 0.0%      | 0    | 1.0%   | 1     | 0.0%       | 0    | 0.0%      | 0      | 0.0%      | 0      | 0.0%     | 0   | 1.0%  | 1  | 0.0%  | 0  |  |
| ore / better signposting and information        | 0.6%    | 7     | 0.0%     | 0     | 0.0%    | 0     | 3.0%      | 3     | 1.0%      | 1    | 0.0%   | 0     | 1.0%       | 1    | 1.0%      | 1      | 1.0%      | 1      | 0.0%     | 0   | 0.0%  | 0  |       | 0  |  |
| ore better parks / green<br>spaces              | 0.3%    | 3     | 0.0%     | 0     | 1.0%    | 1     | 1.0%      | 1     | 1.0%      | 1    | 0.0%   | 0     | 0.0%       | 0    | 0.0%      | 0      | 0.0%      | 0      | 0.0%     | 0   | 0.0%  | 0  | 0.0%  | 0  |  |
| fore for children and teenagers                 | 3.5%    | 38    | 3.0%     | 3     | 3.0%    | 3     | 5.0%      | 5     | 4.0%      | 4    | 7.0%   | 7     | 2.0%       | 2    | 4.0%      | 4      | 4.0%      | 4      | 3.0%     | 3   | 1.0%  | 1  | 2.0%  | 2  |  |
| ore local sports & recreation facilities        | 1.6%    | 18    | 1.0%     | 1     | 0.0%    | 0     | 7.0%      | 7     | 5.0%      | 5    | 2.0%   | 2     | 0.0%       | 0    | 1.0%      | 1      | 0.0%      | 0      | 0.0%     | 0   | 1.0%  | 1  | 1.0%  | 1  |  |
| ore nightclubs                                  | 0.0%    | 0     | 0.0%     | 0     | 0.0%    | 0     | 0.0%      | 0     | 0.0%      | 0    | 0.0%   | 0     | 0.0%       | 0    | 0.0%      | 0      | 0.0%      | 0      | 0.0%     | 0   | 0.0%  | 0  | 0.0%  | 0  |  |
| ore pavement cafés                              | 0.0%    | 0     | 0.0%     | 0     | 0.0%    | 0     | 0.0%      | 0     | 0.0%      | 0    | 0.0%   | 0     | 0.0%       | 0    | 0.0%      | 0      | 0.0%      | 0      | 0.0%     | 0   | 0.0%  | 0  | 0.0%  | 0  |  |
| ore quality restaurants                         | 0.5%    | 6     | 0.0%     | 0     | 1.0%    | 1     | 1.0%      | 1     | 2.0%      | 2    | 0.0%   | 0     | 0.0%       | 0    | 0.0%      | 0      |           | 1      | 0.0%     | 0   | 0.0%  | 0  |       | 1  |  |
| re street cleaning                              | 0.3%    | 3     | 0.0%     | 0     | 1.0%    | 1     | 0.0%      | 0     | 0.0%      | 0    | 0.0%   | 0     | 0.0%       | 0    | 1.0%      | 1      | 1.0%      | 1      | 0.0%     | 0   | 0.0%  | 0  | 0.0%  | 0  |  |
| vision of public toilets                        | 0.1%    | 1     | 0.0%     | 0     | 0.0%    | 0     | 0.0%      | 0     | 0.0%      | 0    | 0.0%   | 0     | 0.0%       | 0    | 0.0%      | 0      | 0.0%      | 0      | 1.0%     | 1   | 0.0%  | 0  | 0.0%  | 0  |  |
| n-pin bowling                                   | 0.3%    | 3     | 0.0%     | 0     | 0.0%    | 0     | 0.0%      | 0     | 0.0%      | 0    | 0.0%   | 0     | 2.0%       | 2    | 0.0%      | 0      | 0.0%      | 0      | 0.0%     | 0   | 1.0%  | 1  | 0.0%  | 0  |  |
| ner   | 1.3%    | 14    | 0.0%     | 0     | 1.0%    | 1     | 0.0%      | 0     | 3.0%      | 3    | 1.0%   | 1     | 1.0%       | 1    | 0.0%      | 0      | 1.0%      | 1      | 2.0%     | 2   | 2.0%  | 2  | 3.0%  | 3  |  |
| community centre / hall                         | 0.5%    | 5     | 1.0%     | 1     | 0.0%    | 0     | 0.0%      | 0     | 0.0%      | 0    | 0.0%   | 0     | 0.0%       | 0    | 2.0%      | 2      | 2.0%      | 2      | 0.0%     | 0   | 0.0%  | 0  | 0.0%  | 0  |  |
| ice-skating rink                                | 0.5%    | 5     | 0.0%     | 0     | 1.0%    | 1     | 0.0%      | 0     | 0.0%      | 0    | 0.0%   | 0     | 0.0%       | 0    | 0.0%      | 0      | 0.0%      | 0      | 2.0%     | 2   | 1.0%  | 1  | 1.0%  | 1  |  |
| etter advertising                               | 0.5%    | 5     | 2.0%     | 2     | 0.0%    | 0     | 0.0%      | 0     | 0.0%      | 0    | 0.0%   | 0     | 1.0%       | 1    | 0.0%      | 0      | 1.0%      | 1      | 1.0%     | 1   | 0.0%  | 0  | 0.0%  | 0  |  |
| neaper parking                                  | 0.4%    | 4     | 0.0%     | 0     | 3.0%    | 3     | 0.0%      | 0     | 0.0%      | 0    | 0.0%   | 0     | 0.0%       | 0    | 0.0%      | 0      | 0.0%      | 0      | 0.0%     | 0   | 1.0%  | 1  | 0.0%  | 0  |  |
| onger opening hours                             | 0.4%    | 4     | 1.0%     | 1     | 0.0%    | 0     | 0.0%      | 0     | 1.0%      | 1    | 0.0%   | 0     | 0.0%       | 0    | 1.0%      | 1      | 0.0%      | 0      | 1.0%     | 1   | 0.0%  | 0  | 0.0%  | 0  |  |

|  |          |       |           |        |        |       |          |       |          | _    | ·- ·    |        | - 0 0.   |        |        |         |       |         |         |     |       |     |        |         | rebruary 2013 |
|--|----------|-------|-----------|--------|--------|-------|----------|-------|----------|------|---------|--------|----------|--------|--------|---------|-------|---------|---------|-----|-------|-----|--------|---------|---------------|
|  | Tota     | ıl    | Zone      | 1      | Zone   | 2     | Zone     | 3     | Zone     | 4    | Zone    | 5      | Zone     | 6      | Zone   | 7       | Zone  | 8       | Zone    | 9   | Zone  | 10  | Zone   | 11      |               |
|  |          | _     |           |        |        |       |          |       |          |      |         |        |          |        |        |         |       |         |         |     |       |     |        |         |               |
| More / better activities for the elderly | 0.5%     | 5     | 1.0%      | 1      | 1.0%   | 1     | 1.0%     | 1     | 1.0%     | 1    | 0.0%    | 0      | 0.0%     | 0      | 0.0%   | 0       | 0.0%  | 0       | 0.0%    | 0   | 0.0%  | 0   | 1.0%   | 1       |               |
| More / better facilities in general      | 1.0%     | 11    | 0.0%      | 0      | 1.0%   | 1     | 0.0%     | 0     | 0.0%     | 0    | 0.0%    | 0      | 2.0%     | 2      | 2.0%   | 2       | 0.0%  | 0       | 2.0%    | 2   | 1.0%  | 1   | 3.0%   | 3       |               |
| More adult evening classes               | 0.5%     | 5     | 1.0%      | 1      | 0.0%   | 0     | 1.0%     | 1     | 1.0%     | 1    | 0.0%    | 0      | 0.0%     | 0      | 0.0%   | 0       | 2.0%  | 2       | 0.0%    | 0   | 0.0%  | 0   | 0.0%   | 0       |               |
| Squash / tennis courts                   | 0.5%     | 5     | 1.0%      | 1      | 0.0%   | 0     | 0.0%     | 0     | 0.0%     | 0    | 1.0%    | 1      | 0.0%     | 0      | 0.0%   | 0       | 0.0%  | 0       | 0.0%    | 0   | 3.0%  | 3   | 0.0%   | 0       |               |
| (Don't do leisure activities)            | 12.6%    | 139   | 14.0%     | 14     | 8.0%   | 8     | 20.0%    | 20    | 5.0%     | 5    | 15.0%   | 15     | 9.0%     | 9      | 20.0%  | 20      | 11.0% | 11      | 13.0%   | 13  | 13.0% | 13  | 11.0%  | 11      |               |
| (Don't know)                             | 14.9%    | 164   | 19.0%     | 19     | 9.0%   | 9     | 12.0%    | 12    | 11.0%    | 11   | 15.0%   | 15     | 18.0%    | 18     | 11.0%  | 11      | 15.0% | 15      | 13.0%   | 13  | 14.0% | 14  | 27.0%  | 27      |               |
| Base:                                    |          | 1100  |           | 100    |        | 100   |          | 100   |          | 100  |         | 100    |          | 100    |        | 100     |       | 100     |         | 100 |       | 100 |        | 100     |               |
| GEN Gender of responde                   | ent:     |       |           |        |        |       |          |       |          |      |         |        |          |        |        |         |       |         |         |     |       |     |        |         |               |
| Male                                     | 32.0%    | 352   | 30.0%     | 30     | 40.0%  | 40    | 26.0%    | 26    | 38.0%    | 38   | 34.0%   | 34     | 36.0%    | 36     | 37.0%  | 37      | 28.0% | 28      | 28.0%   | 28  | 26.0% | 26  | 29.0%  | 29      |               |
| Female                                   | 68.0%    | 748   |           |        | 60.0%  |       | 74.0%    |       | 62.0%    |      | 66.0%   |        | 64.0%    |        | 63.0%  |         | 72.0% |         | 72.0%   |     | 74.0% |     | 71.0%  | 71      |               |
| Base:                                    | 00.070   | 1100  | 70.070    | 100    | 00.070 | 100   | ,, ,     | 100   | 02.070   | 100  | 00.070  | 100    | 0        | 100    | 02.070 | 100     |       | 100     | , 2.0,0 | 100 | ,,    | 100 | 711070 | 100     |               |
| AGE Can I ask how old y                  | ou are p | lease | ?         |        |        |       |          |       |          |      |         |        |          |        |        |         |       |         |         |     |       |     |        |         |               |
| 18-24                                    | 0.4%     | 4     | 0.0%      | 0      | 0.0%   | 0     | 0.0%     | 0     | 0.0%     | 0    | 2.0%    | 2      | 0.0%     | 0      | 1.0%   | 1       | 0.0%  | 0       | 0.0%    | 0   | 0.0%  | 0   | 1.0%   | 1       |               |
| 25-34                                    | 3.5%     | 38    | 1.0%      | 1      | 3.0%   | 3     |          | 7     | 5.0%     | 5    | 4.0%    | 4      | 2.0%     | 2      | 2.0%   | 2       |       | 6       |         | 4   | 0.0%  | 0   |        | 4       |               |
| 35-44                                    | 10.8%    | 119   | 8.0%      | 8      | 10.0%  | 10    |          | 14    | 12.0%    | 12   | 8.0%    | 8      | 10.0%    | 10     | 10.0%  |         | 16.0% | 16      |         | 8   |       |     | 13.0%  | 13      |               |
| 45-54                                    | 22.6%    | 249   | 34.0%     | 34     | 20.0%  | 20    | 26.0%    | 26    | 21.0%    | 21   | 16.0%   | 16     | 27.0%    | 27     | 21.0%  | 21      | 25.0% | 25      | 14.0%   | 14  | 22.0% | 22  | 23.0%  | 23      |               |
| 55-64                                    | 18.5%    | 203   | 17.0%     |        | 30.0%  | 30    | 14.0%    | 14    | 13.0%    |      | 19.0%   | 19     | 18.0%    |        |        |         | 20.0% | 20      | 18.0%   | 18  | 18.0% | 18  | 16.0%  | 16      |               |
| 65+                                      | 42.1%    | 463   |           |        | 35.0%  |       |          |       | 47.0%    |      | 49.0%   |        |          | 41     | 42.0%  |         | 32.0% |         |         |     |       | 48  |        | 40      |               |
| (Refused)                                | 2.2%     | 24    | 2.0%      | 2      |        | 2     |          | 2     | 2.0%     | 2    | 2.0%    | 2      | 2.0%     | 2      | 4.0%   | 4       |       | 1       | 2.0%    | 2   |       | 2   |        | 3       |               |
| Base:                                    |          | 1100  |           | 100    |        | 100   |          | 100   |          | 100  |         | 100    |          | 100    |        | 100     |       | 100     |         | 100 |       | 100 |        | 100     |               |
| EMP Which of the follow                  | ing best | desci | ribes the | e chie | f wage | earne | r of you | r hou | sehold's | curr | ent emp | oloymo | ent situ | ation? | ? [PR] |         |       |         |         |     |       |     |        |         |               |
| Working full time                        | 38.5%    | 424   | 36.0%     | 26     | 39.0%  | 39    | 40.0%    | 40    | 37.0%    | 27   | 37.0%   | 37     | 41.0%    | 41     | 38.0%  | 20      | 45.0% | 15      | 31.0%   | 31  | 41.0% | 41  | 39.0%  | 39      |               |
| Working full time Working part time      | 7.2%     | 79    | 5.0%      | 5      |        | 6     | 7.0%     |       | 11.0%    | 11   | 9.0%    | 9      | 7.0%     | 7      | 7.0%   | 30<br>7 |       | 43<br>7 | 7.0%    | 7   | 6.0%  | 6   |        | 39<br>7 |               |
| Unemployed                               | 1.5%     | 16    |           | 0      | 3.0%   | 3     | 1.0%     | 1     | 2.0%     | 2    |         | 1      | 3.0%     | 3      | 0.0%   | 0       |       | 2       |         | 2   | 1.0%  | 1   | 1.0%   | 1       |               |
| Retired                                  | 45.3%    | 498   |           |        | 43.0%  | 43    | 46.0%    | -     | 44.0%    | 44   | 50.0%   | 50     |          | 46     | 45.0%  |         | 40.0% |         | 57.0%   | 57  | 44.0% | 44  |        | 40      |               |
| A housewife                              | 0.6%     | 7     | 0.0%      | 0      | 0.0%   | 0     | 0.0%     | 0     | 1.0%     | 1    | 0.0%    | 0      | 1.0%     | 1      | 1.0%   | 1       |       | 1       |         | 1   | 0.0%  | 0   |        | 2       |               |
| A student                                | 0.0%     | 2     |           | 0      | 0.0%   | 0     | 1.0%     | 1     | 1.0%     | 1    | 0.0%    | 0      | 0.0%     | 0      | 0.0%   | 0       |       | 0       |         | 0   | 0.0%  | 0   |        | 0       |               |
| Self employed                            | 3.5%     | 39    |           | 12     | 7.0%   | 7     | 1.0%     | 1     | 2.0%     | 2    |         | 2      | 0.0%     | 0      | 5.0%   | 5       |       | 2       |         | 1   | 2.0%  | 2   |        | 5       |               |
| Sick / disabled                          | 1.0%     | 11    |           | 1      | 1.0%   | 1     | 1.0%     | 1     | 0.0%     | 0    | 0.0%    | 0      | 1.0%     | 1      | 0.0%   | 0       |       | 2       | 0.0%    | 0   | 4.0%  | 4   | 1.0%   | 1       |               |
| Other                                    | 0.0%     | 0     |           | 0      | 0.0%   | 0     | 0.0%     | 0     | 0.0%     | 0    | 0.0%    | 0      | 0.0%     | 0      | 0.0%   | 0       |       | 0       | 0.0%    | 0   | 0.0%  | 0   |        | 0       |               |
| (Refused)                                | 2.2%     | 24    | 3.0%      | 3      | 1.0%   | 1     | 3.0%     | 3     | 2.0%     | 2    | 1.0%    | 1      | 1.0%     | 1      | 4.0%   | 4       |       | 1       | 1.0%    | 1   | 2.0%  | 2   |        | 5       |               |
| Base:                                    | 2.270    | 1100  | 2.070     | 100    | 2.0,0  | 100   | 2.070    | 100   | 2.070    | 100  | 2.070   | 100    | 2.070    | 100    |        | 100     |       | 100     | 1.0,0   | 100 | 2.070 | 100 | 2.0,0  | 100     |               |

|                    | Tota          | al      | Zone    | 1       | Zone      | 2      | Zone       | 3     | Zone  | 4     | Zone  | 5   | Zone  | 6   | Zone  | 7   | Zone  | 8   | Zone 9 | )   | Zone  | 10  | Zone  | 11  |
|--------------------|---------------|---------|---------|---------|-----------|--------|------------|-------|-------|-------|-------|-----|-------|-----|-------|-----|-------|-----|--------|-----|-------|-----|-------|-----|
|                    |               |         |         |         |           |        |            |       |       |       |       |     |       |     |       |     |       |     |        |     |       |     |       |     |
| HOM How many peop  | le live in yo | our ho  | me incl | uding   | yoursel   | f and  | childre    | 1?    |       |       |       |     |       |     |       |     |       |     |        |     |       |     |       |     |
| One                | 19.4%         | 213     | 17.0%   | 17      | 16.0%     | 16     | 13.0%      | 13    | 24.0% | 24    | 25.0% | 25  | 18.0% | 18  | 20.0% | 20  | 18.0% | 18  | 20.0%  | 20  | 27.0% | 27  | 15.0% | 15  |
| Two                | 42.9%         | 472     | 40.0%   | 40      | 41.0%     | 41     | 40.0%      | 40    | 41.0% | 41    | 46.0% | 46  | 47.0% | 47  | 43.0% | 43  | 39.0% | 39  | 56.0%  | 56  | 37.0% | 37  | 42.0% | 42  |
| Three              | 14.0%         | 154     | 15.0%   | 15      | 22.0%     | 22     | 23.0%      | 23    | 17.0% | 17    | 12.0% | 12  | 9.0%  | 9   | 12.0% | 12  | 11.0% | 11  | 8.0%   | 8   | 13.0% | 13  | 12.0% | 12  |
| Four               | 14.7%         | 162     | 15.0%   | 15      | 15.0%     | 15     | 10.0%      | 10    | 11.0% | 11    | 12.0% | 12  | 16.0% | 16  | 16.0% | 16  | 22.0% | 22  | 13.0%  | 13  | 15.0% | 15  | 17.0% | 17  |
| Five               | 5.0%          | 55      | 7.0%    | 7       | 2.0%      | 2      | 10.0%      | 10    | 3.0%  | 3     | 4.0%  | 4   | 5.0%  | 5   | 3.0%  | 3   | 6.0%  | 6   | 2.0%   | 2   | 5.0%  | 5   | 8.0%  | 8   |
| Six                | 1.3%          | 14      | 1.0%    | 1       | 2.0%      | 2      | 1.0%       | 1     | 2.0%  | 2     | 0.0%  | 0   | 1.0%  | 1   | 1.0%  | 1   | 2.0%  | 2   | 1.0%   | 1   | 1.0%  | 1   | 2.0%  | 2   |
| Seven or more      | 0.3%          | 3       | 0.0%    | 0       | 0.0%      | 0      | 0.0%       | 0     | 0.0%  | 0     | 0.0%  | 0   | 1.0%  | 1   | 0.0%  | 0   | 1.0%  | 1   | 0.0%   | 0   | 1.0%  | 1   | 0.0%  | 0   |
| (Refused)          | 2.5%          | 27      | 5.0%    | 5       | 2.0%      | 2      | 3.0%       | 3     | 2.0%  | 2     | 1.0%  | 1   | 3.0%  | 3   | 5.0%  | 5   | 1.0%  | 1   | 0.0%   | 0   | 1.0%  | 1   | 4.0%  | 4   |
| Base:              |               | 1100    |         | 100     |           | 100    |            | 100   |       | 100   |       | 100 |       | 100 |       | 100 |       | 100 |        | 100 |       | 100 |       | 100 |
| ADU How many adult | s aged 16 y   | years a | and ove | r, incl | uding y   | ourse  | lf, live i | n you | house | hold? |       |     |       |     |       |     |       |     |        |     |       |     |       |     |
| One                | 21.1%         | 232     | 17.0%   | 17      | 19.0%     | 19     | 16.0%      | 16    | 25.0% | 25    | 24.0% | 24  | 19.0% | 19  | 20.0% | 20  | 24.0% | 24  | 22.0%  | 22  | 28.0% | 28  | 18.0% | 18  |
| Two                | 55.2%         | 607     | 56.0%   | 56      | 50.0%     | 50     | 54.0%      | 54    | 53.0% | 53    | 60.0% | 60  | 57.0% | 57  | 56.0% | 56  | 53.0% | 53  | 64.0%  | 64  | 50.0% | 50  | 54.0% | 54  |
| Three              | 14.2%         | 156     | 17.0%   | 17      | 22.0%     | 22     | 20.0%      | 20    | 14.0% | 14    | 11.0% | 11  | 12.0% | 12  | 14.0% | 14  | 12.0% | 12  | 9.0%   | 9   | 10.0% | 10  | 15.0% | 15  |
| Four or more       | 7.1%          | 78      | 5.0%    | 5       | 7.0%      | 7      | 7.0%       | 7     | 6.0%  | 6     | 4.0%  | 4   | 9.0%  | 9   | 5.0%  | 5   | 10.0% | 10  | 5.0%   | 5   | 11.0% | 11  | 9.0%  | 9   |
| (Refused)          | 2.5%          | 27      | 5.0%    | 5       | 2.0%      | 2      | 3.0%       | 3     | 2.0%  | 2     | 1.0%  | 1   | 3.0%  | 3   | 5.0%  | 5   | 1.0%  | 1   | 0.0%   | 0   | 1.0%  | 1   | 4.0%  | 4   |
| Base:              |               | 1100    |         | 100     |           | 100    |            | 100   |       | 100   |       | 100 |       | 100 |       | 100 |       | 100 |        | 100 |       | 100 |       | 100 |
| CHI How many child | ren aged 1    | 5 years | s and u | nder, l | live in y | our he | ousehol    | d?    |       |       |       |     |       |     |       |     |       |     |        |     |       |     |       |     |
| None               | 77.5%         | 852     | 72.0%   | 72      | 81.0%     | 81     | 70.0%      | 70    | 80.0% | 80    | 83.0% | 83  | 78.0% | 78  | 75.0% | 75  | 72.0% | 72  | 86.0%  | 86  | 82.0% | 82  | 73.0% | 73  |
| One                | 7.5%          | 82      | 8.0%    | 8       | 8.0%      | 8      | 12.0%      | 12    | 9.0%  | 9     | 7.0%  | 7   | 5.0%  | 5   | 11.0% | 11  | 5.0%  | 5   | 5.0%   | 5   | 5.0%  | 5   | 7.0%  | 7   |
| Two                | 10.0%         | 110     |         | 12      | 7.0%      | 7      | 12.0%      | 12    | 6.0%  | 6     | 8.0%  | 8   | 13.0% | 13  | 8.0%  | 8   | 17.0% | 17  | 7.0%   | 7   | 7.0%  | 7   | 13.0% | 13  |
| Three              | 2.1%          |         | 2.0%    | 2       | 2.0%      | 2      | 3.0%       | 3     | 2.0%  | 2     | 1.0%  | 1   | 1.0%  | 1   | 1.0%  | 1   | 3.0%  | 3   | 2.0%   | 2   | 3.0%  | 3   | 3.0%  | 3   |
| Four or more       | 0.5%          | 6       | 1.0%    | 1       | 0.0%      | 0      | 0.0%       | 0     | 1.0%  | 1     | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |       | 2   | 0.0%   | 0   | 2.0%  | 2   | 0.0%  | 0   |
| (Refused)          | 2.5%          | 27      | 5.0%    | 5       | 2.0%      | 2      | 3.0%       | 3     | 2.0%  | 2     | 1.0%  | 1   | 3.0%  | 3   |       | 5   |       | 1   | 0.0%   | 0   | 1.0%  | 1   | 4.0%  | 4   |
| Base:              |               | 1100    |         | 100     |           | 100    |            | 100   |       | 100   |       | 100 |       | 100 |       | 100 |       | 100 |        | 100 |       | 100 |       | 100 |

|                      | Tota       | al      | Zone     | 1       | Zone     | 2      | Zone      | 3     | Zone  | 4   | Zone  | 5   | Zone  | 6   | Zone  | 7   | Zone  | 8   | Zone  | 9   | Zone  | 10  | Zone  | 11  |  |
|----------------------|------------|---------|----------|---------|----------|--------|-----------|-------|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|--|
| NC Approximately w   | hat is you | r total | househ   | old in  | come?    |        |           |       |       |     |       |     |       |     |       |     |       |     |       |     |       |     |       |     |  |
| 0 - £15,000          | 9.6%       | 106     | 8.0%     | 8       | 11.0%    | 11     | 12.0%     | 12    | 16.0% | 16  | 11.0% | 11  | 8.0%  | 8   | 7.0%  | 7   | 7.0%  | 7   | 7.0%  | 7   | 11.0% | 11  | 8.0%  | 8   |  |
| 15,001 - £20,000     | 5.0%       | 55      | 1.0%     | 1       | 5.0%     | 5      | 6.0%      | 6     | 9.0%  | 9   | 7.0%  | 7   | 4.0%  | 4   | 4.0%  | 4   | 7.0%  | 7   | 7.0%  | 7   | 4.0%  | 4   | 1.0%  | 1   |  |
| 20,001 - £30,000     | 5.7%       | 63      | 3.0%     | 3       | 6.0%     | 6      | 7.0%      | 7     | 2.0%  | 2   | 7.0%  | 7   | 1.0%  | 1   | 7.0%  | 7   | 9.0%  | 9   | 5.0%  | 5   | 9.0%  | 9   | 7.0%  | 7   |  |
| 0,001 - £40,000      | 7.5%       | 82      | 11.0%    | 11      | 2.0%     | 2      | 5.0%      | 5     | 10.0% | 10  | 8.0%  | 8   | 10.0% | 10  | 6.0%  | 6   | 12.0% | 12  | 5.0%  | 5   | 7.0%  | 7   | 6.0%  | 6   |  |
| 0,001 - £50,000      | 4.7%       | 52      | 5.0%     | 5       | 7.0%     | 7      | 4.0%      | 4     | 5.0%  | 5   | 8.0%  | 8   | 6.0%  | 6   | 2.0%  | 2   | 10.0% | 10  | 4.0%  | 4   | 1.0%  | 1   | 0.0%  | 0   |  |
| 0,001 - £60,000      | 3.3%       | 36      | 3.0%     | 3       | 6.0%     | 6      | 2.0%      | 2     | 4.0%  | 4   | 3.0%  | 3   | 3.0%  | 3   | 2.0%  | 2   | 3.0%  | 3   | 1.0%  | 1   | 6.0%  | 6   | 3.0%  | 3   |  |
| 0,001 - £70,000      | 1.7%       | 19      | 2.0%     | 2       | 2.0%     | 2      | 3.0%      | 3     | 0.0%  | 0   | 1.0%  | 1   | 1.0%  | 1   | 3.0%  | 3   | 1.0%  | 1   | 3.0%  | 3   | 0.0%  | 0   | 3.0%  | 3   |  |
| 0,001 - £80,000      | 1.9%       | 21      | 3.0%     | 3       | 0.0%     | 0      | 2.0%      | 2     | 0.0%  | 0   | 2.0%  | 2   | 2.0%  | 2   | 4.0%  | 4   | 0.0%  | 0   | 2.0%  | 2   | 3.0%  | 3   | 3.0%  | 3   |  |
| 0,001 - £90,000      | 1.2%       | 13      | 0.0%     | 0       | 3.0%     | 3      | 2.0%      | 2     | 1.0%  | 1   | 0.0%  | 0   | 2.0%  | 2   | 1.0%  | 1   | 0.0%  | 0   | 1.0%  | 1   | 0.0%  | 0   | 3.0%  | 3   |  |
| 0,001 - £100,000     | 0.4%       | 4       | 1.0%     | 1       | 0.0%     | 0      | 0.0%      | 0     | 0.0%  | 0   | 0.0%  | 0   | 1.0%  | 1   | 1.0%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 1.0%  | 1   |  |
| 00,001 - £150,000    | 1.7%       | 19      | 2.0%     | 2       | 1.0%     | 1      | 1.0%      | 1     | 6.0%  | 6   | 1.0%  | 1   | 3.0%  | 3   | 1.0%  | 1   | 0.0%  | 0   | 1.0%  | 1   | 1.0%  | 1   | 2.0%  | 2   |  |
| 50,001+              | 0.5%       | 5       |          | 1       | 0.0%     | 0      |           | 1     | 0.0%  | 0   | 1.0%  | 1   | 1.0%  | 1   | 0.0%  | 0   |       | 0   | 0.0%  | 0   | 1.0%  | 1   | 0.0%  | 0   |  |
| on't know / refused) | 56.8%      | 625     | 60.0%    | 60      | 57.0%    | 57     | 55.0%     | 55    | 47.0% | 47  | 51.0% | 51  | 58.0% | 58  | 62.0% | 62  | 51.0% | 51  | 64.0% | 64  | 57.0% | 57  | 63.0% | 63  |  |
| se:                  |            | 1100    |          | 100     |          | 100    |           | 100   |       | 100 |       | 100 |       | 100 |       | 100 |       | 100 |       | 100 |       | 100 |       | 100 |  |
| AR How many cars d   | oes your l | house   | hold ow  | n or h  | nave the | use    | of?       |       |       |     |       |     |       |     |       |     |       |     |       |     |       |     |       |     |  |
| ne                   | 6.7%       | 74      | 2.0%     | 2       | 5.0%     | 5      | 10.0%     | 10    | 16.0% | 16  | 6.0%  | 6   | 5.0%  | 5   | 5.0%  | 5   | 7.0%  | 7   | 5.0%  | 5   | 8.0%  | 8   | 5.0%  | 5   |  |
| ie                   | 39.8%      | 438     | 39.0%    | 39      | 34.0%    | 34     | 37.0%     | 37    | 46.0% | 46  | 46.0% | 46  | 41.0% | 41  | 33.0% | 33  | 44.0% | 44  | 44.0% | 44  | 38.0% | 38  | 36.0% | 36  |  |
| vo                   | 36.2%      | 398     | 39.0%    | 39      | 40.0%    | 40     | 30.0%     | 30    | 28.0% | 28  | 34.0% | 34  | 40.0% | 40  | 46.0% | 46  | 35.0% | 35  | 39.0% | 39  | 34.0% | 34  | 33.0% | 33  |  |
| ree or more          | 14.6%      | 161     | 15.0%    | 15      | 19.0%    | 19     | 19.0%     | 19    | 8.0%  | 8   | 13.0% | 13  | 11.0% | 11  | 11.0% | 11  | 13.0% | 13  | 12.0% | 12  | 19.0% | 19  | 21.0% | 21  |  |
| efused)              | 2.6%       | 29      | 5.0%     | 5       | 2.0%     | 2      | 4.0%      | 4     | 2.0%  | 2   | 1.0%  | 1   | 3.0%  | 3   | 5.0%  | 5   | 1.0%  | 1   | 0.0%  | 0   | 1.0%  | 1   | 5.0%  | 5   |  |
| se:                  |            | 1100    |          | 100     |          | 100    |           | 100   |       | 100 |       | 100 |       | 100 |       | 100 |       | 100 |       | 100 |       | 100 |       | 100 |  |
| JT Would you be wil  | ling to be | recon   | tacted f | or futi | ure qual | ity co | ontrol pu | ırpos | es?   |     |       |     |       |     |       |     |       |     |       |     |       |     |       |     |  |
| es                   | 62.5%      | 687     | 58.0%    | 58      | 54.0%    | 54     | 66.0%     | 66    | 71.0% | 71  | 61.0% | 61  | 58.0% | 58  | 68.0% | 68  | 63.0% | 63  | 58.0% | 58  | 73.0% | 73  | 57.0% | 57  |  |
| )                    | 37.5%      | 413     | 42.0%    | 42      | 46.0%    | 46     | 34.0%     | 34    | 29.0% | 29  | 39.0% | 39  | 42.0% | 42  | 32.0% | 32  | 37.0% | 37  | 42.0% |     | 27.0% | 27  | 43.0% | 43  |  |
| ise:                 |            | 1100    |          | 100     |          | 100    |           | 100   |       | 100 |       | 100 |       | 100 |       | 100 |       | 100 |       | 100 |       | 100 |       | 100 |  |
|                      |            |         |          |         |          |        |           |       |       |     |       |     |       |     |       |     |       |     |       |     |       |     |       |     |  |

|   | February 2015 |
|---|---------------|
| Total Zone 1 Zone 2 Zone 3 Zone 4 Zone 5 Zone 6 Zone 7 Zone 8 Zone 9 Zone 10 Zone 11  |               |
| PC Postcode:  |               |
| CO10 0 5.0% 55 0.0% 0 0.0% 0 55.0% 55 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0   | )             |
| CO10 1 6.0% 66 0.0% 0 0.0% 0 0.0% 0 66.0% 66 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0%  |               |
| CO10 2 3.1% 34 0.0% 0 0.0% 0 0.0% 0 34.0% 34 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0  | *             |
| CO10 5 1.3% 14 0.0% 0 0.0% 0 14.0% 14 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0%  |               |
| CO10 7 3.4% 37 37.0% 37 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0%   |               |
| CO10 8 2.2% 24 24.0% 24 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0%  |               |
| CO10 9 2.3% 25 0.0% 0 0.0% 0 25.0% 25 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0%  | *             |
| CO11 1 1.9% 21 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 21.0% 21 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0%   | *             |
| CO6 2 1.5% 16 16.0% 16 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0%   | )             |
| CO6 3 1.2% 13 13.0% 13 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0   | )             |
| CO6 4 0.5% 6 0.0% 0 0.0% 0 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 0.0%  | )             |
| CO6 5 0.1% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 1 0.0% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0%  | )             |
| CO7 6 1.4% 15 0.0% 0 0.0% 0 0.0% 0 0.0% 0 15.0% 15 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0%  | )             |
| CO8 5 0.5% 5 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 0.0% 0 0.0%  | )             |
| CO9 2 0.5% 5 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 0.0% 0 0.0% 0  | )             |
| $\mathbf{IP13} \ 7 \qquad \qquad 0.9\%  10  0.0\%  0  0.0\%  0  0.0\%  0  0.0\%  0  0.0\%  0  10.0\%  10  0.0\%  0  0.0\%  0  0.0\%  0  0.0\%  0$   | )             |
| $\mathbf{IP13} \ 8 \qquad \qquad 0.8\% \qquad 9  0.0\% \qquad 0  0.0\%$ | •             |
| IP14 1 2.2% 24 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 24.0% 24 0.0% 0 0.0% 0 0.0% 0   | )             |
| IP14 2 2.2% 24 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 24.0% 24 0.0% 0 0.0% 0 0.0% 0   | )             |
| IP14 3 1.0% 11 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 11.0% 11 0.0% 0 0.0% 0 0.0% 0   | )             |
| IP14 4 1.8% 20 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 20.0% 20 0.0% 0 0.0% 0 0.0% 0   | *             |
| IP14 5 1.9% 21 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 21.0% 21 0.0% 0 0.0% 0 0.0% 0   | *             |
| IP14 6 2.6% 29 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 29.0% 29 0.0% 0 0.0% 0 0.0% 0 0.0% 0  | *             |
| IP20 0 1.5% 17 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 17.0% 17  |               |
| IP20 9 2.0% 22 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 22.0% 22  |               |
| IP21 4 2.7% 30 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 30.0% 30  |               |
| IP21 5 2.0% 22 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 22.0% 22  |               |
| IP22 1 3.5% 39 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 39.0% 39 0.0% 0  | *             |
| IP23 7 3.9% 43 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 43.0% 43 0.0% 0   | *             |
| IP23 8 1.6% 18 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 18.0% 18 0.0% 0   | *             |
| IP29 4 4.2% 46 0.0% 0 46.0% 46 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0%  |               |
| IP30 0 4.9% 54 0.0% 0 54.0% 54 0.0% 0  | *             |
|   |               |
| IP31 3 3.5% 39 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 39.0% 39 0.0% 0 0.0% 0 IP6 0 1.5% 16 0.0% 0  | *             |
|   | *             |
|   | •             |
|   | *             |
| $\begin{array}{cccccccccccccccccccccccccccccccccccc$  | *             |
| IP7 7 2.4% 26 0.0% 0 0.0% 0 0.0% 0 0.0% 0 26.0% 26 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0%   |               |
| IP8 3 1.7% 19 0.0% 0 0.  | •             |
| IP8 4 1.2% 13 0.0% 0 0.  | •             |
| IP9 1 0.9% 10 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 10.0% 10 0.0% 0 0.0% 0 0.0% 0 0.0% 0   | *             |
| IP9 2 3.2% 35 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0%  | •             |
| Base: 1100 100 100 100 100 100 100 100 100 1  |               |

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|         | Tota | ıl   | Zone   | 1   | Zone   | 2   | Zone  | 3   | Zone   | 4   | Zone   | 5   | Zone   | 6   | Zone   | 7   | Zone   | 8   | Zone   | 9   | Zone   | 10  | Zone   | 11  |
|---------|------|------|--------|-----|--------|-----|-------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
|         |      |      |        |     |        |     |       |     |        |     |        |     |        |     |        |     |        |     |        |     |        |     |        |     |
| ZON     |      |      |        |     |        |     |       |     |        |     |        |     |        |     |        |     |        |     |        |     |        |     |        |     |
| Zone 1  | 9.1% | 100  | 100.0% | 100 | 0.0%   | 0   | 0.0%  | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   |
| Zone 2  | 9.1% | 100  | 0.0%   | 0   | 100.0% | 100 | 0.0%  | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   |
| Zone 3  | 9.1% | 100  | 0.0%   | 0   | 0.0%   | 0.1 | 00.0% | 100 | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   |
| Zone 4  | 9.1% | 100  | 0.0%   | 0   | 0.0%   | 0   | 0.0%  | 0   | 100.0% | 100 | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   |
| Zone 5  | 9.1% | 100  | 0.0%   | 0   | 0.0%   | 0   | 0.0%  | 0   | 0.0%   | 0   | 100.0% | 100 | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   |
| Zone 6  | 9.1% | 100  | 0.0%   | 0   | 0.0%   | 0   | 0.0%  | 0   | 0.0%   | 0   | 0.0%   | 0   | 100.0% | 100 | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   |
| Zone 7  | 9.1% | 100  | 0.0%   | 0   | 0.0%   | 0   | 0.0%  | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 100.0% | 100 | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   |
| Zone 8  | 9.1% | 100  | 0.0%   | 0   | 0.0%   | 0   | 0.0%  | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 100.0% | 100 | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   |
| Zone 9  | 9.1% | 100  | 0.0%   | 0   | 0.0%   | 0   | 0.0%  | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 100.0% | 100 | 0.0%   | 0   | 0.0%   | 0   |
| Zone 10 | 9.1% | 100  | 0.0%   | 0   | 0.0%   | 0   | 0.0%  | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 100.0% | 100 | 0.0%   | 0   |
| Zone 11 | 9.1% | 100  | 0.0%   | 0   | 0.0%   | 0   | 0.0%  | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 100.0% | 100 |
| Base:   |      | 1100 |        | 100 |        | 100 |       | 100 |        | 100 |        | 100 |        | 100 |        | 100 |        | 100 |        | 100 |        | 100 |        | 100 |

# Appendix 4:

Data Tabulations
By Zone Nulls (Filtered Weighted)

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## Babergh & Mid Suffolk Household Survey For Carter Jonas

Weighted:

|  | Total    | l     | Zone     | 1   | Zone 2  |      | Zone     | 3      | Zone    | 4     | Zone     | 5     | Zone    | 6     | Zone    | 7    | Zone       | 8     | Zone     | 9      | Zone 1  | 10    | Zone 1 | 11 |  |
|--|----------|-------|----------|-----|---------|------|----------|--------|---------|-------|----------|-------|---------|-------|---------|------|------------|-------|----------|--------|---------|-------|--------|----|--|
| Q01 In which store or she                                    | opping o | entre | e do you | NOR | MALLY : | shop | at for a | II you | r house | hold' | s main f | ood a | nd groo | ery s | hopping | need | ds (i.e. p | rimar | ily bulk | trolle | y purch | ases) | ?      |    |  |
| Aldi, Gipping Way,   | 0.2%     | 2     | 0.0%     | 0   | 0.0%    | 0    | 0.0%     | 0      | 0.0%    | 0     | 0.0%     | 0     | 0.0%    | 0     | 0.0%    | 0    | 1.4%       | 2     | 0.0%     | 0      | 0.0%    | 0     | 0.0%   | 0  |  |
| STOWMARKET<br>Aldi, Girling Street,                          | 4.1%     | 45    | 12.3%    | 18  | 5.9%    | 2    | 9.8%     | 12     | 19.2%   | 11    | 0.6%     | 0     | 0.0%    | 0     | 0.0%    | 0    | 0.0%       | 0     | 0.0%     | 0      | 0.0%    | 0     | 0.0%   | 0  |  |
| SUDBURY  | 4.1%     | 43    | 12.5%    | 10  | 3.9%    | 2    | 9.8%     | 12     | 19.2%   | 11    | 0.0%     | U     | 0.0%    | U     | 0.0%    | U    | 0.0%       | U     | 0.0%     | U      | 0.0%    | U     | 0.0%   | U  |  |
| Aldi, HAVERHILL  | 0.4%     | 4     | 2.7%     | 4   | 0.0%    | 0    | 0.0%     | 0      | 0.0%    | 0     | 0.0%     | 0     | 0.0%    | 0     | 0.0%    | 0    | 0.0%       | 0     | 0.0%     | 0      | 0.0%    | 0     | 0.0%   | 0  |  |
| ldi, Magdalen Street,<br>COLCHESTER                          | 0.1%     | 1     | 0.0%     | 0   | 0.0%    | 0    | 0.0%     | 0      | 0.0%    | 0     | 0.0%     | 0     | 0.9%    | 1     | 0.0%    | 0    | 0.0%       | 0     | 0.0%     | 0      | 0.0%    | 0     | 0.0%   | 0  |  |
| Asda Superstore, Meadow<br>Centre, Wilkes Way,<br>STOWMARKET | 7.4%     | 81    | 0.0%     | 0   | 4.8%    | 2    | 0.0%     | 0      | 0.0%    | 0     | 1.1%     | 1     | 1.6%    | 2     | 7.1%    | 9    | 33.0%      | 51    | 17.4%    | 13     | 4.0%    | 2     | 0.6%   | 1  |  |
| Asda superstore, Turner<br>Rise, COLCHESTER                  | 1.1%     | 12    | 4.4%     | 7   | 0.0%    | 0    | 3.3%     | 4      | 0.0%    | 0     | 0.0%     | 0     | 0.7%    | 1     | 0.0%    | 0    | 0.0%       | 0     | 0.0%     | 0      | 0.0%    | 0     | 0.0%   | 0  |  |
| Co op, Church Street, EYE                                    | 0.3%     | 3     | 0.0%     | 0   | 0.0%    | 0    | 0.0%     | 0      | 0.0%    | 0     | 0.0%     | 0     | 0.0%    | 0     | 0.0%    | 0    | 0.0%       | 0     | 0.0%     | 0      | 5.9%    | 3     | 0.0%   | 0  |  |
| Co-op, 100 East Street,<br>SUDBURY                           | 0.1%     | 2     | 0.0%     | 0   | 0.0%    | 0    | 0.9%     | 1      | 0.7%    | 0     | 0.0%     | 0     | 0.0%    | 0     | 0.0%    | 0    | 0.0%       | 0     | 0.0%     | 0      | 0.0%    | 0     | 0.0%   | 0  |  |
| Co-op, 2 High Street,<br>LAVENHAM                            | 0.1%     | 1     | 0.0%     | 0   | 1.1%    | 0    | 0.0%     | 0      | 0.0%    | 0     | 0.0%     | 0     | 0.0%    | 0     | 0.0%    | 0    | 0.6%       | 1     | 0.0%     | 0      | 0.0%    | 0     | 0.0%   | 0  |  |
| Co-op, 72 High Street, HADLEIGH                              | 1.2%     | 13    | 0.0%     | 0   | 0.0%    | 0    | 0.0%     | 0      | 0.0%    | 0     | 12.1%    | 10    | 1.5%    | 2     | 0.8%    | 1    | 0.0%       | 0     | 0.0%     | 0      | 0.0%    | 0     | 0.0%   | 0  |  |
| Co-op, 80A High Street,<br>LAVENHAM                          | 0.1%     | 1     | 0.0%     | 0   | 0.0%    | 0    | 0.6%     | 1      | 0.0%    | 0     | 0.0%     | 0     | 0.0%    | 0     | 0.0%    | 0    | 0.0%       | 0     | 0.0%     | 0      | 0.0%    | 0     | 0.0%   | 0  |  |
| Co-op, Hall Street, LONG<br>MELFORD                          | 0.2%     | 2     | 1.1%     | 2   | 0.0%    | 0    | 0.0%     | 0      | 0.0%    | 0     | 0.0%     | 0     | 0.0%    | 0     | 0.0%    | 0    | 0.0%       | 0     | 0.0%     | 0      | 0.0%    | 0     | 0.0%   | 0  |  |
| Co-op, MANNINGTREE   | 0.4%     | 4     | 0.0%     | 0   | 0.0%    | 0    | 0.0%     | 0      | 0.0%    | 0     | 0.0%     | 0     | 3.3%    | 4     | 0.0%    | 0    | 0.0%       | 0     | 0.0%     | 0      | 0.0%    | 0     | 0.0%   | 0  |  |
| Co-op, Mildenhall Road, BURY ST EDMUNDS                      | 0.1%     | 1     | 0.0%     | 0   |         | 0    | 0.0%     | 0      | 0.0%    | 0     |          | 0     | 0.0%    | 0     | 0.0%    |      | 0.0%       | 0     | 0.9%     | 1      | 0.0%    | 0     |        | 0  |  |
| Co-op, NEEDHAM<br>MARKET                                     | 0.1%     | 1     | 0.0%     | 0   | 0.0%    | 0    | 0.0%     | 0      | 0.0%    | 0     | 0.0%     | 0     | 0.0%    | 0     | 0.8%    | 1    | 0.0%       | 0     | 0.0%     | 0      | 0.0%    | 0     | 0.0%   | 0  |  |
| Co-op, The Street, BRAMFORD                                  | 0.1%     | 1     | 0.0%     | 0   | 0.0%    | 0    | 0.0%     | 0      | 0.0%    | 0     | 0.0%     | 0     | 0.0%    | 0     | 0.6%    | 1    | 0.0%       | 0     | 0.0%     | 0      | 0.0%    | 0     | 0.0%   | 0  |  |
| Co-op, The Street, CAPEL ST MARY                             | 0.5%     | 6     | 0.0%     | 0   | 0.0%    | 0    | 0.0%     | 0      | 0.0%    | 0     | 0.0%     | 0     | 4.6%    | 6     | 0.0%    | 0    | 0.0%       | 0     | 0.0%     | 0      | 0.0%    | 0     | 0.0%   | 0  |  |
| Co-op Local, DEDHAM  | 0.1%     | 1     | 0.0%     | 0   | 0.0%    | 0    | 0.0%     | 0      | 0.0%    | 0     | 0.0%     | 0     | 0.0%    | 0     | 0.6%    | 1    | 0.0%       | 0     | 0.0%     | 0      | 0.0%    | 0     | 0.0%   | 0  |  |
| idl, Bury Road, STOWMARKET                                   | 1.6%     | 18    | 0.7%     | 1   |         | 1    | 0.0%     | 0      | 0.0%    | 0     |          | 0     | 0.0%    | 0     |         | 4    |            | 8     | 3.8%     | 3      | 0.0%    | 0     |        | 1  |  |
| Aorrisons, 175 London Road, HADLEIGH                         | 4.8%     | 52    | 0.0%     | 0   | 0.0%    | 0    | 2.7%     | 3      | 0.0%    | 0     | 53.8%    | 43    | 3.5%    | 5     | 0.8%    | 1    | 0.0%       | 0     | 0.0%     | 0      | 0.0%    | 0     | 0.0%   | 0  |  |
| Morrisons, DISS  | 6.2%     | 68    | 0.0%     | 0   | 0.0%    | 0    | 0.0%     | 0      | 0.0%    | 0     | 0.0%     | 0     | 0.0%    | 0     | 2.3%    | 3    | 0.6%       | 1     | 1.2%     | 1      | 29.6%   | 16    | 49.5%  | 47 |  |
| forrisons, Sheringham Court, Milton Road South, STOWMARKET   | 1.7%     | 19    | 0.0%     | 0   |         | 0    | 0.0%     | 0      | 0.0%    | 0     |          | 0     | 0.0%    | 0     | 0.6%    | 1    | 9.5%       | 15    | 4.0%     | 3      |         | 0     | 0.0%   | 0  |  |
| Morrisons, Sproughton Road, IPSWICH                          | 2.2%     | 23    | 0.0%     | 0   | 0.0%    | 0    | 0.6%     | 1      | 0.7%    | 0     | 0.9%     | 1     | 5.2%    | 7     | 11.3%   | 14   | 0.0%       | 0     | 0.7%     | 1      | 0.0%    | 0     | 0.0%   | 0  |  |
| Roys of Wroxham, Great                                       | 0.1%     | 1     | 0.7%     | 1   | 0.0%    | 0    | 0.0%     | 0      | 0.0%    | 0     | 0.0%     | 0     | 0.0%    | 0     | 0.0%    | 0    | 0.0%       | 0     | 0.0%     | 0      | 0.0%    | 0     | 0.0%   | 0  |  |

|  | Total | l   | Zone 1 | 1  | Zone 2 | 2 | Zone  | 3  | Zone 4 | 4  | Zone 5 | 5 | Zone  | 6  | Zone ' | 7  | Zone  | 8  | Zone 9 |   | Zone 1 | 0 | Zone 1 | 1 |  |
|--|-------|-----|--------|----|--------|---|-------|----|--------|----|--------|---|-------|----|--------|----|-------|----|--------|---|--------|---|--------|---|--|
|  |       |     |        |    |        |   |       |    |        |    |        |   |       |    |        |    |       |    |        |   |        |   |        |   |  |
| Eastern Road, SUDBURY<br>Sainsbury's Superstore,<br>11-14 Priory Walk,<br>COLCHESTER | 0.7%  | 8   | 5.5%   | 8  | 0.0%   | 0 | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |  |
| Sainsbury's, Cornard Road,<br>SUDBURY  | 3.6%  | 40  | 7.3%   | 11 | 1.1%   | 0 | 16.8% | 21 | 11.3%  | 7  | 0.9%   | 1 | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |  |
| Sainsbury's, Hadleigh Road,<br>IPSWICH   | 2.6%  | 28  | 0.0%   | 0  | 0.0%   | 0 | 0.0%  | 0  | 0.0%   | 0  | 3.7%   | 3 | 11.3% | 15 | 7.6%   | 10 | 0.6%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |  |
| Sainsbury's, HAVERHILL   | 0.5%  | 6   | 3.8%   | 6  | 0.0%   | 0 | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |  |
| Cesco Express, Crouch Street, COLCHESTER   | 0.1%  | 1   | 0.7%   | 1  | 0.0%   | 0 | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |  |
| esco Express, St Johns, COLCHESTER   | 0.1%  | 2   | 0.0%   | 0  | 0.0%   | 0 | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0 | 1.2%  | 2  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |  |
| esco Metro, Kesgrave, IPSWICH  | 0.5%  | 6   | 0.0%   | 0  | 0.0%   | 0 | 0.0%  | 0  | 0.0%   | 0  | 0.6%   | 0 | 3.0%  | 4  | 1.1%   | 1  | 0.0%  | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |  |
| esco Superstore, Bedingfeld Way, BURY ST. EDMUNDS                                    | 0.4%  | 5   | 0.0%   | 0  | 4.3%   | 2 | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 3.0%   | 2 | 1.8%   | 1 | 0.0%   | 0 |  |
| esco Superstore, Cedars Link Road, STOWMARKET  | 5.8%  | 63  | 0.0%   | 0  | 0.0%   | 0 | 0.0%  | 0  | 0.0%   | 0  | 1.5%   | 1 | 0.0%  | 0  | 8.9%   | 11 | 32.4% | 50 | 0.0%   | 0 | 0.8%   | 0 | 0.0%   | 0 |  |
| Fesco Superstore, St Saviours Interchange, BURY ST EDMUNDS                           | 1.7%  | 18  | 0.0%   | 0  | 8.2%   | 3 | 3.3%  | 4  | 0.0%   | 0  | 0.0%   | 0 | 0.9%  | 1  | 0.0%   | 0  | 1.0%  | 2  | 10.2%  | 8 | 0.8%   | 0 | 0.0%   | 0 |  |
| Tesco, BRAINTREE   | 0.2%  | 2   | 1.6%   | 2  | 0.0%   | 0 | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |  |
| Sesco, Greenstead Road, COLCHESTER   | 0.2%  | 2   | 0.0%   | 0  |        | 0 | 0.6%  | 1  | 0.0%   | 0  | 0.0%   | 0 | 0.9%  | 1  | 0.0%   | 0  |       | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |  |
| Fesco, Woodhall Business<br>Park, Springlands Way,<br>SUDBURY                        | 9.9%  | 108 | 22.5%  | 34 | 7.7%   | 3 | 33.9% | 43 | 47.9%  | 28 | 1.5%   | 1 | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |  |
| Waitrose, Robert Boby Way,<br>BURY ST EDMUNDS  | 1.0%  | 11  | 0.0%   | 0  | 8.8%   | 3 | 1.8%  | 2  | 0.0%   | 0  | 0.0%   | 0 | 0.0%  | 0  | 0.0%   | 0  | 1.0%  | 2  | 4.8%   | 4 | 1.0%   | 1 | 0.0%   | 0 |  |
| Vaitrose, Station Road,<br>SUDBURY   | 4.0%  | 43  | 6.8%   | 10 | 3.5%   | 1 | 15.2% | 19 | 17.5%  | 10 | 3.2%   | 3 | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |  |
| rantham  | 0.1%  | 1   | 0.0%   | 0  |        | 0 | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0 | 1.3%   | 1 | 0.0%   | 0 |  |
| ury St. Edmunds  | 0.2%  | 2   | 0.0%   | 0  | 0.0%   | 0 | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 2.3%   | 2 | 0.0%   | 0 | 0.0%   | 0 |  |
| olchester  | 0.1%  | 2   | 0.0%   | 0  | 0.0%   | 0 | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0 | 1.2%  | 2  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |  |
| ebenham  | 0.1%  | 1   | 0.0%   | 0  | 0.0%   | 0 | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%  | 0  | 0.6%   | 1  | 0.0%  | 0  | 0.0%   | 0 | 0.8%   | 0 | 0.0%   | 0 |  |
| ye   | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0 | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0 | 0.8%   | 0 | 0.0%   | 0 |  |
| adleigh  | 0.2%  | 2   | 0.0%   | 0  | 0.0%   | 0 | 0.0%  | 0  | 0.0%   | 0  | 0.9%   | 1 | 0.7%  | 1  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |  |
| averhill   | 0.1%  | 1   | 0.9%   | 1  | 0.0%   | 0 | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |  |
| oswich   | 0.4%  | 4   | 0.0%   | 0  | 0.0%   | 0 | 0.0%  | 0  | 0.0%   | 0  | 2.1%   | 2 | 0.9%  | 1  | 0.0%   | 0  | 0.6%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |  |
| leedham Market   | 0.1%  | 1   | 0.0%   | 0  | 0.0%   | 0 | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%  | 0  | 0.6%   | 1  | 0.0%  | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |  |
| udbury   | 0.1%  | 1   | 0.0%   | 0  | 0.0%   | 0 | 0.8%  | 1  | 0.0%   | 0  | 0.0%   | 0 | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |  |
| towmarket  | 0.2%  | 2   | 0.0%   | 0  | 0.0%   | 0 | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 1.5%   | 1 | 2.0%   | 1 | 0.0%   | 0 |  |
| Aldi, Mere Street, Diss  | 0.5%  | 5   | 0.0%   | 0  | 0.0%   | 0 | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0 | 0.8%   | 0 | 5.0%   | 5 |  |
| Aldi, Meredith Road,   | 0.6%  | 6   | 0.0%   | 0  | 0.0%   | 0 | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.9%  | 1  | 4.1%   | 5  | 0.0%  | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |  |

|  | Total        |    | Zone 1       |   | Zone 2       |   | Zone 3       |   | Zone 4       |   | Zone 5       |   | Zone 6       |   | Zone 7       | 7  | Zone 8       |   | Zone 9       |   | Zone 1       | 0 | Zone 1       | 1      |
|--|--------------|----|--------------|---|--------------|---|--------------|---|--------------|---|--------------|---|--------------|---|--------------|----|--------------|---|--------------|---|--------------|---|--------------|--------|
|  |              |    |              |   |              |   |              |   |              |   |              |   |              |   |              |    |              |   |              |   |              |   |              |        |
| Ipswich<br>Aldi, Newmarket Road,<br>Dettingen Way, Bury St.        | 0.9%         | 9  | 1.2%         | 2 | 4.7%         | 2 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0 | 7.2%         | 5 | 0.8%         | 0 | 0.0%         | 0      |
| Edmunds Asda Superstore, Drayton                                   | 0.2%         | 2  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 2.6%         | 2      |
| High Road, Hellesdon,<br>Norwich                                   |              |    |              |   |              |   |              |   |              |   |              |   |              |   |              |    |              |   |              |   |              |   |              |        |
| Asda Superstore, Stoke Park<br>Drive, Ipswich                      | 0.3%         | 3  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 1.8%         | 2 | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.8%         | 1      |
| Asda Superstore, Western<br>Way, Bury St. Edmunds                  | 0.4%         | 4  | 0.0%         | 0 | 4.3%         | 2 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0 | 1.9%         | 1 | 1.7%         | 1 | 0.0%         | 0      |
| Asda Superstore,<br>Whitehouse Industrial<br>Estate, Goddard Road, | 4.0%         | 43 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 3.8%         | 3 | 5.2%         | 7 | 26.6%        | 33 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0      |
| Ipswich Budgens, Bullock Fair Close,                               | 0.4%         | 5  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 4.9%         | 5      |
| Harleston<br>Co-op, Chancery Lane,<br>Debenham                     | 0.1%         | 1  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 1.1%         | 1  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0      |
| Co-op, High Street, Earls Colne                                    | 0.6%         | 6  | 4.0%         | 6 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0      |
| Co-op, Hillside Road East,<br>Bungay                               | 0.1%         | 1  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 1.4%         | 1      |
| Co-op, London Road,<br>Harleston                                   | 0.1%         | 1  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.6%         | 1      |
| Co-op, Market Hill, Clare  | 0.1%         | 1  | 0.7%         | 1 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0      |
| Co-op, Market Hill,<br>Framlingham                                 | 0.4%         | 4  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 2.6%         | 3  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.8%         | 1      |
| Co-op, Norwich Road,<br>Barham, Claydon                            | 0.2%         | 3  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 2.0%         | 3  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0      |
| Co-op, Saxons Way,<br>Halesworth                                   | 0.1%         | 1  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 |              | 0 | 0.0%         | 0 | 0.0%         | 0  |              | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.6%         | 1      |
| Co-op, The Street, Holbrook  | 0.3%         | 4  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 2.7%         | 4 | 0.0%         | 0  |              | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0      |
| Co-op, The Street,<br>Rickinghall, Diss                            | 0.2%         | 2  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 |              | 0 | 0.0%         | 0 |              | 0  |              | 0 | 0.0%         | 0 | 3.8%         | 2 | 0.0%         | 0      |
| Co-op, The Street,<br>Wherstead, Holbrook                          | 0.5%         | 5  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 |              | 0 | 4.0%         | 5 | 0.0%         | 0  |              | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0      |
| Co-op, The Street, Woolpit   | 0.0%         | 1  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0  |              | 0 | 0.7%         | 1 | 0.0%         | 0 | 0.0%         | 0      |
| eland, Cornhill, Bury St.<br>Edmunds                               | 0.1%         | 1  | 0.0%         | 0 | 1.9%         | 1 | 0.0%         | 0 | 0.0%         | 0 |              | 0 | 0.0%         | 0 |              | 0  |              | 0 | 0.0%         | 0 | 0.0%         | 0 |              | 0      |
| celand, North Street, Sudbury                                      | 0.1%         | 2  | 0.0%         | 0 |              | 0 | 1.2%         | 2 | 0.0%         | 0 |              | 0 | 0.0%         | 0 | 0.0%         | 0  |              | 0 | 0.0%         | 0 | 0.0%         | 0 |              | 0      |
| idl, Handford Road, Ipswich  | 0.2%         | 3  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 |              | 0 | 0.9%         | 1 | 1.1%         | 1  |              | 0 | 0.0%         | 0 | 0.0%         | 0 |              | 0      |
| Lidl, London Road, Ipswich   | 0.3%         | 4  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 2.9%         | 4 | 0.0%         | 0  | 0.0,0        | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0      |
| Local shops, Cockfield   | 0.0%<br>0.2% | 0  | 0.0%<br>0.0% | 0 | 1.1%<br>0.0% | 0 | 0.0%<br>0.0% | 0  | 0.0%<br>0.0% | 0 | 0.0%<br>0.0% | 0 | 0.0%<br>3.5% | 2 | 0.0%<br>0.6% | 0<br>1 |
| Local shops, Diss  | 0.2%         | 3  | 0.0%         | U  | 0.0%         | U | 0.0%         | U | 3.3%         | 2 | 0.0%         | 1      |

|   | Total        |        | Zone 1       |   | Zone 2 |    | Zone 3       |   | Zone 4       |   | Zone 5       |   | Zone 6       | 5  | Zone 7       |   | Zone 8       |   | Zone 9       |    | Zone 1       | 0  | Zone 1       | 1      |  |
|---|--------------|--------|--------------|---|--------|----|--------------|---|--------------|---|--------------|---|--------------|----|--------------|---|--------------|---|--------------|----|--------------|----|--------------|--------|--|
|   | 0.10/        |        | 0.00/        | • | 0.00/  | 0  | 0.00/        | 0 | 0.00/        | 0 | 0.00/        | 0 | 0.00/        | 0  | 0.60/        |   | 0.00/        | 0 | 0.00/        |    | 0.00/        | 0  | 0.00/        | 0      |  |
| Local shops, Framlingham                      | 0.1%         | 1      | 0.0%         | 0 |        | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0  | 0.6%         | 1 | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0      |  |
| Local shops, Harleston                        | 0.1%<br>0.0% | 1<br>1 | 0.0%<br>0.0% | 0 |        | 0  | 0.0%<br>0.0% | 0 | 0.0%<br>0.0% | 0 | 0.0%<br>0.0% | 0 | 0.0%<br>0.0% | 0  | 0.0%<br>0.0% | 0 | 0.0%<br>0.0% | 0 | 0.0%<br>0.7% | 0  | 0.0%<br>0.0% | 0  | 1.4%<br>0.0% | 1<br>0 |  |
| Local shops, North Walsham                    |              | 2      |              |   |        | 0  |              | 0 | 0.0%         | 0 |              | 0 |              | 0  | 0.0%         | 0 |              | 0 | 0.7%         | 0  | 0.0%         | 0  |              | 0      |  |
| Local shops, Tiptree, Essex                   | 0.2%<br>0.1% | 1      | 1.2%<br>0.0% | 2 |        | 0  | 0.0%<br>0.0% | 0 | 0.0%         | 0 | 0.0%<br>0.0% | 0 | 0.0%<br>0.0% | 0  | 0.0%         | 0 | 0.0%<br>0.0% | 0 | 0.0%         | 0  | 0.0%         | 0  | 0.0%<br>1.0% | 0<br>1 |  |
| Local shops, Woodbridge Marks & Spencer,      | 0.1%         | 3      | 0.0%         | 0 |        | 0  | 2.1%         | 3 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0      |  |
| Buttermarket, Bury St. Edmunds                | 0.270        | 3      | 0.0%         | U | 0.076  | U  | 2.170        | 3 | 0.070        | U | 0.0%         | U | 0.0%         | U  | 0.0%         | U | 0.0%         | U | 0.0%         | U  | 0.0%         | U  | 0.0%         | O      |  |
| Marks & Spencer, High                         | 0.1%         | 1      | 0.0%         | 0 | 0.0%   | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.7%         | 1  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0      |  |
| Street, Colchester                            |              |        |              |   |        |    |              |   |              |   |              |   |              |    |              |   |              |   |              |    |              |    |              |        |  |
| Marks & Spencer, Westgate                     | 0.1%         | 1      | 0.0%         | 0 | 0.0%   | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.7%         | 1  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0      |  |
| Street, Ipswich                               |              |        |              |   |        |    |              |   |              |   |              |   |              |    |              |   |              |   |              |    |              |    |              |        |  |
| Sainsbury's, Bedingfeld                       | 3.7%         | 40     | 0.9%         | 1 | 31.7%  | 12 | 0.6%         | 1 | 0.0%         | 0 | 0.0%         | 0 | 1.2%         | 2  | 0.0%         | 0 | 3.4%         | 5 | 23.7%        | 18 | 1.6%         | 1  | 0.0%         | 0      |  |
| Way, Bury St. Edmunds                         |              |        |              |   |        |    |              |   |              |   |              |   |              |    |              |   |              |   |              |    |              |    |              |        |  |
| Sainsbury's, Brazen Gate,                     | 0.1%         | 2      | 0.0%         | 0 | 0.0%   | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0  | 1.6%         | 2      |  |
| Norwich                                       |              |        |              |   |        |    |              |   |              |   |              |   |              |    |              |   |              |   |              |    |              |    |              |        |  |
| Sainsbury's, Felixstowe<br>Road, Ipswich      | 0.2%         | 2      | 0.0%         | 0 | 0.0%   | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.9%         | 1  | 0.6%         | 1 | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0      |  |
| Sainsbury's, High Street,                     | 0.2%         | 2      | 1.7%         | 2 | 0.0%   | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0      |  |
| Halstead                                      |              |        |              |   |        |    |              |   |              |   |              |   |              |    |              |   |              |   |              |    |              |    |              |        |  |
| Sainsbury's, Western                          | 0.8%         | 9      | 5.8%         | 9 | 0.0%   | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0      |  |
| Approach, Stanway,<br>Colchester              |              |        |              |   |        |    |              |   |              |   |              |   |              |    |              |   |              |   |              |    |              |    |              |        |  |
| Γesco Extra, Anson Road,<br>Martlesham Heath, | 0.6%         | 7      | 0.0%         | 0 | 0.0%   | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0  | 3.1%         | 4 | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0  | 2.9%         | 3      |  |
| Ipswich<br>Cesco Extra, Copdock               | 3.7%         | 40     | 0.0%         | 0 | 0.00/  | 0  | 0.0%         | 0 | 0.094        | Ω | 7.8%         | 6 | 21.7%        | 28 | 4.5%         | 6 | 0.004        | 0 | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0      |  |
| Interchange, Ipswich                          | 3.1%         | 40     | 0.0%         | U | 0.0%   | U  | 0.0%         | U | 0.0%         | U | 7.0%         | 6 | 21./%        | 20 | 4.3%         | O | 0.0%         | U | 0.0%         | U  | 0.0%         | U  | 0.0%         | U      |  |
| Tesco Extra, Highwoods                        | 0.6%         | 7      | 3.8%         | 6 | 0.0%   | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.7%         | 1  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0      |  |
| Square, Colchester                            | 0.070        | ,      | 3.070        | U | 0.070  | U  | 0.070        | U | 0.070        | U | 0.070        | U | 0.770        | 1  | 0.070        | U | 0.070        | U | 0.070        | U  | 0.070        | U  | 0.070        | U      |  |
| Square, Colchester Sesco Superstore, George   | 0.2%         | 2      | 0.0%         | 0 | 0.0%   | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0  | 2.4%         | 2      |  |
| Westwood Way, Beccles                         | 0.2/0        | 2      | 0.070        | U | 0.070  | U  | 0.0/0        | J | 0.070        | U | 0.070        | U | 0.070        | U  | 0.070        | U | 0.070        | U | 0.070        | U  | 0.070        | U  | ∠T/U         | _      |  |
| Fesco Superstore, Ipswich                     | 0.2%         | 3      | 0.0%         | 0 | 0.0%   | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0  | 1.3%         | 1  | 2.0%         | 2      |  |
| Road, Norwich                                 | 3.270        |        | 3.070        | Ü | 0.070  | Ü  | 3.070        | Ü | 3.070        | 0 | 3.070        | J | 0.070        | 0  | 3.070        | v | 0.070        | J | 3.070        | 3  | 1.570        |    | 2.070        | -      |  |
| Γesco Superstore,                             | 0.1%         | 1      | 0.0%         | 0 | 0.0%   | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0  | 1.3%         | 1  | 0.0%         | 0      |  |
| Kilverstone, Thetford                         | 3.1.70       | -      | 3.070        | Ü | 0.070  | Ü  | 3.070        | • | 3.070        | v | 3.070        | Ü | 0.070        | ,  | 3.070        | ~ | 0.070        | J | 3.070        | 9  | 1.070        | •  | 0.075        | Ŭ      |  |
| Fesco Superstore, Victoria                    | 2.5%         | 28     | 0.0%         | 0 | 0.0%   | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0  | 1.8%         | 2 | 0.6%         | 1 | 0.9%         | 1  | 23.0%        | 13 | 11.5%        | 11     |  |
| Road, Diss                                    |              | -      |              | - |        | -  |              | - |              | - |              | - |              |    |              |   |              |   |              |    |              | -  |              |        |  |
| Waitrose, Corn Exchange,                      | 0.2%         | 3      | 0.0%         | 0 | 0.0%   | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0  | 1.6%         | 2 | 0.0%         | 0 | 0.7%         | 1  | 0.0%         | 0  | 0.0%         | 0      |  |
| Ipswich                                       |              |        |              |   |        |    |              |   |              |   |              |   |              |    |              |   |              |   |              |    |              |    |              |        |  |
| Waitrose, Fred Archer Way,                    | 0.0%         | 0      | 0.0%         | 0 | 1.1%   | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0      |  |
| Newmarket                                     |              |        |              |   |        |    |              |   |              |   |              |   |              |    |              |   |              |   |              |    |              |    |              |        |  |
| Waitrose, Futura Park, Crane                  | 0.5%         | 5      | 0.0%         | 0 | 0.0%   | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 2.0%         | 3  | 2.1%         | 3 | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0      |  |
| Boulevard, Ipswich                            |              |        |              |   |        |    |              |   |              |   |              |   |              |    |              |   |              |   |              |    |              |    |              |        |  |
| Waitrose, Norwich Road,                       | 0.1%         | 1      | 0.0%         | 0 | 0.0%   | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0  | 1.7%         | 1  | 0.0%         | 0      |  |
| Wymondham                                     |              |        |              |   |        |    |              |   |              |   |              |   |              |    |              |   |              |   |              |    |              |    |              |        |  |
| Waitrose, St. Andrews                         | 0.3%         | 3      | 1.1%         | 2 | 0.0%   | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.9%         | 1  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0      |  |

Weighted:

|   | Total | l            | Zone  | 1          | Zone 2 | ,         | Zone  | 3          | Zone    | 4         | Zone  | 5         | Zone  | 6         | Zone  | 7          | Zone  | 8         | Zone 9 | )        | Zone 1 | 10       | Zone 1 | 1        |
|---|-------|--------------|-------|------------|--------|-----------|-------|------------|---------|-----------|-------|-----------|-------|-----------|-------|------------|-------|-----------|--------|----------|--------|----------|--------|----------|
|   |       |              |       |            |        |           |       |            |         |           |       |           |       |           |       |            |       |           |        |          |        |          |        |          |
| Avenue, Colchester<br>Internet / mail order | 7.9%  | 85           | 8.1%  | 12         | 5.7%   | 2         | 5.9%  | 7          | 2.8%    | 2         | 5.4%  | 4         | 11.0% | 14        | 1.4%  | 2          | 10.0% | 16        | 14.5%  | 11       | 11.9%  | 7        | 9.2%   | 9        |
| Weighted base:<br>Sample:                   |       | 1088<br>1088 |       | 149<br>100 |        | 39<br>100 |       | 126<br>100 |         | 58<br>100 |       | 80<br>100 |       | 131<br>97 |       | 126<br>100 |       | 156<br>97 |        | 74<br>99 |        | 55<br>98 |        | 95<br>97 |
| Q01AWhich retailer do<br>Those who do their | •     | •            |       |            |        |           |       | •          | shoppin | g fror    | n?    |           |       |           |       |            |       |           |        |          |        |          |        |          |
| Asda  | 16.9% | 14           | 0.0%  | 0          | 50.3%  | 1         | 10.4% | 1          | 0.0%    | 0         | 0.0%  | 0         | 11.0% | 2         | 0.0%  | 0          | 57.4% | 9         | 0.0%   | 0        | 0.0%   | 0        | 26.2%  | 2        |
| Morrisons                                   | 0.0%  | 0            | 0.0%  | 0          | 0.0%   | 0         | 0.0%  | 0          | 0.0%    | 0         | 0.0%  | 0         | 0.0%  | 0         | 0.0%  | 0          | 0.0%  | 0         | 0.0%   | 0        | 0.0%   | 0        | 0.0%   | 0        |
| Iceland                                     | 0.0%  | 0            | 0.0%  | 0          | 0.0%   | 0         | 0.0%  | 0          | 0.0%    | 0         | 0.0%  | 0         |       | 0         | 0.0%  | 0          |       | 0         | 0.00   | 0        | 0.070  | 0        | 0.0%   | 0        |
| Sainsbury's                                 | 13.6% | 11           | 0.0%  | 0          | 38.0%  | 1         | 22.9% | 2          | 0.0%    |           | 12.9% | 1         | 0.0%  | 0         | 44.7% | 1          | 0.0%  |           | 36.7%  |          | 13.3%  | 1        | 40.1%  | 3        |
| Tesco                                       | 57.5% |              | 88.6% | 11         | 0.0%   | 0         | 66.7% | 5          | 100.0%  |           | 36.0% | 2         | 80.7% | 12        | 0.0%  | 0          | 28.9% |           | 58.4%  |          | 67.6%  | 4        | 33.7%  | 2        |
| Waitrose / Ocado                            | 11.9% |              | 11.4% | 1          | 11.8%  | 0         | 0.0%  | 0          | ,       | 0         | 51.1% | 2         | 8.3%  | 1         | 55.3% | 1          | 13.6% | 2         |        |          | 19.1%  | 1        | 0.0%   | 0        |
| Other                                       | 0.0%  | 0            | 0.0%  | 0          | 0.0%   | 0         | 0.0%  | 0          | 0.0%    | 0         | 0.0%  | 0         |       | 0         | 0.0%  | 0          |       | 0         |        | 0        |        | 0        | 0.0%   | 0        |
| (Don't know / varies)                       | 0.0%  | 0            | 0.0%  | 0          | 0.0%   | 0         | 0.0%  | 0          | 0.0%    | 0         | 0.0%  | 0         | 0.0%  | 0         | 0.0%  | 0          | 0.0%  | 0         | 0.0%   | 0        | 0.0%   | 0        | 0.0%   | 0        |
| Weighted base:                              |       | 83           |       | 12         |        | 2         |       | 7          |         | 2         |       | 4         |       | 14        |       | 2          |       | 16        |        | 11       |        | 7        |        | 6        |
| Sample:                                     |       | 73           |       | 8          |        | 7         |       | 6          |         | 3         |       | 7         |       | 7         |       | 2          |       | 7         |        | 8        |        | 11       |        | 7        |

Weighted:

#### Babergh & Mid Suffolk Household Survey For Carter Jonas

Zone 2 Total Zone 1 Zone 3 Zone 4 Zone 6 Zone 7 Zone 8 Zone 9 Zone 10 Zone 11 Zone 5 Q02 What do you like about this store / town centre? [MR] Excluding those who do their main food shopping via the Internet at Q01: Nothing / very little 5.2% 52 1.8% 2 7.3% 3 2.1% 2 4.0% 2 3.7% 3 2.2% 3 7.3% 9 13.7% 19 2.7% 2 5.2% 3 4.7% 4 2 2.8% 28 6.1% 8 0.9% 0 2.6% 3 4.2% 2.4% 2 0.0% 0 2.3% 3 1.8% 3 8.3% 5 2.9% 1 0.0% 0 Attractive environment / nice place 0.2% 0 0 Close to friends or relatives 2 0.8% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0.8% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% Close to home 42.0% 422 39.8% 54 40.1% 15 35.4% 42 48.6% 27 63.4% 48 53.5% 62 39.6% 49 40.7% 57 30.9% 20 46.6% 23 28.2% 24 1.1% 11 1.0% 1 4.7% 2 0.8% 1 2.2% 1 1.3% 1 2.1% 2 1.1% 0.9% 0.0% 0 0.0% 0 0.0% 0 Close to work 1 0 2 Compact 2.5% 25 1.0% 1 1.7% 1 9.5% 11 0.0% 0 0.6% 0 0.0% 0.8% 1 3.1% 4 4.8% 3 4.7% 0.7% 0 Easy to get to by bike 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Easy to get to by bus 0.1% 1 0.0% 0 1.9% 1 0.0% 0 0.0% 0 0.6% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 3.7% 3.0% 30 7.1% 3.5% 2 1.2% 0.8% 6.7% 8 2 Easy to get to by car 1.0% 1 2.4% 8 1 1.5% 2 2 1.8% 1 2.5% 3 3 5 Easy to park 6.5% 65 8.0% 11 6.2% 2 9.5% 11 6.0% 3.2% 2 6.2% 7 1.7% 2 10.3% 14 5.2% 3 5.5% 5.8% Good facilities 1.3% 13 0.0% 0 2.3% 1 0.8% 0.7% 0 0.0% 0 1.9% 2 0.8% 1 2.0% 3 1.6% 7.6% 4 0.0% 0 1 2.7% 27 4 3 2 5 5 2 3 3.1% 2.7% 2.4% 2.0% 1 2.6% 4.6% 3.7% 1.4% 0.0% 0 6.7% 1.4% Good food stores 1 0.0% 0 0.0% 0 1.2% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 Good pubs, cafés or 0 restaurants 3.0% 31 0.8% 1.9% 2.2% 3 8.8% 5 1 10.9% 13 1.9% 2 0.0% 0 0.0% 0 2.0% 5.1% Good range of non-food 1 1.0% 1 4 shops Makes a change from other 0.2% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.6% 1 0.7% 0.0% 0 0.9% 0 0.0% 0 places Ouiet 3.4% 34 0.0% 0 3.9% 1 13.7% 16 3.0% 2 0.0% 0 4.2% 5 4.2% 5 1.1% 2 0.0% 0 2.0% 1.8% 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 0.0% 0 0.8% 1.1% 0.0% Safe and secure 0 1 1 0.0% 0 The market (food / farmers' 0.1% 1 0.0% 0 0.0% 0 0 1.1% 1 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 market, other markets) 0.9% 0 0 9 0.0% 1.2% 0.8% 1.5% 1.7% 0.0% 2.9% 0.0% 0 0.8% 1.5% 0.7% Traditional 0 1 4 Traffic free shopping centre 0.1% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.6% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 2 Other 1.6% 16 1.0% 1 3.3% 1 3.4% 4 0.7% 0 2.3% 2 1.4% 0.8% 1 1.8% 3 2.7% 2 1.4% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 A specific shop 0.0% 0 0.0% 0 0.0% 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0.0% 0.0% 0 0.0% 0 A specific attraction 0 0 0 0 0 Clean / tidy store 0.5% 5 0.0% 0 0.0% 0 2.1% 2 0.8% 0 0.0% 0 0.8% 1 0.0% 0 0.0% 0 0.8% 1 1.5% 0.0% 0 Familiarity / habit / always 3.4% 34 7.4% 10 3.1% 1 4.2% 5 0.0% 0 1.3% 1 2.5% 3 4.0% 5 1.8% 3 3.3% 2 2.7% 1 3.5% 3 shopped there 0 Friendly / helpful staff 2.4% 24 4.8% 7 2.2% 1.9% 2 2.9% 2 0.0% 0 2.1% 3 1.8% 3 3 0.9% 4.4% 1.3% 4.1% 4 8 0 0 General convenience 0.8% 0.0% 0 0.0% 0 2.7% 3 0.0% 0.0% 2.2% 3 0.0% 0 0.0% 0 3.2% 2 0.0% 0 0.7% -1 0.2% 2 0.0% 0.0% 0.0% 0.7% 0 0.8% 1 0.0% 0.0% 0.0% 0 Good company ethics 0 0 0 0 0.0% 0 0 0 1.1% 1 0.0% (Fairtrade etc.) 3.0% 1.3% 2 0.8% 0.0% 0 0 1.4% 2 2 1.0% 2.5% 2 Good internal layout 1.1% 11 0.8% 1 0 0.0% 1.1% 2.0% Good range / choice of food 8.3% 83 10.8% 15 7.9% 3 7.9% 9 10.0% 6 4.1% 3 10.8% 13 4.0% 5 7.2% 10 5.8% 4 4.8% 2 16.3% 14 products Good range of independent 0.2% 0 0.0% 0.0% 0.8% 0.0% 0.0% 0 0.0% 0 2 0.0% 0 0.0% 0 0 1.0% 0.0% 0 0 0.9% shops Good special offers 0.6% 6 0.8% 1 1.2% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.6% 1 0.0% 0 2.2% 2.0% 1 1.1% 1 Has a petrol station 0.3% 3 0.8% 1 0.0% 0 0.0% 0 0.0% 0 1.6% 1 0.0% 0 0.0% 0 0.7% 1 0.0% 0 0.0% 0 0.0% 0 1.0% 10 0.8% 1.2% 0 3.9% 3 0 1.7% 2 1.5% 2 0.0% 1.5% 0.0% 0 Has everything I need 1 0 0.6% 1 0.0% 0.0% 0 Large / spacious store 0.8% 8 1.0% 1 0.0% 0 2.9% 3 3.5% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 3.2% 2 0.0% 0

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|   | Tota         | al       | Zone         | 1   | Zone         | 2  | Zone         | 3   | Zone 4       | 4  | Zone         | 5  | Zone         | 6   | Zone         | 7   | Zone         | 8   | Zone         | 9   | Zone 1       | 10 | Zone 1       | 11 |
|---|--------------|----------|--------------|-----|--------------|----|--------------|-----|--------------|----|--------------|----|--------------|-----|--------------|-----|--------------|-----|--------------|-----|--------------|----|--------------|----|
| T among milana                              | 12.00/       | 120      | 12.00/       | 17  | 14.00/       | _  | C 00/        | 7   | 16 20/       | 0  | C 10/        | _  | 0.90/        | 11  | 10.60/       | 24  | 7.70/        | 11  | 21.00/       | 1.4 | 7.20/        | 4  | 24.00/       | 21 |
| Lower prices                                | 12.8%        | 128      | 12.8%        |     | 14.0%        | 5  | 6.0%         | 1   | 16.2%        | 9  | 6.1%         | 5  | 9.8%         | 11  | 19.6%        | 24  | 7.7%         |     |              | 14  | 7.2%         | 4  | 24.0%        | 21 |
| Loyalty card scheme                         | 0.6%         | 6<br>8   | 0.0%         | 0   | 0.7%         | 0  | 0.6%         | 1   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0   | 0.0%         | 0   | 1.4%         | 2   | 0.0%         | 0   | 2.9%         | 0  | 1.4%         | 0  |
| Not too big / crowded                       | 0.8%         | -        | 2.8%         | 4   | 1.9%         | 1  | 0.8%         | 2   | 0.0%         | 0  | 1.0%         | 0  | 0.8%         | 1   | 0.0%         | 2   | 0.0%         | 2   | 0.8%<br>3.0% | 2   | 0.0%         | 1  | 0.0%<br>0.7% | 1  |
| Preference for the retailer                 | 1.3%<br>5.7% | 13<br>57 | 2.1%<br>8.4% | 11  | 2.3%<br>4.1% | 2  | 1.7%<br>6.8% | 8   | 0.0%<br>7.3% | 4  | 0.6%         | 1  | 0.0%<br>4.5% | 5   | 1.5%<br>6.3% | 8   | 1.4%         | _   | 5.9%         | 4   | 1.8%         | 3  |              | 5  |
| Quality of food products                    | 2.8%         | 28       | 8.4%<br>4.1% | 11  | 2.7%         | 1  | 2.1%         | 2   | 0.8%         | 0  | 1.2%<br>0.7% | 1  | 1.4%         | 2   | 2.2%         | 3   | 4.6%         | 6   | 3.8%         | 2   | 5.2%<br>0.0% | 0  | 5.9%<br>4.5% | 3  |
| Value for money Work there / staff discount | 0.9%         | 20<br>9  | 2.0%         | 6   | 0.0%         | 0  | 2.1%         | 3   | 1.5%         | 1  | 0.7%         | 0  | 0.0%         | 0   | 0.0%         | 0   | 5.3%<br>0.9% | 1   | 2.0%         | 1   | 0.0%         | 0  |              | 4  |
| (Don't know)                                | 2.2%         | 22       | 0.0%         | 0   | 0.0%         | 0  | 0.0%         | 0   | 1.5%         | 1  | 1.3%         | 1  | 1.0%         | 1   | 1.1%         | 1   | 4.2%         | 6   | 2.0%         | 1   | 2.0%         | 1  | 11.3%        | 10 |
| ` ′   | 2.270        |          | 0.070        | -   | 0.070        |    | 0.070        | -   | 1.5/0        | 1  | 1.370        | 1  | 1.070        | 1   | 1.1 /0       | 1   | 4.2/0        | -   | 2.1 /0       | 1   | 2.070        | 1  | 11.5/0       |    |
| Weighted base:                              |              | 1003     |              | 137 |              | 37 |              | 118 |              | 56 |              | 76 |              | 116 |              | 124 |              | 140 |              | 63  |              | 49 |              | 86 |
| Sample:                                     |              | 1013     |              | 92  |              | 93 |              | 94  |              | 97 |              | 93 |              | 90  |              | 98  |              | 90  |              | 91  |              | 87 |              | 88 |
| Q03 How do you normal Excluding those who d | •            | •        |              |     |              |    | •            |     |              |    |              |    |              |     |              |     |              |     |              |     |              |    |              |    |
| Car / van (as driver)                       | 81.8%        | 820      | 87.4%        | 119 | 90.6%        | 34 | 79.6%        |     | 50.3%        | 28 | 80.9%        | 61 | 85.2%        | 99  | 85.3%        | 106 | 80.6%        |     | 84.0%        | 53  | 75.2%        | 37 | 88.1%        | 76 |
| Car / van (as passenger)                    | 11.2%        | 112      | 9.7%         | 13  | 6.4%         | 2  |              | 13  | 26.5%        | 15 | 6.2%         | 5  | 9.1%         | 11  | 10.5%        | 13  |              | 14  | 16.0%        | 10  | 17.4%        | 9  | 0.00         | 7  |
| Bus, minibus or coach                       | 1.2%         | 12       | 1.6%         | 2   | 1.9%         | 1  | 5.2%         | 6   |              | 0  | 0.6%         | 0  | 0.0%         | 0   | 1.1%         | 1   | 0.7%         | 1   | 0.0%         | 0   | 0.9%         | 0  | 0.0%         | 0  |
| Using park & ride facility                  | 0.0%         | 0        | 0.0%         | 0   | 0.0%         | 0  | 0.0%         | 0   |              | 0  | 0.0%         | 0  | 0.0%         | 0   | 0.0%         | 0   | 0.0%         | 0   |              | 0   | 0.0%         | 0  |              | 0  |
| Motorcycle, scooter or                      | 0.0%         | 0        | 0.0%         | 0   | 0.0%         | 0  | 0.0%         | 0   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0   | 0.0%         | 0   | 0.0%         | 0   | 0.0%         | 0   | 0.0%         | 0  | 0.0%         | 0  |
| moped                                       | <b>=</b> 00/ |          | 0.007        |     | 4.00/        |    | 2 201        |     | 24.00/       |    | 44.40        |    | 4.00/        | _   | 2.20/        |     |              |     | 0.00/        |     | <b>-</b>     | •  | 2            | _  |
| Walk  | 5.0%         | 50       | 0.0%         | 0   |              | 0  | 3.3%         | 4   | 21.9%        | 12 | 11.1%        | 8  | 4.9%         | 6   |              | 4   | 7.6%         | 11  | 0.0%         | 0   | 5.6%         | 3  | 2.6%         | 2  |
| Taxi  | 0.3%         | 3        | 0.0%         | 0   | 0.0%         | 0  | 0.6%         | 1   | 1.4%         | 1  | 0.0%         | 0  | 0.8%         | 1   | 0.0%         | 0   | 0.0%         | 0   |              | 0   | 0.9%         | 0  | 0.0%         | 0  |
| Train                                       | 0.0%         | 0        | 0.0%         | 0   | 0.0%         | 0  | 0.0%         | 0   |              | 0  | 0.0%         | 0  | 0.0%         | 0   | 0.0%         | 0   | 0.0%         | 0   |              | 0   | 0.0%         | 0  |              | 0  |
| Bicycle                                     | 0.3%         | 3        | 1.2%         | 2   | 0.0%         | 0  | 0.0%         | 0   |              | 0  | 1.2%         | 1  | 0.0%         | 0   | 0.0%         | 0   | 0.0%         | 0   |              | 0   | 0.0%         | 0  | 0.7%         | 1  |
| Mobility scooter / wheelchair               |              | 0        | 0.0%         | 0   | 0.0%         | 0  | 0.0%         | 0   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0   | 0.0%         | 0   | 0.0%         | 0   | 0.0%         | 0   | 0.0%         | 0  | 0.0%         | 0  |
| Other                                       | 0.0%         | 0        | 0.0%         | 0   | 0.0%         | 0  | 0.0%         | 0   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0   | 0.0%         | 0   | 0.0%         | 0   | 0.0%         | 0   | 0.0%         | 0  |              | 0  |
| (Don't know / varies)                       | 0.2%         | 2        | 0.0%         | 0   | 0.0%         | 0  | 0.0%         | 0   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0   | 0.0%         | 0   | 1.1%         | 2   | 0.0%         | 0   | 0.0%         | 0  | 0.0%         | 0  |
| Weighted base:                              |              | 1003     |              | 137 |              | 37 |              | 118 |              | 56 |              | 76 |              | 116 |              | 124 |              | 140 |              | 63  |              | 49 |              | 86 |
| Sample:                                     |              | 1013     |              | 92  |              | 93 |              | 94  |              | 97 |              | 93 |              | 90  |              | 98  |              | 90  |              | 91  |              | 87 |              | 88 |

#### Babergh & Mid Suffolk Household Survey For Carter Jonas

Weighted:

Total Zone 1 Zone 2 Zone 3 Zone 4 Zone 5 Zone 6 Zone 7 Zone 8 Zone 9 Zone 10 Zone 11

| Q04 When you visit (STORE MENTIONED AT Q01) for your main food shopping, do you combine your shopping with other activities (for example non-food shopping, le | eisure / entertainment, visiting |
|--|----------------------------------|
| restaurants, bars, banks, etc.)? [MR]  |                                  |

Excluding those who do their main food shopping via the Internet at Q01:

| Excluding those who di   | o men m | iii joot     | і зпорріп | g viii i  | ne miem | ei ui Q  | 01.   |           |       |          |       |          |       |           |       |           |       |           |       |          |       |          |       |          |
|--|---------|--------------|-----------|-----------|---------|----------|-------|-----------|-------|----------|-------|----------|-------|-----------|-------|-----------|-------|-----------|-------|----------|-------|----------|-------|----------|
| Yes - non-food shopping  | 19.1%   | 191          | 24.7%     | 34        | 29.8%   | 11       | 26.2% | 31        | 19.6% | 11       | 15.4% | 12       | 15.5% | 18        | 10.5% | 13        | 17.6% | 25        | 18.7% | 12       | 21.4% | 10       | 16.9% | 15       |
| Yes - other food shopping  | 11.6%   | 116          | 17.4%     | 24        | 18.1%   | 7        | 9.5%  | 11        | 19.4% | 11       | 5.4%  | 4        | 5.4%  | 6         | 2.3%  | 3         | 10.6% | 15        | 14.1% | 9        | 23.9% | 12       | 17.5% | 15       |
| Yes - bars / pubs  | 0.3%    | 3            | 0.8%      | 1         | 0.0%    | 0        | 0.0%  | 0         | 0.0%  | 0        | 0.0%  | 0        | 0.0%  | 0         | 0.0%  | 0         | 0.0%  | 0         | 1.8%  | 1        | 0.9%  | 0        | 0.0%  | 0        |
| Yes - bingo  | 0.0%    | 0            | 0.0%      | 0         | 0.0%    | 0        | 0.0%  | 0         | 0.0%  | 0        | 0.0%  | 0        | 0.0%  | 0         | 0.0%  | 0         | 0.0%  | 0         | 0.0%  | 0        | 0.0%  | 0        | 0.0%  | 0        |
| Yes - cafés  | 2.6%    | 26           | 3.7%      | 5         | 6.6%    | 2        | 0.6%  | 1         | 5.9%  | 3        | 1.8%  | 1        | 6.0%  | 7         | 0.6%  | 1         | 0.0%  | 0         | 2.7%  | 2        | 3.2%  | 2        | 2.2%  | 2        |
| Yes - cinemas  | 0.5%    | 5            | 0.0%      | 0         | 0.0%    | 0        | 0.0%  | 0         | 0.0%  | 0        | 0.0%  | 0        | 0.0%  | 0         | 0.0%  | 0         | 3.7%  | 5         | 0.0%  | 0        | 0.0%  | 0        | 0.0%  | 0        |
| Yes - get petrol   | 9.9%    | 100          | 10.2%     | 14        | 5.9%    | 2        | 10.5% | 12        | 0.7%  | 0        | 23.6% | 18       | 5.4%  | 6         | 8.6%  | 11        | 16.4% | 23        | 8.7%  | 6        | 14.1% | 7        | 0.7%  | 1        |
| Yes - go to park   | 0.1%    | 1            | 0.0%      | 0         | 0.0%    | 0        | 0.0%  | 0         | 0.0%  | 0        | 0.0%  | 0        | 0.0%  | 0         | 0.0%  | 0         | 0.0%  | 0         | 0.0%  | 0        | 1.5%  | 1        | 0.0%  | 0        |
| Yes - gyms / health and fitness  | 0.7%    | 7            | 0.0%      | 0         | 4.7%    | 2        | 1.4%  | 2         | 0.0%  | 0        | 0.0%  | 0        | 0.0%  | 0         | 0.0%  | 0         | 0.0%  | 0         | 3.5%  | 2        | 1.1%  | 1        | 0.8%  | 1        |
| Yes - library  | 0.2%    | 2            | 0.0%      | 0         | 0.7%    | 0        | 0.0%  | 0         | 0.7%  | 0        | 1.2%  | 1        | 0.0%  | 0         | 0.0%  | 0         | 0.0%  | 0         | 0.8%  | 1        | 0.0%  | 0        | 0.0%  | 0        |
| Yes - markets  | 0.5%    | 5            | 0.0%      | 0         | 1.1%    | 0        | 0.0%  | 0         | 1.7%  | 1        | 0.0%  | 0        | 0.0%  | 0         | 1.7%  | 2         | 0.0%  | 0         | 0.0%  | 0        | 0.0%  | 0        | 1.8%  | 2        |
| Yes - meeting family   | 2.3%    | 23           | 4.5%      | 6         | 2.3%    | 1        | 1.7%  | 2         | 0.0%  | 0        | 3.3%  | 2        | 1.7%  | 2         | 4.3%  | 5         | 0.7%  | 1         | 2.5%  | 2        | 1.1%  | 1        | 1.5%  | 1        |
| Yes - meeting friends  | 1.0%    | 10           | 4.0%      | 5         | 1.6%    | 1        | 1.1%  | 1         | 0.0%  | 0        | 0.0%  | 0        | 0.8%  | 1         | 0.0%  | 0         | 0.0%  | 0         | 1.6%  | 1        | 0.0%  | 0        | 0.8%  | 1        |
| Yes - museums / art gallery  | 0.1%    | 1            | 0.0%      | 0         | 0.0%    | 0        | 0.0%  | 0         | 0.0%  | 0        | 0.0%  | 0        | 0.0%  | 0         | 0.0%  | 0         | 0.0%  | 0         | 0.8%  | 1        | 1.5%  | 1        | 0.0%  | 0        |
| Yes - other service (e.g. travel agent, estate agent etc.)                   | 0.6%    | 6            | 0.8%      | 1         | 0.7%    | 0        | 0.0%  | 0         | 1.8%  | 1        | 0.6%  | 0        | 0.0%  | 0         | 1.7%  | 2         | 0.0%  | 0         | 0.8%  | 1        | 1.5%  | 1        | 0.0%  | 0        |
| Yes - personal service (e.g. hairdressers, beauty salon etc.)                | 1.0%    | 10           | 2.6%      | 4         | 0.7%    | 0        | 0.6%  | 1         | 0.7%  | 0        | 0.6%  | 0        | 0.0%  | 0         | 1.1%  | 1         | 0.7%  | 1         | 1.0%  | 1        | 1.1%  | 1        | 1.5%  | 1        |
| Yes - restaurants  | 0.4%    | 4            | 0.0%      | 0         | 0.7%    | 0        | 0.0%  | 0         | 0.0%  | 0        | 0.0%  | 0        | 0.0%  | 0         | 2.1%  | 3         | 0.0%  | 0         | 0.8%  | 1        | 0.0%  | 0        | 1.1%  | 1        |
| Yes - swimming   | 0.6%    | 6            | 0.0%      | 0         | 1.1%    | 0        | 0.6%  | 1         | 0.7%  | 0        | 3.3%  | 2        | 0.0%  | 0         | 1.4%  | 2         | 0.0%  | 0         | 0.8%  | 1        | 0.0%  | 0        | 0.0%  | 0        |
| Yes - theatre  | 0.0%    | 0            | 0.0%      | 0         | 0.0%    | 0        | 0.0%  | 0         | 0.0%  | 0        | 0.0%  | 0        | 0.0%  | 0         | 0.0%  | 0         | 0.0%  | 0         | 0.0%  | 0        | 0.0%  | 0        | 0.0%  | 0        |
| Yes - visiting services such<br>as banks and other<br>financial institutions | 9.5%    | 95           | 6.1%      | 8         | 9.7%    | 4        | 12.7% | 15        | 2.4%  | 1        | 30.5% | 23       | 3.3%  | 4         | 1.6%  | 2         | 12.0% | 17        | 4.6%  | 3        | 19.7% | 10       | 10.2% | 9        |
| Yes - work   | 3.8%    | 38           | 7.2%      | 10        | 7.8%    | 3        | 2.7%  | 3         | 3.4%  | 2        | 0.0%  | 0        | 3.7%  | 4         | 5.2%  | 6         | 5.3%  | 7         | 3.9%  | 2        | 0.0%  | 0        | 0.0%  | 0        |
| Yes - other  | 0.5%    | 5            | 0.0%      | 0         | 1.2%    | 0        | 0.8%  | 1         | 0.0%  | 0        | 0.0%  | 0        | 0.0%  | 0         | 0.6%  | 1         | 0.0%  | 0         | 0.8%  | 1        | 2.2%  | 1        | 1.8%  | 2        |
| No   | 53.9%   | 540          | 49.4%     | 68        | 36.1%   | 13       | 50.2% | 59        | 61.5% | 35       | 43.4% | 33       | 66.8% | 78        | 64.0% | 79        | 53.9% | 76        | 50.8% | 32       | 44.4% | 22       | 53.7% | 46       |
| Yes - medical appointment<br>(doctor, dentist, optician<br>etc.)             | 0.3%    | 3            | 0.8%      | 1         | 0.0%    | 0        | 0.0%  | 0         | 0.0%  | 0        | 0.0%  | 0        | 0.0%  | 0         | 1.1%  | 1         | 0.0%  | 0         | 0.0%  | 0        | 0.0%  | 0        | 0.7%  | 1        |
| (Don't know)   | 0.4%    | 4            | 0.0%      | 0         | 0.0%    | 0        | 0.0%  | 0         | 0.0%  | 0        | 1.7%  | 1        | 0.0%  | 0         | 0.0%  | 0         | 0.0%  | 0         | 0.8%  | 1        | 0.0%  | 0        | 2.2%  | 2        |
| Weighted base:<br>Sample:  |         | 1003<br>1013 |           | 137<br>92 |         | 37<br>93 |       | 118<br>94 |       | 56<br>97 |       | 76<br>93 |       | 116<br>90 |       | 124<br>98 |       | 140<br>90 |       | 63<br>91 |       | 49<br>87 |       | 86<br>88 |
| Sumpic.  |         | 1013         |           | 14        |         | 13       |       | 7+        |       | 1        |       | 13       |       | 70        |       | 70        |       | 70        |       | 11       |       | 07       |       | 00       |

#### Babergh & Mid Suffolk Household Survey For Carter Jonas

Weighted: For Carter Jonas

|                  | Tota  | al  | Zone  | 1  | Zone  | 2        | Zone  | 3        | Zone  | 4     | Zone       | 5       | Zone      | 6       | Zone       | 7       | Zone      | 8     | Zone     | 9  | Zone 1 | 10 | Zone 1 | 11       |
|------------------|-------|-----|-------|----|-------|----------|-------|----------|-------|-------|------------|---------|-----------|---------|------------|---------|-----------|-------|----------|----|--------|----|--------|----------|
| Q05 When you com | •     | •   |       |    |       |          | •     | -        | _     | e who | do their n | nain fo | ood shopp | oing vi | a the Inte | rnet at | t Q01): A | ND Ex | cl Nulls |    |        |    |        |          |
| Bramford         | 0.2%  | 1   | 0.0%  | 0  | 0.0%  | 0        | 0.0%  | 0        | 0.0%  | 0     | 0.0%       | 0       | 0.0%      | 0       | 0.0%       | 0       | 0.0%      | 0     | 0.0%     | 0  | 2.8%   | 1  | 0.0%   | 0        |
| Bury St. Edmunds | 11.3% | 49  |       |    | 67.9% | 16       |       | 4        | 4.4%  | 1     | 0.0%       | 0       | 0.0%      | 0       |            |         | 17.8%     | 10    |          | 15 |        | 2  | 0.0%   | 0        |
| Capel St. Mary   | 1.0%  | 4   | 0.0%  | 0  | 0.0%  | 0        |       | 0        | 0.0%  | 0     | 0.0%       | 0       | 11.5%     | 4       | 0.0%       | 0       | 0.0%      | 0     | 0.0%     | 0  | 0.0%   | 0  | 0.0%   | 0        |
| Colchester       | 3.0%  | 13  |       | 9  | 0.0%  | 0        |       | 1        | 0.0%  | 0     | 0.0%       | 0       | 8.7%      | 3       |            | 0       | 0.0%      | 0     | 0.0%     | 0  | 0.0%   | 0  | 0.0%   | 0        |
| Copdock Mill     | 0.9%  | 4   | 0.0%  | 0  | 0.0%  | 0        | 0.0%  | 0        | 0.0%  | 0     | 0.0%       | 0       | 10.4%     | 4       | 0.0%       | 0       | 0.0%      | 0     | 0.0%     | 0  | 0.0%   | 0  | 0.0%   | 0        |
| Debenham         | 0.5%  | 2   |       | 0  | 0.0%  | 0        |       | 0        | 0.0%  | 0     | 0.0%       | 0       | 0.0%      | 0       |            | 2       | 0.0%      | 0     | 0.0%     | 0  |        | 0  | 0.0%   | 0        |
| Eye              | 0.3%  | 1   | 0.0%  | 0  | 0.0%  | 0        |       | 0        | 0.0%  | 0     | 0.0%       | 0       | 0.0%      | 0       |            | 0       | 0.0%      | 0     | 0.0%     | 0  |        | 1  | 0.0%   | 0        |
| Hadleigh         | 6.3%  | 27  |       | 0  | 0.0%  | 0        |       | 2        | 0.0%  |       | 62.1%      | 21      | 8.0%      | 3       |            | 1       | 0.0%      | 0     | 0.0%     | 0  |        | 0  | 0.0%   | 0        |
| Halstead         | 0.3%  | 1   | 1.6%  | 1  | 0.0%  | 0        |       | 0        | 0.0%  | 0     | 0.0%       | 0       | 0.0%      | 0       |            | 0       | 0.0%      | 0     | 0.0%     | 0  |        | 0  | 0.0%   | 0        |
| Haverhill        | 1.4%  | 6   |       | 6  | 0.0%  | 0        |       | 0        | 0.0%  | 0     | 0.0%       | 0       | 0.0%      | 0       |            | 0       | 0.0%      | 0     | 1.7%     | 1  | 0.0%   | 0  | 0.0%   | 0        |
| Ipswich          | 12.3% | 54  |       | 0  | 0.0%  | 0        |       | 1        | 1.8%  |       | 23.3%      | 8       | 50.1%     |         | 51.0%      | 22      | 5.7%      | 3     | 3.8%     | 1  | 0.0%   | 0  | 0.0%   | 0        |
| Lavenham         | 0.3%  | 1   | 0.0%  | 0  | 1.8%  | 0        |       | 1        | 0.0%  | 0     | 0.0%       | 0       | 0.0%      | 0       |            | 0       | 0.0%      | 0     | 0.0%     | 0  |        | 0  | 0.0%   | 0        |
| Manningtree      | 0.5%  | 2   |       | 0  |       | 0        |       | 0        | 0.0%  | 0     | 0.0%       | 0       | 6.0%      | 2       | 0.0%       | 0       | 0.0%      | 0     | 0.0%     | 0  |        | 0  | 0.0%   | 0        |
| Needham Market   | 0.1%  | 1   | 0.0%  | 0  |       | 0        |       | 0        | 0.0%  | 0     | 0.0%       | 0       | 0.0%      | 0       |            | 0       | 0.0%      | 0     | 0.0%     | 0  |        | 0  | 1.5%   | 1        |
| Stowmarket       | 15.7% | 68  |       |    | 10.1% | 2        |       | 0        | 0.0%  | 0     | 6.2%       | 2       | 0.0%      |         | 27.6%      |         |           | 39    | 36.0%    | 11 |        | 1  | 1.5%   | 1        |
| Sudbury          | 27.5% |     | 62.1% |    | 17.8% | 4        | 85.3% | 50       | 93.9% | 20    | 6.2%       | 2       | 0.0%      | 0       |            | 0       | 0.0%      | 0     | 0.0%     | 0  |        | 0  | 0.0%   | 0        |
| Barham           | 0.2%  | 1.1 | 0.0%  | 0  |       | 0        |       | 0        | 0.0%  | 0     | 0.0%       | 0       | 0.0%      | 0       |            | 1       | 0.0%      | 0     | 0.0%     | 0  |        | 0  | 0.0%   | 0        |
| Beccles          | 0.4%  | 2   |       | 0  |       | 0        |       | 0        | 0.0%  | 0     | 0.0%       | 0       | 0.0%      | 0       | 0.0%       | 0       | 0.0%      | 0     | 0.0%     | 0  |        | 0  | 4.1%   | 2        |
| Botesdale        | 0.1%  | 1   | 0.0%  | 0  | 0.0%  | 0        |       | 0        | 0.0%  | 0     | 0.0%       | 0       | 0.0%      | 0       |            | 0       | 0.0%      | 0     | 0.0%     | 0  |        | 1  | 0.0%   | 0        |
| Bungay           | 0.1%  | 1   | 0.0%  | 0  | 0.0%  | 0        |       | 0        | 0.0%  | 0     | 0.0%       | 0       | 0.0%      | 0       |            | 0       | 0.0%      | 0     | 0.0%     | 0  |        | 0  | 3.4%   | 1        |
| Clare            | 0.3%  | 1   | 1.6%  | 1  | 0.0%  | 0        |       | 0        | 0.0%  | 0     | 0.0%       | 0       | 0.0%      | 0       | 0.0%       | 0       | 0.0%      | 0     | 0.0%     | 0  |        | 0  | 0.0%   | 0        |
| Claydon          | 0.5%  | 3   |       | 0  | 0.0%  | 0        |       | 0        | 0.0%  | 0     | 0.0%       | 0       | 0.0%      | 0       | 6.4%       | 3       | 0.0%      | 0     | 0.0%     | 0  |        | 0  | 0.0%   | 0        |
| Diss             | 11.4% | 49  |       | 0  | 0.0%  | 0        |       | 0        | 0.0%  | 0     | 0.0%       | 0       | 0.0%      | 0       |            | 2       | 3.6%      | 2     | 4.9%     |    | 68.3%  |    | 71.4%  | 27       |
|                  | 0.2%  | 1   | 0.0%  | 0  | 0.0%  | 0        |       | 0        | 0.0%  | 0     | 0.0%       | 0       | 2.7%      | 1       | 0.0%       | 0       | 0.0%      | 0     | 0.0%     | 0  |        | 0  | 0.0%   | 0        |
| Felixstowe       |       | 2   |       |    |       |          |       | 0        |       |       |            | 0       |           | 0       |            | 1       |           | 0     |          |    |        | 1  |        | 1        |
| Framlingham      | 0.5%  |     |       | 0  | 0.0%  | 0        |       | 0        | 0.0%  | 0     | 0.0%       | -       | 0.0%      | 0       |            | 1       | 0.0%      | -     | 0.0%     | 0  |        | 1  | 1.9%   | 1        |
| Halesworth       | 0.1%  | 1   | 0.0%  | 0  |       | 0        |       | -        | 0.0%  | 0     | 0.0%       | 0       | 0.0%      | -       | 0.0%       | 0       | 0.0%      | 0     | 0.0%     | 0  | 0.0%   | 0  | 1.5%   | 3        |
| Harleston        | 0.7%  | 3   | 0.0%  | 0  | 0.0%  | 0        |       | 0        | 0.0%  | 0     | 0.0%       | 0       | 0.0%      | 0       |            | 0       | 0.0%      | 0     | 0.0%     | 0  |        | 0  | 8.0%   | -        |
| Holbrook         | 0.2%  | 1   | 0.0%  | 0  | 0.0%  | 0        |       | 0        | 0.0%  | 0     | 0.0%       | 0       | 2.7%      | 1       | 0.0%       | 0       | 0.0%      | 0     | 0.0%     | 0  |        | 0  | 0.0%   | 0        |
| Leyton           | 1.4%  | 6   |       | 6  | 0.0%  | 0        |       | 0        | 0.0%  | 0     | 0.0%       | 0       | 0.0%      | 0       |            | 0       | 0.0%      | 0     | 0.0%     | 0  |        | 0  | 0.0%   | 0        |
| Newmarket        | 0.1%  | 1   | 0.0%  | 0  | 2.4%  | 1        | 0.0%  | 0        | 0.0%  | 0     | 0.0%       | 0       | 0.0%      | 0       |            | 0       | 0.0%      | 0     | 0.0%     | 0  |        | 0  | 0.0%   | 0        |
| Norwich          | 0.6%  | 3   |       | 0  |       | 0        |       | 0        | 0.0%  | 0     | 0.0%       | 0       | 0.0%      | 0       | 0.0%       | 0       | 0.0%      | 0     | 1.7%     | 1  | 1.7%   | 0  | 4.1%   | 2        |
| Rickinghall      | 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        |
| Semer            | 0.2%  | 1   | 0.0%  | 0  | 0.0%  | 0        |       | 0        | 0.0%  | 0     | 2.2%       | 1       | 0.0%      | 0       |            | 0       | 0.0%      | 0     | 0.0%     | 0  |        | 0  | 0.0%   | 0        |
| Thetford         | 0.2%  | 1   | 0.0%  | 0  | 0.0%  | 0        |       | 0        | 0.0%  | 0     | 0.0%       | 0       | 0.0%      | 0       | 0.0%       | 0       | 0.0%      | 0     | 0.0%     | 0  |        | 1  | 0.0%   | 0        |
| Tolgate          | 0.4%  | 2   |       | 2  | 0.0%  | 0        |       | 0        | 0.0%  | 0     | 0.0%       | 0       | 0.0%      | 0       | 0.0%       | 0       | 0.0%      | 0     | 0.0%     | 0  | 0.0%   | 0  | 0.0%   | 0        |
| Walsham          | 0.1%  | 1   | 0.0%  | 0  | 0.0%  | 0        | 0.0%  | 0        | 0.0%  | 0     | 0.0%       | 0       | 0.0%      | 0       | 0.0%       | 0       | 0.0%      | 0     | 1.7%     | 1  | 0.0%   | 0  | 0.0%   | 0        |
| Woodbridge       | 0.2%  | 1   | 0.0%  | 0  | 0.0%  | 0        | 0.0%  | 0        | 0.0%  | 0     | 0.0%       | 0       | 0.0%      | 0       | 0.0%       | 0       | 0.0%      | 0     | 0.0%     | 0  | 0.0%   | 0  | 2.5%   | 1        |
| Weighted base:   |       | 434 |       | 68 |       | 24       |       | 59       |       | 22    |            | 34      |           | 36      |            | 43      |           | 54    |          | 31 |        | 25 |        | 38       |
| 0                |       | 434 |       | 45 |       | 59<br>59 |       | 39<br>49 |       | 40    |            | 43      |           | 30      |            | 35      |           | 32    |          | 46 |        | 46 |        | 36<br>46 |
| Sample:          |       | 4/1 |       | 45 |       | 39       |       | 49       |       | 40    |            | 43      |           | 30      |            | 33      |           | 32    |          | 40 |        | 40 |        | 40       |

Weighted:

|  | Total  |      | Zone 1  | 1       | Zone 2   |       | Zone 3    | 3    | Zone    | 4      | Zone     | 5      | Zone (  | 5    | Zone 7  | 7    | Zone 8 | 3  | Zone 9 |   | Zone 10 | ) | Zone 11 |   |
|--|--------|------|---------|---------|----------|-------|-----------|------|---------|--------|----------|--------|---------|------|---------|------|--------|----|--------|---|---------|---|---------|---|
| Q06 In addition to (STOR   | E MENT | IONE | D AT Q0 | )1), is | there ar | y otl | ner store | that | you reg | julari | y use fo | r youi | main-fo | od s | hopping | ? [M | R]     |    |        |   |         |   |         |   |
| Excl Nulls   |        |      |         |         |          |       |           |      |         |        |          |        |         |      |         |      |        |    |        |   |         |   |         |   |
| Aldi, 84 London Road,<br>COLCHESTER  | 0.6%   | 4    | 3.5%    | 3       | 0.0%     | 0     | 0.0%      | 0    | 0.0%    | 0      | 0.0%     | 0      | 0.0%    | 0    | 0.0%    | 0    | 0.0%   | 0  | 0.0%   | 0 | 2.2%    | 1 | 0.0%    | 0 |
| Aldi, Gipping Way,<br>STOWMARKET   | 0.1%   | 1    | 0.0%    | 0       | 0.0%     | 0     | 0.0%      | 0    | 0.0%    | 0      | 0.0%     | 0      | 0.0%    | 0    | 0.0%    | 0    | 1.0%   | 1  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |
| Aldi, Girling Street, SUDBURY  | 5.9%   | 40   | 13.2%   | 12      | 2.0%     | 1     | 21.5%     | 19   | 21.0%   | 7      | 2.4%     | 1      | 0.0%    | 0    | 0.0%    | 0    | 0.0%   | 0  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |
| Aldi, HAVERHILL  | 0.4%   | 3    | 2.8%    | 2       | 2.2%     | 1     | 0.0%      | 0    | 0.0%    | 0      | 0.0%     | 0      | 0.0%    | 0    | 0.0%    | 0    | 0.0%   | 0  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |
| Asda Superstore, Meadow<br>Centre, Wilkes Way,<br>STOWMARKET   | 4.2%   | 29   | 0.0%    | 0       | 1.5%     | 0     | 0.0%      | 0    |         |        | 13.1%    | 8      | 0.0%    | 0    |         |      | 12.1%  |    | 13.0%  | 6 | 2.7%    | 1 | 0.0%    | 0 |
| Asda superstore, Turner Rise, COLCHESTER   | 0.9%   | 6    | 3.0%    | 3       | 5.4%     | 1     | 0.0%      | 0    | 6.2%    | 2      | 0.0%     | 0      | 0.0%    | 0    | 0.0%    | 0    | 0.0%   | 0  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |
| Co op, Church Street, EYE  | 0.6%   | 4    | 0.0%    | 0       | 0.0%     | 0     | 0.0%      | 0    | 0.0%    | 0      | 0.0%     | 0      | 0.0%    | 0    | 0.0%    | 0    | 0.0%   | 0  | 0.0%   | 0 | 9.8%    | 3 | 1.6%    | 1 |
| Co-op, 100 East Street,<br>SUDBURY   | 0.9%   | 6    | 0.0%    | 0       | 0.0%     | 0     | 2.7%      | 2    | 8.7%    | 3      | 0.0%     | 0      | 0.0%    | 0    | 0.0%    | 0    | 0.0%   | 0  | 0.0%   | 0 | 0.0%    | 0 | 1.2%    | 1 |
| Co-op, 2 High Street,<br>LAVENHAM  | 0.2%   | 2    | 0.0%    | 0       | 0.0%     | 0     | 1.9%      | 2    | 0.0%    | 0      | 0.0%     | 0      | 0.0%    | 0    | 0.0%    | 0    | 0.0%   | 0  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |
| Co-op, 72 High Street, HADLEIGH  | 3.0%   | 21   | 0.0%    | 0       | 0.0%     | 0     | 1.9%      | 2    | 0.0%    | 0      | 29.5%    | 18     | 1.2%    | 1    | 0.0%    | 0    | 0.0%   | 0  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |
| Co-op, 80A High Street,<br>LAVENHAM  | 0.0%   | 0    | 0.0%    | 0       | 1.0%     | 0     | 0.0%      | 0    | 0.0%    | 0      | 0.0%     | 0      | 0.0%    | 0    | 0.0%    | 0    | 0.0%   | 0  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |
| Co-op, Hall Street, LONG MELFORD   | 0.1%   | 0    | 0.0%    | 0       | 1.6%     | 0     | 0.0%      | 0    | 0.0%    | 0      | 0.0%     | 0      | 0.0%    | 0    | 0.0%    | 0    | 0.0%   | 0  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |
| Co-op, HALSTEAD  | 0.2%   | 1    | 1.2%    | 1       | 0.0%     | 0     | 0.0%      | 0    | 0.0%    | 0      | 0.0%     | 0      | 0.0%    | 0    | 0.0%    | 0    | 0.0%   | 0  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |
| Co-op, MANNINGTREE   | 0.2%   | 1    | 0.0%    | 0       |          | 0     | 0.0%      | 0    | 0.0%    | 0      | ,.       | 0      | 1.2%    | 1    |         | 0    |        | 0  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |
| Co-op, MEEDHAM   | 0.1%   | 2    |         | 0       | 0.0%     | 0     | 0.0%      | 0    | 0.0%    | 0      |          | 0      | 0.0%    | 0    |         | 2    |        | 0  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |
| MARKET   |        |      |         |         |          |       |           |      |         |        |          |        |         |      |         |      |        |    |        |   |         |   |         |   |
| Co-op, The Street, CAPEL<br>ST MARY  | 0.3%   | 2    | 0.0%    | 0       |          | 0     | 0.0%      | 0    | 0.0%    | 0      |          | 0      | 2.8%    | 2    | 0.0%    | 0    |        | 0  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |
| armfoods Freezer Centres,<br>Unit 3a, Sudbury Retail<br>Park, Northern Road,<br>Newton Road, SUDBURY | 0.9%   | 6    | 1.5%    | 1       | 0.0%     | 0     | 4.7%      | 4    | 1.4%    | 0      | 0.0%     | 0      | 0.0%    | 0    | 0.0%    | 0    | 0.0%   | 0  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |
| idl, Bury Road,<br>STOWMARKET  | 4.6%   | 31   | 0.0%    | 0       | 1.0%     | 0     | 0.0%      | 0    | 0.0%    | 0      | 0.7%     | 0      | 0.0%    | 0    | 6.4%    | 5    | 23.3%  | 22 | 5.4%   | 2 | 1.3%    | 0 | 1.0%    | 1 |
| Aorrisons, 175 London Road, HADLEIGH   | 3.4%   | 23   | 0.0%    | 0       | 0.0%     | 0     | 7.4%      | 7    | 2.5%    | 1      | 19.8%    | 12     | 4.5%    | 4    | 0.0%    | 0    | 0.0%   | 0  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |
| forrisons, DISS  | 4.1%   | 28   | 0.0%    | 0       | 0.0%     | 0     | 0.0%      | 0    | 0.0%    | 0      | 0.0%     | 0      | 0.0%    | 0    | 5.3%    | 4    | 7.5%   | 7  | 0.0%   | 0 | 28.4%   | 9 | 13.6%   | 8 |
| forrisons, Sheringham  | 3.6%   | 25   | 0.0%    |         | 1.0%     | 0     | 0.0%      | 0    | 0.0%    |        | 0.0%     | 0      | 0.0%    | 0    |         | 4    |        | 20 | 1.2%   |   | 0.0%    | ó |         | 0 |
| Court, Milton Road South,<br>STOWMARKET  | 5.070  | 23   | 0.070   | J       | 1.070    | Ü     | 0.070     | Ü    | 0.070   | 0      | 0.070    | Ü      | 0.070   | Ü    | 0.070   | 7    | 20.570 | 20 | 1.2/0  | 1 | 0.070   | Ü | 0.070   | Ŭ |
| Aorrisons, Sproughton Road, IPSWICH  | 3.3%   | 22   | 0.0%    | 0       | 1.0%     | 0     | 0.0%      | 0    | 2.5%    | 1      | 0.0%     | 0      | 5.8%    | 4    | 22.6%   | 17   | 0.0%   | 0  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |
| oys of Wroxham, Great  | 0.3%   | 2    | 0.0%    | 0       | 0.0%     | 0     | 1.9%      | 2    | 1.1%    | 0      | 0.0%     | 0      | 0.0%    | 0    | 0.0%    | 0    | 0.0%   | 0  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |

| by Zone - | Nulls Filtered |
|-----------|----------------|
| Weighted  | l <b>:</b>     |
|           |                |
|           |                |
|           |                |

| vveignieu.  |       |    |        |    |        |   |       |    |        |     |        |   |       |    |        |   |        |    |        |   |         |   |         |   | rebruary 20 |
|---|-------|----|--------|----|--------|---|-------|----|--------|-----|--------|---|-------|----|--------|---|--------|----|--------|---|---------|---|---------|---|-------------|
|   | Total |    | Zone 1 | 1  | Zone 2 |   | Zone  | 3  | Zone 4 |     | Zone 5 | i | Zone  | 5  | Zone 7 |   | Zone 8 |    | Zone 9 |   | Zone 10 | ı | Zone 11 |   |             |
| Eastern Road, SUDBURY   |       |    |        |    |        |   |       |    |        |     |        |   |       |    |        |   |        |    |        |   |         |   |         |   |             |
| Sainsbury's Superstore,<br>11-14 Priory Walk,<br>COLCHESTER   | 0.9%  | 6  | 5.5%   | 5  | 0.0%   | 0 | 0.0%  | 0  | 0.0%   | 0   | 0.7%   | 0 | 1.2%  | 1  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |             |
| Sainsbury's, Cornard Road,<br>SUDBURY                         | 8.2%  | 56 | 10.6%  | 10 | 2.6%   | 1 | 37.6% | 34 | 20.8%  | 7   | 7.7%   | 5 | 0.0%  | 0  | 0.0%   | 0 | 0.0%   | 0  | 1.2%   | 1 | 0.0%    | 0 | 0.0%    | 0 |             |
| ainsbury's, Hadleigh Road,<br>IPSWICH                         | 2.7%  | 18 | 0.0%   | 0  | 0.0%   | 0 | 0.0%  | 0  | 0.0%   | 0   | 2.7%   | 2 | 12.4% | 10 | 7.6%   | 6 | 1.2%   | 1  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |             |
| ainsbury's, HAVERHILL   | 0.9%  | 6  | 7.2%   | 6  | 0.0%   | 0 | 0.0%  | 0  | 0.0%   | 0   | 0.0%   | 0 | 0.0%  | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |             |
| ainsbury's, MILDENHALL  | 0.1%  | 1  | 0.0%   | 0  | 1.2%   | 0 | 0.0%  | 0  | 0.0%   | 0   | 0.0%   | 0 | 0.0%  | 0  | 0.0%   | 0 | 0.0%   | 0  | 1.4%   | 1 | 0.0%    | 0 | 0.0%    | 0 |             |
| Sesco Express, Crouch Street, COLCHESTER                      | 0.2%  | 1  | 1.5%   | 1  |        | 0 | 0.0%  | 0  | 0.0%   | 0   |        | 0 | 0.0%  | 0  | 0.0%   | 0 |        | 0  |        | 0 | 0.0%    | 0 | 0.0%    | 0 |             |
| Tesco Metro, Kesgrave, IPSWICH                                | 0.6%  | 4  | 0.0%   | 0  | 0.0%   | 0 | 0.0%  | 0  | 0.0%   | 0   | 1.2%   | 1 | 1.5%  | 1  | 2.7%   | 2 | 0.0%   | 0  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |             |
| Cesco Superstore, Bedingfeld Way, BURY ST. EDMUNDS            | 0.8%  | 6  | 0.0%   | 0  | 4.6%   | 1 | 0.0%  | 0  | 0.0%   | 0   | 0.0%   | 0 | 0.0%  | 0  | 0.0%   | 0 | 0.0%   | 0  | 7.5%   | 3 | 3.0%    | 1 | 0.0%    | 0 |             |
| Sesco Superstore, Cedars Link Road, STOWMARKET                | 6.4%  | 44 | 0.0%   | 0  | 1.5%   | 0 | 0.0%  | 0  | 0.0%   | 0   | 2.4%   | 1 | 0.0%  | 0  | 7.7%   | 6 | 28.9%  | 28 | 14.2%  | 6 | 7.3%    | 2 | 0.0%    | 0 |             |
| Sesco Superstore, St Saviours Interchange, BURY ST EDMUNDS    | 1.0%  | 7  | 1.5%   | 1  | 6.5%   | 2 | 0.0%  | 0  | 0.0%   | 0   | 0.0%   | 0 | 0.0%  | 0  | 0.0%   | 0 | 0.0%   | 0  | 9.0%   | 4 | 0.0%    | 0 | 0.0%    | 0 |             |
| Cesco, BRAINTREE  | 0.4%  | 2  | 0.0%   | 0  | 0.0%   | 0 | 0.0%  | 0  | 0.0%   | 0   | 4.1%   | 2 | 0.0%  | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |             |
| Sesco, Greenstead Road, COLCHESTER                            | 0.4%  | 3  | 0.0%   | 0  |        | 0 | 0.0%  | 0  | 0.0%   | 0   |        | 0 | 3.3%  | 3  | 0.0%   | 0 |        | 0  |        | 0 | 0.0%    | 0 | 0.0%    | 0 |             |
| Fesco, Woodhall Business<br>Park, Springlands Way,<br>SUDBURY | 6.4%  | 44 | 14.5%  | 13 | 8.5%   | 2 | 22.2% | 20 | 24.0%  | 8   | 0.9%   | 1 | 0.0%  | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |             |
| Waitrose, Robert Boby Way,<br>BURY ST EDMUNDS                 | 2.0%  | 13 | 1.2%   | 1  | 12.7%  | 3 | 0.0%  | 0  | 0.0%   | 0   | 0.7%   | 0 | 0.0%  | 0  | 0.0%   | 0 | 1.0%   | 1  | 15.1%  | 7 | 2.7%    | 1 | 0.0%    | 0 |             |
| Vaitrose, Station Road,<br>SUDBURY                            | 6.3%  | 43 | 13.3%  | 12 | 2.6%   | 1 | 17.6% | 16 | 21.6%  | 7   | 11.2%  | 7 | 1.2%  | 1  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |             |
| Sury St. Edmunds  | 0.4%  | 2  | 0.0%   | 0  | 1.6%   | 0 | 1.1%  | 1  | 0.0%   | 0   | 0.0%   | 0 | 0.0%  | 0  | 0.0%   | 0 | 0.0%   | 0  | 2.3%   | 1 | 0.0%    | 0 | 0.0%    | 0 |             |
| edars Park  | 0.1%  | 1  | 0.0%   | 0  | 0.0%   | 0 | 0.0%  | 0  | 0.0%   | 0   | 0.0%   | 0 | 0.0%  | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 1.7%    | 1 | 0.0%    | 0 |             |
| olchester   | 0.4%  | 3  | 2.0%   | 2  | 0.0%   | 0 | 0.0%  | 0  | 0.0%   | 0   | 0.0%   | 0 | 1.2%  | 1  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |             |
| opdock Mill   | 0.2%  | 2  | 0.0%   | 0  | 0.0%   | 0 | 0.0%  | 0  | 0.0%   | 0   | 0.0%   | 0 | 2.0%  | 2  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |             |
| ebenham   | 0.4%  | 3  | 0.0%   | 0  | 0.0%   | 0 | 0.0%  | 0  | 0.0%   | 0   | 0.0%   | 0 | 0.0%  | 0  | 3.4%   | 3 | 0.0%   | 0  | 0.0%   | 0 | 1.3%    | 0 | 0.0%    | 0 |             |
| edham   | 0.1%  | 1  | 0.0%   | 0  | 0.0%   | 0 | 0.0%  | 0  | 0.0%   | 0   | 0.0%   | 0 | 1.2%  | 1  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |             |
| ye  | 0.1%  | 1  | 0.0%   | 0  | 0.0%   | 0 | 0.0%  | 0  | 0.0%   | 0   | 0.0%   | 0 | 0.0%  | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 2.2%    | 1 | 0.0%    | 0 |             |
| adleigh   | 0.1%  | 2  | 0.0%   | 0  | 0.0%   | 0 | 0.0%  | 0  | 0.0%   | 0   | 2.1%   | 1 | 1.2%  | 1  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |             |
| averhill  | 0.3%  | 1  | 1.2%   | 1  | 0.0%   | 0 | 0.0%  | 0  | 0.0%   | 0   | 0.0%   | 0 | 0.0%  | 0  | 0.0%   | 0 |        | 0  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |             |
| swich   | 1.9%  | 13 | 0.0%   | 0  | 0.0%   | 0 | 0.0%  | 0  | 0.0%   | 0   | 0.0%   | 0 | 9.9%  | 8  | 4.0%   | 3 | 0.0%   | 0  | 0.0%   | 0 | 6.0%    | 2 | 0.0%    | 0 |             |
|   |       | 0  |        |    |        | 0 |       | 0  | 0.0%   | 0   |        | 0 |       |    |        |   |        | 0  | 0.0%   | 0 |         | 0 |         | 0 |             |
| avenham   | 0.1%  |    | 0.0%   | 0  | 1.6%   |   | 0.0%  |    |        |     | 0.0%   |   | 0.0%  | 0  | 0.0%   | 0 | 0.0%   |    |        | - | 0.0%    |   | 0.0%    | - |             |
| Ianningtree   | 0.2%  | 1  | 0.0%   | 0  | 0.0%   | 0 | 0.0%  | 0  | 0.0%   | 0   | 0.0%   | 0 | 1.5%  | 1  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |             |
| Veedham Market  | 0.2%  | 1  | 0.0%   | 0  | 1.6%   | 0 | 0.0%  | 0  | 0.0%   | 0   | 0.0%   | 0 | 0.0%  | 0  | 1.1%   | 1 | 0.0%   | 0  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |             |
| Sudbury   | 0.7%  | 4  | 2.0%   | 2  | 0.0%   | 0 | 1.3%  | 1  | 4.4%   | - 1 | 0.0%   | 0 | 0.0%  | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |             |

|   | Total        |          | Zone 1       |   | Zone 2       |   | Zone 3       |   | Zone 4       |   | Zone 5       |   | Zone 6       |   | Zone 7        | ,       | Zone 8       |   | Zone 9       |   | Zone 10       | ) | Zone 11       |        |
|---|--------------|----------|--------------|---|--------------|---|--------------|---|--------------|---|--------------|---|--------------|---|---------------|---------|--------------|---|--------------|---|---------------|---|---------------|--------|
| Stowmarket  | 1.1%         | 7        | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%          | 0       | 6.7%         | 6 | 1.8%         | 1 | 0.0%          | 0 | 0.0%          | 0      |
| Street / Farmers' Markets in<br>Stowmarket                            | 0.2%         | 2        | 0.0%         | 0 |              | 0 | 0.0%         | 0 | 0.0%         | 0 |              | 0 | 0.0%         | 0 | 0.0%          |         | 1.2%         | 1 | 0.0%         | 0 |               | 0 | 0.0%          | 0      |
| Street / Farmers' Markets in Sudbury                                  | 0.5%         | 4        | 0.0%         | 0 |              | 0 | 1.9%         | 2 | 5.5%         | 2 |              | 0 | 0.0%         | 0 |               |         | 0.0%         | 0 | 0.0%         | 0 |               | 0 | 0.0%          | 0      |
| Aldi, Mere Street, Diss<br>Aldi, Meredith Road,<br>Ipswich            | 1.6%<br>1.9% | 11<br>13 | 0.0%<br>0.0% | 0 |              | 0 | 0.0%<br>0.0% | 0 | 0.0%<br>0.0% | 0 | 0.0%<br>0.0% | 0 | 0.0%<br>0.0% | 0 | 0.0%<br>18.0% | 0<br>13 | 0.0%<br>0.0% | 0 | 0.0%<br>0.0% | 0 | 14.8%<br>0.0% | 5 | 10.1%<br>0.0% | 6<br>0 |
| Aldi, Newmarket Road, Dettingen Way, Bury St. Edmunds                 | 1.0%         | 7        | 0.0%         | 0 | 11.7%        | 3 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%          | 0       | 0.0%         | 0 | 7.9%         | 4 | 1.7%          | 1 | 0.0%          | 0      |
| andrews Quality Butchers,<br>High Street, Hadleigh                    | 0.2%         | 1        | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 2.4%         | 1 | 0.0%         | 0 | 0.0%          | 0       | 0.0%         | 0 | 0.0%         | 0 | 0.0%          | 0 | 0.0%          | 0      |
| sda Superstore, Acle New<br>Road, Runham Vauxhall,<br>Great Yarmouth  | 0.1%         | 1        | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%          | 0       | 0.0%         | 0 | 0.0%         | 0 | 0.0%          | 0 | 1.5%          | 1      |
| Asda Superstore, Stoke Park<br>Drive, Ipswich                         | 0.8%         | 5        | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 5.8%         | 5 | 1.1%          | 1       | 0.0%         | 0 | 0.0%         | 0 | 0.0%          | 0 | 0.0%          | 0      |
| sda Superstore, Western<br>Way, Bury St. Edmunds                      | 1.0%         | 7        |              |   | 11.7%        | 3 | 0.0%         | 0 | 2.5%         | 1 |              | 0 | 0.0%         | 0 |               | 0       | 0.0%         | 0 | 6.6%         | 3 | 0.0%          | 0 | 0.0%          | 0      |
| sda Superstore, Whitehouse Industrial Estate, Goddard Road, Ipswich   | 1.2%         | 8        | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 1.7%         | 1 | 2.8%         | 2 | 4.8%          | 4       | 0.0%         | 0 | 0.0%         | 0 | 0.0%          | 0 | 2.2%          | 1      |
| Budgens, Bullock Fair Close,<br>Harleston                             | 0.7%         | 5        | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%          | 0       | 0.0%         | 0 | 0.0%         | 0 | 0.0%          | 0 | 8.1%          | 5      |
| o-op, Broad Street, Eye   | 0.1%         | 1        | 0.0%         | 0 |              | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%          | 0       | 0.0%         | 0 | 0.0%         | 0 | 1.3%          | 0 | 1.0%          | 1      |
| Co-op, Fiveways Retail Park,<br>Peartree Road, Stanway,<br>Colchester | 0.2%         | 1        | 1.5%         | 1 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%          | 0       | 0.0%         | 0 | 0.0%         | 0 | 0.0%          | 0 | 0.0%          | 0      |
| Co-op, High Street, Earls<br>Colne                                    | 0.3%         | 2        | 2.0%         | 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      |
| Co-op, Market Hill, Clare   | 0.2%         | 2        | 1.9%         | 2 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%          | 0       | 0.0%         | 0 | 0.0%         | 0 | 0.0%          | 0 | 0.0%          | 0      |
| Co-op, Market Hill, Framlingham                                       | 0.2%         | 2        | 0.0%         | 0 |              | 0 | 0.0%         | 0 | 0.0%         | 0 |              | 0 | 0.0%         | 0 | 1.1%          | 1       | 0.0%         | 0 | 0.0%         | 0 | 0.0%          | 0 | 1.2%          | 1      |
| Co-op, Sheldrake Drive, Ipswich                                       | 0.2%         | 2        | 0.0%         | 0 |              | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 2.0%         | 2 | 0.0%          | 0       |              | 0 | 0.0%         | 0 | 0.0%          | 0 | 0.0%          | 0      |
| o-op, The Street, Holbrook<br>o-op, The Street,<br>Rickinghall, Diss  | 0.2%<br>0.2% | 1        | 0.0%<br>0.0% | 0 | 0.0%<br>0.0% | 0 | 0.0%<br>0.0% | 0 | 0.0%<br>0.0% | 0 | 0.00         | 0 | 1.5%<br>0.0% | 1 | 0.0%          | -       | 0.0%<br>0.0% | 0 | 0.0%<br>0.0% | 0 | 4.3%          | 1 | 0.0%          | 0      |
| follow Trees Farm Shop,<br>Semer, Ipswich                             | 0.1%         | 1        | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.9%         | 1 | 0.0%         | 0 | 0.0%          | 0       | 0.0%         | 0 | 0.0%         | 0 | 0.0%          | 0 | 0.0%          | 0      |
| celand, North Street,<br>Sudbury                                      | 0.7%         | 5        | 0.0%         | 0 | 1.0%         | 0 | 1.9%         | 2 | 6.2%         | 2 | 1.1%         | 1 | 0.0%         | 0 | 0.0%          | 0       | 0.0%         | 0 | 0.0%         | 0 | 0.0%          | 0 | 0.0%          | 0      |
| idl, Copenhagen Way,<br>Norwich                                       | 0.1%         | 1        | 0.0%         | 0 |              | 0 | 0.0%         | 0 | 0.0%         | 0 |              | 0 | 0.0%         | 0 | 0.0%          | 0       |              | 0 | 0.0%         | 0 |               | 0 | 1.0%          | 1      |
| Lidl, Handford Road,  | 0.2%         | 1        | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 1.5%         | 1 | 0.0%          | 0       | 0.0%         | 0 | 0.0%         | 0 | 0.0%          | 0 | 0.0%          | 0      |

|  | Total | l  | Zone 1 |   | Zone 2 |   | Zone 3 |   | Zone 4 |   | Zone 5 | ; | Zone  | 6  | Zone 7 | 7  | Zone 8 | 3 | Zone 9 |   | Zone 1 | 0 | Zone 1 | L |  |
|--|-------|----|--------|---|--------|---|--------|---|--------|---|--------|---|-------|----|--------|----|--------|---|--------|---|--------|---|--------|---|--|
|  |       |    |        |   |        |   |        |   |        |   |        |   |       |    |        |    |        |   |        |   |        |   |        |   |  |
| Ipswich<br>Lidl, Holt Road, Cromer                                     | 0.1%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 1.0%   | 1 |  |
| Lidl, London Road, Ipswich   | 0.5%  | 3  | 0.0%   | 0 |        | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 2.8%  | 2  | 1.8%   | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |  |
| Local shops, Beccles   | 0.3%  | 2  | 0.0%   | 0 |        | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 3.2%   | 2 |  |
| Local shops, Diss  | 0.2%  | 2  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%  | 0  | 2.2%   | 2  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |  |
| Local shops, Earls Colne   | 0.2%  | 1  | 1.2%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |  |
| Local shops, East Bergholt   | 0.3%  | 2  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 2.8%  | 2  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |  |
| Local shops, Harleston   | 0.1%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 1.0%   | 1 |  |
| Local shops, Mundesley   | 0.1%  | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.7%   | 0 | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |  |
| Local shops, Norwich   | 0.1%  | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 1.3%   | 0 | 0.0%   | 0 |  |
| Local shops, Shotley   | 0.1%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 1.2%  | 1  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |  |
| Local shops, Stowupland  | 0.1%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0 | 1.9%   | 1 | 0.0%   | 0 | 0.0%   | 0 |  |
| Local shops, Tharston  | 0.1%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0 | 1.2%   | 1 | 0.0%   | 0 | 0.0%   | 0 |  |
| Local shops,   | 0.1%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0 | 1.4%   | 1 | 0.0%   | 0 | 0.0%   | 0 |  |
| Walsham-le-Willows   |       |    |        |   |        |   |        |   |        |   |        |   |       |    |        |    |        |   |        |   |        |   |        |   |  |
| Local shops, Woodbridge  | 0.1%  | 1  | 0.0%   | 0 |        | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 1.6%   | 1 |  |
| Marks & Spencer,<br>Buttermarket, Bury St.                             | 0.4%  | 3  | 1.5%   | 1 | 3.2%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0 | 1.9%   | 1 | 0.0%   | 0 | 0.0%   | 0 |  |
| Edmunds Marks & Spencer, Martlesham Heath Retail Park, Beardmore Park, | 0.1%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 1.2%   | 1 |  |
| Ipswich Marks & Spencer, Westgate                                      | 0.1%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%  | 0  | 1.3%   | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |  |
| Street, Ipswich<br>Morrisons, Iconfield Park,<br>Garland Road, Harwich | 0.3%  | 2  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 2.7%  | 2  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |  |
| Sainsbury's, Bedingfeld<br>Way, Bury St. Edmunds                       | 2.6%  | 18 | 0.0%   | 0 | 17.4%  | 5 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%  | 0  | 0.0%   | 0  | 4.9%   | 5 | 17.5%  | 8 | 2.2%   | 1 | 0.0%   | 0 |  |
| Sainsbury's, Brazen Gate,<br>Norwich                                   | 0.3%  | 2  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 4.4%   | 1 | 1.2%   | 1 |  |
| Sainsbury's, Felixstowe<br>Road, Ipswich                               | 1.4%  | 10 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 7.5%  | 6  | 2.2%   | 2  | 2.2%   | 2 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |  |
| Sainsbury's, Forest Retail<br>Park, London Road,<br>Thetford           | 0.1%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 2.2%   | 1 | 0.0%   | 0 |  |
| Sainsbury's, High Street,<br>Halstead                                  | 0.9%  | 6  | 6.7%   | 6 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |  |
| Sainsbury's, Pound Lane,<br>Norwich                                    | 0.2%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 2.2%   | 1 |  |
| Sainsbury's, Western<br>Approach, Stanway,<br>Colchester               | 0.8%  | 5  | 3.0%   | 3 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 3.3%  | 3  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |  |
| Tesco Extra, Copdock<br>Interchange, Ipswich                           | 3.9%  | 26 | 2.0%   | 2 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 1.7%   | 1 | 13.7% | 11 | 15.3%  | 11 | 1.6%   | 2 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |  |
| Tesco Extra, Highwoods<br>Square, Colchester                           | 0.2%  | 1  | 1.2%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |  |
|  |       |    |        |   |        |   |        |   |        |   |        |   |       |    |        |    |        |   |        |   |        |   |        |   |  |

#### Babergh & Mid Suffolk Household Survey For Carter Jonas

|   | Tota           | l   | Zone 1         | 1  | Zone 2        | ;      | Zone 3       | 3  | Zone 4       | ı    | Zone           | 5  | Zone         | 6  | Zone          | 7  | Zone          | 8  | Zone 9       | )  | Zone          | 10 | Zone 1       | 11 |
|---|----------------|-----|----------------|----|---------------|--------|--------------|----|--------------|------|----------------|----|--------------|----|---------------|----|---------------|----|--------------|----|---------------|----|--------------|----|
| Tesco Superstore, Cangle                                  | 0.4%           | 3   | 2.0%           | 2  | 0.0%          | 0      | 0.0%         | 0  | 0.0%         | 0    | 0.0%           | 0  | 1.5%         | 1  | 0.0%          | 0  | 0.0%          | 0  | 0.0%         | 0  | 0.0%          | 0  | 0.0%         | 0  |
| Road, Haverhill   |                |     |                |    |               |        |              |    |              |      |                |    |              |    |               |    |               |    |              |    |               |    |              |    |
| Tesco Superstore, George<br>Westwood Way, Beccles         | 0.1%           | 1   | 0.0%           | 0  | 0.0%          | 0      | 0.0%         | 0  | 0.0%         | 0    | 0.0%           | 0  | 0.0%         | 0  | 0.0%          | 0  | 0.0%          | 0  | 0.0%         | 0  | 0.0%          | 0  | 1.2%         | 1  |
| Tesco Superstore, Ipswich<br>Road, Norwich                | 0.2%           | 2   | 0.0%           | 0  | 0.0%          | 0      | 0.0%         | 0  | 0.0%         | 0    | 0.0%           | 0  | 0.0%         | 0  | 0.0%          | 0  | 0.0%          | 0  | 0.0%         | 0  | 1.3%          | 0  | 2.0%         | 1  |
| Tesco Superstore, Victoria<br>Road, Diss                  | 4.5%           | 31  | 0.0%           | 0  | 0.0%          | 0      | 0.0%         | 0  | 0.0%         | 0    | 0.0%           | 0  | 0.0%         | 0  | 2.9%          | 2  | 0.0%          | 0  | 1.2%         | 1  | 15.6%         | 5  | 39.9%        | 23 |
| Waitrose, Church Street,<br>Saxmundham                    | 0.1%           | 1   | 0.0%           | 0  | 0.0%          | 0      | 0.0%         | 0  | 0.0%         | 0    | 0.0%           | 0  | 0.0%         | 0  | 0.0%          | 0  | 0.0%          | 0  | 0.0%         | 0  | 0.0%          | 0  | 1.2%         | 1  |
| Waitrose, Eaton Centre,<br>Church Lane, Eaton,<br>Norwich | 0.2%           | 2   | 0.0%           | 0  | 0.0%          | 0      | 0.0%         | 0  | 0.0%         | 0    | 0.0%           | 0  | 0.0%         | 0  | 0.0%          | 0  | 0.0%          | 0  | 0.0%         | 0  | 0.0%          | 0  | 2.6%         | 2  |
| Waitrose, Futura Park, Crane<br>Boulevard, Ipswich        | 0.6%           | 4   | 0.0%           | 0  | 0.0%          | 0      | 0.0%         | 0  | 0.0%         | 0    | 4.1%           | 2  | 0.0%         | 0  | 1.8%          | 1  | 0.0%          | 0  | 0.0%         | 0  | 0.0%          | 0  | 0.0%         | 0  |
| Waitrose, Norwich Road,<br>Wymondham                      | 0.1%           | 1   | 0.0%           | 0  | 0.0%          | 0      | 0.0%         | 0  | 0.0%         | 0    | 0.0%           | 0  | 0.0%         | 0  | 0.0%          | 0  | 0.0%          | 0  | 0.0%         | 0  | 0.0%          | 0  | 1.0%         | 1  |
| Waitrose, St. Andrews<br>Avenue, Colchester               | 0.1%           | 1   | 0.0%           | 0  | 0.0%          | 0      | 0.0%         | 0  | 0.0%         | 0    | 0.0%           | 0  | 1.2%         | 1  | 0.0%          | 0  | 0.0%          | 0  | 0.0%         | 0  | 0.0%          | 0  | 0.0%         | 0  |
| Internet / mail order                                     | 2.5%           | 17  | 5.5%           | 5  | 4.8%          | 1      | 0.0%         | 0  | 0.0%         | 0    | 2.9%           | 2  | 0.0%         | 0  | 3.7%          | 3  | 3.4%          | 3  | 0.0%         | 0  | 7.7%          | 2  | 1.2%         | 1  |
| Weighted base:  |                | 684 |                | 90 |               | 26     |              | 90 |              | 34   |                | 61 |              | 78 |               | 74 |               | 96 |              | 44 |               | 32 |              | 59 |
| lample:   |                | 666 |                | 60 |               | 66     |              | 70 |              | 55   |                | 71 |              | 58 |               | 55 |               | 56 |              | 60 |               | 56 |              | 59 |
| Q06AWhich internet / hom<br>Those who do their main       |                | •   |                | •  |               | •      |              |    | d shopp      | ing? |                |    |              |    |               |    |               |    |              |    |               |    |              |    |
| Asda  | 16.1%          | 3   | 0.0%           | 0  | 0.00          | 0      | 0.0%         | 0  | 0.0%         | 0    |                | 0  | 0.0%         | 0  |               | 0  | 64.0%         | 2  | 0.0%         |    | 21.6%         | 1  | 0.0%         | 0  |
| Sainsbury's   | 11.9%          | 2   | 0.0%           |    | 33.9%         | 0      | 0.0%         | 0  | 0.0%         | 0    | 0.0.0          | 0  | 0.0%         |    | 36.0%         | 1  | 0.0%          | 0  | 0.0%         |    | 21.6%         | 1  | 0.0%         | 0  |
| Tesco<br>Waitrose / Ocado                                 | 58.4%<br>13.6% | 10  | 100.0%<br>0.0% | 5  | 0.0%<br>66.1% | 0<br>1 | 0.0%<br>0.0% | 0  | 0.0%<br>0.0% | 0    | 100.0%<br>0.0% | 2  | 0.0%<br>0.0% | 0  | 64.0%<br>0.0% | 0  | 36.0%<br>0.0% | 0  | 0.0%<br>0.0% | 0  | 0.0%<br>56.7% | 0  | 0.0%<br>0.0% | 0  |
| Weighted base:  |                | 17  |                | 5  |               | 1      |              | 0  |              | 0    |                | 2  |              | 0  |               | 3  |               | 3  |              | 0  |               | 2  |              | 0  |

Sample:

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#### Babergh & Mid Suffolk Household Survey For Carter Jonas

Weighted:

Total Zone 1 Zone 2 Zone 3 Zone 4 Zone 5 Zone 6 Zone 7 Zone 8 Zone 9 Zone 10 Zone 11

|   | Total | l     | Zone 1    |      | Zone 2   |     | Zone 3    | 3    | Zone 4    | ļ    | Zone 5    | 5     | Zone     | 6     | Zone    | 7      | Zone       | 8      | Zone 9    | )      | Zone 1   | .0      | Zone 11  | 1                              |
|---|-------|-------|-----------|------|----------|-----|-----------|------|-----------|------|-----------|-------|----------|-------|---------|--------|------------|--------|-----------|--------|----------|---------|----------|--------------------------------|
| Q07 In addition to your n   |       | d sho | pping, wl | here | do you n | orm | ally do r | nost | of your h | nous | ehold's s | small | scale to | op-up | food sh | noppir | ng (i.e. t | he sto | ore you v | isit r | egularly | ⁄ (2+ t | imes a w | reek to buy bread, milk, etc., |
| Excl Nulls  | -,    |       |           |      |          |     |           |      |           |      |           |       |          |       |         |        |            |        |           |        |          |         |          |                                |
| Aldi, 84 London Road,<br>COLCHESTER   | 0.1%  | 1     | 0.0%      | 0    | 0.0%     | 0   | 1.0%      | 1    | 0.0%      | 0    | 0.0%      | 0     | 0.0%     | 0     | 0.0%    | 0      | 0.0%       | 0      | 0.0%      | 0      | 0.0%     | 0       | 0.0%     | 0                              |
| Aldi, Girling Street,<br>SUDBURY  | 2.1%  | 16    | 2.2%      | 2    | 0.0%     | 0   | 5.0%      | 5    | 23.1%     | 8    | 0.0%      | 0     | 0.0%     | 0     | 0.0%    | 0      | 0.0%       | 0      | 0.0%      | 0      | 0.0%     | 0       | 0.0%     | 0                              |
| Aldi, HAVERHILL   | 0.2%  | 1     | 1.1%      | 1    | 0.0%     | 0   | 0.0%      | 0    | 0.0%      | 0    | 0.0%      | 0     | 0.0%     | 0     | 0.0%    | 0      | 0.0%       | 0      | 0.0%      | 0      | 0.0%     | 0       | 0.0%     | 0                              |
| Asda Superstore, Meadow<br>Centre, Wilkes Way,<br>STOWMARKET  | 3.7%  | 27    | 0.0%      | 0    | 1.0%     | 0   | 1.0%      | 1    | 0.0%      | 0    | 4.9%      | 2     | 2.1%     | 2     | 2.4%    | 2      | 21.0%      | 19     | 0.0%      | 0      | 0.0%     | 0       | 0.0%     | 0                              |
| Asda superstore, Turner<br>Rise, COLCHESTER   | 0.7%  | 5     | 3.2%      | 3    | 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       | 0.0%     | 0                              |
| Co op, Church Street, EYE   | 1.5%  | 11    | 1.1%      | 1    | 0.0%     | 0   | 0.0%      | 0    | 0.0%      | 0    | 0.0%      | 0     | 0.0%     | 0     | 0.0%    | 0      | 1.3%       | 1      | 0.0%      | 0      | 25.5%    | 8       | 0.0%     | 0                              |
| Co-op, 100 East Street,<br>SUDBURY  | 0.6%  | 4     | 0.0%      | 0    | 0.0%     | 0   | 0.0%      | 0    | 11.2%     | 4    | 0.0%      | 0     | 0.0%     | 0     | 0.0%    | 0      | 0.0%       | 0      | 0.0%      | 0      | 0.0%     | 0       | 0.0%     | 0                              |
| Co-op, 2 High Street,<br>LAVENHAM   | 1.3%  | 10    | 0.0%      | 0    | 2.3%     | 1   | 9.5%      | 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                              |
| Co-op, 4 & 5 Acacia Court,<br>BRANTHAM  | 0.6%  | 5     | 0.0%      | 0    | 0.0%     | 0   | 0.0%      | 0    | 0.0%      | 0    | 0.0%      | 0     | 4.5%     | 5     | 0.0%    | 0      | 0.0%       | 0      | 0.0%      | 0      | 0.0%     | 0       | 0.0%     | 0                              |
| Co-op, 72 High Street,<br>HADLEIGH  | 2.6%  | 19    | 0.0%      | 0    | 0.0%     | 0   | 1.3%      | 1    | 0.0%      |      | 34.1%     | 17    | 1.0%     | 1     |         | 0      | 0.0%       | 0      | 0.0%      | 0      | 0.0%     | 0       | 0.0%     | 0                              |
| Co-op, 80A High Street,<br>LAVENHAM   | 0.2%  | 1     | 0.0%      | 0    | 3.0%     | 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%     | 1                              |
| Co-op, Hall Street, LONG<br>MELFORD   | 2.5%  | 18    | 4.1%      |      | 1.7%     |     | 14.0%     | 14   | 0.0%      | 0    |           | 0     | 0.0%     | 0     |         |        | 0.0%       | 0      | 0.0%      | 0      |          | 0       | 0.0%     | 0                              |
| Co-op, MANNINGTREE  | 1.3%  | 9     | 0.0%      | 0    |          | 0   | 0.0%      | 0    | 0.0%      | 0    | 0.0%      | 0     | 9.1%     | 9     |         | 0      |            | 0      | 0.0%      | 0      | ,.       | 0       | 0.070    | 0                              |
| Co-op, Mildenhall Road,<br>BURY ST EDMUNDS  | 0.6%  | 4     |           | 0    |          | 0   | 0.0%      | 0    | 0.0%      | 0    |           | 0     | 0.0%     | 0     |         |        | 0.0%       | 0      | 7.9%      | 4      | 0.0%     |         | 0.0%     | 0                              |
| Co-op, NEEDHAM<br>MARKET  | 0.8%  | 6     |           | 0    |          | 0   | 0.0%      | 0    | 0.0%      | 0    | ,         | 0     | 0.0%     | 0     |         |        | 0.0%       | 0      | 0.0%      | 0      |          |         | 0.0%     | 0                              |
| Co-op, The Drift, Canhams<br>Road, GREAT<br>CORNARD   | 0.4%  | 3     | 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      | 0.0%     | 0       | 0.0%     | 0                              |
| Co-op, The Street,<br>BRAMFORD  | 0.8%  | 6     | 0.0%      | 0    | 0.0%     | 0   | 0.0%      | 0    | 0.0%      | 0    | 0.0%      | 0     | 1.0%     | 1     | 6.0%    | 5      | 0.0%       | 0      | 0.0%      | 0      | 0.0%     | 0       | 0.0%     | 0                              |
| Co-op, The Street, CAPEL ST MARY  | 2.5%  | 19    | 0.0%      | 0    | 0.0%     | 0   | 0.0%      | 0    | 0.0%      | 0    | 0.0%      | 0     | 18.3%    | 19    | 0.0%    | 0      | 0.0%       | 0      | 0.0%      | 0      | 0.0%     | 0       | 0.0%     | 0                              |
| Co-op Local, DEDHAM   | 0.9%  | 7     | 0.0%      | 0    | 0.0%     | 0   | 0.0%      | 0    | 0.0%      | 0    | 0.0%      | 0     | 2.9%     | 3     |         | 4      | 0.0%       | 0      | 0.0%      | 0      | 0.0%     | 0       | 0.0%     | 0                              |
| Farmfoods Freezer Centres,<br>Unit 3a, Sudbury Retail<br>Park, Northern Road,<br>Newton Road, SUDBURY | 0.6%  | 4     | 0.0%      | 0    | 0.0%     | 0   | 2.7%      | 3    | 1.3%      | 0    | 0.9%      | 0     | 0.0%     | 0     | 0.0%    | 0      | 0.0%       | 0      | 1.0%      | 1      | 0.0%     | 0       | 0.0%     | 0                              |
| Lidl, Bury Road,<br>STOWMARKET  | 1.4%  | 10    | 0.0%      | 0    | 0.0%     | 0   | 0.0%      | 0    | 0.0%      | 0    | 0.0%      | 0     | 0.0%     | 0     | 0.0%    | 0      | 9.5%       | 9      | 2.9%      | 2      | 0.0%     | 0       | 0.0%     | 0                              |
| McColls,19 Market Hill  | 0.1%  | 1     | 0.0%      | 0    | 0.0%     | 0   | 0.0%      | 0    | 1.7%      | 1    | 0.0%      | 0     | 0.0%     | 0     | 0.0%    | 0      | 0.0%       | 0      | 0.0%      | 0      | 0.0%     | 0       | 0.0%     | 0                              |

| , cigircu.   |       |    |        |   |        |   |        |    |        | _ | 01 00  |    |      |   |      |     |      |        |    |        |   |        |    |        |   | 1 cordary 2012 |
|--|-------|----|--------|---|--------|---|--------|----|--------|---|--------|----|------|---|------|-----|------|--------|----|--------|---|--------|----|--------|---|----------------|
|  | Total | l  | Zone 1 |   | Zone 2 |   | Zone 3 | 3  | Zone 4 | l | Zone s | 5  | Zone | 6 | Zon  | e 7 | 2    | Zone 8 |    | Zone 9 |   | Zone 1 | .0 | Zone 1 | 1 |                |
| SUDBURY  |       |    |        |   |        |   |        |    |        |   |        |    |      |   |      |     |      |        |    |        |   |        |    |        |   |                |
| Morrisons, 175 London<br>Road, HADLEIGH                          | 2.7%  | 20 | 0.0%   | 0 | 0.0%   | 0 | 4.2%   | 4  | 0.0%   | 0 | 31.8%  | 16 | 0.0% | 0 | 0.0% | C   | 0    | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 |                |
| Morrisons, DISS  | 1.1%  | 8  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0% | 0 | 0.0% | (   | ) 1  | 1.1%   | 1  | 0.0%   | 0 | 4.5%   | 1  | 9.1%   | 6 |                |
| Morrisons, Sheringham<br>Court, Milton Road South,<br>STOWMARKET | 0.8%  | 6  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0% | 0 | 0.0% | (   | ) 5  | 5.8%   | 5  | 0.0%   | 0 | 1.6%   | 1  | 0.0%   | 0 |                |
| Morrisons, Sproughton<br>Road, IPSWICH                           | 0.5%  | 4  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0  | 1.0% | 1 | 3.1% | 3   | 3 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 |                |
| Roys of Wroxham, Great<br>Eastern Road, SUDBURY                  | 0.3%  | 2  | 1.1%   | 1 | 0.0%   | 0 | 0.8%   | 1  | 1.1%   | 0 | 0.0%   | 0  | 0.0% | 0 | 0.0% | C   | 0    | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 |                |
| Sainsbury's Superstore,<br>11-14 Priory Walk,<br>COLCHESTER      | 0.4%  | 3  | 2.7%   | 3 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.9%   | 0  | 0.0% | 0 | 0.0% | (   | 0    | ).0%   | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 |                |
| Sainsbury's, Cornard Road,<br>SUDBURY                            | 2.2%  | 16 | 2.9%   | 3 | 1.0%   | 0 | 9.3%   | 9  | 10.9%  | 4 | 0.0%   | 0  | 0.0% | 0 | 0.0% | (   | 0    | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 |                |
| Sainsbury's, Hadleigh Road, IPSWICH                              | 1.2%  | 9  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0  | 4.6% | 5 | 3.8% | 3   | 3 1  | 1.3%   | 1  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 |                |
| Sainsbury's, HAVERHILL   | 0.4%  | 3  | 3.2%   | 3 |        | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0% | 0 | ,.   |     |      | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 |                |
| Tesco Metro, Kesgrave, IPSWICH                                   | 0.3%  | 2  | 0.0%   | 0 |        | 0 | 0.0%   | 0  |        | 0 |        | 0  | 2.1% | 2 |      |     | 0    |        | 0  | 0.0%   | 0 |        | 0  |        | 0 |                |
| Tesco Superstore, Bedingfeld Way, BURY ST. EDMUNDS               | 0.0%  | 0  | 0.0%   | 0 | 1.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0% | 0 | 0.0% | C   | 0    | ).0%   | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 |                |
| Tesco Superstore, Cedars<br>Link Road,<br>STOWMARKET             | 3.5%  | 26 | 0.0%   | 0 | 1.7%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0% | 0 | 1.0% | 1   | 1 25 | 5.7%   | 23 | 2.6%   | 1 | 0.0%   | 0  | 0.0%   | 0 |                |
| Tesco Superstore, St<br>Saviours Interchange,<br>BURY ST EDMUNDS | 0.5%  | 4  | 0.0%   | 0 | 5.6%   | 1 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0% | 0 | 0.0% | C   | 0    | ).0%   | 0  | 4.8%   | 3 | 0.0%   | 0  | 0.0%   | 0 |                |
| Tesco, BRAINTREE   | 0.2%  | 2  | 1.8%   | 2 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0% | 0 | 0.0% | (   | 0 (  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 |                |
| Tesco, Greenstead Road,<br>COLCHESTER                            | 0.7%  | 5  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0  | 5.2% | 5 |      |     | 0    | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0,0  | 0 |                |
| Tesco, Woodhall Business<br>Park, Springlands Way,<br>SUDBURY    | 3.9%  | 29 | 8.6%   | 9 | 7.6%   | 2 | 11.4%  | 11 | 19.4%  | 7 | 0.0%   | 0  | 0.0% | 0 | 0.0% | (   | 0    | ).0%   | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 |                |
| Waitrose, Robert Boby Way,<br>BURY ST EDMUNDS                    | 0.6%  | 4  | 0.0%   | 0 | 7.8%   | 2 | 1.0%   | 1  | 0.0%   | 0 | 0.0%   | 0  | 0.0% | 0 | 0.0% | (   | 0    | 0.0%   | 0  | 2.2%   | 1 | 0.0%   | 0  | 0.0%   | 0 |                |
| Waitrose, Station Road,<br>SUDBURY                               | 3.4%  | 25 | 2.9%   | 3 | 1.0%   | 0 | 16.5%  | 16 | 15.8%  | 6 | 0.0%   | 0  | 0.0% | 0 | 0.0% | C   | 0    | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 |                |
| Bury St. Edmunds   | 1.5%  | 11 | 0.0%   | 0 | 6.1%   | 2 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0% | 0 | 0.0% |     |      | 0.0%   | 0  | 15.2%  | 8 | 1.3%   | 0  | 1.2%   | 1 |                |
| Debenham   | 0.6%  | 4  | 0.0%   | 0 |        | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0    | 0  | 0.0% | 0 | , .  |     |      | 0.0%   | 0  | 0.0%   | 0 | 2.6%   | 1  | 0.0%   | 0 |                |
| Dedham   | 0.4%  | 3  | 0.0%   | 0 |        | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0    | 0  | 3.1% | 3 |      |     |      | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 |                |
| Eye  | 0.2%  | 1  | 0.0%   | 0 |        | 0 | 0.0%   | 0  | 0.0%   | 0 |        | 0  | 0.0% | 0 |      |     |      | 0.0%   | 0  | 0.0%   | 0 | 4.2%   | 1  | 0.0%   | 0 |                |
| Hadleigh   | 1.2%  | 9  | 0.0%   | 0 |        | 0 | 1.7%   | 2  | 0.0%   |   | 12.7%  | 6  | 1.0% | 1 | 0.0% |     |      | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 |                |
| Halstead   | 0.8%  | 6  | 4.6%   | 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  | 1.9%   | 1 |                |
| Ipswich  | 2.0%  | 15 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 2.0%   | 1  | 9.1% | 9 | 5.2% | 4   | + 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 |                |

|   | Total |    | Zone 1 |   | Zone 2 |   | Zone 3 |   | Zone 4 |   | Zone 5 |   | Zone 6 |   | Zone 7 | ,  | Zone  | 8  | Zone 9 | )  | Zone  | 10 | Zone  | 11 |
|---|-------|----|--------|---|--------|---|--------|---|--------|---|--------|---|--------|---|--------|----|-------|----|--------|----|-------|----|-------|----|
| Lavenham  | 0.1%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.8%   | 1 | 0.00/  | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.00/  | 0  | 0.0%  | 0  | 0.00/  | 0  | 0.00/ | 0  | 0.0%  | 0  |
|   |       | 1  |        |   |        | 0 |        | 0 | 0.0%   | 0 |        | 0 |        |   | 0.0%   |    |       | 0  | 0.0%   | 0  |       | 0  | 0.0,0 | 0  |
| Long Melford  | 0.4%  | 3  | 2.7%   | 3 | 0.0%   | - | 0.0%   | - | 0.0%   | - | 0.0%   | - | 0.0%   | 0 | 0.0%   | 0  | 0.0.0 | -  | 0.0%   | -  | ,     |    | 0.070 | -  |
| Manningtree   | 0.4%  | 3  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 2.7%   | 3 | 0.0%   | 0  |       | 0  | 0.0%   | 0  |       | 0  |       | 0  |
| Needham Market  | 0.5%  | 4  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |        | 4  | 0.0%  | 0  | 0.0%   | 0  |       | 0  |       | 0  |
| Sudbury   | 1.0%  | 7  | 0.0%   | 0 | 0.0%   | 0 | 3.5%   |   | 10.6%  | 4 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0   | 0  | 0.0%   | 0  |       | 0  |       | 0  |
| Stowmarket  | 1.6%  | 12 | 0.0%   | 0 | 3.0%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 11.8% | 11 | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Street / Farmers' Markets in<br>Stowmarket                            | 0.1%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 1.1%  | 1  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Street / Farmers' Markets in Sudbury                                  | 0.2%  | 2  | 0.0%   | 0 | 0.0%   | 0 | 0.8%   | 1 | 2.1%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Aldi, Hines Road, Ipswich   | 0.1%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 1.5%   | 1 | 0.0%   | 0 | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Aldi, Mere Street, Diss   | 0.2%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  |       | 0  | 0.0%   | 0  |       | 1  | 0.9%  | 1  |
| Aldi, Newmarket Road, Dettingen Way, Bury St. Edmunds                 | 0.4%  | 3  | 0.0%   | 0 | 6.3%   | 2 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  |       | 1  | 0.0%   | 0  |       | 0  |       | 0  |
| Andrews Quality Butchers,<br>High Street, Hadleigh                    | 0.1%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 1.1%   | 1 | 0.0%   | 0 | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Asda Superstore, Stoke Park Drive, Ipswich                            | 0.5%  | 3  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 3.3%   | 3 | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Asda Superstore, Western<br>Way, Bury St. Edmunds                     | 0.3%  | 2  | 0.0%   | 0 | 8.7%   | 2 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Asda Superstore, Whitehouse Industrial Estate, Goddard Road, Inswich  | 2.7%  | 20 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 24.2%  | 20 | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Budgens, Bullock Fair Close,<br>Harleston                             | 1.4%  | 10 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 16.2% | 10 |
| Budgens, The Street, East<br>Bergholt                                 | 0.1%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 1.0%   | 1 | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Co-op, Ashfield Road,<br>Elmswell                                     | 2.2%  | 16 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 2.3%  | 2  | 27.1%  | 14 | 0.0%  | 0  | 0.0%  | 0  |
| Co-op, Broad Street, Eye  | 0.2%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 4.3%  | 1  | 0.0%  | 0  |
| Co-op, Chancery Lane,   | 0.7%  | 5  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |        | 5  |       | 0  | 0.0%   | 0  |       | 1  | 0.0%  | ő  |
| Debenham  | 0.770 | 5  | 0.070  | Ü | 0.070  | U | 0.070  | U | 0.070  | Ü | 0.070  | Ü | 0.070  | Ü | 2.070  | 5  | 0.070 | Ü  | 0.070  | U  | 1.0/0 | 1  | 0.070 | U  |
| Co-op, Chapel Road, West<br>Bergholt                                  | 1.0%  | 8  | 7.7%   | 8 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Co-op, Colchester Road,<br>Ipswich                                    | 0.1%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 1.0%   | 1  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Co-op, Combs Lane, Combs<br>Ford, Stowmarket                          | 0.2%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 1.3%  | 1  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Co-op, Fircroft Road, Ipswich   | 0.1%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 1.0%   | 1  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Co-op, Fiveways Retail Park,<br>Peartree Road, Stanway,<br>Colchester | 0.2%  | 1  | 1.4%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Co-op, Greenways Neighbourhood Centre,                                | 0.1%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 1.2%  | 1  |

|  | Total        |        | Zone 1       |    | Zone 2       |   | Zone 3       |     | Zone 4       |   | Zone 5       |   | Zone 6       | 5 | Zone  | 7      | Zone 8       | 8 | Zone 9       |        | Zone 1       | 0  | Zone 1       | 1      |
|--|--------------|--------|--------------|----|--------------|---|--------------|-----|--------------|---|--------------|---|--------------|---|-------|--------|--------------|---|--------------|--------|--------------|----|--------------|--------|
| Ravenswood, Ipswich  |              |        |              |    |              |   |              |     |              |   |              |   |              |   |       |        |              |   |              |        |              |    |              |        |
| Co-op, High Street, Earls Colne                                | 0.9%         | 7      | 6.2%         | 6  | 0.0%         | 0 | 0.0%         | 0   | 1.7%         | 1 | 0.0%         | 0 | 0.0%         | 0 | 0.0%  | 0      | 0.0%         | 0 | 0.0%         | 0      | 0.0%         | 0  | 0.0%         | 0      |
| Co-op, High Street, Laxfield Co-op, Hillside Road East,        | 0.2%<br>0.1% | 1<br>1 | 0.0%<br>0.0% | 0  |              | 0 | 0.0%<br>0.0% | 0   | 0.0%<br>0.0% | 0 |              | 0 | 0.0%<br>0.0% | 0 |       | 0<br>0 |              | 0 | 0.0%<br>0.0% | 0      |              | 0  | 1.9%<br>1.5% | 1<br>1 |
| Bungay<br>Co-op, London Road,<br>Harleston                     | 0.3%         | 2      | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0   | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%  | 0      | 0.0%         | 0 | 0.0%         | 0      | 0.0%         | 0  | 3.5%         | 2      |
| Co-op, Market Hill, Clare                                      | 1.5%         | 11     | 11.1%        | 11 | 0.0%         | 0 | 0.0%         | 0   | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%  | 0      | 0.0%         | 0 | 0.0%         | 0      | 0.0%         | 0  | 0.0%         | 0      |
| Co-op, Market Hill,<br>Framlingham                             | 0.6%         | 4      | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0   | 0.0%         | 0 |              | 0 | 0.0%         | 0 | 2.1%  | 2      | 0.0%         | 0 | 0.0%         | 0      | 0.0%         | 0  | 4.4%         | 3      |
| o-op, Market Place,<br>Harleston                               | 0.2%         | 1      | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0   | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%  | 0      | 0.0%         | 0 | 0.0%         | 0      | 0.0%         | 0  | 2.1%         | 1      |
| o-op, Norwich Road,<br>Barham, Claydon                         | 1.4%         | 10     | 0.0%         | 0  |              | 0 | 0.0%         | 0   | 0.0%         | 0 |              | 0 | 0.0%         |   | 12.4% | 10     |              | 0 | 0.0%         | 0      |              | 0  | 0.0%         | 0      |
| Co-op, Old Street, Haughley<br>Co-op, Selkirk Road,<br>Ipswich | 0.5%<br>0.1% | 3      | 0.0%<br>0.0% | 0  |              | 0 | 0.0%<br>0.0% | 0   | 0.0%<br>0.0% | 0 | 0.00         | 0 | 0.0%<br>0.0% | 0 |       | 0<br>1 | 0.0%<br>0.0% | 0 | 6.4%<br>0.0% | 3<br>0 | 0.0%<br>0.0% | 0  | 0.0%<br>0.0% | 0      |
| Co-op, Sprites Lane,<br>Laburnam Close, Ipswich                | 0.3%         | 2      | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0   | 0.0%         | 0 | 0.0%         | 0 | 2.3%         | 2 | 0.0%  | 0      | 0.0%         | 0 | 0.0%         | 0      | 0.0%         | 0  | 0.0%         | 0      |
| co-op, The Street, Holbrook                                    | 0.8%         | 6      | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0   | 0.0%         | 0 | 0.0%         | 0 | 6.0%         | 6 | 0.0%  | 0      | 0.0%         | 0 | 0.0%         | 0      | 0.0%         | 0  | 0.0%         | 0      |
| o-op, The Street, Long<br>Stratton                             | 0.1%         | 1      | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0   | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%  | 0      | 0.0%         | 0 | 0.0%         | 0      | 0.0%         | 0  | 0.9%         | 1      |
| o-op, The Street,<br>Rickinghall, Diss                         | 1.4%         | 10     | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0   | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%  | 0      | 0.0%         | 0 | 1.0%         | 1      | 29.8%        | 10 | 0.0%         | 0      |
| Co-op, The Street,<br>Wherstead, Holbrook                      | 0.3%         | 3      | 0.0%         | 0  |              | 0 | 0.0%         | 0   | 0.0%         | 0 |              | 0 | 2.5%         | 3 |       | 0      |              | 0 | 0.0%         | 0      |              | 0  | 0.0%         | 0      |
| Co-op, The Street, Woolpit                                     | 0.6%         | 5      | 0.0%         | 0  |              | 0 | 0.0%         | 0   | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 |       | 0      |              | 0 | 8.2%         | 4      |              | 0  | 0.0%         | 0      |
| Co-op, Thoroughfare, Woodbridge                                | 0.1%         | 1      | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0   | 0.0%         | 0 |              | 0 | 0.0%         | 0 |       | 0      |              | 0 | 0.0%         | 0      |              | 0  | 1.5%         | 1      |
| Iollow Trees Farm Shop, Semer, Ipswich                         | 0.3%         | 0      | 0.0%         | 0  |              | 0 | 0.8%         | 0   | 0.0%         | 0 |              | 0 | 0.0%         | 0 |       | 0      |              | 0 | 0.0%         | 0      |              | 0  | 0.0%         | 0      |
| celand, Cornhill, Bury St.  Edmunds celand, High Street,       | 0.0%         | 1      | 0.0%         | 1  |              | 0 | 0.0%         | 0   | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 |       | 0      |              | 0 | 0.0%         | 0      |              | 0  | 0.0%         | 0      |
| Haverhill celand, North Street,                                | 0.2%         | 6      | 0.0%         | 0  |              | 0 | 5.5%         | 5   | 1.1%         | 0 |              | 0 | 0.0%         | 0 |       | 0      |              | 0 | 0.0%         | 0      |              | 0  | 0.0%         | 0      |
| Sudbury  |              |        |              |    |              |   |              |     |              |   |              |   |              |   |       |        |              |   |              |        |              |    |              |        |
| idl, Handford Road, Ipswich                                    | 0.4%         | 3      | 0.0%         | 0  |              | 0 | 0.0%         | 0   | 0.0%         | 0 |              | 0 | 1.0%         | 1 |       | 2      |              | 0 | 0.0%         | 0      |              | 0  | 0.0%         | 0      |
| idl, London Road, Ipswich                                      | 0.2%         | 2      | 0.0%         | 0  |              | 0 | 0.0%         | 0   | 0.0%         | 0 | 0.0%         | 0 | 1.6%         | 2 |       | 0      |              | 0 | 0.0%         | 0      |              | 0  | 0.0%         | 0      |
| ocal shops, Bacton   | 0.3%         | 2      | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0   | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 |       | 0      |              | 2 | 0.0%         | 0      | 0.0%         | 0  | 0.0%         | 0      |
| ocal shops, Beccles  | 1.5%         | 11     | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0   | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 |       | 0      |              | 0 | 0.0%         | 0      | 0.0%         | 0  | 18.0%        | 11     |
| ocal shops, Bildeston  | 0.2%<br>0.3% | 1 2    | 0.0%<br>0.0% | 0  | 0.0%<br>0.0% | 0 | 0.0%<br>2.1% | 0 2 | 0.0%<br>0.0% | 0 | 2.9%<br>0.0% | 1 | 0.0%<br>0.0% | 0 |       | 0      |              | 0 | 0.0%<br>0.0% | 0      | 0.0%<br>0.0% | 0  | 0.0%<br>0.0% | 0      |
| Local shops, Boxford<br>Local shops, Cavendish                 | 0.3%         | 1      | 0.0%<br>1.1% | 1  | 0.0%         | 0 | 2.1%<br>0.0% | 0   | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.070 | 0      |              | 0 | 0.0%         | 0      | 0.0%         | 0  | 0.0%         | 0      |
|  |              | _      |              | _  |              |   |              | -   |              | - |              |   |              | 1 |       |        |              | 0 |              | -      |              | -  |              |        |
| Local shops, Chelmondiston                                     | 0.1%         | 1      | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0   | 0.0%         | 0 | 0.0%         | 0 | 1.0%         | 1 | 0.0%  | 0      | 0.0%         | 0 | 0.0%         | 0      | 0.0%         | 0  | 0.0%         | 0      |

|  | Total        |        | Zone         | 1  | Zone 2 |   | Zone 3       |   | Zone 4       | ļ | Zone 5       | 5 | Zone 6       | 5 | Zone 7       | , | Zone 8       |   | Zone 9       |   | Zone 1       | 10 | Zone 1       | 11     |  |
|--|--------------|--------|--------------|----|--------|---|--------------|---|--------------|---|--------------|---|--------------|---|--------------|---|--------------|---|--------------|---|--------------|----|--------------|--------|--|
|  |              |        |              |    |        |   |              |   |              |   |              |   |              |   |              |   |              |   |              |   |              |    |              |        |  |
| Local shops, Cockfield                             | 0.1%         | 1      | 0.0%         | 0  | 3.8%   | 1 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0      |  |
| Local shops, Combs Ford                            | 0.2%         | 2      | 0.0%         | 0  |        | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 |              | 2 | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0      |  |
| Local shops, Dickleburgh                           | 0.1%         | 1      | 0.0%         | 0  | 0.0%   | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 |              | 0 | 0.0%         | 0 | 0.0%         | 0  | 0.9%         | 1      |  |
| Local shops, Diss                                  | 0.6%         | 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 | 0.0%         | 0 | 4.6%         | 2  | 5.1%         | 3      |  |
| Local shops, East Bergholt                         | 0.6%         | 5      | 0.0%         | 0  | 0.0%   | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 4.6%         | 5 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0      |  |
| Local shops, Elmswell                              | 0.4%         | 3      | 0.0%         | 0  |        | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 |              | 0 | 5.9%         | 3 | 0.0%         | 0  | 0.0%         | 0      |  |
| Local shops, Fressingfield                         | 0.2%         | 1      | 0.0%         | 0  | 0.0%   | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0  | 2.1%         | 1      |  |
| Local shops, Gislingham                            | 0.1%         | 0      | 0.0%         | 0  | 0.0%   | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 1.3%         | 0  | 0.0%         | 0      |  |
| Local shops, Glemsford                             | 2.3%         | 17     |              | 17 | 0.0%   | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0      |  |
| Local shops, Harleston                             | 1.4%         | 10     | 0.0%         | 0  | 0.0%   | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         |    | 16.0%        | 10     |  |
| Local shops, Hitcham                               | 0.1%         | 0      | 0.0%         | 0  | 0.0%   | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.9%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0      |  |
| Local shops, Holbrook                              | 0.2%         | 2      | 0.0%         | 0  | 0.0%   | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 1.6%         | 2 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0      |  |
| Local shops, Horley                                | 0.3%         | 2      | 0.0%         | 0  | 0.00   | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 |              | 2 | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0<br>1 |  |
| Local shops, Hoxne                                 | 0.1%         | 1      | 0.0%         | 0  |        | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0  | 0.9%         | 0      |  |
| Local shops, Lawshall                              | 0.5%         | 4      | 0.0%         | 0  | 14.6%  |   | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 3 | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0      |  |
| Local shops, Mendlesham                            | 0.3%<br>0.2% | 3<br>1 | 0.0%<br>0.0% |    |        | 0 | 0.0%<br>0.0% | 0 | 0.0%<br>0.0% |   | 0.0%<br>0.0% | 0 | 0.0%         | 0 | 0.0%<br>0.0% |   | 2.8%<br>0.0% | 0 | 0.0%<br>0.0% | 0 | 0.0%<br>0.0% |    | 0.0%<br>2.1% | 1      |  |
| Local shops, Metfield<br>Local shops, Monks Eleigh | 0.2%         | 1      | 0.0%         | 0  | 0.0%   | 0 | 0.0%         | 0 | 0.0%         | 0 | 1.5%         | 1 | 0.0%<br>0.0% | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0      |  |
| Local shops, Mundesley                             | 0.1%         | 0      | 0.0%         | 0  | 0.0%   | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.9%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0      |  |
| Local shops, Norton                                | 0.1%         | 1      | 0.0%         | 0  | 0.0%   | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.9%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 1.6%         | 1 | 0.0%         | 0  | 0.0%         | 0      |  |
| Local shops, Otley                                 | 0.1%         | 1      | 0.0%         | 0  |        | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 1.6%         | 1 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0      |  |
| Local shops, Rattlesden                            | 0.2%         | 0      | 0.0%         | 0  |        | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 |              | 0 | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0      |  |
| Local shops, Redgrave                              | 0.1%         | 1      | 0.0%         | 0  | 0.0%   | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 2.6%         | 1  | 0.0%         | 0      |  |
| Local shops, Rickinghall                           | 0.1%         | 1      | 0.0%         | 0  | 0.0%   | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 1.6%         | 1  | 0.0%         | 0      |  |
| Local shops, Rougham                               | 0.1%         | 1      | 0.0%         | 0  | 0.0%   | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 1.0%         | 1 | 0.0%         | 0  | 0.0%         | 0      |  |
| Local shops, Sicklesmere                           | 0.1%         | 1      | 0.0%         | 0  | 2.8%   | 1 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0      |  |
| Local shops, Stanton                               | 0.1%         | 1      | 0.0%         | 0  | 0.0%   | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0  | 1.2%         | 1      |  |
| Local shops, Stradbroke                            | 0.3%         | 2      | 0.0%         | 0  | 0.0%   | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 1.6%         | 1  | 2.5%         | 2      |  |
| Local shops, Tharston                              | 0.1%         | 1      | 0.0%         | 0  | 0.0%   | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 1.2%         | 1 | 0.0%         | 0  | 0.0%         | 0      |  |
| Local shops, Thorndon                              | 0.1%         | 1      | 0.0%         | 0  | 0.0%   | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 2.6%         | 1  | 0.0%         | 0      |  |
| Local shops,                                       | 0.1%         | 1      | 0.0%         | 0  | 0.0%   | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 1.2%         | 1 | 0.0%         | 0  | 0.0%         | 0      |  |
| Walsham-le-Willows                                 |              |        |              |    |        |   |              |   |              |   |              |   |              |   |              |   |              |   |              |   |              |    |              |        |  |
| Local shops, Westley                               | 0.2%         | 1      | 0.0%         | 0  | 0.0%   | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 1.2%         | 1 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0      |  |
| Local shops, Woodbridge                            | 0.2%         | 1      | 0.0%         | 0  | 0.0%   | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 1.5%         | 1 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0      |  |
| Local shops, Woolpit                               | 0.1%         | 1      | 0.0%         | 0  | 1.0%   | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 1.0%         | 1 | 0.0%         | 0  | 0.0%         | 0      |  |
| Marks & Spencer,                                   | 0.3%         | 2      | 0.0%         | 0  | 1.7%   | 0 | 1.7%         | 2 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0      |  |
| Buttermarket, Bury St.                             |              |        |              |    |        |   |              |   |              |   |              |   |              |   |              |   |              |   |              |   |              |    |              |        |  |
| Edmunds  |              |        |              |    |        |   |              |   |              |   |              |   |              |   |              |   |              |   |              |   |              |    |              |        |  |
| Marks & Spencer, Westgate                          | 0.4%         | 3      | 0.0%         | 0  | 0.0%   | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 1.0%         | 1 | 2.1%         | 2 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0      |  |
| Street, Ipswich                                    |              |        |              |    |        |   |              |   |              |   |              |   |              |   |              |   |              |   |              |   |              |    |              |        |  |
| Morrisons, Iconfield Park,                         | 0.1%         | 1      | 0.0%         | 0  | 0.0%   | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 1.2%         | 1 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0      |  |
| Garland Road, Harwich                              | 1.00/        | _      | 0.00/        |    | 11.00/ | 2 | 0.00/        |   | 0.00/        |   | 0.00/        |   | 0.00/        |   | 0.00/        |   | 0.00/        |   | 0.70/        | _ | 0.00/        |    | 0.00/        | 0      |  |
| Sainsbury's, Bedingfeld                            | 1.0%         | 7      | 0.0%         | 0  | 11.0%  | 3 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 8.7%         | 5 | 0.0%         | 0  | 0.0%         | 0      |  |
| Way, Bury St. Edmunds                              | 0.00/        |        | 5.60/        |    | 0.00/  | 0 | 0.00/        | 0 | 0.00/        | 0 | 0.00/        | 0 | 0.00/        | 0 | 0.00/        | 0 | 0.00/        | 0 | 0.00/        | 0 | 0.00/        | 0  | 0.00/        | 0      |  |
| Sainsbury's, High Street,                          | 0.8%         | 6      | 5.6%         | 6  | 0.0%   | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | Ü  | 0.0%         | 0      |  |
| Halstead   | 0.20/        | 2      | 1.00/        | 2  | 0.00/  | 0 | 0.00/        | 0 | 0.00/        | 0 | 0.00/        | 0 | 0.00/        | 0 | 0.00/        | 0 | 0.00/        | 0 | 0.00/        | 0 | 0.00/        | 0  | 0.00/        | 0      |  |
| Sainsbury's, Western                               | 0.2%         | 2      | 1.8%         | 2  | 0.0%   | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | U | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0      |  |
|  |              |        |              |    |        |   |              |   |              |   |              |   |              |   |              |   |              |   |              |   |              |    |              |        |  |

#### **Babergh & Mid Suffolk Household Survey For Carter Jonas**

|   | Total |     | Zone | 1   | Zone 2 | 2  | Zone | 3  | Zone   | 4     | Zone 5 | 5  | Zone | 6   | Zone 7 | 7   | Zone 8 | 3  | Zone 9 | )  | Zone 1 | 0  | Zone 1 | 11 |
|---|-------|-----|------|-----|--------|----|------|----|--------|-------|--------|----|------|-----|--------|-----|--------|----|--------|----|--------|----|--------|----|
| Approach, Stanway,                                  |       |     |      |     |        |    |      |    |        |       |        |    |      |     |        |     |        |    |        |    |        |    |        |    |
| Colchester  |       |     |      |     |        |    |      |    |        |       |        |    |      |     |        |     |        |    |        |    |        |    |        |    |
| Spar, Bells Lane, Glemsford                         | 0.3%  | 2   | 2.4% | 2   | 0.0%   | 0  | 0.0% | 0  | 0.0%   | 0     | 0.0%   | 0  | 0.0% | 0   | 0.0%   | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Spar, Church Street,<br>Stradbroke, Eye             | 0.2%  | 2   | 0.0% | 0   | 0.0%   | 0  | 0.0% | 0  | 0.0%   | 0     | 0.0%   | 0  | 0.0% | 0   | 0.0%   | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 2.5%   | 2  |
| Spar, High Street,<br>Mundesley                     | 0.2%  | 2   | 0.0% | 0   | 0.0%   | 0  | 0.0% | 0  | 0.0%   | 0     | 0.0%   | 0  | 0.0% | 0   | 0.0%   | 0   | 1.7%   | 2  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Street / Farmers' Markets in<br>Woodbridge          | 0.2%  | 2   | 0.0% | 0   | 0.0%   | 0  | 0.0% | 0  | 0.0%   | 0     | 0.0%   | 0  | 0.0% | 0   | 2.1%   | 2   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Tesco Extra, Copdock<br>Interchange, Ipswich        | 0.5%  | 3   | 0.0% | 0   | 0.0%   | 0  | 0.0% | 0  | 0.0%   | 0     | 0.0%   | 0  | 3.3% | 3   | 0.0%   | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Tesco Superstore, Cangle<br>Road, Haverhill         | 0.2%  | 2   | 1.8% | 2   | 0.0%   | 0  | 0.0% | 0  | 0.0%   | 0     | 0.0%   | 0  | 0.0% | 0   | 0.0%   | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Tesco Superstore, Ipswich<br>Road, Norwich          | 0.1%  | 1   | 0.0% | 0   | 0.0%   | 0  | 0.0% | 0  | 0.0%   | 0     | 0.0%   | 0  | 0.0% | 0   | 0.0%   | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 1.4%   | 1  |
| Tesco Superstore, Victoria<br>Road, Diss            | 0.3%  | 2   | 0.0% | 0   | 0.0%   | 0  | 0.0% | 0  | 0.0%   | 0     | 0.0%   | 0  | 0.0% | 0   | 0.0%   | 0   | 0.0%   | 0  | 0.0%   | 0  | 7.3%   | 2  | 0.0%   | 0  |
| Waitrose, Corn Exchange,<br>Ipswich                 | 0.1%  | 1   | 0.0% | 0   | 0.0%   | 0  | 0.0% | 0  | 0.0%   | 0     | 0.0%   | 0  | 1.0% | 1   | 0.0%   | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Waitrose, Fred Archer Way,<br>Newmarket             | 0.1%  | 0   | 0.0% | 0   | 1.7%   | 0  | 0.0% | 0  | 0.0%   | 0     | 0.0%   | 0  | 0.0% | 0   | 0.0%   | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Waitrose, Futura Park, Crane<br>Boulevard, Ipswich  | 0.2%  | 2   | 0.0% | 0   | 0.0%   | 0  | 0.0% | 0  | 0.0%   | 0     | 0.0%   | 0  | 1.6% | 2   | 0.0%   | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Internet / mail order                               | 0.8%  | 6   | 0.0% | 0   | 0.0%   | 0  | 0.0% | 0  | 0.0%   | 0     | 0.0%   | 0  | 0.0% | 0   | 1.0%   | 1   | 5.8%   | 5  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Weighted base:                                      |       | 733 |      | 100 |        | 25 |      | 98 |        | 36    |        | 50 |      | 102 |        | 83  |        | 91 |        | 52 |        | 33 |        | 62 |
| Sample:   |       | 715 |      | 67  |        | 58 |      | 75 |        | 67    |        | 74 |      | 73  |        | 57  |        | 55 |        | 67 |        | 58 |        | 64 |
| Q07AWhich retailer do yo<br>Those who do their top- | •     | -   | •    | •   |        |    |      | -  | shoppi | ng fr | om?    |    |      |     |        |     |        |    |        |    |        |    |        |    |
| Asda  | 86.7% | 5   | 0.0% | 0   | 0.0%   | 0  | 0.0% | 0  | 0.0%   | 0     | 0.0%   | 0  | 0.0% | 0   | 0.0%   | 0 1 | 100.0% | 5  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Other   | 13.3% | 1   | 0.0% | 0   | 0.0%   | 0  | 0.0% | 0  | 0.0%   | 0     | 0.0%   | 0  | 0.0% | 0   | 100.0% | 1   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Weighted base:                                      |       | 6   |      | 0   |        | 0  |      | 0  |        | 0     |        | 0  |      | 0   |        | 1   |        | 5  |        | 0  |        | 0  |        | 0  |
| Sample:   |       | 2   |      | U   |        | U  |      | U  |        | U     |        | U  |      | U   |        | 1   |        | 1  |        | U  |        | U  |        | U  |

Weighted:

|  | Tota  | ıl    | Zone    | e 1    | Zone   | 2      | Zone   | e 3    | Zone     | 4     | Zon    | e 5     | Zone   | 6     | Zone  | e <b>7</b> | Zone  | 8     | Zone  | 9     | Zone  | 10    | Zone  | 11    |
|--|-------|-------|---------|--------|--------|--------|--------|--------|----------|-------|--------|---------|--------|-------|-------|------------|-------|-------|-------|-------|-------|-------|-------|-------|
| Q08 Of all the money Those who do top- |       | •     | our mai | in and | top-up | food s | hoppii | ng, wh | at share | goes  | to you | ır mair | food s | hoppi | ng?   |            |       |       |       |       |       |       |       |       |
| 1% - 5%                                | 0.0%  | 0     | 0.0%    | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%     | 0     | 0.0%   | 0       | 0.0%   | 0     | 0.0%  | 0          | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     |
| 6% - 10%                               | 0.0%  | 0     | 0.0%    | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%     | 0     | 0.0%   | 0       | 0.0%   | 0     | 0.0%  | 0          | 0.0%  | 0     |       | 0     | 0.0%  | 0     |       | 0     |
| 11% - 15%                              | 0.0%  | 0     | 0.0%    | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%     | 0     | 0.0%   | 0       | 0.0%   | 0     | 0.0%  | 0          | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     |       | 0     |
| 16% - 20%                              | 0.4%  | 3     | 0.0%    | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%     | 0     | 0.0%   | 0       | 0.0%   | 0     | 0.0%  | 0          | 0.9%  | 1     | 2.1%  | 1     | 0.0%  | 0     |       | 1     |
| 21% - 25%                              | 0.3%  | 2     | 0.0%    | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%     | 0     | 0.0%   | 0       | 0.0%   | 0     | 1.2%  | 1          | 1.2%  | 1     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     |
| 26% - 30%                              | 0.8%  | 6     | 0.0%    | 0      | 0.0%   | 0      | 0.8%   | 1      | 1.7%     | 1     | 0.0%   | 0       | 1.5%   | 2     | 2.5%  | 2          | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 1.1%  | 1     |
| 31% - 35%                              | 0.0%  | 0     | 0.0%    | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%     | 0     | 0.0%   | 0       | 0.0%   | 0     | 0.0%  | 0          | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     |
| 36% - 40%                              | 0.5%  | 4     | 0.0%    | 0      | 1.0%   | 0      | 0.0%   | 0      | 1.3%     | 0     | 1.5%   | 1       | 0.0%   | 0     | 0.9%  | 1          | 0.9%  | 1     | 0.9%  | 1     | 0.0%  | 0     | 0.0%  | 0     |
| 41% - 45%                              | 0.0%  | 0     | 0.0%    | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%     | 0     | 0.0%   | 0       | 0.0%   | 0     | 0.0%  | 0          | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     |
| 46% - 50%                              | 9.0%  | 69    | 9.7%    | 10     | 11.2%  | 3      | 13.1%  | 13     | 7.8%     | 3     | 11.4%  | 6       | 6.7%   | 7     | 22.4% | 19         | 2.0%  | 2     | 1.5%  | 1     | 10.8% | 4     | 2.9%  | 2     |
| 51% - 55%                              | 0.0%  | 0     | 0.0%    | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%     | 0     | 0.0%   | 0       | 0.0%   | 0     | 0.0%  | 0          | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     |
| 56% - 60%                              | 7.3%  | 56    | 7.2%    | 7      | 2.2%   | 1      | 10.7%  | 10     | 4.9%     | 2     | 17.2%  | 9       | 6.9%   | 7     | 6.2%  | 5          | 4.5%  | 5     | 4.6%  | 3     | 5.4%  | 2     | 8.4%  | 5     |
| 61% - 65%                              | 0.9%  | 7     | 2.4%    | 2      | 0.0%   | 0      | 0.8%   | 1      | 1.1%     | 0     | 0.0%   | 0       | 0.0%   | 0     | 0.0%  | 0          | 2.0%  | 2     | 1.2%  | 1     | 1.2%  | 0     | 0.0%  | 0     |
| 66% - 70%                              | 12.6% | 96    | 13.3%   | 13     | 6.7%   | 2      | 15.0%  | 15     | 11.7%    | 4     | 10.7%  | 5       | 26.4%  | 28    | 7.8%  | 7          | 6.5%  | 7     | 13.1% | 7     | 7.4%  | 3     | 7.6%  | 5     |
| 71% - 75%                              | 9.0%  | 69    | 9.0%    | 9      | 8.5%   | 2      | 7.3%   | 7      | 4.9%     | 2     | 13.0%  | 7       | 8.2%   | 9     | 7.2%  | 6          | 12.6% | 13    | 11.6% | 6     | 8.7%  | 3     | 7.3%  | 5     |
| 76% - 80%                              | 22.2% | 170   | 22.9%   | 23     | 25.3%  | 7      | 28.2%  | 28     | 34.4%    | 13    | 15.0%  | 8       | 23.6%  | 25    | 25.7% | 22         | 13.2% | 14    | 16.5% | 9     | 27.6% | 10    | 19.4% | 12    |
| 81% - 85%                              | 3.9%  | 29    | 3.8%    | 4      | 3.4%   | 1      | 1.7%   | 2      | 4.4%     | 2     | 3.0%   | 1       | 3.3%   | 4     | 0.0%  | 0          | 9.2%  | 10    | 10.4% | 6     | 2.7%  | 1     | 0.0%  | 0     |
| 86% - 90%                              | 16.2% | 124   | 17.7%   | 18     | 24.5%  | 6      | 7.7%   | 8      | 10.1%    | 4     | 13.7%  | 7       | 13.2%  | 14    | 12.6% | 11         | 22.8% | 24    | 18.5% | 10    | 16.6% | 6     | 26.2% | 17    |
| 91% - 95%                              | 5.7%  | 43    | 1.8%    | 2      | 9.0%   | 2      | 3.8%   | 4      | 3.9%     | 1     | 3.7%   | 2       | 4.0%   | 4     | 3.9%  | 3          | 5.5%  | 6     | 9.6%  | 5     | 7.7%  | 3     | 16.9% | 11    |
| 96% - 100%                             | 1.9%  | 15    | 3.2%    | 3      | 2.0%   | 1      | 5.1%   | 5      | 0.0%     | 0     | 1.8%   | 1       | 0.0%   | 0     | 0.9%  | 1          | 2.0%  | 2     | 1.9%  | 1     | 3.2%  | 1     | 0.0%  | 0     |
| (Don't know)                           | 8.9%  | 68    | 9.0%    | 9      | 6.2%   | 2      | 5.1%   | 5      | 13.9%    | 5     | 8.9%   | 4       | 4.8%   | 5     | 8.7%  | 7          | 16.6% | 17    | 7.2%  | 4     | 8.4%  | 3     | 9.1%  | 6     |
| (Refused)                              | 0.4%  | 3     | 0.0%    | 0      | 0.0%   | 0      | 0.8%   | 1      | 0.0%     | 0     | 0.0%   | 0       | 1.5%   | 2     | 0.0%  | 0          | 0.0%  | 0     | 0.9%  | 1     | 0.0%  | 0     | 0.0%  | 0     |
| Mean:                                  |       | 75.61 |         | 75.94  |        | 79.02  |        | 73.52  |          | 74.81 |        | 72.54   |        | 74.56 |       | 69.76      |       | 79.08 |       | 78.91 |       | 77.67 |       | 80.17 |
| Weighted base:                         |       | 763   |         | 100    |        | 26     |        | 98     |          | 36    |        | 50      |        | 108   |       | 85         |       | 104   |       | 56    |       | 36    |       | 64    |
| Sample:                                |       | 743   |         | 67     |        | 62     |        | 75     |          | 67    |        | 74      |        | 77    |       | 59         |       | 62    |       | 72    |       | 62    |       | 66    |

Weighted:

| , reighteu.  |              |        |              |   |              |       |              |        |              |       | <u> </u>     |        | 1 0 0 1      |       |              |      |              |      |              |        |               |   |              |   | rebruury |
|--|--------------|--------|--------------|---|--------------|-------|--------------|--------|--------------|-------|--------------|--------|--------------|-------|--------------|------|--------------|------|--------------|--------|---------------|---|--------------|---|----------|
|  | Tota         | l      | Zone 1       |   | Zone 2       |       | Zone 3       |        | Zone 4       | ļ     | Zone 5       | 5      | Zone 6       | 6     | Zone 7       | 7    | Zone 8       | 3    | Zone 9       |        | Zone 10       | ) | Zone 11      | ı |          |
| Q09 In addition to (STOR Those who do top-up sho   |              |        |              |   |              | y otł | ner store    | that   | you reg      | ularl | y use foi    | r youi | r househ     | old's | small s      | cale | top-up fo    | od s | hopping?     | •      |               |   |              |   |          |
| Aldi, Girling Street,<br>SUDBURY   | 3.9%         | 11     | 12.1%        | 5 | 0.0%         | 0     | 8.6%         | 5      | 8.2%         | 2     | 0.0%         | 0      | 0.0%         | 0     | 0.0%         | 0    | 0.0%         | 0    | 0.0%         | 0      | 0.0%          | 0 | 0.0%         | 0 |          |
| aldi, HAVERHILL<br>asda Superstore, Meadow<br>Centre, Wilkes Way,<br>STOWMARKET                      | 0.4%<br>1.8% | 1<br>5 | 2.9%<br>0.0% | 1 |              | 0     | 0.0%<br>0.0% | 0      | 0.0%<br>0.0% | 0     |              | 0      | 0.0%<br>0.0% | 0     |              | 0    |              | 0    | 0.0%<br>3.4% | 0<br>1 | 0.0%<br>10.8% | 0 | 0.0%<br>0.0% | 0 |          |
| asda superstore, Turner<br>Rise, COLCHESTER  | 0.5%         | 1      | 3.5%         | 1 | 0.0%         | 0     | 0.0%         | 0      | 0.0%         | 0     | 0.0%         | 0      | 0.0%         | 0     | 0.0%         | 0    | 0.0%         | 0    | 0.0%         | 0      | 0.0%          | 0 | 0.0%         | 0 |          |
| Co op, Church Street, EYE<br>Co-op, 100 East Street,<br>SUDBURY                                      | 0.3%<br>1.8% | 1<br>5 | 0.0%<br>0.0% | 0 | 0.0%<br>0.0% | 0     | 0.0%<br>6.2% | 0<br>4 | 0.0%<br>7.3% | 0 2   | 0.0%<br>0.0% | 0      | 0.0%<br>0.0% | 0     | 0.0%<br>0.0% | 0    | 0.0%<br>0.0% | 0    | 0.0%<br>0.0% | 0      |               | 1 | 0.0%<br>0.0% | 0 |          |
| o-op, 2 High Street,<br>LAVENHAM   | 0.4%         | 1      | 0.0%         | 0 | 4.0%         | 0     | 1.6%         | 1      | 0.0%         | 0     | 0.0%         | 0      | 0.0%         | 0     | 0.0%         | 0    | 0.0%         | 0    | 0.0%         | 0      | 0.0%          | 0 | 0.0%         | 0 |          |
| o-op, 4 & 5 Acacia Court,<br>BRANTHAM  | 0.6%         | 2      | 0.0%         | 0 | 0.0%         | 0     | 0.0%         | 0      | 0.0%         | 0     | 0.0%         | 0      | 5.3%         | 2     | 0.0%         | 0    | 0.0%         | 0    | 0.0%         | 0      | 0.0%          | 0 | 0.0%         | 0 |          |
| o-op, 72 High Street,<br>HADLEIGH  | 2.1%         | 6      | 0.0%         | 0 | 0.0%         | 0     | 2.9%         | 2      | 0.0%         | 0     | 20.8%        | 4      | 0.0%         | 0     | 0.0%         | 0    | 0.0%         | 0    | 0.0%         | 0      | 0.0%          | 0 | 0.0%         | 0 |          |
| o-op, 80A High Street,<br>LAVENHAM   | 0.2%         | 1      | 0.0%         |   | 7.1%         | 1     | 0.0%         | 0      | 0.0%         | 0     |              | 0      | 0.0%         | 0     |              | 0    |              | 0    |              | 0      |               | 0 |              | 0 |          |
| o-op, Hall Street, LONG<br>MELFORD   | 0.4%         | 1      | 2.9%         | 1 |              | 0     | 0.0%         | 0      | 0.0%         | 0     |              | 0      | 0.0%         | 0     |              | 0    |              | 0    | 0.0%         | 0      |               | 0 |              | 0 |          |
| o-op, HALSTEAD   | 1.0%         | 3      |              | 2 |              | 0     | 0.0%         | 0      | 0.0%         | 0     | 0.0%         | 0      | 0.0%         | 0     |              | 0    |              | 0    | 0.0%         | 0      | 0.00,0        | 0 |              | 1 |          |
| o-op, MANNINGTREE  | 0.4%         | 1      | 0.0%         | 0 | 0.0%         | 0     | 0.0%         | 0      | 0.0%         | 0     | 0.0%         | 0      | 4.0%         | 1     | 0.0%         | 0    |              | 0    | 0.0%         | 0      |               | 0 |              | 0 |          |
| o-op, Mildenhall Road,<br>BURY ST EDMUNDS  | 0.2%         | 1      | 0.0%         | 0 |              | 0     | 0.0%         | 0      | 0.0%         |       | 0.0%         | 0      | 0.0%         | 0     |              | 0    |              | 0    |              | 1      |               | 0 |              | 0 |          |
| o-op, The Street,<br>BRAMFORD  | 0.3%         | 1      | 0.0%         |   | 0.0%         | 0     | 0.0%         | 0      | 0.0%         |       | 0.0%         | 0      | 3.2%         | 1     | 0.0%         | 0    |              | 0    | 0.0%         | 0      |               | 0 |              | 0 |          |
| o-op, The Street, CAPEL<br>ST MARY   | 0.3%         | 1      | 0.0%         | 0 |              | 0     | 0.0%         | 0      | 0.0%         | 0     | 0.0%         | 0      | 3.2%         | 1     | 0.0%         | 0    |              | 0    |              | 0      |               | 0 |              | 0 |          |
| o-op Local, DEDHAM   | 0.3%         | 1      | 0.0%         | 0 | 0.0%         | 0     | 0.0%         | 0      | 0.0%         | 0     | 0.0%         | 0      | 0.0%         | 0     | 5.0%         | 1    | 0.0%         | 0    | 0.0%         | 0      | 0.0%          | 0 | 0.0%         | 0 |          |
| urmfoods Freezer Centres,<br>Unit 3a, Sudbury Retail<br>Park, Northern Road,<br>Newton Road, SUDBURY | 1.6%         | 4      | 0.0%         | 0 | 5.3%         | 0     | 6.2%         | 4      | 2.3%         | 0     | 0.0%         | 0      | 0.0%         | 0     | 0.0%         | 0    | 0.0%         | 0    | 0.0%         | 0      | 0.0%          | 0 | 0.0%         | 0 |          |
| idl, Bury Road,<br>STOWMARKET  | 1.3%         | 4      | 0.0%         | 0 | 0.0%         | 0     | 0.0%         | 0      | 0.0%         | 0     | 0.0%         | 0      | 0.0%         | 0     | 4.0%         | 1    | 4.9%         | 2    | 3.4%         | 1      | 0.0%          | 0 | 0.0%         | 0 |          |
| orrisons, 175 London<br>Road, HADLEIGH   | 2.5%         | 7      |              |   | 0.0%         | 0     | 2.9%         | 2      | 0.0%         |       | 20.5%        | 4      | 4.0%         | 1     | 0.0%         | 0    |              | 0    |              | 0      |               | 0 |              | 0 |          |
| orrisons, DISS   | 0.9%         | 3      |              | 0 | 0.0%         | 0     | 0.0%         | 0      | 0.0%         | 0     | 0.0%         | 0      | 0.0%         | 0     | 0.0%         | 0    |              | 0    | 0.0%         | 0      | 13.7%         | 2 |              | 1 |          |
| forrisons, Sheringham<br>Court, Milton Road South,<br>STOWMARKET                                     | 2.7%         | 8      | 0.0%         | 0 | 0.0%         | 0     | 0.0%         | 0      | 1.8%         | 0     | 0.0%         | 0      | 0.0%         | 0     | 0.0%         | 0    | 15.4%        | 8    | 0.0%         | 0      | 0.0%          | 0 | 0.0%         | 0 |          |
| forrisons, Sproughton<br>Road, IPSWICH   | 0.1%         | 0      | 0.0%         | 0 | 3.2%         | 0     | 0.0%         | 0      | 0.0%         | 0     | 0.0%         | 0      | 0.0%         | 0     | 0.0%         | 0    | 0.0%         | 0    | 0.0%         | 0      | 0.0%          | 0 | 0.0%         | 0 |          |

|   | Total |    | Zone 1 |   | Zone 2 |   | Zone 3 | 3  | Zone 4 |   | Zone 5 |   | Zone 6 |   | Zone 7 |   | Zone 8 | }  | Zone 9 |   | Zone 10 | ) | Zone 11 | l |
|---|-------|----|--------|---|--------|---|--------|----|--------|---|--------|---|--------|---|--------|---|--------|----|--------|---|---------|---|---------|---|
| D. CW. I. C.  | 0.00/ | 2  | 4.70/  | 2 | 0.004  | 0 | 0.00/  | 0  | 4.00/  |   | 0.004  | 0 | 0.007  | 0 | 0.00/  | 0 | 0.00/  | 0  | 0.00/  | 0 | 0.00/   | 0 | 0.00/   | 0 |
| Roys of Wroxham, Great<br>Eastern Road, SUDBURY             | 0.9%  | 3  | 4.7%   | 2 | 0.0%   | 0 | 0.0%   | 0  | 4.0%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |
| Sainsbury's Superstore,<br>11-14 Priory Walk,<br>COLCHESTER | 0.4%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 2.2%   | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |
| Sainsbury's, Cornard Road,<br>SUDBURY                       | 4.3%  | 12 | 0.0%   | 0 | 0.0%   | 0 | 18.0%  | 10 | 9.7%   | 2 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |
| Sainsbury's, Hadleigh Road,<br>IPSWICH                      | 4.2%  | 12 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 3.6%   | 1 | 28.6%  | 9 | 8.9%   | 2 | 2.0%   | 1  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |
| Sainsbury's, HAVERHILL                                      | 0.6%  | 2  | 4.7%   | 2 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |
| Tesco Express, Bromley Road, COLCHESTER                     | 0.3%  | 1  | 0.0%   | 0 |        | 0 | 1.6%   | 1  | 0.0%   | 0 |        | 0 | 0.0%   | 0 | 0.0%   | 0 |        | 0  | 0.0%   | 0 |         | 0 | 0.0%    | 0 |
| Tesco Express, St Johns, COLCHESTER                         | 0.5%  | 1  | 3.5%   | 1 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |
| Tesco Metro, Kesgrave, IPSWICH                              | 0.2%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 2.7%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |
| Tesco Superstore, Cedars Link Road, STOWMARKET              | 0.3%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 5.0%   | 1 | 0.0%   | 0  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |
| Fesco Superstore, St Saviours Interchange, BURY ST EDMUNDS  | 0.9%  | 3  | 4.7%   | 2 | 9.2%   | 1 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |
| Tesco, Woodhall Business Park, Springlands Way, SUDBURY     | 3.7%  | 11 | 6.4%   | 2 | 5.3%   | 0 | 10.5%  | 6  | 8.6%   | 2 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |
| Waitrose, Robert Boby Way,<br>BURY ST EDMUNDS               | 1.0%  | 3  | 0.0%   | 0 | 3.2%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 4.3%   | 2  | 3.4%   | 1 | 0.0%    | 0 | 0.0%    | 0 |
| Waitrose, Station Road,<br>SUDBURY                          | 3.0%  | 9  | 10.0%  | 4 | 0.0%   | 0 | 3.3%   | 2  | 13.5%  | 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  | 2.3%  | 7  | 0.0%   | 0 | 21.3%  | 2 | 2.9%   | 2  | 3.0%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 17.3%  | 3 | 0.0%    | 0 | 0.0%    | 0 |
| Capel St. Mary  | 0.3%  | 1  | 0.0%   | 0 |        | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 3.2%   | 1 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |
| Debenham  | 0.3%  | 1  | 0.0%   | 0 |        | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 3.2%   | 1 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |
| Dedham  | 0.3%  | 1  | 0.0%   | Ö | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | Ö | 0.0%   | 0 | 5.0%   | 1 | 0.0%   | 0  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |
| Eye   | 1.2%  | 3  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   |   | 29.2%   | 3 | 0.0%    | 0 |
| Iadleigh  | 3.4%  | 10 | 0.0%   | 0 | 0.0%   | 0 | 5.1%   | 3  | 0.0%   | 0 | 29.4%  | 6 | 3.2%   | 1 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |
| Haverhill   | 0.5%  | 1  | 3.5%   | 1 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |
| pswich  | 0.7%  | 2  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 3.2%   | 1 | 0.0%   | 0 | 2.4%   | 1  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |
| Long Melford  | 1.7%  | 5  | 0.0%   | 0 | 0.0%   | 0 | 8.6%   | 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 |
| Ianningtree   | 0.8%  | 2  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 7.2%   | 2 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |
| leedham Market  | 0.5%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 6.6%   | 1 | 0.0%   | 0  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |
| udbury  | 3.7%  | 11 | 2.9%   | 1 | 0.0%   | 0 | 9.1%   | 5  | 16.0%  | 3 | 4.4%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |
| Stowmarket  | 5.8%  | 17 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 33.9%  | 17 | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |
| Street / Farmers' Markets in Sudbury                        | 1.3%  | 4  | 3.5%   | 1 | 0.0%   | 0 | 0.0%   | 0  | 11.6%  | 2 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |
| Aldi, Hines Road, Ipswich                                   | 0.3%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 4.0%   | 1 | 0.0%   | 0  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |
| ,, -po  |       | -  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%    | 0 | 3.5%    | 1 |
| Aldi, Mere Street, Diss                                     | 0.2%  | 1  |        |   |        |   |        |    |        |   |        |   |        |   |        |   |        |    |        |   |         |   |         |   |

### Babergh & Mid Suffolk Household Survey For Carter Jonas

|   | Total        |        | Zone 1       |   | Zone 2       |        | Zone 3       |        | Zone 4       |   | Zone 5       |   | Zone 6       |   | Zone 7       |   | Zone 8       |   | Zone 9       |   | Zone 10      | ) | Zone 11      | l      |
|---|--------------|--------|--------------|---|--------------|--------|--------------|--------|--------------|---|--------------|---|--------------|---|--------------|---|--------------|---|--------------|---|--------------|---|--------------|--------|
| T 1   |              |        |              |   |              |        |              |        |              |   |              |   |              |   |              |   |              |   |              |   |              |   |              |        |
| Ipswich<br>Aldi, Newmarket Road,<br>Dettingen Way, Bury St.               | 0.7%         | 2      | 0.0%         | 0 | 0.0%         | 0      | 0.0%         | 0      | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 2.4%         | 1 | 5.6%         | 1 | 0.0%         | 0 | 0.0%         | 0      |
| Edmunds Andrews Quality Butchers,   | 0.6%         | 2      | 0.0%         | 0 | 0.0%         | 0      | 0.0%         | 0      | 0.0%         | 0 | 8.6%         | 2 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0      |
| High Street, Hadleigh<br>Asda Superstore, Stoke Park<br>Drive, Ipswich    | 0.4%         | 1      | 0.0%         | 0 | 0.0%         | 0      | 0.0%         | 0      | 0.0%         | 0 | 0.0%         | 0 | 4.0%         | 1 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0      |
| Asda Superstore, Western Way, Bury St. Edmunds                            | 0.3%         | 1      | 0.0%         | 0 | 10.3%        | 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      |
| Asda Superstore, Whitehouse Industrial Estate, Goddard Road, Ipswich      | 0.6%         | 2      | 0.0%         | 0 | 0.0%         | 0      | 0.0%         | 0      | 0.0%         | 0 | 0.0%         | 0 | 5.3%         | 2 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0      |
| Budgens, Bullock Fair Close,<br>Harleston                                 | 0.7%         | 2      | 0.0%         | 0 | 0.0%         | 0      | 0.0%         | 0      | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 12.1%        | 2      |
| Co-op, Ashfield Road,<br>Elmswell   | 0.1%         | 0      | 0.0%         | 0 | 3.2%         | 0      | 0.0%         | 0      | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0      |
| Co-op, Combs Lane, Combs<br>Ford, Stowmarket                              | 3.0%         | 9      | 0.0%         | 0 | 0.0%         | 0      | 0.0%         | 0      | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 17.9%        | 9 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0      |
| Co-op, Hillside Road East,<br>Bungay                                      | 0.3%         | 1      | 0.0%         | 0 | 0.0%         | 0      | 0.0%         | 0      | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 5.8%         | 1      |
| Co-op, London Road,<br>Harleston  | 0.4%         | 1      | 0.0%         | 0 | 0.0%         | 0      | 0.0%         | 0      | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 7.0%         | 1      |
| Co-op, Norwich Road,<br>Barham, Claydon                                   | 0.3%         | 1      | 0.0%         | 0 |              | 0      | 0.0%         | 0      | 0.0%         | 0 |              | 0 | 0.0%         | 0 | 5.0%         |   | 0.0%         | 0 | 0.0%         | 0 | 0.0%         |   | 0.0%         | 0      |
| Co-op, Sheldrake Drive,<br>Ipswich  | 0.6%         | 2      | 0.0%         | 0 |              | 0      | 0.0%         | 0      | 0.0%         | 0 |              | 0 | 0.0%         | 0 | 8.9%         | 2 |              | 0 | 0.0%         | 0 | 0.0%         | 0 |              | 0      |
| Co-op, The Street,<br>Rickinghall, Diss                                   | 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      |
| Co-op, The Street, Woolpit<br>Farmfoods, Barton Road,<br>Bury St. Edmunds | 0.1%<br>0.2% | 0      | 0.0%<br>0.0% | 0 | 5.3%<br>7.2% | 0<br>1 | 0.0%<br>0.0% | 0      | 0.0%<br>0.0% | 0 | 0.0%<br>0.0% | 0 | 0.0%<br>0.0% | 0 | 0.0%<br>0.0% | 0 |              | 0 | 0.0%<br>0.0% | 0 | 0.0%<br>0.0% | 0 | 0.0%<br>0.0% | 0      |
| Hollow Trees Farm Shop,<br>Semer, Ipswich                                 | 0.4%         | 1      | 0.0%         | 0 | 0.0%         | 0      | 0.0%         | 0      | 0.0%         | 0 | 5.0%         | 1 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0      |
| celand, High Street, Haverhill  | 0.6%         | 2      | 4.7%         | 2 | 0.0%         | 0      | 0.0%         | 0      | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0      |
| celand, North Street, Sudbury   | 0.7%         | 2      | 0.0%         | 0 | 0.0%         | 0      | 0.0%         | 0      | 10.0%        | 2 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0      |
| celand, Taylors Square,<br>Beccles  | 0.3%         | 1      | 0.0%         | 0 | 0.0%         | 0      | 0.0%         | 0      | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 5.3%         | 1      |
| idl, Handford Road,<br>Ipswich  | 0.5%         | 1      | 3.5%         | 1 | 0.0%         | 0      | 0.0%         | 0      | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0      |
| ocal shops, Acton<br>ocal shops, Beccles                                  | 0.3%<br>0.3% | 1<br>1 | 0.0%<br>0.0% | 0 | 0.0%         | 0      | 1.6%<br>0.0% | 1<br>0 | 0.0%<br>0.0% | 0 | 0.0%<br>0.0% | 0 | 0.0%<br>0.0% | 0 | 0.0%<br>0.0% | 0 |              | 0 | 0.0%<br>0.0% | 0 | 0.0%<br>0.0% | 0 | 0.0%<br>5.3% | 0<br>1 |
| Local shops, Bungay<br>Local shops, Colne Engaine,                        | 0.2%<br>0.6% | 1 2    | 0.0%<br>4.7% | 0 | 0.0%<br>0.0% | 0      | 0.0%<br>0.0% | 0      | 0.0%<br>0.0% | 0 | 0.0%<br>0.0% | 0 | 0.0%<br>0.0% | 0 | 0.0%<br>0.0% | 0 | 0.0%<br>0.0% | 0 | 0.0%<br>0.0% | 0 | 0.0%<br>0.0% | 0 | 3.5%<br>0.0% | 1<br>0 |

### Babergh & Mid Suffolk Household Survey For Carter Jonas

|                            | Total |   | Zone 1    |   | Zone 2 |   | Zone 3 |   | Zone 4 |   | Zone 5 | ; | Zone  | 6 | Zon   | e 7 |   | Zone 8 | 3 | Zone 9 |   | Zone 10 | 0 | Zone 1 | 1 |
|----------------------------|-------|---|-----------|---|--------|---|--------|---|--------|---|--------|---|-------|---|-------|-----|---|--------|---|--------|---|---------|---|--------|---|
| _                          |       |   |           |   |        |   |        |   |        |   |        |   |       |   |       |     |   |        |   |        |   |         |   |        |   |
| Essex                      |       | _ |           |   |        |   |        |   |        |   |        |   |       |   |       |     |   |        |   |        |   |         |   |        |   |
| Local shops, Diss          | 0.9%  | 3 | 0.0%      | 0 |        | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%  | 0 |       |     | 0 | 0.0%   | 0 | 0.0%   |   | 23.0%   | 3 | 0.0%   | 0 |
| Local shops, East Bergholt | 0.9%  | 3 | 0.0%      | 0 |        | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 8.5%  | 3 |       |     | 0 | 0.0%   | 0 | 0.0%   | 0 |         | 0 | 0.0%   | 0 |
| Local shops, Elmswell      | 1.2%  | 3 | 0.0%      | 0 |        | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%  | 0 |       |     | 0 | 0.0%   | 0 |        | 3 |         | 0 | 0.0%   | 0 |
| Local shops, Framlingham   | 0.2%  | 1 | 0.0%      | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%  | 0 |       |     | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 3.5%   | 1 |
| Local shops, Fressingfield | 0.2%  | 1 | 0.0%      | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%  | 0 |       |     | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 3.5%   | 1 |
| Local shops, Glemsford     | 1.1%  | 3 | 8.2%      | 3 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%  | 0 |       |     | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%   | 0 |
| Local shops, Harleston     | 1.3%  | 4 | 0.0%      | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%  | 0 |       |     | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 23.2%  | 4 |
| Local shops, Ickworth      | 0.3%  | 1 | 0.0%      | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%  | 0 |       |     | 0 | 0.0%   | 0 | 5.6%   | 1 | 0.0%    | 0 | 0.0%   | 0 |
| Local shops, Lawshall      | 0.1%  | 0 | 0.0%      | 0 | 3.2%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%  | 0 |       |     | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%   | 0 |
| Local shops, Mendlesham    | 0.4%  | 1 | 0.0%      | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%  | 0 |       |     | 0 | 2.4%   | 1 | 0.0%   | 0 | 0.0%    | 0 | 0.0%   | 0 |
| Local shops, Mistley       | 0.4%  | 1 | 0.0%      | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 4.0%  | 1 | 0.0%  |     | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%   | 0 |
| Local shops, Nayland       | 1.4%  | 4 | 0.0%      | 0 | 0.0%   | 0 | 7.2%   | 4 | 0.0%   | 0 | 0.0%   | 0 | 0.0%  | 0 |       |     | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%   | 0 |
| Local shops, Norwich       | 0.5%  | 1 | 0.0%      | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%  | 0 |       |     | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%   | 0 |
| Local shops, Old Newton    | 0.7%  | 2 | 0.0%      | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%  | 0 |       |     | 0 | 4.3%   | 2 | 0.0%   | 0 | 0.0%    | 0 | 0.0%   | 0 |
| Local shops, Pulham St.    | 0.3%  | 1 | 0.0%      | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | )   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 4.3%   | 1 |
| Mary                       |       |   |           |   |        |   |        |   |        |   |        |   |       |   |       |     |   |        |   |        |   |         |   |        |   |
| Local shops, Rickinghall   | 0.3%  | 1 | 0.0%      | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | )   | 0 | 0.0%   | 0 | 0.0%   | 0 | 7.5%    | 1 | 0.0%   | 0 |
| Local shops, Rougham       | 0.2%  | 1 | 0.0%      | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | )   | 0 | 0.0%   | 0 | 4.2%   | 1 | 0.0%    | 0 | 0.0%   | 0 |
| Local shops, Semer         | 0.2%  | 1 | 0.0%      | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 2.7%   | 1 | 0.0%  | 0 | 0.0%  | )   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%   | 0 |
| Local shops, Stradbroke    | 0.5%  | 2 | 0.0%      | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | )   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 9.3%   | 2 |
| Local shops, Thorndon      | 0.2%  | 0 | 0.0%      | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | )   | 0 | 0.0%   | 0 | 0.0%   | 0 | 3.8%    | 0 | 0.0%   | 0 |
| Local shops, Woodbridge    | 0.3%  | 1 | 0.0%      | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%  | 0 | 5.0%  | ,   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%   | 0 |
| Local shops, Woolpit       | 0.7%  | 2 | 0.0%      | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | ,   | 0 | 0.0%   | 0 | 13.1%  | 2 | 0.0%    | 0 | 0.0%   | 0 |
| Marks & Spencer Simply     | 0.3%  | 1 | 0.0%      | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | ,   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 4.3%   | 1 |
| Food, Sweetbriar Retail    |       |   |           |   |        |   |        |   |        |   |        |   |       |   |       |     |   |        |   |        |   |         |   |        |   |
| Park, Norwich              |       | _ |           |   |        |   |        |   |        |   |        |   |       |   |       |     |   |        |   |        |   |         |   |        |   |
| Marks & Spencer,           | 1.1%  | 3 | 0.0%      | 0 | 3.2%   | 0 | 1.3%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | •   | 0 | 0.0%   | 0 | 14.4%  | 2 | 0.0%    | 0 | 0.0%   | 0 |
| Buttermarket, Bury St.     |       |   |           |   |        |   |        |   |        |   |        |   |       |   |       |     |   |        |   |        |   |         |   |        |   |
| Edmunds                    |       | _ |           |   |        |   |        |   |        |   |        |   |       |   |       |     |   |        |   |        |   |         |   |        |   |
| Sainsbury's, Bedingfeld    | 0.7%  | 2 | 0.0%      | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | )   | 0 | 3.2%   | 2 | 3.4%   | 1 | 0.0%    | 0 | 0.0%   | 0 |
| Way, Bury St. Edmunds      | 0.50/ |   | 2 - 2 - 2 |   | 0.00/  |   | 0.00/  | _ | 0.004  |   | 0.00/  |   | 0.00/ | _ | 0.0   |     |   | 0.00/  |   | 0.00/  |   | 0.00/   |   | 0.00/  |   |
| Sainsbury's, High Street,  | 0.5%  | 1 | 3.5%      | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | )   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%   | 0 |
| Halstead                   | 0.70  |   | 0.50      |   | 0.001  | _ | 0.001  | ^ | 0.004  | ^ | 0.007  | ^ | 0.007 | _ | 0.00  |     | _ | 0.007  | ^ | 0.001  | ^ | 0.004   | ^ | 0.007  | ^ |
| Sainsbury's, Western       | 0.5%  | 1 | 3.5%      | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | )   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%   | 0 |
| Approach, Stanway,         |       |   |           |   |        |   |        |   |        |   |        |   |       |   |       |     |   |        |   |        |   |         |   |        |   |
| Colchester                 |       |   |           |   |        |   |        |   |        |   |        |   |       |   |       |     |   |        |   |        |   |         |   |        |   |
| Tesco Express, Bramford    | 0.3%  | 1 | 0.0%      | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 3.2%  | 1 | 0.0%  | )   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%   | 0 |
| Road, Ipswich              |       |   |           |   |        |   |        |   |        |   |        |   |       |   |       |     |   |        |   |        |   |         |   |        |   |
| Tesco Express, Cornhill,   | 0.1%  | 0 | 0.0%      | 0 | 5.3%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | )   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%   | 0 |
| Bury St. Edmunds           |       |   |           |   |        |   |        |   |        |   |        |   |       |   |       |     |   |        |   |        |   |         |   |        |   |
| Tesco Express, Norwich     | 1.5%  | 4 | 0.0%      | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%  | 0 | 21.9% | )   | 4 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%   | 0 |
| Road, Ipswich              |       |   |           |   |        |   |        |   |        |   |        |   |       |   |       |     |   |        |   |        |   |         |   |        |   |
| Tesco Express, Stamford    | 0.1%  | 0 | 0.0%      | 0 | 4.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | )   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%   | 0 |
| Court, Horringer Road,     |       |   |           |   |        |   |        |   |        |   |        |   |       |   |       |     |   |        |   |        |   |         |   |        |   |
| Bury St. Edmunds           |       |   |           |   |        |   |        |   |        |   |        |   |       |   |       |     |   |        |   |        |   |         |   |        |   |
| Tesco Extra, Copdock       | 1.2%  | 4 | 0.0%      | 0 | 0.0%   | 0 | 0.0%   | 0 | 4.0%   | 1 | 0.0%   | 0 | 3.2%  | 1 | 8.9%  | )   | 2 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%   | 0 |
|                            |       |   |           |   |        |   |        |   |        |   |        |   |       |   |       |     |   |        |   |        |   |         |   |        |   |

by Zone - Nulls Filtered

Weighted:

### Babergh & Mid Suffolk Household Survey For Carter Jonas

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|                      | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | Zone 10 | Zone 11 |
|----------------------|-------|--------|--------|--------|--------|--------|--------|--------|--------|--------|---------|---------|
| Interchange, Ipswich |       |        |        |        |        |        |        |        |        |        |         |         |
| Weighted base:       | 288   | 39     | 8      | 58     | 21     | 21     | 30     | 20     | 49     | 15     | 12      | 17      |
| Sample:              | 283   | 27     | 20     | 41     | 39     | 29     | 22     | 14     | 30     | 19     | 22      | 20      |

Weighted:

Total Zone 1 Zone 2 Zone 3 Zone 4 Zone 5 Zone 6 Zone 7 Zone 8 Zone 9 Zone 10 Zone 11

|   | Tota      | l      | Zone     | 1       | Zone 2    | 2    | Zone   | 3     | Zone 4    | 1     | Zone 5   | 5     | Zone   | 6     | Zone 7   | 7     | Zone 8     | 3      | Zone 9   |      | Zone 10  | )      | Zone 1   | 1        |                  |
|---|-----------|--------|----------|---------|-----------|------|--------|-------|-----------|-------|----------|-------|--------|-------|----------|-------|------------|--------|----------|------|----------|--------|----------|----------|------------------|
| Q10 In which ONE town   | centre, f | freest | anding s | store ( | or retail | park | do you | do mo | ost of yo | ur ho | ousehold | 's sh | opping | for m | en's, wo | men's | s, childre | en's a | and baby | clot | hing and | l foot | wear (fa | shion it | ems - not sports |
| clothing and footwe   | ear)?     |        |          |         |           |      |        |       |           |       |          |       |        |       |          |       |            |        |          |      |          |        |          |          |                  |
| Tesco Extra, Copdock<br>Interchange, Ipswich                                  | 0.5%      | 6      | 0.0%     | 0       | 0.0%      | 0    | 0.0%   | 0     | 0.0%      | 0     | 0.0%     | 0     | 4.5%   | 6     | 0.0%     | 0     | 0.0%       | 0      | 0.0%     | 0    | 0.0%     | 0      | 0.0%     | 0        |                  |
| Copdock Mill Interchange,<br>Ipswich  | 0.0%      | 0      | 0.0%     | 0       | 0.0%      | 0    | 0.0%   | 0     | 0.0%      | 0     | 0.7%     | 0     | 0.0%   | 0     | 0.0%     | 0     | 0.0%       | 0      | 0.0%     | 0    | 0.0%     | 0      | 0.0%     | 0        |                  |
| Woodhall Business Park,<br>Drury Drive, Sudbury                               | 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        |                  |
| Braintree   | 1.2%      | 13     | 5.8%     | 8       | 0.0%      | 0    | 0.6%   | 1     | 1.6%      | 1     | 0.7%     | 0     | 0.9%   | 1     | 0.7%     | 1     | 0.0%       | 0      | 0.0%     | 0    | 0.0%     | 0      | 0.0%     | 0        |                  |
| Bury St Edmunds   | 24.2%     | 253    | 29.6%    | 43      | 70.2%     | 27   | 40.9%  | 50    | 26.1%     | 15    | 7.2%     | 5     | 1.3%   | 2     | 10.8%    | 13    | 25.7%      | 37     | 65.8%    | 47   | 23.2%    | 12     | 2.4%     | 2        |                  |
| Colchester  | 8.3%      | 86     | 21.3%    | 31      | 0.0%      | 0    | 18.6%  | 23    | 18.8%     | 11    | 6.7%     | 5     | 13.4%  | 17    | 0.0%     | 0     | 0.0%       | 0      | 0.0%     | 0    | 0.0%     | 0      | 0.0%     | 0        |                  |
| Eye   | 0.1%      | 1      | 0.0%     | 0       | 0.0%      | 0    | 0.0%   | 0     | 0.0%      | 0     | 0.0%     | 0     | 0.0%   | 0     | 0.0%     | 0     | 0.0%       | 0      | 0.0%     | 0    | 1.6%     | 1      | 0.0%     | 0        |                  |
| Hadleigh  | 0.2%      | 2      | 0.0%     | 0       | 0.0%      | 0    | 0.0%   | 0     | 0.0%      | 0     | 0.7%     | 0     | 0.8%   | 1     | 0.8%     | 1     | 0.0%       | 0      | 0.0%     | 0    | 0.0%     | 0      | 0.0%     | 0        |                  |
| Halstead  | 0.1%      | 1      | 0.0%     | 0       | 0.0%      | 0    | 0.0%   | 0     | 0.0%      | 0     | 0.0%     | 0     | 0.0%   | 0     | 0.0%     | 0     | 0.0%       | 0      | 0.0%     | 0    | 0.0%     | 0      | 0.6%     | 1        |                  |
| Haverhill   | 0.1%      | 1      | 0.8%     | 1       | 0.0%      | 0    | 0.0%   | 0     | 0.0%      | 0     | 0.0%     | 0     | 0.0%   | 0     | 0.0%     | 0     | 0.0%       | 0      | 0.0%     | 0    | 0.0%     | 0      | 0.0%     | 0        |                  |
| Ipswich   | 26.5%     | 276    | 0.0%     | 0       | 0.8%      | 0    | 7.2%   | 9     | 6.1%      | 4     | 61.0%    | 43    | 52.6%  | 66    | 63.1%    | 77    | 40.9%      | 58     | 1.1%     | 1    | 20.8%    | 11     | 7.9%     | 7        |                  |
| Long Melford  | 0.1%      | 1      | 0.0%     | 0       | 1.1%      | 0    | 0.0%   | 0     | 0.7%      | 0     | 0.0%     | 0     | 0.0%   | 0     | 0.0%     | 0     | 0.0%       | 0      | 0.0%     | 0    | 0.0%     | 0      | 0.0%     | 0        |                  |
| Needham Market  | 0.1%      | 1      | 0.0%     | 0       | 0.0%      | 0    | 0.0%   | 0     | 0.0%      | 0     | 0.0%     | 0     | 0.0%   | 0     | 0.7%     | 1     | 0.0%       | 0      | 0.0%     | 0    | 0.0%     | 0      | 0.0%     | 0        |                  |
| Stowmarket  | 3.6%      | 38     | 0.0%     | 0       | 1.4%      | 1    | 0.0%   | 0     | 0.0%      | 0     | 0.7%     | 0     | 0.0%   | 0     | 3.2%     | 4     | 19.3%      | 28     | 5.3%     | 4    | 2.8%     | 1      | 0.0%     | 0        |                  |
| Sudbury   | 5.6%      | 59     | 14.5%    | 21      | 2.2%      | 1    | 14.0%  | 17    | 29.6%     | 17    | 2.0%     | 1     | 0.8%   | 1     | 0.0%     | 0     | 0.0%       | 0      | 0.0%     | 0    | 0.0%     | 0      | 0.0%     | 0        |                  |
| Street Market in Stowmarket   | 0.1%      | 1      | 0.0%     | 0       | 0.0%      | 0    | 0.0%   | 0     | 0.0%      | 0     | 0.0%     | 0     | 0.0%   | 0     | 0.0%     | 0     | 0.7%       | 1      | 0.0%     | 0    | 0.0%     | 0      | 0.0%     | 0        |                  |
| Street Market in Sudbury  | 0.1%      | 1      | 0.8%     | 1       | 0.0%      | 0    | 0.0%   | 0     | 0.7%      | 0     | 0.0%     | 0     | 0.0%   | 0     | 0.0%     | 0     | 0.0%       | 0      | 0.0%     | 0    | 0.0%     | 0      | 0.0%     | 0        |                  |
| Abroad  | 0.0%      | 0      | 0.0%     | 0       | 0.7%      | 0    | 0.0%   | 0     | 0.0%      | 0     | 0.0%     | 0     | 0.0%   | 0     | 0.0%     | 0     | 0.0%       | 0      | 0.0%     | 0    | 0.0%     | 0      | 0.0%     | 0        |                  |
| Asda Superstore,<br>Whitehouse Industrial<br>Estate, Goddard Road,<br>Ipswich | 0.0%      | 0      | 0.0%     | 0       | 0.0%      | 0    | 0.0%   | 0     | 0.0%      | 0     | 0.7%     | 0     | 0.0%   | 0     | 0.0%     | 0     | 0.0%       | 0      | 0.0%     | 0    | 0.0%     | 0      | 0.0%     | 0        |                  |
| Beccles   | 0.1%      | 1      | 0.0%     | 0       | 0.0%      | 0    | 0.0%   | 0     | 0.0%      | 0     | 0.0%     | 0     | 0.0%   | 0     | 0.0%     | 0     | 0.0%       | 0      | 0.0%     | 0    | 0.0%     | 0      | 0.8%     | 1        |                  |
| Cambridge   | 1.5%      | 15     | 3.5%     | 5       | 8.9%      | 3    | 3.4%   | 4     | 1.5%      | 1     | 0.0%     | 0     | 0.0%   | 0     | 1.0%     | 1     | 0.0%       | 0      | 0.9%     | 1    | 0.0%     | 0      | 0.0%     | 0        |                  |
| Central London  | 0.5%      | 5      | 0.0%     | 0       | 0.0%      | 0    | 0.8%   | 1     | 0.0%      | 0     | 1.1%     | 1     | 1.7%   | 2     | 0.0%     | 0     | 0.0%       | 0      | 0.0%     | 0    | 0.0%     | 0      | 1.6%     | 2        |                  |
| Chelmsford  | 0.7%      | 8      | 1.7%     | 2       | 0.0%      | 0    | 0.0%   | 0     | 0.0%      | 0     | 0.0%     | 0     | 4.1%   | 5     | 0.0%     | 0     | 0.0%       | 0      | 0.0%     | 0    | 0.0%     | 0      | 0.0%     | 0        |                  |
| Diss  | 1.2%      | 12     | 0.0%     | 0       | 0.0%      | 0    | 0.0%   | 0     | 0.0%      | 0     | 0.0%     | 0     | 0.0%   | 0     | 0.0%     | 0     | 0.0%       | 0      | 0.0%     | 0    | 8.0%     | 4      | 8.2%     | 8        |                  |
| Exeter  | 0.1%      | 1      | 0.0%     | ő       | 0.0%      | 0    | 0.6%   | 1     | 0.0%      | 0     | 0.0%     | 0     | 0.0%   | 0     | 0.0%     | 0     | 0.0%       | 0      | 0.0%     | 0    | 0.0%     | 0      | 0.0%     | 0        |                  |
| Felixstowe  | 0.6%      | 6      | 0.0%     | 0       | 0.0%      | 0    | 0.0%   | 0     | 0.0%      | 0     | 0.7%     | 0     | 3.9%   | 5     | 0.7%     | 1     | 0.0%       | 0      | 0.0%     | 0    | 0.0%     | 0      | 0.0%     | 0        |                  |
| Framlingham   | 0.1%      | 1      | 0.0%     | 0       | 0.0%      | 0    | 0.0%   | 0     | 0.0%      | ő     | 0.0%     | 0     | 0.0%   | 0     | 0.7%     | 1     | 0.0%       | 0      | 0.0%     | 0    | 0.0%     | 0      | 0.0%     | 0        |                  |
| Great Yarmouth  | 0.2%      | 2      | 0.0%     | 0       | 0.0%      | 0    | 0.0%   | 0     | 0.0%      | 0     | 0.0%     | 0     | 0.0%   | 0     | 0.0%     | 0     | 0.0%       | 0      | 0.0%     | 0    | 1.4%     | 1      | 1.4%     | 1        |                  |
| Greenhithe  | 0.1%      | 1      | 0.9%     | 1       | 0.0%      | ő    | 0.0%   | 0     | 0.0%      | ő     | 0.0%     | 0     | 0.0%   | 0     | 0.0%     | 0     | 0.0%       | 0      | 0.0%     | 0    | 0.0%     | 0      | 0.0%     | 0        |                  |
| Harleston   | 0.3%      | 3      | 0.0%     | 0       | 0.0%      | 0    | 0.0%   | 0     | 0.0%      | 0     | 0.0%     | 0     | 0.0%   | 0     | 0.0%     | 0     | 0.0%       | 0      | 0.0%     | 0    | 0.0%     | 0      | 3.6%     | 3        |                  |
| Lowestoft   | 0.1%      | 1      | 0.0%     | 0       | 0.0%      | 0    | 0.0%   | 0     | 0.0%      | 0     | 0.0%     | 0     | 0.0%   | 0     | 0.0%     | 0     | 0.0%       | 0      | 0.0%     | 0    | 0.0%     | 0      | 1.2%     | 1        |                  |
| Martlesham  | 0.1%      | 1      | 0.0%     | 0       | 0.0%      | 0    | 0.0%   | 0     | 0.0%      | 0     | 0.0%     | 0     | 0.0%   | 0     | 1.1%     | 1     | 0.0%       | 0      | 0.0%     | 0    | 0.0%     | 0      | 0.0%     | 0        |                  |
| Newmarket   | 0.1%      | 1      | 0.0%     | 0       | 0.0%      | 0    | 0.0%   | 0     | 0.0%      | 0     | 0.0%     | 0     | 0.8%   | 1     | 0.0%     | 0     | 0.0%       | 0      | 0.0%     | 0    | 0.0%     | 0      | 0.0%     | 0        |                  |
| Norwich   | 8.3%      | 86     | 0.0%     | 0       | 1.1%      | 0    | 0.0%   | 0     | 0.0%      | 0     | 0.0%     | 0     | 1.5%   | 2     | 4.7%     | 6     | 2.5%       | 4      | 3.6%     |      | 25.3%    | 13     | 62.4%    | 59       |                  |
| Ransomes Euro Retail Park,  | 0.1%      | 1      | 0.0%     | 0       | 0.0%      | 0    | 0.0%   | 0     | 0.0%      | 0     | 0.0%     | 0     | 0.9%   | 1     | 0.0%     | 0     | 0.0%       | 0      | 0.0%     | 0    | 0.0%     | 0      | 0.0%     | 0        |                  |
| Central Avenue, Ipswich Sainsbury's, Cornard Road,                            | 0.2%      | 3      | 0.0%     | 0       | 0.0%      | 0    | 1.6%   | 2     | 0.8%      | 0     | 0.0%     | 0     | 0.0%   | 0     | 0.0%     | 0     | 0.0%       | 0      | 0.0%     | 0    | 0.0%     | 0      | 0.0%     | 0        |                  |

### Babergh & Mid Suffolk Household Survey For Carter Jonas

|                            | Tota  | ıl   | Zone  | 1   | Zone 2 | 2  | Zone  | 3   | Zone  | 4   | Zone  | 5  | Zone  | 6   | Zon   | e 7 | Zone  | e 8 | Zone  | 9  | Zone 1 | 10 | Zone 1 | 1  |
|----------------------------|-------|------|-------|-----|--------|----|-------|-----|-------|-----|-------|----|-------|-----|-------|-----|-------|-----|-------|----|--------|----|--------|----|
|                            |       |      |       |     |        |    |       |     |       |     |       |    |       |     |       |     |       |     |       |    |        |    |        |    |
| Sudbury                    |       |      |       |     |        |    |       |     |       |     |       |    |       |     |       |     |       |     |       |    |        |    |        |    |
| Stradbroke                 | 0.2%  | 2    | 1.3%  | 2   | 0.0%   | 0  | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Street market in Diss      | 0.0%  | 0    | 0.0%  | 0   | 0.0%   | 0  | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  | 0.8%   | 0  | 0.0%   | 0  |
| Tesco Superstore, Woodhall | 0.1%  | 1    | 0.0%  | 0   | 0.0%   | 0  | 0.0%  | 0   | 1.3%  | 1   | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Business Park,             |       |      |       |     |        |    |       |     |       |     |       |    |       |     |       |     |       |     |       |    |        |    |        |    |
| Springlands Way, Sudbury   |       |      |       |     |        |    |       |     |       |     |       |    |       |     |       |     |       |     |       |    |        |    |        |    |
| Thetford                   | 0.1%  | 1    | 0.0%  | 0   | 0.0%   | 0  | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  | 1.0%   | 1  | 0.0%   | 0  |
| West Thurrock              | 0.6%  | 6    | 4.2%  | 6   | 0.0%   | 0  | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Woodbridge                 | 0.3%  | 3    | 0.0%  | 0   | 0.0%   | 0  | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  | 0.8%  | 1   | 1.7%  | 2   | 0.0%  | 0   | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Internet / catalogue       | 13.4% | 140  | 14.9% | 22  | 13.5%  | 5  | 12.4% | 15  | 12.8% | 7   | 18.1% | 13 | 11.9% | 15  | 11.0% | 13  | 10.9% | 15  | 23.3% | 17 | 15.0%  | 8  | 9.9%   | 9  |
| Weighted base:             |       | 1044 |       | 145 |        | 38 |       | 123 |       | 58  |       | 70 |       | 126 |       | 122 |       | 143 |       | 71 |        | 53 |        | 94 |
| Sample:                    |       | 1050 |       | 97  |        | 97 |       | 97  |       | 100 |       | 95 |       | 93  |       | 96  |       | 92  |       | 93 |        | 94 |        | 96 |

Q10AWhich internet / home delivery retailer do you also use for your household's shopping for men's, women's, children's and baby clothing and footwear (fashion items - not sports clothing and footwear)?

Those who do most of their clothing and footwear via the Internet at Q10: AND Excl Nulls

| Amazon          | 8.0%  | 8    | 8.7% | 1 31.1% | 1 0.0%  | 0 35.1% | 2 7.0%  | 0 16.4% | 2 0.0%  | 0 0.0%  | 0 0.0%  | 0 0.0%  | 0 19.9% | 1 |
|-----------------|-------|------|------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---|
| Asda            | 1.2%  | 1    | 0.0% | 0.0%    | 0.0%    | 0 0.0%  | 0 0.0%  | 0.0%    | 0 0.0%  | 0 8.2%  | 1 0.0%  | 0.0%    | 0 0.0%  | 0 |
| Debenhams       | 4.6%  | 5    | 8.7% | 1 0.0%  | 0 10.2% | 1 6.8%  | 0 11.5% | 1 0.0%  | 0 0.0%  | 0 0.0%  | 0.0%    | 0 15.7% | 1 0.0%  | 0 |
| Ebay            | 3.6%  | 4    | 0.0% | 0.0%    | 0.0%    | 0 0.0%  | 0 15.4% | 1 12.3% | 2 0.0%  | 0 0.0%  | 0 9.4%  | 1 0.0%  | 0 0.0%  | 0 |
| Ebuyer          | 1.5%  | 2    | 0.0% | 0.0%    | 0.0%    | 0.0%    | 0.0%    | 0.0%    | 0 0.0%  | 0 10.9% | 2 0.0%  | 0 0.0%  | 0 0.0%  | 0 |
| John Lewis      | 2.1%  | 2    | 0.0% | 0.0%    | 0.0%    | 0 12.0% | 1 0.0%  | 0.0%    | 0 0.0%  | 0 0.0%  | 0 7.0%  | 1 7.1%  | 0 0.0%  | 0 |
| Littlewoods     | 0.4%  | 0    | 0.0% | 0.0%    | 0.0%    | 0.0%    | 0.0%    | 0.0%    | 0 0.0%  | 0 0.0%  | 0.0%    | 0 7.1%  | 0 0.0%  | 0 |
| Marks & Spencer | 15.7% | 16 1 | 7.4% | 3 0.0%  | 0 6.2%  | 1 0.0%  | 0 38.3% | 2 19.7% | 3 27.1% | 2 17.6% | 3 0.0%  | 0 39.4% | 2 9.0%  | 1 |
| Next            | 14.8% | 15   | 0.0% | 0 17.4% | 0 19.8% | 2 0.0%  | 0 0.0%  | 0 9.2%  | 1 0.0%  | 0 37.5% | 5 28.4% | 3 7.1%  | 0 31.0% | 2 |
| Sainsbury's     | 1.3%  | 1    | 0.0% | 0.0%    | 0.0%    | 0.0%    | 0.0%    | 0.0%    | 0 16.8% | 1 0.0%  | 0.0%    | 0 0.0%  | 0 0.0%  | 0 |
| Tesco           | 1.3%  | 1    | 0.0% | 0.0%    | 0.0%    | 0 5.5%  | 0 0.0%  | 0 7.5%  | 1 0.0%  | 0 0.0%  | 0.0%    | 0.0%    | 0 0.0%  | 0 |
| Other           | 31.4% | 33 3 | 6.9% | 6 37.3% | 1 6.2%  | 1 35.2% | 2 14.0% | 1 34.9% | 5 43.4% | 3 25.8% | 4 50.9% | 6 23.4% | 1 40.1% | 3 |
| Cotton Traders  | 5.0%  | 5 1  | 4.1% | 2 14.2% | 0 17.8% | 2 0.0%  | 0 0.0%  | 0.0%    | 0 0.0%  | 0 0.0%  | 0 4.3%  | 1 0.0%  | 0 0.0%  | 0 |
| Hotter Shoes    | 3.1%  | 3    | 7.1% | 1 0.0%  | 0 6.2%  | 1 5.5%  | 0 14.0% | 1 0.0%  | 0 0.0%  | 0 0.0%  | 0.0%    | 0 0.0%  | 0 0.0%  | 0 |
| Very            | 6.0%  | 6    | 7.1% | 1 0.0%  | 0 33.6% | 4 0.0%  | 0 0.0%  | 0 0.0%  | 0 12.7% | 1 0.0%  | 0 0.0%  | 0 0.0%  | 0 0.0%  | 0 |
| Weighted base:  |       | 104  |      | 16      | 2       | 12      | 7       | 7       | 13      | 8       | 15      | 12      | 6       | 6 |
| Sample:         |       | 103  |      | 13      | 5       | 9       | 11      | 10      | 9       | 8       | 10      | 11      | 10      | 7 |

by Zone - Nuns Pricered

| Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | <b>Z</b> one 10 | Zone 11 |
|-------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-----------------|---------|

| Q11 | How do you normally travel to (STORE OR CENTRE MENTIONED AT Q10)?               |
|-----|---|
|     | The according how alothing and feeting and conducting via the Intermet) at O10. |

| Those who buy clothing        |       |     |       |     |       |    |       |     | ,-    |    |       |    |       |     |       |     |       |     |       |    |       |    |       |    |
|-------------------------------|-------|-----|-------|-----|-------|----|-------|-----|-------|----|-------|----|-------|-----|-------|-----|-------|-----|-------|----|-------|----|-------|----|
| Car / van (as driver)         | 78.0% | 705 | 80.5% | 99  | 85.7% | 28 | 79.7% | 86  | 55.5% | 28 | 80.5% | 46 | 72.6% | 81  | 82.5% | 90  | 74.9% | 95  | 84.4% | 46 | 73.1% | 33 | 85.5% | 73 |
| Car / van (as passenger)      | 8.9%  | 81  | 7.5%  | 9   | 8.0%  | 3  | 8.2%  | 9   | 15.8% | 8  | 4.8%  | 3  | 7.1%  | 8   | 6.2%  | 7   | 15.2% | 19  | 11.2% | 6  | 14.2% | 6  | 3.4%  | 3  |
| Bus, minibus or coach         | 7.8%  | 70  | 8.0%  | 10  | 5.0%  | 2  | 8.6%  | 9   | 10.2% | 5  | 11.8% | 7  | 11.5% | 13  | 7.3%  | 8   | 4.8%  | 6   | 4.5%  | 2  | 9.7%  | 4  | 4.9%  | 4  |
| Using park & ride facility    | 1.8%  | 16  | 0.0%  | 0   | 1.3%  | 0  | 0.0%  | 0   | 0.0%  | 0  | 1.6%  | 1  | 4.9%  | 5   | 2.4%  | 3   | 2.5%  | 3   | 0.0%  | 0  | 1.9%  | 1  | 2.9%  | 3  |
| Motorcycle, scooter or        | 0.1%  | 1   | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 1.1%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| moped                         |       |     |       |     |       |    |       |     |       |    |       |    |       |     |       |     |       |     |       |    |       |    |       |    |
| Walk                          | 2.0%  | 18  | 1.5%  | 2   | 0.0%  | 0  | 2.0%  | 2   | 18.5% | 9  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0   | 2.6%  | 3   | 0.0%  | 0  | 1.0%  | 0  | 0.7%  | 1  |
| Taxi                          | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Train                         | 1.2%  | 11  | 1.5%  | 2   | 0.0%  | 0  | 1.6%  | 2   | 0.0%  | 0  | 1.3%  | 1  | 2.8%  | 3   | 1.6%  | 2   | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 1.8%  | 2  |
| Bicycle                       | 0.2%  | 2   | 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  | 0.7%  | 1  |
| Mobility scooter / wheelchair | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Other                         | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| (Don't know)                  | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Weighted base:                |       | 904 |       | 123 |       | 33 |       | 108 |       | 51 |       | 57 |       | 111 |       | 109 |       | 127 |       | 54 |       | 45 |       | 85 |
| Sample:                       |       | 900 |       | 79  |       | 82 |       | 85  |       | 88 |       | 78 |       | 82  |       | 84  |       | 81  |       | 75 |       | 81 |       | 85 |

|   | Tota  | ıl  | Zone 1 | 1    | Zone 2   | 2        | Zone 3     | 3     | Zone 4   |        | Zone 5    |      | Zone    | 6       | Zone 7  | 7      | Zone    | 8     | Zone 9 | 9      | Zone 1  | 0    | Zone 1 | 1                   |         |
|---|-------|-----|--------|------|----------|----------|------------|-------|----------|--------|-----------|------|---------|---------|---------|--------|---------|-------|--------|--------|---------|------|--------|---------------------|---------|
| Q12 Where do you norm use, etc.) (Excluding Excl Nulls                        | •     |     | •      | ouse | hold's s | hopp     | ing for re | ecord | ling med | lia fo | r picture | s an | d sound | l (e.g. | records | , pre- | recorde | d and | unreco | rded ( | CDs & D | VDs, | unexpo | sed films for photo | graphic |
| Currys PC World, London<br>Road / Copdock<br>Interchange, Ipswich             | 0.4%  | 3   | 0.0%   | 0    | 0.0%     | 0        | 0.0%       | 0     | 4.8%     | 2      | 1.0%      | 0    | 0.0%    | 0       | 0.0%    | 0      | 0.0%    | 0     | 0.0%   | 0      | 0.0%    | 0    | 0.0%   | 0                   |         |
| Tesco Extra, Copdock<br>Interchange, Ipswich                                  | 1.5%  | 10  | 0.0%   | 0    | 0.0%     | 0        | 0.0%       | 0     | 0.0%     | 0      | 1.2%      | 1    | 5.3%    | 5       | 7.4%    | 5      | 0.0%    | 0     | 0.0%   | 0      | 0.0%    | 0    | 0.0%   | 0                   |         |
| Woodhall Business Park,<br>Drury Drive, Sudbury                               | 0.2%  | 1   | 0.0%   | 0    | 0.0%     | 0        | 0.0%       | 0     | 3.4%     | 1      | 0.0%      | 0    | 0.0%    | 0       | 0.0%    | 0      | 0.0%    | 0     | 0.0%   | 0      | 0.0%    | 0    | 0.0%   | 0                   |         |
| Bury St Edmunds   | 8.7%  | 61  | 9.5%   | 9    | 33.9%    | 8        | 9.3%       | 8     | 15.6%    | 7      | 0.0%      | 0    | 0.0%    | 0       | 1.1%    | 1      | 6.1%    | 7     | 42.2%  | 19     | 10.6%   | 3    | 0.0%   | 0                   |         |
| Colchester  | 3.0%  | 21  | 14.2%  | 13   | 0.0%     | 0        | 3.6%       | 3     | 0.0%     | 0      | 2.1%      | 1    | 4.3%    | 4       | 0.0%    | 0      | 0.0%    | 0     | 0.0%   | 0      | 0.0%    | 0    | 0.0%   | 0                   |         |
| Eye   | 0.1%  | 1   | 0.0%   | 0    | 0.0%     | 0        | 0.0%       | 0     | 0.0%     | 0      | 0.0%      | 0    | 0.0%    | 0       | 0.0%    | 0      | 0.0%    | 0     | 0.0%   | 0      | 2.3%    | 1    | 0.0%   | 0                   |         |
| Hadleigh  | 0.6%  | 4   | 0.0%   | 0    | 0.0%     | 0        | 1.1%       | 1     | 0.0%     | 0      | 5.3%      | 2    | 1.1%    | 1       | 0.0%    | 0      | 0.0%    | 0     | 0.0%   | 0      | 0.0%    | 0    | 0.0%   | 0                   |         |
| Haverhill   | 0.4%  | 3   | 3.2%   | 3    | 0.0%     | 0        | 0.0%       | 0     | 0.0%     | 0      | 0.0%      | 0    | 0.0%    | 0       | 0.0%    | 0      | 0.0%    | 0     | 0.0%   | 0      | 0.0%    | 0    | 0.0%   | 0                   |         |
| Ipswich   | 8.6%  | 60  | 0.0%   | 0    | 0.0%     | 0        | 0.0%       | 0     | 3.4%     |        | 11.9%     |      |         | 24      | 21.6%   | 16     | 8.6%    | 10    | 0.0%   | 0      | 7.7%    | 2    | 1.5%   | 1                   |         |
| Stowmarket  | 4.4%  | 31  | 0.0%   | 0    | 1.3%     | 0        | 0.0%       | 0     | 0.0%     | 0      | 1.0%      | 0    |         | 0       | 4.3%    |        | 18.6%   |       | 11.0%  | 5      | 3.1%    | 1    | 0.0%   | 0                   |         |
| Sudbury   | 4.6%  | 33  | 12.5%  | 11   | 0.0%     |          | 14.4%      |       | 18.5%    | 8      | 1.6%      | 1    | 0.0%    | 0       | 0.0%    | 0      | 0.0%    | 0     | 0.0%   | 0      | 0.0%    | 0    | 0.0%   | 0                   |         |
| 3   | 0.1%  | 0   | 0.0%   | 0    | 0.0%     | 0        | 0.0%       | 0     | 1.1%     | 0      | 0.0%      | 0    |         | 0       | 0.0%    | 0      | 0.0%    | 0     | 0.0%   | 0      | 0.0%    | 0    | 0.0%   | 0                   |         |
| Aldi, Girling Street, Sudbury   | 0.1%  | 1   |        | 0    |          | 0        |            | 0     | 0.0%     | 0      |           | 0    | 1.1%    | 1       |         | 0      | 0.0%    | 0     | 0.0%   | 0      |         | 0    | 0.0%   | 0                   |         |
| Asda Superstore,<br>Whitehouse Industrial<br>Estate, Goddard Road,<br>Ipswich | 0.1%  | 1   | 0.0%   | U    | 0.0%     | U        | 0.0%       | U     | 0.0%     | U      | 0.0%      | U    | 1.1%    | 1       | 0.0%    | U      | 0.0%    | U     | 0.0%   | U      | 0.0%    | U    | 0.0%   | U                   |         |
| Beccles   | 0.1%  | 1   | 0.0%   | 0    | 0.0%     | 0        | 0.0%       | 0     | 0.0%     | 0      | 0.0%      | 0    | 0.0%    | 0       | 0.0%    | 0      | 0.0%    | 0     | 0.0%   | 0      | 0.0%    | 0    | 1.1%   | 1                   |         |
| Cambridge   | 0.1%  | 1   | 0.0%   | 0    | 0.0%     | 0        | 0.0%       | 0     | 0.0%     | 0      | 0.0%      | 0    | 0.0%    | 0       | 0.0%    | 0      | 0.0%    | 0     | 1.2%   | 1      | 0.0%    | 0    | 0.0%   | 0                   |         |
| Diss  | 1.5%  | 11  | 0.0%   | 0    | 0.0%     | 0        | 0.0%       | 0     | 0.0%     | 0      | 0.0%      | 0    | 0.0%    | 0       | 0.0%    | 0      | 0.0%    | 0     | 0.0%   | 0      | 1.4%    | 0    | 16.0%  | 10                  |         |
| Martlesham  | 0.2%  | 1   | 0.0%   | 0    | 0.0%     | 0        | 0.0%       | 0     | 0.0%     | 0      | 0.0%      | 0    | 0.0%    | 0       | 0.0%    | 0      | 0.0%    | 0     | 0.0%   | 0      | 0.0%    | 0    | 2.0%   | 1                   |         |
| Morrisons, Sproughton   | 0.4%  | 3   | 0.0%   | 0    | 0.0%     | 0        | 0.0%       | 0     | 0.0%     | 0      | 0.0%      | 0    |         | 0       | 4.2%    | 3      | 0.0%    | 0     | 0.0%   | 0      | 0.0%    | 0    | 0.0%   | 0                   |         |
| Road, Ipswich<br>Norwich  | 3.0%  | 21  | 1.5%   | 1    | 0.0%     | 0        | 0.0%       | 0     | 0.0%     | 0      | 0.0%      | 0    |         | 0       | 2.4%    | 2      | 0.0%    | 0     | 0.0%   | 0      | 7.7%    |      | 24.5%  | 15                  |         |
| Sainsbury's, Cornard Road,  | 0.1%  | 1   | 0.0%   | 0    | 0.0%     | 0        | 0.9%       | 1     | 0.0%     | 0      | 0.0%      | 0    |         | 0       | 0.0%    | 0      | 0.0%    | 0     | 0.0%   | 0      | 0.0%    | 0    | 0.0%   | 0                   |         |
| Sudbury   |       |     |        |      |          |          |            | 7     |          |        |           |      |         |         |         |        |         |       |        |        |         |      |        |                     |         |
| Tesco Superstore, Woodhall<br>Business Park,<br>Springlands Way, Sudbury      | 1.5%  | 11  | 1.5%   | 1    | 0.0%     | 0        | 7.8%       | 7     | 6.3%     | 3      | 0.0%      | 0    | 0.0%    | 0       | 0.0%    | 0      | 0.0%    | 0     | 0.0%   | 0      | 0.0%    | 0    | 0.0%   | 0                   |         |
| Tesco, Woodhall Business<br>Park, Springlands Way,<br>Sudbury                 | 0.6%  | 4   | 0.0%   | 0    | 0.0%     | 0        | 4.6%       | 4     | 0.0%     | 0      | 0.0%      | 0    | 0.0%    | 0       | 0.0%    | 0      | 0.0%    | 0     | 0.0%   | 0      | 0.0%    | 0    | 0.0%   | 0                   |         |
| West Thurrock   | 0.9%  | 6   | 6.5%   | 6    | 0.0%     | 0        | 0.0%       | 0     | 0.0%     | 0      | 0.0%      | 0    |         | 0       | 0.0%    | 0      | 0.0%    | 0     | 0.0%   | 0      | 0.0%    | 0    | 0.0%   | 0                   |         |
| Internet / catalogue  | 58.9% | 414 | 51.0%  | 47   | 64.7%    | 16       | 58.3%      | 50    | 46.8%    | 20     | 76.0%     | 36   | 59.9%   | 52      | 59.0%   | 43     | 66.7%   | 75    | 45.6%  | 20     | 67.0%   | 21   | 54.8%  | 35                  |         |
| Weighted base:  |       | 702 |        | 92   |          | 24       |            | 85    |          | 43     |           | 47   |         | 86      |         | 73     |         | 113   |        | 45     |         | 31   |        | 63                  |         |
| Sample:   |       | 614 |        | 56   |          | 24<br>55 |            | 59    |          | 66     |           | 53   |         | 58      |         | 48     |         | 64    |        | 52     |         | 49   |        | 54                  |         |
|   |       |     |        |      |          |          |            |       |          |        |           |      |         |         |         |        |         |       |        |        |         |      |        |                     |         |

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### Babergh & Mid Suffolk Household Survey For Carter Jonas

Weighted: February 2015

Zone 6

Zone 7

Zone 8

Zone 9

Zone 10

Zone 11

Zone 5

Zone 4

Q12AWhich internet / home delivery retailer do you also use for your household's shopping for recording media for pictures and sound (e.g. records, pre-recorded and unrecorded CDs & DVDs, unexposed films for photographic use, etc.) (Excluding video games)?

Those who buy recording media products via the Internet at Q12: AND Excl Nulls

Zone 1

Zone 2

Zone 3

Total

| Amazon         | 92.5% | 349 | 97.6% | 46 | 74.2% | 11 | 78.8% | 37 | 88.3% | 15 | 96.7% | 30 | 93.3% | 43 | 96.7% | 38 | 96.9% | 67 | 92.6% | 17 | 96.2% | 18 | 93.5% | 28 |
|----------------|-------|-----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|
| Asda           | 0.8%  | 3   | 0.0%  | 0  | 0.0%  | 0  | 1.7%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 3.1%  | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Ebay           | 1.1%  | 4   | 0.0%  | 0  | 11.8% | 2  | 0.0%  | 0  | 2.9%  | 0  | 3.3%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 3.2%  | 1  |
| HMV            | 0.3%  | 1   | 0.0%  | 0  | 1.8%  | 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  |
| Tesco          | 1.1%  | 4   | 0.0%  | 0  | 0.0%  | 0  | 9.0%  | 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  |
| Other          | 1.1%  | 4   | 0.0%  | 0  | 9.9%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 3.3%  | 1  | 0.0%  | 0  | 2.8%  | 1  | 0.0%  | 0  | 3.2%  | 1  |
| Itunes         | 1.8%  | 7   | 2.4%  | 1  | 0.0%  | 0  | 9.0%  | 4  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 4.6%  | 1  | 3.8%  | 1  | 0.0%  | 0  |
| Play.com       | 1.2%  | 5   | 0.0%  | 0  | 2.3%  | 0  | 1.7%  | 1  | 8.9%  | 1  | 0.0%  | 0  | 4.6%  | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Weighted base: |       | 377 |       | 47 |       | 14 |       | 46 |       | 17 |       | 31 |       | 46 |       | 40 |       | 69 |       | 19 |       | 19 |       | 30 |
| Sample:        |       | 310 |       | 30 |       | 28 |       | 28 |       | 26 |       | 27 |       | 30 |       | 24 |       | 35 |       | 20 |       | 30 |       | 32 |

|   | Tota      | 1      | Zone      | 1     | Zone      | 2    | Zone    | 3     | Zone    | 4     | Zone     | 5      | Zone      | 6     | Zone    | 7     | Zone      | 8       | Zone 9    | )     | Zone 1 | 10      | Zone 1    | 11        |                 |
|---|-----------|--------|-----------|-------|-----------|------|---------|-------|---------|-------|----------|--------|-----------|-------|---------|-------|-----------|---------|-----------|-------|--------|---------|-----------|-----------|-----------------|
| Q13 Where do you norm  Excl Nulls   | ally do r | nost ( | of your h | nouse | ehold's s | hopp | ing for | audio | visual, | photo | ographio | c, com | nputer it | ems ( | such as | stere | eos, radi | ios, T\ | /s, softv | vare, | camera | ıs, kin | dles, ipa | ads, tele | ephones, etc.)? |
| Currys PC World, London<br>Road / Copdock<br>Interchange, Ipswich             | 6.2%      | 56     | 0.0%      | 0     | 0.0%      | 0    | 2.1%    | 2     | 0.0%    | 0     | 23.2%    | 16     | 15.3%     | 15    | 16.6%   | 18    | 3.5%      | 4       | 0.0%      | 0     | 0.0%   | 0       | 0.0%      | 0         |                 |
| Currys, Shawlands Retail Park, Newton Road, Sudbury                           | 0.5%      | 4      | 0.0%      | 0     | 0.0%      | 0    | 0.9%    | 1     | 5.1%    | 2     | 0.0%     | 0      | 0.0%      | 0     | 0.8%    | 1     | 0.0%      | 0       | 0.0%      | 0     | 0.0%   | 0       | 0.0%      | 0         |                 |
| Feather & Black, Copdock<br>Interchange, Ipswich                              | 0.1%      | 1      | 0.0%      | 0     | 0.0%      | 0    | 0.0%    | 0     | 0.0%    | 0     | 0.0%     | 0      | 0.0%      | 0     | 0.0%    | 0     | 0.8%      | 1       | 0.0%      | 0     | 0.0%   | 0       | 0.0%      | 0         |                 |
| Tesco Extra, Copdock<br>Interchange, Ipswich                                  | 0.7%      | 6      | 0.0%      | 0     | 0.0%      | 0    | 0.0%    | 0     | 0.0%    | 0     | 1.3%     | 1      | 3.3%      | 3     | 1.1%    | 1     | 0.0%      | 0       | 0.0%      | 0     | 2.4%   | 1       | 0.0%      | 0         |                 |
| Copdock Mill Interchange,<br>Ipswich  | 2.0%      | 18     | 0.0%      | 0     | 0.0%      | 0    | 3.9%    | 4     | 2.7%    | 1     | 2.8%     | 2      | 3.5%      | 4     | 5.6%    | 6     | 0.0%      | 0       | 0.0%      | 0     | 2.9%   | 1       | 0.0%      | 0         |                 |
| Shawlands Retail Park,<br>Newton Road, Sudbury                                | 0.4%      | 3      | 1.4%      | 2     | 0.0%      | 0    | 0.7%    | 1     | 1.8%    | 1     | 0.0%     | 0      | 0.0%      | 0     | 0.0%    | 0     | 0.0%      | 0       | 0.0%      | 0     | 0.0%   | 0       | 0.0%      | 0         |                 |
| Woodhall Business Park,<br>Drury Drive, Sudbury                               | 0.4%      | 3      | 0.0%      | 0     | 0.0%      | 0    | 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         |                 |
| Braintree   | 0.2%      | 1      | 1.0%      | 1     | 0.0%      | 0    | 0.0%    | 0     | 0.0%    | 0     | 0.0%     | 0      | 0.0%      | 0     | 0.0%    | 0     | 0.0%      | 0       | 0.0%      | 0     | 0.0%   | 0       | 0.0%      | 0         |                 |
| Bury St Edmunds   | 12.2%     | 109    | 19.3%     | 26    | 58.7%     | 20   | 12.7%   | 14    | 9.0%    | 4     | 0.7%     | 0      | 0.0%      | 0     | 0.0%    | 0     | 6.4%      | 7       | 54.7%     | 34    | 7.7%   | 3       | 0.7%      | 1         |                 |
| Colchester  | 8.0%      | 71     | 30.3%     | 40    | 0.0%      | 0    | 15.6%   | 17    | 18.5%   | 9     | 0.0%     | 0      | 5.9%      | 6     | 0.0%    | 0     | 0.0%      | 0       | 0.0%      | 0     | 0.0%   | 0       | 0.0%      | 0         |                 |
| Debenham  | 0.1%      | 1      | 0.0%      | 0     | 0.0%      | 0    | 0.0%    | 0     | 0.0%    | 0     | 0.0%     | 0      | 0.0%      | 0     | 0.8%    | 1     | 0.0%      | 0       | 0.0%      | 0     | 0.0%   | 0       | 0.0%      | 0         |                 |
| Hadleigh  | 0.6%      | 5      | 0.0%      | 0     | 0.0%      | 0    | 0.0%    | 0     | 0.0%    | 0     | 4.7%     | 3      | 1.0%      | 1     | 0.9%    | 1     | 0.0%      | 0       | 0.0%      | 0     | 0.0%   | 0       | 0.0%      | 0         |                 |
| Halstead  | 0.1%      | 1      | 0.0%      | 0     | 0.0%      | 0    | 0.7%    | 1     | 0.0%    | 0     | 0.0%     | 0      | 0.0%      | 0     | 0.0%    | 0     | 0.0%      | 0       | 0.0%      | 0     | 0.0%   | 0       | 0.0%      | 0         |                 |
| Haverhill   | 0.4%      | 3      | 2.5%      | 3     | 0.0%      | 0    | 0.0%    | 0     | 0.0%    | 0     | 0.0%     | 0      | 0.0%      | 0     | 0.0%    | 0     | 0.0%      | 0       | 0.0%      | 0     | 0.0%   | 0       | 0.0%      | 0         |                 |
| Ipswich   | 10.4%     | 93     | 1.0%      | 1     | 0.0%      | 0    | 4.0%    | 4     | 1.4%    | 1     | 18.8%    | 13     | 27.3%     | 27    | 19.6%   | 21    | 16.2%     | 19      | 1.7%      | 1     | 10.7%  | 4       | 1.2%      | 1         |                 |
| Stowmarket  | 6.1%      | 54     | 0.0%      | 0     | 4.1%      | 1    | 0.0%    | 0     | 0.0%    | 0     | 10.8%    | 8      | 0.0%      | 0     | 6.9%    | 7     | 29.8%     | 35      | 4.2%      | 3     | 1.3%   | 1       | 0.0%      | 0         |                 |
| Sudbury   | 7.0%      | 63     | 15.9%     | 21    | 2.0%      | 1    | 19.5%   | 21    | 39.1%   | 18    | 2.7%     | 2      | 0.0%      | 0     | 0.0%    | 0     | 0.0%      | 0       | 0.0%      | 0     | 0.0%   | 0       | 0.0%      | 0         |                 |
| Asda Superstore,<br>Whitehouse Industrial<br>Estate, Goddard Road,<br>Ipswich | 0.2%      | 2      | 0.0%      | 0     | 0.0%      | 0    | 0.0%    | 0     | 0.0%    | 0     | 0.7%     | 0      | 0.0%      | 0     | 1.7%    | 2     | 0.0%      | 0       | 0.0%      | 0     | 0.0%   | 0       | 0.0%      | 0         |                 |
| Botesdale   | 0.0%      | 0      | 0.0%      | 0     | 0.0%      | 0    | 0.0%    | 0     | 0.0%    | 0     | 0.0%     | 0      | 0.0%      | 0     | 0.0%    | 0     | 0.0%      | 0       | 0.0%      | 0     | 1.1%   | 0       | 0.0%      | 0         |                 |
| Cambridge   | 1.3%      | 12     | 4.7%      | 6     | 1.2%      | 0    | 0.0%    | 0     | 3.1%    | 1     | 0.0%     | 0      | 0.0%      | 0     | 0.0%    | 0     | 0.8%      | 1       | 4.3%      | 3     | 0.0%   | 0       | 0.0%      | 0         |                 |
| Central London  | 0.1%      | 1      | 0.0%      | 0     | 0.0%      | 0    | 0.7%    | 1     | 0.0%    | 0     | 0.0%     | 0      | 0.0%      | 0     |         | 0     |           | 0       | 0.0%      | 0     | 0.0%   | 0       |           | 0         |                 |
| Clare   | 0.1%      | 1      | 0.8%      | 1     | 0.0%      | 0    | 0.0%    | 0     | 0.0%    | 0     | 0.0%     | 0      | 0.0%      | 0     | 0.0%    | 0     | 0.0%      | 0       | 0.0%      | 0     | 0.0%   | 0       | 0.0%      | 0         |                 |
| Comet, Anglia Parkway<br>South, Bury Road, Ipswich                            | 0.1%      | 1      | 0.0%      | 0     | 0.0%      | 0    | 0.0%    | 0     | 0.0%    | 0     | 1.1%     | 1      | 0.0%      | 0     | 0.0%    | 0     | 0.0%      | 0       | 0.0%      | 0     | 0.0%   | 0       | 0.0%      | 0         |                 |
| Diss  | 2.7%      | 24     | 0.0%      | 0     | 0.0%      | 0    | 0.0%    | 0     | 0.0%    | 0     | 0.0%     | 0      | 0.0%      | 0     | 1.5%    | 2     | 1.8%      | 2       | 0.0%      | 0     | 26.2%  | 11      | 12.7%     | 10        |                 |
| Great Yarmouth  | 0.1%      | 1      | 0.0%      | 0     | 0.0%      | 0    | 0.0%    | 0     | 0.0%    | 0     | 0.0%     | 0      | 0.0%      | 0     | 0.0%    | 0     | 0.0%      | 0       | 0.0%      | 0     | 0.0%   | 0       | 0.7%      | 1         |                 |
| Greenhithe  | 0.5%      | 4      | 0.0%      | 0     | 0.0%      | 0    | 3.9%    | 4     | 0.0%    | 0     |          | 0      | 0.0%      | 0     | 0.0,0   | 0     |           | 0       | 0.0%      | 0     | 0.0%   | 0       | 0.0,0     | 0         |                 |
| Halesworth  | 0.1%      | 1      | 0.0%      | 0     | 0.0%      | 0    | 0.0%    | 0     | 0.0%    | 0     | 0.0%     | 0      | 0.0%      | 0     |         | 0     | 0.0%      | 0       | 0.0%      | 0     | 0.0%   | 0       | 0.7%      | 1         |                 |
| Harleston   | 0.3%      | 3      | 0.0%      | 0     | 0.0%      | 0    | 0.0%    | 0     | 0.0%    | 0     | 0.0%     | 0      | 0.0%      | 0     | 0.0%    | 0     | 0.0%      | 0       | 0.0%      | 0     | 0.0%   | 0       | 3.3%      | 3         |                 |
| John Lewis, Futura Park,<br>Ransomes Way, Crane<br>Boulevard, Ipswich         | 0.4%      | 3      | 0.0%      | 0     | 0.0%      | 0    | 1.6%    | 2     | 0.0%    | 0     | 0.8%     | 1      | 0.0%      | 0     | 0.9%    | 1     | 0.0%      | 0       | 0.0%      | 0     | 0.0%   | 0       | 0.0%      | 0         |                 |

### Babergh & Mid Suffolk Household Survey For Carter Jonas

|  | Tota  | l   | Zone  | 1   | Zone 2 |    | Zone  | 3   | Zone 4 | ı  | Zone  | 5  | Zone  | 6   | Zone  | 7   | Zone  | 8   | Zone  | 9  | Zone  | 10 | Zone 1 | 1  |
|--|-------|-----|-------|-----|--------|----|-------|-----|--------|----|-------|----|-------|-----|-------|-----|-------|-----|-------|----|-------|----|--------|----|
|  |       |     |       |     |        |    |       |     |        |    |       |    |       |     |       |     |       |     |       |    |       |    |        |    |
| Lowestoft  | 0.1%  | 1   | 0.0%  | 0   | 0.0%   | 0  | 0.0%  | 0   | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.9%   | 1  |
| Martlesham   | 0.3%  | 3   | 0.0%  | 0   | 0.0%   | 0  | 0.0%  | 0   | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.9%  | 1   | 0.0%  | 0   | 1.4%  | 1  | 0.0%  | 0  | 1.6%   | 1  |
| Norwich  | 5.8%  | 52  | 0.0%  | 0   | 0.0%   | 0  | 0.0%  | 0   | 0.0%   | 0  | 1.1%  | 1  | 0.0%  | 0   | 3.3%  | 4   | 0.0%  | 0   | 2.2%  | 1  | 10.1% | 4  | 52.9%  | 42 |
| Ransomes Euro Retail Park,<br>Central Avenue, Ipswich                    | 0.1%  | 1   | 0.0%  | 0   | 0.0%   | 0  | 0.0%  | 0   | 0.0%   | 0  | 0.0%  | 0  | 1.2%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  |
| Sainsbury's, Cornard Road,<br>Sudbury                                    | 0.1%  | 1   | 0.0%  | 0   | 0.0%   | 0  | 1.2%  | 1   | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  |
| Tesco Superstore, Woodhall<br>Business Park,<br>Springlands Way, Sudbury | 0.1%  | 1   | 0.0%  | 0   | 0.9%   | 0  | 0.0%  | 0   | 1.7%   | 1  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  |       | 0  | 0.0%   | 0  |
| Tesco, Woodhall Business<br>Park, Springlands Way,<br>Sudbury            | 0.1%  | 1   | 0.0%  | 0   | 0.0%   | 0  | 0.7%  | 1   | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  |
| Warren Heath   | 0.1%  | 1   | 0.0%  | 0   | 0.0%   | 0  | 0.0%  | 0   | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0   | 1.2%  | 1   | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  |
| Woodbridge   | 0.1%  | 1   | 0.0%  | 0   | 0.0%   | 0  | 0.0%  | 0   | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.7%   | 1  |
| Woolpit  | 0.1%  | 1   | 0.0%  | 0   | 0.8%   | 0  | 0.0%  | 0   | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.8%  | 1  | 0.0%  | 0  | 0.0%   | 0  |
| Internet / catalogue   | 32.0% | 287 | 23.0% | 31  | 32.4%  | 11 | 28.8% | 31  | 17.7%  | 8  | 31.5% | 22 | 42.6% | 43  | 38.1% | 41  | 40.7% | 48  | 30.7% | 19 | 37.6% | 15 | 24.3%  | 19 |
| Weighted base:   |       | 897 |       | 133 |        | 35 |       | 107 |        | 46 |       | 70 |       | 100 |       | 107 |       | 117 |       | 62 |       | 40 |        | 79 |
| Sample:  |       | 873 |       | 87  |        | 87 |       | 88  |        | 79 |       | 80 |       | 71  |       | 81  |       | 72  |       | 78 |       | 71 |        | 79 |

Q13AWhich internet / home delivery retailer do you also use for your household's shopping for audio visual, photographic, computer items (such as stereos, radios, TVs, software, cameras, kindles, ipads, telephones, etc.)?

Those who buy audio / visual equipment via the Internet at Q13: AND Excl Nulls

| Amazon         | 51.3% | 105 | 38.7% | 7  | 51.3% | 4  | 62.5% | 16 | 54.2% | 4  | 51.6% | 5  | 60.5% | 19 | 35.0% | 11 | 57.8% | 18 | 47.4% | 7  | 40.1% | 5  | 62.4% | 8  |
|----------------|-------|-----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|
| AO.com         | 4.6%  | 9   | 13.9% | 2  | 0.0%  | 0  | 6.8%  | 2  | 0.0%  | 0  | 0.0%  | 0  | 16.4% | 5  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Argos          | 4.7%  | 10  | 9.6%  | 2  | 3.7%  | 0  | 3.0%  | 1  | 0.0%  | 0  | 9.7%  | 1  | 0.0%  | 0  | 8.1%  | 3  | 6.8%  | 2  | 0.0%  | 0  | 8.2%  | 1  | 0.0%  | 0  |
| Asda           | 0.8%  | 2   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 5.1%  | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Currys         | 8.6%  | 18  | 6.3%  | 1  | 29.6% | 3  | 3.7%  | 1  | 21.2% | 1  | 15.0% | 2  | 13.4% | 4  | 5.4%  | 2  | 5.1%  | 2  | 0.0%  | 0  | 8.3%  | 1  | 10.1% | 1  |
| Ebay           | 2.9%  | 6   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 9.5%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 27.9% | 4  | 0.0%  | 0  | 7.4%  | 1  |
| Ebuyer         | 0.6%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 3.8%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| John Lewis     | 11.7% | 24  | 23.5% | 4  | 11.7% | 1  | 3.0%  | 1  | 0.0%  | 0  | 14.2% | 1  | 6.8%  | 2  | 6.5%  | 2  | 6.8%  | 2  | 24.7% | 4  | 39.7% | 5  | 14.6% | 2  |
| Littlewoods    | 6.8%  | 14  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 6.8%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 40.9% | 13 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| PC World       | 0.5%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 3.7%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Sainsbury's    | 0.2%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 5.5%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Tesco          | 2.5%  | 5   | 7.8%  | 1  | 3.7%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 10.7% | 3  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Other          | 2.3%  | 5   | 0.0%  | 0  | 0.0%  | 0  | 13.4% | 3  | 6.8%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 5.6%  | 1  |
| Apple          | 1.8%  | 4   | 0.0%  | 0  | 0.0%  | 0  | 3.7%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 3.0%  | 1  | 4.0%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 3.7%  | 0  | 0.0%  | 0  |
| Co-op          | 0.6%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 3.8%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Very           | 0.2%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 5.5%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Weighted base: |       | 204 |       | 18 |       | 9  |       | 25 |       | 7  |       | 11 |       | 32 |       | 33 |       | 31 |       | 14 |       | 12 |       | 13 |
| Sample:        |       | 181 |       | 12 |       | 17 |       | 22 |       | 14 |       | 13 |       | 20 |       | 18 |       | 18 |       | 13 |       | 19 |       | 15 |

|  | Tota          | ıl       | Zone         | 1  | Zone         | 2  | Zone          | 3  | Zone 4       | 4     | Zone          | 5       | Zone          | 6       | Zone          | 7       | Zone 8       | 8       | Zone 9        | )      | Zone 1       | .0    | Zone 1       | 1       |                    |
|--|---------------|----------|--------------|----|--------------|----|---------------|----|--------------|-------|---------------|---------|---------------|---------|---------------|---------|--------------|---------|---------------|--------|--------------|-------|--------------|---------|--------------------|
| Q14 Where do you normixers) and white Excl Nulls                       | •             |          | •            |    |              |    | _             |    |              | estic | electrica     | al goo  | ds incl       | uding   | small d       | omes    | tic elect    | rical a | applianc      | es (sı | uch as i     | rons, | kettles,     | fans, c | offee makers, food |
| Currys PC World, London<br>Road / Copdock                              | 6.6%          | 65       | 0.8%         | 1  | 0.0%         | 0  | 1.1%          | 1  | 2.8%         | 1     | 24.9%         | 17      | 14.9%         | 17      | 15.2%         | 17      | 5.4%         | 7       | 0.7%          | 1      | 0.0%         | 0     | 1.4%         | 1       |                    |
| Interchange, Ipswich<br>Currys, Shawlands Retail<br>Park, Newton Road, | 0.8%          | 8        | 1.8%         | 2  | 0.0%         | 0  | 3.3%          | 4  | 3.6%         | 2     | 0.0%          | 0       | 0.0%          | 0       | 0.0%          | 0       | 0.0%         | 0       | 0.0%          | 0      | 0.0%         | 0     | 0.0%         | 0       |                    |
| Sudbury<br>Homebase, Waldingfield<br>Road, Sudbury                     | 0.0%          | 0        | 0.0%         | 0  | 0.0%         | 0  | 0.0%          | 0  | 0.7%         | 0     | 0.0%          | 0       | 0.0%          | 0       | 0.0%          | 0       | 0.0%         | 0       | 0.0%          | 0      | 0.0%         | 0     | 0.0%         | 0       |                    |
| Tesco Extra, Copdock<br>Interchange, Ipswich                           | 1.2%          | 12       | 0.0%         | 0  | 0.0%         | 0  | 0.0%          | 0  | 0.0%         | 0     | 1.4%          | 1       | 7.5%          | 9       | 1.1%          | 1       | 0.0%         | 0       | 0.0%          | 0      | 2.1%         | 1     | 0.0%         | 0       |                    |
| Copdock Mill Interchange,<br>Ipswich                                   | 2.7%          | 27       | 0.0%         | 0  | 0.0%         | 0  | 7.1%          | 8  | 2.3%         | 1     | 2.4%          | 2       | 6.3%          | 7       | 5.8%          | 7       | 0.0%         | 0       | 0.7%          | 1      | 1.6%         | 1     | 0.6%         | 1       |                    |
| Shawlands Retail Park,<br>Newton Road, Sudbury                         | 0.3%          | 3        | 0.0%         |    | 0.0%         | 0  |               | 2  | 2.3%         | 1     |               | 0       | 0.0%          | 0       | 0.0%          |         | 0.0%         | 0       | 0.0%          | 0      | 0.0%         | 0     | 0.0%         | 0       |                    |
| Woodhall Business Park,<br>Drury Drive, Sudbury                        | 0.1%          | 1        | 0.0%         | 0  |              | 0  |               | 1  | 0.0%         | 0     |               | 0       | 0.0%          | 0       | 0.0%          |         | 0.0%         | 0       | 0.0%          | 0      | 0.0%         | 0     | 0.0%         | 0       |                    |
| Braintree  | 0.1%          | 1        | 0.0%         | 0  | 0.0%         | 0  | 0.0%          | 0  | 0.0%         | 0     | 1.1%          | 1       | 0.0%          | 0       | 0.0%          | 0       | 0.0%         | 0       | 0.0%          | 0      | 0.0%         | 0     | 0.0%         | 0       |                    |
| Bury St Edmunds  | 11.5%         | 114      |              |    | 66.5%        | 25 | 9.8%          | 12 | 7.7%         | 4     |               | 1       | 0.0%          | 0       | 0.0%          | 0       | 4.0%         | 5       | 57.9%         | 42     | 6.6%         | 3     | 0.0%         | 0       |                    |
| Colchester   | 6.5%          | 64       | 26.2%        | 37 | 0.0%         | 0  |               |    | 13.9%        | 7     | 0.0%          | 0       | 6.8%          | 8       | 0.0%          | 0       | 0.0%         | 0       | 0.0%          | 0      | 0.0%         | 0     | 0.0%         | 0       |                    |
| Debenham   | 0.1%          | 1        | 0.0%         | 0  | 0.0%         | 0  | 0.0%          | 0  | 0.0%         | 0     | 0.0%          | 0       | 0.0%          | 0       | 0.7%          | 1       | 0.0%         | 0       | 0.0%          | 0      | 0.0%         | 0     | 0.0%         | 0       |                    |
| Eye  | 0.0%          | 0        | 0.0%         | 0  | 0.0%         | 0  | 0.0%          | 0  | 0.0%         | 0     | 0.0%          | 0       | 0.0%          | 0       | 0.0%          | 0       | 0.0%         | 0       | 0.0%          | 0      | 1.0%         | 0     | 0.0%         | 0       |                    |
| Hadleigh   | 1.5%          | 14<br>4  | 0.0%         | 0  | 0.0%         | 0  | 0.0%          | 1  | 0.0%         |       | 12.3%         | -       | 4.2%          | 5       | 0.9%          | 1       | 0.0%         | 0       | 0.0%          | 0      | 0.0%         | 0     | 0.0%         | 1       |                    |
| Halstead   | 0.4%          | -        | 2.1%         | 3  | 0.0%         | 0  | 0.7%          | -  | 0.0%         | 0     | 0.0%          | 0       | 0.0%          | 0       | 0.0%          |         | 0.0%         | -       | 0.0%          | 0      | 0.0%         | -     | 0.6%         | 0       |                    |
| Haverhill  | 0.4%<br>10.4% | 4<br>103 | 3.1%<br>2.0% | 4  | 0.0%<br>0.0% | 0  | 0.0%<br>0.8%  | 0  | 0.0%<br>1.6% | 0     | 0.0%<br>24.6% | 0<br>17 | 0.0%<br>25.8% | 0<br>30 | 0.0%<br>32.7% | 0<br>38 | 0.0%<br>4.7% | 0<br>6  | 0.0%<br>6.5%  | 0<br>5 | 0.0%<br>2.9% | 0     | 0.0%<br>1.8% | 2       |                    |
| Ipswich<br>Storymontest  |               | 93       | 0.8%         | 3  |              | 2  |               | 0  | 0.0%         | 0     |               | 0       |               | 0       | 8.5%          |         | 52.7%        | 72      |               | 8      |              | 1     |              | 0       |                    |
| Stowmarket<br>Sudbury  | 9.3%<br>9.9%  | 93       | 25.3%        | 36 | 4.3%<br>1.8% | 1  | 0.0%<br>26.1% | 31 | 43.6%        |       | 0.0%<br>12.5% | 9       | 0.0%<br>0.0%  | 0       | 0.0%          | 10<br>0 | 0.0%         | 0       | 11.7%<br>0.0% | 0      | 1.2%<br>0.0% | 0     | 0.0%<br>0.0% | 0       |                    |
| Asda Superstore,   | 0.1%          | 1        | 0.0%         | 0  | 0.7%         | 0  |               | 0  | 0.0%         | 0     | 0.7%          | 0       | 0.0%          | 0       | 0.0%          | 0       | 0.0%         | 0       | 0.0%          | 0      | 0.0%         | 0     | 0.0%         | 0       |                    |
| Whitehouse Industrial Estate, Goddard Road, Ipswich                    | 0.10/         |          | 0.00/        | 0  | 0.00/        | 0  | 0.70          |    | 0.00/        | 0     | 0.00/         | 0       | 0.00/         | 0       | 0.00/         | 0       | 0.00/        | 0       | 0.00/         | 0      | 0.00/        | 0     | 0.00/        | 0       |                    |
| B&Q, Woodhall Business<br>Park, Eastern Bypass,<br>Sudbury             | 0.1%          | 1        | 0.0%         | 0  | 0.0%         | 0  | 0.7%          | 1  | 0.0%         | 0     | 0.0%          | 0       | 0.0%          | 0       | 0.0%          | 0       | 0.0%         | 0       | 0.0%          | 0      | 0.0%         | 0     | 0.0%         | 0       |                    |
| Bacton   | 0.2%          | 2        | 0.0%         | 0  | 0.0%         | 0  | 0.0%          | 0  | 0.0%         | 0     | 0.0%          | 0       | 0.0%          | 0       | 1.1%          | 1       | 0.0%         | 0       | 0.0%          | 0      | 1.0%         | 0     | 0.0%         | 0       |                    |
| Beccles  | 0.1%          | 1        | 0.0%         | 0  | 0.0%         | 0  | 0.0%          | 0  | 0.0%         | 0     | 0.0%          | 0       | 0.0%          | 0       | 0.0%          | 0       | 0.0%         | 0       | 0.0%          | 0      | 0.0%         | 0     | 0.6%         | 1       |                    |
| Buckton  | 0.1%          | 1        | 0.0%         | 0  | 0.0%         | 0  | 0.0%          | 0  | 0.0%         | 0     | 0.0%          | 0       | 0.0%          | 0       | 0.0%          | 0       | 0.0%         | 0       | 0.0%          | 0      | 1.5%         | 1     | 0.0%         | 0       |                    |
| Cambridge  | 0.5%          | 5        | 0.8%         | 1  | 1.4%         | 1  | 0.0%          | 0  | 0.9%         | 0     | 0.0%          | 0       | 0.0%          | 0       | 0.0%          | 0       | 0.0%         | 0       | 3.5%          | 3      | 0.0%         | 0     | 0.0%         | 0       |                    |
| Clare  | 0.1%          | 1        | 0.8%         | 1  | 0.0%         | 0  | 0.0%          | 0  | 0.0%         | 0     | 0.0%          | 0       | 0.0%          | 0       | 0.0%          | 0       | 0.0%         | 0       | 0.0%          | 0      | 0.0%         | 0     | 0.0%         | 0       |                    |
| Diss   | 3.5%          | 35       | 0.0%         | 0  | 0.0%         | 0  | 0.0%          | 0  | 0.0%         | 0     | 0.0%          | 0       | 0.0%          | 0       | 0.0%          | 0       | 0.0%         | 0       | 0.0%          | 0      | 28.5%        | 13    | 24.5%        | 22      |                    |
| Earls Colne  | 0.2%          | 2        | 1.3%         | 2  | 0.0%         | 0  | 0.0%          | 0  | 0.0%         | 0     | 0.0%          | 0       | 0.0%          | 0       | 0.0%          | 0       | 0.0%         | 0       | 0.0%          | 0      | 0.0%         | 0     | 0.0%         | 0       |                    |
| Framlingham  | 0.1%          | 1        | 0.0%         | 0  | 0.0%         | 0  | 0.0%          | 0  | 0.0%         | 0     | 0.0%          | 0       | 0.0%          | 0       | 0.7%          | 1       | 0.0%         | 0       | 0.0%          | 0      | 0.0%         | 0     | 0.0%         | 0       |                    |
| Greenhithe   | 0.4%          | 4        | 0.0%         | 0  | 0.0%         | 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       |                    |
|  |               |          |              |    |              |    |               |    |              |       |               |         |               |         |               |         |              |         |               |        |              |       |              |         |                    |

# Babergh & Mid Suffolk Household Survey For Carter Jonas

|  | Tota  | l   | Zone  | 1   | Zone 2 | 2  | Zone  | 3   | Zone  | 4  | Zone  | 5  | Zone  | 6   | Zone  | 7   | Zone  | 8   | Zone 9 | )  | Zone 1 | 10 | Zone  | 11 |
|--|-------|-----|-------|-----|--------|----|-------|-----|-------|----|-------|----|-------|-----|-------|-----|-------|-----|--------|----|--------|----|-------|----|
|  |       |     |       |     |        |    |       |     |       |    |       |    |       |     |       |     |       |     |        |    |        |    |       |    |
| Halesworth   | 0.1%  | 1   | 0.0%  | 0   | 0.0%   | 0  | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.6%  | 1  |
| Harleston  | 0.8%  | 8   | 0.0%  | 0   | 0.0%   | 0  | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0  | 8.9%  | 8  |
| John Lewis, Futura Park,<br>Ransomes Way, Crane<br>Boulevard, Ipswich    | 0.4%  | 4   | 0.0%  | 0   | 0.0%   | 0  | 1.4%  | 2   | 0.0%  | 0  | 0.8%  | 1  | 0.0%  | 0   | 0.9%  | 1   | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.8%  | 1  |
| Leiston  | 0.1%  | 1   | 0.0%  | 0   | 0.0%   | 0  | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.8%  | 1  |
| Lowestoft  | 0.1%  | 1   | 0.0%  | 0   | 0.0%   | 0  | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.8%  | 1  |
| Martlesham   | 0.4%  | 4   | 0.0%  | 0   | 0.0%   | 0  | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 1.6%  | 2   | 0.0%  | 0   | 1.2%   | 1  | 0.0%   | 0  | 1.4%  | 1  |
| Melksham   | 0.2%  | 2   | 0.0%  | 0   | 0.0%   | 0  | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 1.5%  | 2   | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  |
| Morrisons, Sproughton<br>Road, Ipswich                                   | 0.1%  | 1   | 0.0%  | 0   | 0.0%   | 0  | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.8%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  |
| Norwich  | 4.1%  | 41  | 0.0%  | 0   | 0.0%   | 0  | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 3.1%  | 4   | 0.0%  | 0   | 2.6%   | 2  | 9.9%   | 5  | 34.0% | 31 |
| Ransomes Euro Retail Park,<br>Central Avenue, Ipswich                    | 0.1%  | 1   | 0.0%  | 0   | 0.0%   | 0  | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 1.0%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  |
| Sainsbury's, Cornard Road,<br>Sudbury                                    | 0.2%  | 2   | 0.0%  | 0   | 0.0%   | 0  | 1.7%  | 2   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  |
| Stanton  | 0.1%  | 1   | 0.0%  | 0   | 0.0%   | 0  | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.7%   | 1  | 0.0%   | 0  | 0.0%  | 0  |
| Tesco Superstore, Woodhall<br>Business Park,<br>Springlands Way, Sudbury | 0.3%  | 3   | 0.0%  | 0   | 0.0%   | 0  | 0.0%  | 0   | 4.1%  | 2  | 1.1%  | 1  | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  |
| Woodbridge   | 0.1%  | 1   | 0.0%  | 0   | 0.0%   | 0  | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.7%  | 1   | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  |
| Woolpit  | 0.1%  | 1   | 0.0%  | 0   | 0.0%   | 0  | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.7%   | 1  | 0.0%   | 0  | 0.0%  | 0  |
| Internet / catalogue   | 25.9% | 258 | 19.5% | 27  | 25.4%  | 10 | 31.4% | 37  | 16.5% | 9  | 17.0% | 12 | 32.7% | 38  | 25.7% | 30  | 33.2% | 45  | 13.6%  | 10 | 44.0%  | 20 | 23.0% | 21 |
| Weighted base:   |       | 996 |       | 140 |        | 38 |       | 118 |       | 53 |       | 70 |       | 116 |       | 115 |       | 136 |        | 72 |        | 46 |       | 91 |
| Sample:  |       | 982 |       | 93  |        | 96 |       | 93  |       | 92 |       | 81 |       | 86  |       | 89  |       | 85  |        | 95 |        | 80 |       | 92 |

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### Babergh & Mid Suffolk Household Survey For Carter Jonas

Weighted:

Total Zone 1 Zone 2 Zone 3 Zone 4 Zone 5 Zone 6 Zone 7 Zone 8 Zone 9 Zone 10 Zone 11

Q14AWhich internet / home delivery retailer do you also use for your household's shopping for all other domestic electrical goods including small domestic electrical appliances (such as irons, kettles, fans, coffee makers, food mixers) and white goods (fridges, freezers, dishwashers) and smaller etc)?

Those who buy domestic electrical goods via the Internet at Q14: AND Excl Nulls

| Amazon         | 23.7% | 48  | 30.0% | 5  | 12.5% | 1  | 12.4% | 4  | 30.1% | 2  | 62.2% | 3 | 26.1% | 8  | 25.4% | 6  | 19.3% | 7  | 16.4% | 1 | 28.2% | 5  | 32.3% | 4  |
|----------------|-------|-----|-------|----|-------|----|-------|----|-------|----|-------|---|-------|----|-------|----|-------|----|-------|---|-------|----|-------|----|
| AO.com         | 15.9% | 32  | 0.0%  | 0  | 10.0% | 1  | 21.9% | 7  | 18.9% | 1  | 0.0%  | 0 |       | 6  | 10.9% | 3  | 21.6% | 7  | 0.0%  | 0 |       |    | 21.5% | 3  |
| Argos          | 11.2% | 23  | 23.9% | 4  | 18.7% | 2  | 15.5% | 5  | 4.9%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 5.2%  | 1  | 18.7% | 6  | 14.9% | 1 | 7.7%  | 1  | 9.3%  | 1  |
| Asda           | 1.1%  | 2   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 4.6%  | 2  | 9.2%  | 1 | 0.0%  | 0  | 0.0%  | 0  |
| ASOS           | 0.2%  | 0   | 0.0%  | 0  | 4.8%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| B&Q            | 0.8%  | 2   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 4.9%  | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Boots          | 0.5%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 6.1%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 4.2%  | 1  |
| Currys         | 16.7% | 34  | 0.0%  | 0  | 13.8% | 1  | 21.4% | 7  | 16.9% | 1  | 10.3% | 1 | 19.9% | 6  | 36.0% | 9  | 6.2%  | 2  | 25.7% | 2 | 15.2% | 2  | 11.2% | 2  |
| Homebase       | 0.1%  | 0   | 0.0%  | 0  | 2.9%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| John Lewis     | 16.0% | 32  | 39.7% | 7  | 26.1% | 2  | 13.8% | 5  | 6.1%  | 0  | 27.5% | 1 | 0.0%  | 0  | 17.3% | 4  | 9.0%  | 3  | 33.7% | 2 | 23.1% | 4  | 21.5% | 3  |
| Littlewoods    | 0.2%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 2.7%  | 0  | 0.0%  | 0  |
| Sainsbury's    | 0.5%  | 1   | 0.0%  | 0  | 6.4%  | 1  | 0.0%  | 0  | 4.9%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Tesco          | 2.1%  | 4   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 6.1%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 10.8% | 4  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Other          | 6.2%  | 13  | 6.4%  | 1  | 4.8%  | 0  | 15.0% | 5  | 6.1%  | 0  | 0.0%  | 0 | 6.6%  | 2  | 5.2%  | 1  | 3.5%  | 1  | 0.0%  | 0 | 5.9%  | 1  | 0.0%  | 0  |
| Co-op          | 4.7%  | 10  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 22.7% | 7  | 0.0%  | 0  | 6.3%  | 2  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Weighted base: |       | 202 |       | 17 |       | 9  |       | 33 |       | 8  |       | 5 |       | 32 |       | 26 |       | 34 |       | 7 |       | 16 |       | 14 |
| Sample:        |       | 189 |       | 13 |       | 20 |       | 27 |       | 15 |       | 6 |       | 18 |       | 19 |       | 20 |       | 9 |       | 27 |       | 15 |

Weighted:

Total Zone 1 Zone 2 Zone 3 Zone 4 Zone 5 Zone 6 Zone 7 Zone 8 Zone 9 Zone 10 Zone 11

|   | Tota  | 1   | Zone  | 1  | Zone .    | 2     | Zone    | 3     | Zone       | +      | Zone      | 5     | Zone    | 0      | Zone     | 1       | Zone    | o     | Zone    | 9     | Zone 1    | U     | Zone 1    | 1          |                    |
|---|-------|-----|-------|----|-----------|-------|---------|-------|------------|--------|-----------|-------|---------|--------|----------|---------|---------|-------|---------|-------|-----------|-------|-----------|------------|--------------------|
| Q15 Where do you norm pens, diaries, etc.) a          | •     |     | -     |    | ehold's s | shopp | ing for | books | i (incl. d | ictior | naries, e | ncycl | opaedia | as, te | kt books | s, guid | lebooks | and ı | nusical | score | es) and s | tatio | nary (ind | :l. writii | ng pads, envelopes |
| Tesco Extra, Copdock<br>Interchange, Ipswich          | 1.1%  | 11  | 0.0%  | 0  | 0.0%      | 0     | 0.0%    | 0     | 0.0%       | 0      | 4.6%      | 3     | 4.1%    | 5      | 2.4%     | 3       | 0.0%    | 0     | 0.0%    | 0     | 0.0%      | 0     | 0.0%      | 0          |                    |
| Copdock Mill Interchange,<br>Ipswich                  | 0.4%  | 3   | 0.0%  | 0  | 0.0%      | 0     | 0.0%    | 0     | 0.0%       | 0      | 3.8%      | 2     | 0.8%    | 1      | 0.0%     | 0       | 0.0%    | 0     | 0.0%    | 0     | 0.0%      | 0     | 0.0%      | 0          |                    |
| Woodhall Business Park,<br>Drury Drive, Sudbury       | 0.5%  | 5   | 0.0%  | 0  | 0.0%      | 0     | 3.7%    | 4     | 1.6%       | 1      | 0.0%      | 0     | 0.0%    | 0      | 0.0%     | 0       | 0.0%    | 0     | 0.0%    | 0     | 0.0%      | 0     | 0.0%      | 0          |                    |
| Bury St Edmunds                                       | 9.7%  | 91  | 7.6%  | 10 | 54.3%     | 16    | 10.5%   | 12    | 4.4%       | 2      | 0.0%      | 0     | 0.8%    | 1      | 0.0%     | 0       | 10.0%   | 14    | 55.4%   | 32    | 8.9%      | 4     | 0.0%      | 0          |                    |
| Colchester  | 3.3%  | 32  | 16.4% | 22 | 0.0%      | 0     | 2.6%    | 3     | 0.0%       | 0      | 0.0%      | 0     | 5.8%    | 7      | 0.0%     | 0       | 0.0%    | 0     | 0.0%    | 0     | 0.0%      | 0     | 0.0%      | 0          |                    |
| Debenham  | 0.3%  | 3   | 0.0%  | 0  | 0.0%      | 0     | 0.0%    | 0     | 0.0%       | 0      | 0.0%      | 0     | 0.0%    | 0      | 2.6%     | 3       | 0.0%    | 0     | 0.0%    | 0     | 0.0%      | 0     | 0.0%      | 0          |                    |
| Eye   | 0.0%  | 0   | 0.0%  | 0  | 0.0%      | 0     | 0.0%    | 0     | 0.0%       | 0      | 0.0%      | 0     | 0.0%    | 0      | 0.0%     | 0       | 0.0%    | 0     | 0.0%    | 0     | 0.9%      | 0     | 0.0%      | 0          |                    |
| Hadleigh  | 1.7%  | 16  | 0.0%  | 0  | 0.0%      | 0     | 0.7%    | 1     | 0.0%       | 0      | 20.0%     | 13    | 1.6%    | 2      | 0.0%     | 0       | 0.0%    | 0     | 0.0%    | 0     | 0.0%      | 0     | 0.0%      | 0          |                    |
| Halstead  | 0.1%  | 1   | 0.8%  | 1  | 0.0%      | 0     | 0.0%    | 0     | 0.0%       | 0      | 0.0%      | 0     | 0.0%    | 0      | 0.0%     | 0       | 0.0%    | 0     | 0.0%    | 0     | 0.0%      | 0     | 0.0%      | 0          |                    |
| Haverhill   | 0.8%  | 8   | 5.9%  | 8  | 0.0%      | 0     | 0.0%    | 0     | 0.0%       | 0      | 0.0%      | 0     | 0.0%    | 0      | 0.0%     | 0       | 0.0%    | 0     | 0.0%    | 0     | 0.0%      | 0     | 0.0%      | 0          |                    |
| Ipswich   | 13.8% | 130 | 0.0%  | 0  | 0.0%      | 0     | 4.4%    | 5     | 0.0%       | 0      | 28.2%     | 19    | 43.9%   | 52     | 34.0%    | 39      | 8.9%    | 12    | 2.0%    | 1     | 3.6%      | 2     | 0.9%      | 1          |                    |
| Long Melford  | 0.3%  | 3   | 0.8%  | 1  | 0.0%      | 0     | 1.5%    | 2     | 0.0%       | 0      | 0.0%      | 0     | 0.0%    | 0      | 0.0%     | 0       | 0.0%    | 0     | 0.0%    | 0     | 0.0%      | 0     | 0.0%      | 0          |                    |
| Needham Market  | 0.1%  | 1   | 0.0%  | 0  | 0.0%      | 0     | 0.0%    | 0     | 0.0%       | 0      | 0.0%      | 0     | 0.0%    | 0      | 1.2%     | 1       | 0.0%    | 0     | 0.0%    | 0     | 0.0%      | 0     | 0.0%      | 0          |                    |
| Stowmarket  | 8.5%  | 80  | 0.0%  | 0  | 2.2%      | 1     | 0.0%    | 0     | 0.0%       | 0      | 11.5%     | 8     | 0.0%    | 0      | 7.8%     | 9       | 39.1%   | 54    | 12.6%   | 7     | 4.2%      | 2     | 0.0%      | 0          |                    |
| Sudbury   | 12.0% | 113 | 29.7% | 39 | 5.2%      | 2     | 34.4%   | 38    | 58.2%      | 31     | 3.9%      | 3     | 0.0%    | 0      | 0.0%     | 0       | 0.0%    | 0     | 0.0%    | 0     | 0.0%      | 0     | 0.0%      | 0          |                    |
| Street Market in Sudbury                              | 0.0%  | 0   | 0.0%  | 0  | 0.0%      | 0     | 0.0%    | 0     | 0.7%       | 0      | 0.0%      | 0     | 0.0%    | 0      | 0.0%     | 0       | 0.0%    | 0     | 0.0%    | 0     | 0.0%      | 0     | 0.0%      | 0          |                    |
| Asda Superstore,                                      | 1.6%  | 15  | 0.0%  | 0  | 0.0%      | 0     | 0.0%    | 0     | 0.0%       | 0      | 0.0%      | 0     | 0.0%    | 0      | 12.9%    | 15      | 0.0%    | 0     | 0.0%    | 0     | 0.0%      | 0     | 0.0%      | 0          |                    |
| Whitehouse Industrial                                 |       |     |       |    |           |       |         |       |            |        |           |       |         |        |          |         |         |       |         |       |           |       |           |            |                    |
| Estate, Goddard Road,                                 |       |     |       |    |           |       |         |       |            |        |           |       |         |        |          |         |         |       |         |       |           |       |           |            |                    |
| Ipswich   |       |     |       |    |           |       |         |       |            |        |           |       |         |        |          |         |         |       |         |       |           |       |           |            |                    |
| Beccles   | 0.1%  | 1   | 0.0%  | 0  | 0.0%      | 0     | 0.0%    | 0     | 0.0%       | 0      | 0.0%      | 0     | 0.0%    | 0      | 0.0%     | 0       | 0.0%    | 0     | 0.0%    | 0     | 0.0%      | 0     | 1.7%      | 1          |                    |
| Bungay  | 0.1%  | 1   | 0.0%  | 0  | 0.0%      | 0     | 0.0%    | 0     | 0.0%       | 0      | 0.0%      | 0     | 0.0%    | 0      | 0.0%     | 0       | 0.0%    | 0     | 0.0%    | 0     | 0.0%      | 0     | 1.3%      | 1          |                    |
| Cambridge   | 0.5%  | 4   | 1.9%  | 2  | 0.0%      | 0     | 0.7%    | 1     | 0.0%       | 0      | 0.0%      | 0     | 0.0%    | 0      | 0.0%     | 0       | 0.0%    | 0     | 2.0%    | 1     | 0.0%      | 0     | 0.0%      | 0          |                    |
| Central London  | 0.2%  | 2   | 0.0%  | 0  | 0.0%      | 0     | 0.9%    | 1     | 0.0%       | 0      | 1.1%      | 1     | 0.0%    | 0      | 0.0%     | 0       | 0.0%    | 0     | 0.0%    | 0     | 1.2%      | 1     | 0.0%      | 0          |                    |
| Clare   | 0.2%  | 2   | 1.7%  | 2  | 0.0%      | 0     | 0.0%    | 0     | 0.0%       | 0      | 0.0%      | 0     | 0.0%    | 0      | 0.0%     | 0       | 0.0%    | 0     | 0.0%    | 0     | 0.0%      | 0     | 0.0%      | 0          |                    |
| Claydon   | 0.1%  | 1   | 0.0%  | 0  | 0.0%      | 0     | 0.0%    | 0     | 0.0%       | 0      | 0.0%      | 0     | 0.0%    | 0      | 0.7%     | 1       | 0.0%    | 0     | 0.0%    | 0     | 0.0%      | 0     | 0.0%      | 0          |                    |
| Diss  | 4.2%  | 40  | 0.0%  | 0  | 0.0%      | 0     | 0.0%    | 0     | 0.0%       | 0      | 0.0%      | 0     | 0.0%    | 0      | 2.6%     | 3       | 0.7%    | 1     | 0.0%    | 0     | 24.7%     | 11    | 31.7%     | 24         |                    |
| Felixstowe  | 0.3%  | 3   | 0.0%  | 0  | 0.0%      | 0     | 0.0%    | 0     | 0.0%       | 0      | 0.0%      | 0     | 0.8%    | 1      | 1.4%     | 2       | 0.0%    | 0     | 0.0%    | 0     | 0.0%      | 0     | 0.0%      | 0          |                    |
| Framlingham   | 0.1%  | 1   | 0.0%  | 0  | 0.0%      | 0     | 0.0%    | 0     | 0.0%       | 0      | 0.0%      | 0     | 0.0%    | 0      | 0.7%     | 1       | 0.0%    | 0     | 0.0%    | 0     | 0.0%      | 0     | 0.0%      | 0          |                    |
| Glemsford   | 0.1%  | 1   | 1.0%  | 1  | 0.0%      | 0     | 0.0%    | 0     | 0.0%       | 0      | 0.0%      | 0     | 0.0%    | 0      | 0.0%     | 0       | 0.0%    | 0     | 0.0%    | 0     | 0.0%      | 0     | 0.0%      | 0          |                    |
| Halesworth  | 0.1%  | 1   | 0.0%  | 0  | 0.0%      | 0     | 0.0%    | 0     | 0.0%       | 0      | 0.0%      | 0     | 0.0%    | 0      |          | 0       | 0.0%    | 0     | 0.0%    | 0     | 0.0%      | 0     | 0.8%      | 1          |                    |
| Harleston   | 0.4%  | 4   | 0.0%  | 0  | 0.0%      | 0     | 0.0%    | 0     | 0.0%       | 0      | 0.0%      | 0     | 0.0%    | 0      | 0.0%     | 0       | 0.0%    | 0     | 0.0%    | 0     | 0.0%      | 0     | 5.5%      | 4          |                    |
| Holbrook  | 0.2%  | 2   | 0.0%  | 0  | 0.0%      | 0     | 0.0%    | 0     | 0.0%       | 0      | 0.0%      | 0     | 1.8%    | 2      |          | 0       | 0.0%    | 0     | 0.0%    | 0     | 0.0%      | 0     | 0.0%      | 0          |                    |
| Morrisons, Sproughton Road, Ipswich                   | 0.1%  | 1   | 0.0%  | 0  | 0.0%      | 0     | 0.0%    | 0     | 0.0%       | 0      | 0.0%      | 0     | 0.0%    | 0      | 1.2%     | 1       | 0.0%    | 0     | 0.0%    | 0     | 0.0%      | 0     | 0.0%      | 0          |                    |
| Norwich   | 1.7%  | 16  | 0.0%  | 0  | 0.0%      | 0     | 0.0%    | 0     | 0.0%       | 0      | 0.0%      | 0     | 0.0%    | 0      | 0.0%     | 0       | 0.0%    | 0     | 0.0%    | 0     | 7.7%      | 4     | 16.6%     | 13         |                    |
| Ransomes Euro Retail Park,<br>Central Avenue, Ipswich | 0.1%  | 1   | 0.0%  | 0  | 0.0%      | 0     | 0.0%    | 0     | 0.0%       | 0      | 0.0%      | 0     | 0.0%    | 0      | 0.0%     | 0       | 0.0%    | 0     | 0.0%    | 0     | 0.0%      | 0     | 1.7%      | 1          |                    |
| Rickinghall   | 0.0%  | 0   | 0.0%  | 0  | 0.0%      | 0     | 0.0%    | 0     | 0.0%       | 0      | 0.0%      | 0     | 0.0%    | 0      | 0.0%     | 0       | 0.0%    | 0     | 0.0%    | 0     | 0.9%      | 0     | 0.0%      | 0          |                    |
| Sainsbury's, Cornard Road,                            | 0.2%  | 2   | 0.0%  | 0  | 0.0%      | 0     | 1.1%    | 1     | 0.9%       | 0      | 0.0%      | 0     | 0.0%    | 0      | 0.0%     | 0       | 0.0%    | 0     | 0.0%    | 0     | 0.0%      | 0     | 0.0%      | 0          |                    |

### Babergh & Mid Suffolk Household Survey For Carter Jonas

|   | Tota  | ıl  | Zone  | 1   | Zone 2 | 2  | Zone  | 3   | Zone 4 | ı  | Zone  | 5  | Zone  | e 6 | Zon   | e 7 | Zone  | e 8 | Zone  | 9  | Zone 1 | .0 | Zone  | 11 |
|---|-------|-----|-------|-----|--------|----|-------|-----|--------|----|-------|----|-------|-----|-------|-----|-------|-----|-------|----|--------|----|-------|----|
| Sudbury   |       |     |       |     |        |    |       |     |        |    |       |    |       |     |       |     |       |     |       |    |        |    |       |    |
| Tesco Superstore, Woodhall<br>Business Park,<br>Springlands Way, Sudbur |       | 5   | 0.0%  | 0   | 0.0%   | 0  | 2.2%  | 2   | 5.5%   | 3  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  |
| Tesco, Woodhall Business<br>Park, Springlands Way,<br>Sudbury           | 0.1%  | 1   | 0.0%  | 0   | 0.0%   | 0  | 0.9%  | 1   | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  |
| West Suffolk Council libary<br>van                                      | 0.0%  | 0   | 0.0%  | 0   | 0.9%   | 0  | 0.0%  | 0   | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  |
| West Thurrock   | 0.6%  | 6   | 4.5%  | 6   | 0.0%   | 0  | 0.0%  | 0   | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  |
| Winchester  | 0.0%  | 0   | 0.0%  | 0   | 0.0%   | 0  | 0.0%  | 0   | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  | 0.9%   | 0  | 0.0%  | 0  |
| Woodbridge  | 0.6%  | 6   | 0.0%  | 0   | 0.0%   | 0  | 0.0%  | 0   | 0.0%   | 0  | 0.0%  | 0  | 1.6%  | 2   | 2.7%  | 3   | 0.0%  | 0   | 0.0%  | 0  | 0.0%   | 0  | 1.3%  | 1  |
| Woolpit   | 0.4%  | 3   | 0.0%  | 0   | 0.0%   | 0  | 0.0%  | 0   | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0   | 1.2%  | 2   | 3.1%  | 2  | 0.0%   | 0  | 0.0%  | 0  |
| Internet / catalogue  | 34.4% | 325 | 29.6% | 39  | 37.5%  | 11 | 36.4% | 41  | 28.8%  | 15 | 26.9% | 18 | 38.7% | 46  | 29.8% | 34  | 40.1% | 55  | 24.9% | 14 | 46.9%  | 22 | 38.6% | 30 |
| Weighted base:  |       | 945 |       | 133 |        | 30 |       | 112 |        | 54 |       | 66 |       | 119 |       | 113 |       | 137 |       | 58 |        | 46 |       | 77 |
| Sample:   |       | 914 |       | 88  |        | 76 |       | 85  |        | 95 |       | 74 |       | 86  |       | 87  |       | 81  |       | 78 |        | 80 |       | 84 |

Q15AWhich internet / home delivery retailer do you also use for your household's shopping for books (incl. dictionaries, encyclopaedias, text books, guidebooks and musical scores) and stationery (incl. writing pads, envelopes pens, diaries, etc.) and drawing materials?

Those who buy books and stationery via the Internet at Q15: AND Excl Nulls

| Amazon          | 89.2% | 263 | 92.3% | 35 | 89.3% | 10 | 88.6% | 34 | 100.0% | 13 | 96.5% | 15 | 97.8% | 42 | 73.4% | 23 | 97.2% | 42 | 51.2% | 7  | 96.4% | 19 | 83.4% | 23 |
|-----------------|-------|-----|-------|----|-------|----|-------|----|--------|----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|
| Ebay            | 0.9%  | 3   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 5.6%  | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 3.4%  | 1  |
| John Lewis      | 0.3%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 5.9%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Tesco           | 1.6%  | 5   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 5.6%  | 2  | 0.0%  | 0  | 19.5% | 3  | 0.0%  | 0  | 0.0%  | 0  |
| WHSmith         | 0.6%  | 2   | 4.8%  | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Other           | 5.3%  | 16  | 0.0%  | 0  | 7.0%  | 1  | 7.0%  | 3  | 0.0%   | 0  | 3.5%  | 1  | 2.2%  | 1  | 15.4% | 5  | 2.8%  | 1  | 11.8% | 2  | 3.6%  | 1  | 7.6%  | 2  |
| Play.com        | 0.1%  | 0   | 0.0%  | 0  | 3.7%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| The Book People | 2.0%  | 6   | 2.9%  | 1  | 0.0%  | 0  | 4.5%  | 2  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 11.5% | 2  | 0.0%  | 0  | 5.5%  | 2  |
| Weighted base:  |       | 295 |       | 38 |       | 11 |       | 38 |        | 13 |       | 16 |       | 43 |       | 31 |       | 43 |       | 14 |       | 20 |       | 28 |
| Sample:         |       | 284 |       | 26 |       | 22 |       | 27 |        | 25 |       | 25 |       | 27 |       | 28 |       | 26 |       | 16 |       | 32 |       | 30 |

| 216 Where do you norma  Excl Nulls  Currys PC World, London  Road / Copdock  Interchange, Ipswich | 0.1%         | nost c  | of your h    | ouse    | hold's s     | hopp |               |         |               |         |              |        |              |      |              |       |               |        |              |      |               |       |               |                    |
|---|--------------|---------|--------------|---------|--------------|------|---------------|---------|---------------|---------|--------------|--------|--------------|------|--------------|-------|---------------|--------|--------------|------|---------------|-------|---------------|--------------------|
| Road / Copdock  | 0.1%         | 1       |              |         |              | • •  | ing for g     | games   | s & toys      | ; pets  | and pe       | t prod | ducts; h     | obby | items; s     | sport | equipme       | ent an | d campi      | ng g | oods; bi      | cycle | s; and n      | nusical instrument |
|   |              |         | 0.0%         | 0       | 0.0%         | 0    | 0.0%          | 0       | 0.0%          | 0       | 0.0%         | 0      | 0.0%         | 0    | 0.0%         | 0     | 0.0%          | 0      | 0.0%         | 0    | 0.0%          | 0     | 0.9%          | 1                  |
| Interchange, Ipswich  | 0.3%         | 2       | 0.0%         | 0       | 0.0%         | 0    | 0.0%          | 0       | 0.0%          | 0       | 4.0%         | 2      | 0.0%         | 0    | 0.0%         | 0     | 0.0%          | 0      | 0.0%         | 0    | 0.0%          | 0     | 0.0%          | 0                  |
| ts at Home, Shawlands<br>Retail Park, Newton Road,<br>Sudbury                                     | 1.0%         | 8       | 0.0%         | 0       | 0.0%         | 0    | 4.9%          | 5       | 6.3%          | 2       | 0.9%         | 1      | 0.0%         | 0    | 0.0%         | 0     | 0.0%          | 0      | 0.0%         | 0    | 0.0%          | 0     | 0.0%          | 0                  |
| esco Extra, Copdock<br>Interchange, Ipswich   | 1.2%         | 10      | 0.0%         | 0       | 0.0%         | 0    | 0.0%          | 0       | 0.0%          | 0       | 0.0%         | 0      | 6.0%         | 5    | 5.3%         | 4     | 0.0%          | 0      | 0.0%         | 0    | 0.0%          | 0     | 0.0%          | 0                  |
| bys R Us, London Road /<br>Copdock Interchange,   | 2.2%         | 18      | 0.0%         | 0       | 1.0%         | 0    | 0.0%          | 0       | 0.0%          | 0       | 4.1%         | 3      | 7.0%         | 6    | 2.8%         | 2     | 4.2%          | 5      | 1.7%         | 1    | 1.3%          | 0     | 0.0%          | 0                  |
| Ipswich<br>ppdock Mill Interchange,<br>Ipswich  | 0.8%         | 6       | 0.0%         | 0       | 0.0%         | 0    | 0.0%          | 0       | 0.0%          | 0       | 0.0%         | 0      | 4.8%         | 4    | 0.0%         | 0     | 1.0%          | 1      | 1.0%         | 1    | 0.0%          | 0     | 0.0%          | 0                  |
| awlands Retail Park,<br>Newton Road, Sudbury  | 0.4%         | 3       | 1.2%         | 1       | 0.0%         | 0    | 0.0%          | 0       | 3.8%          | 1       | 0.0%         | 0      | 0.0%         | 0    | 0.0%         | 0     | 0.0%          | 0      | 0.0%         | 0    | 0.0%          | 0     | 0.0%          | 0                  |
| oodhall Business Park,<br>Drury Drive, Sudbury  | 0.1%         | 1       | 0.0%         | 0       | 0.0%         | 0    | 0.0%          | 0       | 0.0%          | 0       | 1.2%         | 1      | 0.0%         | 0    | 0.0%         | 0     | 0.0%          | 0      | 0.0%         | 0    | 0.0%          | 0     | 0.0%          | 0                  |
| aintree   | 0.1%         | 0       | 0.0%         | 0       | 0.0%         | 0    | 0.0%          | 0       | 1.2%          | 0       | 0.0%         | 0      | 0.0%         | 0    | 0.0%         | 0     | 0.0%          | 0      | 0.0%         | 0    | 0.0%          | 0     | 0.0%          | 0                  |
| ıry St Edmunds  | 9.3%         | 73      | 10.6%        |         | 47.0%        | 13   | 6.4%          | 6       | 5.8%          | 2       | 0.0%         | 0      | 0.0%         | 0    | 1.0%         | 1     | 7.8%          | 9      | 56.8%        | 29   | 4.3%          | 1     | 0.0%          | 0                  |
| lchester  | 4.9%         |         | 17.4%        | 19      | 0.0%         | 0    | 11.0%         | 10      | 4.9%          | 2       | 0.7%         | 0      | 7.4%         | 7    | 0.0%         | 0     | 0.0%          | 0      | 0.0%         | 0    | 0.0%          | 0     | 0.0%          | 0                  |
| pdock Mill  | 0.1%         | 1       | 0.0%         | 0       | 0.0%         | 0    | 0.0%          | 0       | 0.0%          | 0       | 0.0%         | 0      | 1.1%         | 1    | 0.0%         | 0     | 0.0%          | 0      | 0.0%         | 0    | 0.0%          | 0     | 0.0%          | 0                  |
| benham  | 0.2%         | 1       | 0.0%         | 0       | 0.0%         | 0    | 0.0%          | 0       | 0.0%          | 0       | 0.0%         | 0      | 0.0%         | 0    | 1.6%         | 1     | 0.0%          | 0      | 0.0%         | 0    | 0.0%          | 0     | 0.0%          | 0                  |
| ndleigh   | 1.4%         | 11      | 0.0%         | 0       | 0.0%         | 0    | 0.0%          | 0       | 0.0%          |         | 16.3%        | 10     | 0.0%         | 0    | 1.2%         | 1     | 0.0%          | 0      | 0.0%         | 0    | 0.0%          | 0     | 0.0%          | 0                  |
| ılstead   | 0.4%         | 3       | 2.3%         | 2       | 0.0%         | 0    | 0.0%          | 0       | 0.0%          | 0       | 0.0%         | 0      | 0.0%         | 0    | 1.2%         | 1     | 0.0%          | 0      | 0.0%         | 0    | 0.0%          | 0     | 0.0%          | 0                  |
| verhill   | 0.4%         | 3       | 2.7%         | 3       | 0.0%         | 0    | 0.0%          | 0       | 0.0%          | 0       | 0.0%         | 0      | 0.0%         | 0    | 0.0%         | 0     | 0.0%          | 0      | 0.0%         | 0    | 0.0%          | 0     | 0.0%          | 0                  |
| swich   | 13.8%        | 107     | 0.0%         | 0       | 0.0%         | 0    | 7.5%          | 7       | 4.2%          |         | 17.6%        | 11     | 26.6%        |      | 41.0%        |       |               | 20     | 1.6%         | 1    | 17.5%         | 6     | 4.6%          | 4                  |
| venham  | 0.2%         | 2       | 0.0%         | 0       | 0.0%         | 0    | 1.8%          | 2       | 0.0%          | 0       | 0.0%         | 0      | 0.0%         | 0    | 0.0%         | 0     | 0.0%          | 0      | 0.0%         | 0    | 0.0%          | 0     | 0.0%          | 0                  |
| ong Melford   | 0.2%         | 2       | 1.7%         | 2       | 0.0%         | 0    | 0.0%          | 0       | 0.0%          | 0       | 0.0%         | 0      | 0.0%         | 0    | 0.0%         | 0     | 0.0%          | 0      | 0.0%         | 0    | 0.0%          | 0     | 0.0%          | 0                  |
| anningtree  | 0.8%         | 6       | 0.0%         | 0       | 0.0%         | 0    | 0.0%          | 0       | 0.0%          | 0       | 0.0%         | 0      | 7.0%         | 6    | 0.0%         | 0     | 0.0%          | 0      | 0.0%         | 0    | 0.0%          | 0     | 0.0%          | 0                  |
| edham   | 0.2%         | 2       | 0.0%         | 0       | 0.0%         | 0    | 0.0%          | 0       | 0.0%          | 0       | 0.0%         | 0      | 0.0%         | 0    | 2.1%         | 2     | 0.0%          | 0      | 0.0%         | 0    | 0.0%          | 0     | 0.0%          | -                  |
| eedham Market   | 0.6%<br>6.4% | 5<br>50 | 0.0%<br>0.0% | 0       | 0.0%<br>3.8% | 0    | 0.0%<br>0.0%  | 0       | 0.0%<br>0.0%  | 0       | 0.0%<br>1.5% | 0      | 1.8%<br>0.0% | 2    | 3.8%<br>4.2% | 3     | 0.0%<br>34.9% | 40     | 0.0%<br>6.0% | 0    | 0.0%<br>2.5%  | 0     | 0.0%<br>0.0%  | 0                  |
| owmarket  |              |         |              |         |              | -    |               |         |               |         |              | -      |              | 0    |              | 0     |               | 40     |              | 0    |               | -     |               | 0                  |
| dbury   | 9.4%<br>0.2% | 73<br>1 | 24.4%        | 27<br>0 | 4.2%<br>0.0% | 1    | 29.1%<br>0.0% | 28<br>0 | 46.1%<br>0.0% | 18<br>0 | 0.0%         | 0      | 0.0%<br>0.0% | 0    | 0.0%<br>1.5% | 1     | 0.0%<br>0.0%  | 0      | 0.0%<br>0.0% | 0    | 0.0%<br>0.0%  | 0     | 0.0%          | 0                  |
| road  |              | 1       | 0.0%         |         |              | 0    |               | 0       |               | 0       | 0.0%         |        |              | 0    |              | 0     | 0.0%          | 0      |              | 0    |               | 0     | 0.0%          | 1                  |
| ngay<br>mbridge   | 0.1%<br>0.3% | 2       | 0.0%<br>1.2% | 0<br>1  | 0.0%<br>0.0% | 0    | 0.0%<br>0.0%  | 0       | 0.0%<br>0.0%  | 0       | 0.0%<br>0.0% | 0      | 0.0%<br>0.0% | 0    | 0.0%<br>0.0% | 0     | 0.0%          | 0      | 0.0%<br>1.3% | 1    | 0.0%<br>0.0%  | 0     | 0.9%<br>0.0%  | 0                  |
| U   |              | 1       |              | 0       |              | 0    |               | 0       |               | 0       |              | 0      |              | 1    |              | 0     |               | 0      |              | 0    |               | 0     |               | 0                  |
| rterton<br>ntral London   | 0.2%<br>0.1% | 1       | 0.0%<br>0.0% | 0       | 0.0%<br>0.0% | 0    | 0.0%<br>0.0%  | 0       | 0.0%<br>0.0%  | 0       | 0.0%<br>0.0% | 0      | 1.3%<br>0.0% | 0    | 0.0%<br>0.0% | 0     | 0.0%<br>0.0%  | 0      | 0.0%<br>0.0% | 0    | 0.0%<br>2.1%  | 1     | 0.0%<br>0.0%  | 0                  |
|   |              | 1       | 1.0%         | 1       |              | 0    |               | 0       | 0.0%          | 0       |              | 0      |              | 0    | 0.0%         | 0     |               | 0      |              | 0    |               | 0     | 0.0%          | 0                  |
| are   | 0.1%<br>0.1% | 1       |              | 0       | 0.0%         | 0    | 0.0%          | 0       |               | 0       | 0.0%         | 0      | 0.0%         | 0    |              | 1     | 0.0%          | 0      | 0.0%<br>0.0% | 0    | 0.0%          | 0     |               | 0                  |
| aydon   |              | -       | 0.0%         |         | 0.0%         | -    | 0.0%          | -       | 0.0%          | -       | 0.0%         | -      | 0.0%         | -    | 1.0%         | 1     | 0.0%          | 1      |              | 0    | 0.0%          | 7     | 0.0%          |                    |
| iss<br>ramlingham   | 4.4%<br>0.1% | 34<br>1 | 0.0%<br>0.0% | 0       | 0.0%<br>0.0% | 0    | 0.0%<br>0.0%  | 0       | 0.0%<br>0.0%  | 0       | 0.0%<br>0.0% | 0      | 0.0%<br>0.0% | 0    | 1.0%<br>0.0% | 0     | 0.8%<br>0.0%  | 0      | 0.0%<br>0.0% | 0    | 20.4%<br>0.0% | 0     | 33.2%<br>0.9% | 26<br>1            |

### Babergh & Mid Suffolk Household Survey For Carter Jonas

|  | Tota  | l   | Zone  | 1   | Zone 2 | 2  | Zone 3 | 3  | Zone 4 | ļ  | Zone  | 5  | Zone  | 6  | Zone  | 7  | Zone  | 8   | Zone  | 9  | Zone  | 10 | Zone 1 | 11 |  |
|--|-------|-----|-------|-----|--------|----|--------|----|--------|----|-------|----|-------|----|-------|----|-------|-----|-------|----|-------|----|--------|----|--|
|  |       |     |       |     |        |    |        |    |        |    |       |    |       |    |       |    |       |     |       |    |       |    |        |    |  |
| Great Yeldham  | 0.2%  | 1   | 0.0%  | 0   | 0.0%   | 0  | 1.3%   | 1  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  |  |
| Harleston  | 0.7%  | 6   | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 7.3%   | 6  |  |
| Harlow   | 0.1%  | 1   | 1.0%  | 1   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  |  |
| Hungerford   | 0.1%  | 1   | 0.0%  | 0   | 0.0%   | 0  | 0.8%   | 1  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  |  |
| Lowestoft  | 0.2%  | 2   | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 2.2%   | 2  |  |
| Marks Tey  | 0.2%  | 1   | 1.2%  | 1   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  |  |
| Martlesham Heath Retail<br>Park, Beardmore Park,<br>Ipswich              | 0.1%  | 0   | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0  | 1.3%  | 0  | 0.0%   | 0  |  |
| Newmarket  | 0.1%  | 1   | 0.0%  | 0   | 2.2%   | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  |  |
| Norwich  | 2.9%  | 23  | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  |       | 1  | 0.0%  | 0   | 0.0%  | 0  | 12.1% | 4  | 22.6%  | 17 |  |
| Old Newton   | 0.3%  | 2   | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.8%  | 2   | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  |  |
| Pets at Home, Beardmore<br>Park, Martlesham Heath,<br>Ipswich            | 0.2%  | 2   | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 1.8%  | 2  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  |  |
| Ransomes Euro Retail Park,<br>Central Avenue, Ipswich                    | 0.3%  | 2   | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 1.6%  | 1  | 0.0%  | 0  | 1.6%  | 1  | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  |  |
| Sainsbury's, Cornard Road,<br>Sudbury                                    | 0.2%  | 1   | 0.0%  | 0   | 0.0%   | 0  | 1.3%   | 1  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  |  |
| Semer  | 0.0%  | 0   | 0.0%  | 0   | 1.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  |  |
| Street market in Pulham  | 0.4%  | 3   | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 4.1%   | 3  |  |
| Tesco Superstore, Woodhall<br>Business Park,<br>Springlands Way, Sudbury | 0.9%  | 7   | 0.0%  | 0   | 0.0%   | 0  | 6.7%   | 6  | 1.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  |        | 0  |  |
| Tesco, Woodhall Business<br>Park, Springlands Way,<br>Sudbury            | 0.2%  | 2   | 0.0%  | 0   |        | 0  | 1.8%   | 2  | 0.0%   | 0  | 212,1 | 0  | 0.0%  | 0  |       | 0  | 0.0%  | 0   | 0.0%  | 0  |       | 0  |        | 0  |  |
| Tiptree, Essex   | 0.2%  | 2   | 1.7%  | 2   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0.0 | 0  | 0.0%  | 0  |       | 0  | 0.0%  | 0   | 0.0%  | 0  |       | 0  |        | 0  |  |
| Woodbridge   | 0.2%  | 2   | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 2.2%  | 2  | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  |  |
| Woolpit  | 0.1%  | 1   | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 1.3%  | 1  | 0.0%  | 0  | 0.0%   | 0  |  |
| Internet / catalogue   | 32.4% | 253 | 33.6% | 37  | 40.8%  | 11 | 27.2%  | 26 | 26.6%  | 10 | 52.1% | 32 | 35.1% | 31 | 27.1% | 22 | 32.0% | 37  | 30.4% | 15 | 38.6% | 13 | 23.1%  | 18 |  |
| Weighted base:   |       | 781 |       | 110 |        | 27 |        | 95 |        | 38 |       | 62 |       | 89 |       | 83 |       | 116 |       | 51 |       | 35 |        | 77 |  |
| Sample:  |       | 701 |       | 71  |        | 63 |        | 72 |        | 60 |       | 65 |       | 62 |       | 55 |       | 65  |       | 59 |       | 58 |        | 71 |  |

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### Babergh & Mid Suffolk Household Survey For Carter Jonas

Weighted: February 2015

Zone 6

Zone 7

Zone 8

Zone 9

Zone 10

Zone 11

Q16AWhich internet / home delivery retailer do you also use for your household's shopping for games & toys; pets and pet products; hobby items; sport equipment and camping goods; bicycles; and musical instruments?

Zone 5

Those who buy games, toys, pet products, sports equipment etc. via the Internet at Q16: AND Excl Nulls

Zone 2

Zone 3

Zone 1

Total

| Amazon         | 64.1% | 125 | 55.6% | 18 | 57.9% | 6  | 40.8% | 10 | 60.8% | 4  | 60.9% | 7  | 83.7% | 24 | 49.9% | 10 | 81.8% | 20 | 66.8% | 6 | 69.4% | 9  | 76.9% | 11 |
|----------------|-------|-----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|---|-------|----|-------|----|
| Argos          | 4.1%  | 8   | 3.5%  | 1  | 13.9% | 1  | 16.8% | 4  | 10.6% | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 5.8%  | 1  | 0.0%  | 0  |
| Asda           | 1.9%  | 4   | 3.5%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 5.5%  | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 6.9%  | 1  |
| Ebay           | 10.7% | 21  | 12.0% | 4  | 20.9% | 2  | 3.8%  | 1  | 14.3% | 1  | 8.2%  | 1  | 0.0%  | 0  | 40.1% | 8  | 8.6%  | 2  | 12.1% | 1 | 3.5%  | 0  | 0.0%  | 0  |
| John Lewis     | 0.4%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 9.0%  | 1 | 0.0%  | 0  | 0.0%  | 0  |
| Tesco          | 2.3%  | 4   | 0.0%  | 0  | 0.0%  | 0  | 6.8%  | 2  | 0.0%  | 0  | 4.6%  | 1  | 7.4%  | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Toys R Us      | 1.0%  | 2   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 6.1%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 12.1% | 1 | 0.0%  | 0  | 0.0%  | 0  |
| Other          | 12.5% | 24  | 25.5% | 8  | 7.2%  | 1  | 31.8% | 8  | 0.0%  | 0  | 8.2%  | 1  | 3.4%  | 1  | 10.1% | 2  | 0.0%  | 0  | 0.0%  | 0 | 21.4% | 3  | 6.9%  | 1  |
| Sports Direct  | 3.1%  | 6   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 14.3% | 1  | 11.9% | 1  | 0.0%  | 0  | 0.0%  | 0  | 9.6%  | 2  | 0.0%  | 0 | 0.0%  | 0  | 9.3%  | 1  |
| Weighted base: |       | 195 |       | 32 |       | 10 |       | 25 |       | 6  |       | 12 |       | 29 |       | 21 |       | 25 |       | 9 |       | 12 |       | 14 |
| Sample:        |       | 163 |       | 21 |       | 16 |       | 15 |       | 10 |       | 14 |       | 18 |       | 15 |       | 13 |       | 8 |       | 20 |       | 13 |

Zone 4

|   | Total    |        | Zone 1    | 1    | Zone 2   | 2    | Zone      | 3      | Zone 4    | ļ      | Zone 5    | 5     | Zone    | 6     | Zone '  | 7      | Zone 8     | 8     | Zone 9  | •    | Zone 1    | .0     | Zone 1 | 1  |  |
|---|----------|--------|-----------|------|----------|------|-----------|--------|-----------|--------|-----------|-------|---------|-------|---------|--------|------------|-------|---------|------|-----------|--------|--------|----|--|
| 217 Where do you normal<br>Excl Nulls                                   | lly do n | nost c | of your h | ouse | hold's s | hopp | ing for f | urniti | ure, carp | ets, o | other flo | or co | verings | and h | nouseho | ld tex | xtiles (in | clude | s beds, | sofa | s, tables | , etc) | ?      |    |  |
|   | 2.00/    | 22     | 2.50/     | 4    | 1.00/    | 0    | 11.60/    | 11     | 12.2%     | 6      | 0.00/     | 0     | 0.00/   | 0     | 0.0%    | 0      | 0.0%       | 0     | 0.0%    | 0    | 0.0%      | 0      | 0.0%   | 0  |  |
| Carpetright, Shawlands<br>Retail Park, Newton Road,<br>Sudbury          | 2.8%     | 23     | 3.5%      | 4    | 1.0%     | U    | 11.6%     | 11     | 12.2%     | 6      | 0.9%      | U     | 0.0%    | U     | 0.0%    | U      | 0.0%       | U     | 0.0%    | U    | 0.0%      | U      | 0.0%   | U  |  |
| eather & Black, Copdock   | 0.1%     | 1      | 0.0%      | 0    | 0.0%     | 0    | 0.0%      | 0      | 0.0%      | 0      | 0.9%      | 0     | 0.0%    | 0     | 0.0%    | 0      | 0.0%       | 0     | 0.0%    | 0    | 1.6%      | 1      | 0.0%   | 0  |  |
| Interchange, Ipswich<br>omebase, Waldingfield<br>Road, Sudbury          | 0.1%     | 1      | 0.0%      | 0    | 0.0%     | 0    | 0.0%      | 0      | 1.6%      | 1      | 0.0%      | 0     | 0.0%    | 0     | 0.0%    | 0      | 0.0%       | 0     | 0.0%    | 0    | 0.0%      | 0      | 0.0%   | 0  |  |
| Copdock Mill Interchange,   | 3.1%     | 25     | 0.0%      | 0    | 0.0%     | 0    | 2.1%      | 2      | 0.0%      | 0      | 6.3%      | 3     | 7.7%    | 8     | 7.5%    | 7      | 2.2%       | 2     | 0.9%    | 1    | 5.1%      | 2      | 1.1%   | 1  |  |
| Ipswich hawlands Retail Park,   | 1.2%     | 9      | 1.5%      | 2    | 0.0%     | 0    | 6.1%      | 6      | 3.5%      | 2      | 0.0%      | 0     | 0.0%    | 0     | 0.0%    | 0      | 0.0%       | 0     | 0.0%    | 0    | 0.0%      | 0      | 0.0%   | 0  |  |
| Newton Road, Sudbury<br>Voodhall Business Park,<br>Drury Drive, Sudbury | 0.4%     | 3      | 0.0%      | 0    | 0.0%     | 0    | 2.1%      | 2      | 2.4%      | 1      | 0.0%      | 0     | 0.0%    | 0     | 0.0%    | 0      | 0.0%       | 0     | 0.0%    | 0    | 0.0%      | 0      | 0.0%   | 0  |  |
| Braintree   | 0.4%     | 4      | 1.5%      | 2    | 0.0%     | 0    | 0.0%      | 0      | 3.3%      | 2      | 0.0%      | 0     | 0.0%    | 0     | 0.0%    | 0      | 0.0%       | 0     | 0.0%    | 0    | 0.0%      | 0      | 0.0%   | 0  |  |
| Bramford  | 0.4%     | 3      | 0.0%      | 0    | 0.0%     | 0    | 0.0%      | 0      | 0.0%      | 0      | 0.0%      | 0     | 1.0%    | 1     | 1.4%    | 1      | 0.0%       | 0     | 0.0%    | 0    | 0.0%      | 0      | 1.1%   | 1  |  |
|   | 20.5%    | 165    | 30.8%     |      | 68.7%    |      | 21.5%     |        | 13.9%     | 7      | 2.8%      | 1     | 0.0%    | 0     | 5.7%    | 5      | 17.8%      | 18    | 72.7%   | 43   | 21.1%     | 7      | 3.1%   | 2  |  |
|   | 11.4%    | 92     | 33.7%     | 41   | 0.0%     | 0    | 17.6%     |        | 27.6%     | 14     | 0.0%      | 0     | 9.7%    | 10    | 7.3%    | 7      | 2.1%       | 2     | 0.0%    | 0    | 0.0%      | ó      | 0.9%   | 1  |  |
|   | 0.3%     | 3      | 0.0%      | 0    | 0.0%     | 0    | 0.0%      | 0      | 0.9%      | 0      | 0.0%      | 0     | 0.0%    | 0     | 1.4%    | 1      | 0.0%       | 0     | 0.0%    | 0    | 2.7%      | 1      | 0.9%   | 0  |  |
| Eye   |          |        |           |      |          |      |           | 1      |           |        |           |       |         |       |         | -      |            | 0     |         |      | 0.0%      | _      |        | 0  |  |
| Great Conard  | 0.2%     | 1      | 0.0%      | 0    | 0.0%     | 0    | 0.8%      | -      | 0.9%      | 0      | 0.0%      | 0     | 0.0%    | 0     | 0.0%    | 0      |            | -     | 0.0%    | 0    |           | 0      | 0.0%   |    |  |
| ladleigh  | 2.0%     | 16     | 0.0%      | 0    | 0.0%     | 0    | 0.0%      | 0      | 0.0%      |        | 30.4%     | 15    | 1.0%    | - I   | 0.0%    | 0      | 0.0%       | 0     | 0.0%    | 0    | 0.0%      | 0      | 0.0%   | 0  |  |
|   | 21.2%    | 171    | 0.0%      | 0    | 1.3%     | 0    | 1.8%      | 2      | 3.3%      |        | 47.1%     | 23    | 57.6%   | 58    | 44.5%   |        |            | 39    | 0.0%    | 0    | 8.4%      | 3      | 2.4%   | 2  |  |
| ong Melford   | 0.1%     | 1      | 0.0%      | 0    | 0.0%     | 0    | 1.0%      | 1      | 0.0%      | 0      | 0.0%      | 0     | 0.0%    | 0     | 0.0%    | 0      | 0.0%       | 0     | 0.0%    | 0    | 0.0%      | 0      | 0.0%   | 0  |  |
| Veedham   | 0.1%     | 1      | 0.0%      | 0    | 0.0%     | 0    | 0.0%      | 0      | 0.0%      | 0      | 0.0%      | 0     | 0.0%    | 0     | 0.9%    | 1      | 0.0%       | 0     | 0.0%    | 0    | 0.0%      | 0      | 0.0%   | 0  |  |
| Needham Market  | 0.3%     | 2      | 0.0%      | 0    | 0.0%     | 0    | 0.0%      | 0      | 0.0%      | 0      | 0.0%      | 0     | 0.0%    | 0     | 2.5%    | 2      | 0.0%       | 0     | 0.0%    | 0    | 0.0%      | 0      | 0.0%   | 0  |  |
| Stowmarket  | 3.3%     | 26     | 0.0%      | 0    | 2.2%     | 1    | 0.0%      | 0      | 0.0%      | 0      | 0.0%      | 0     | 0.0%    | 0     | 3.6%    | 3      | 20.3%      | 20    | 2.6%    | 2    | 1.3%      | 0      | 0.0%   | 0  |  |
| Sudbury   | 5.8%     | 46     | 15.2%     | 19   | 5.0%     | 2    | 16.9%     |        | 17.8%     | 9      | 0.9%      | 0     | 0.0%    | 0     | 0.0%    | 0      | 0.0%       | 0     | 0.0%    | 0    | 0.0%      | 0      | 0.0%   | 0  |  |
| Anglia Retail Park, Bury<br>Road, Ipswich                               | 0.3%     | 3      | 0.0%      | 0    | 0.0%     | 0    | 0.0%      | 0      | 0.0%      | 0      | 0.0%      | 0     | 0.0%    | 0     | 2.9%    | 3      | 0.0%       | 0     | 0.0%    | 0    | 0.0%      | 0      | 0.0%   | 0  |  |
| Bainbridge  | 0.1%     | 1      | 0.0%      | 0    | 0.0%     | 0    | 0.0%      | 0      | 0.0%      | 0      | 0.0%      | 0     | 0.0%    | 0     | 0.0%    | 0      | 0.0%       | 0     | 1.1%    | 1    | 0.0%      | 0      | 0.0%   | 0  |  |
| Beccles   | 0.1%     | 1      | 0.0%      | 0    | 0.0%     | 0    | 0.0%      | 0      | 0.0%      | 0      | 0.0%      | 0     | 0.0%    | 0     | 0.0%    | 0      | 0.0%       | 0     | 0.0%    | 0    | 0.0%      | 0      | 1.1%   | 1  |  |
| Buckton   | 0.2%     | 2      | 0.0%      | 0    | 0.0%     | 0    | 0.0%      | 0      | 0.0%      | 0      | 0.0%      | 0     | 0.0%    | 0     | 0.0%    | 0      | 1.6%       | 2     | 0.0%    | 0    | 0.0%      | 0      | 0.0%   | 0  |  |
| Bungay  | 0.3%     | 2      | 0.0%      | 0    | 0.0%     | 0    | 0.0%      | 0      | 0.0%      | 0      | 0.0%      | 0     | 0.0%    | 0     | 0.0%    | 0      | 0.0%       | 0     | 0.0%    | 0    | 0.0%      | 0      | 3.5%   | 2  |  |
| Cambridge   | 0.6%     | 5      | 2.0%      | 2    | 2.1%     | 1    | 0.0%      | 0      | 1.6%      | 1      | 0.0%      | 0     | 0.0%    | 0     | 0.0%    | 0      | 0.0%       | 0     | 2.0%    | 1    | 0.0%      | 0      | 0.0%   | 0  |  |
| Carpetright, Anglia Parkway<br>North, Ipswich                           | 0.6%     | 4      | 0.0%      | 0    | 0.0%     | 0    | 0.0%      | 0      | 0.0%      | 0      | 0.0%      | 0     | 2.1%    | 2     | 2.5%    | 2      | 0.0%       | 0     | 0.0%    | 0    | 0.0%      | 0      | 0.0%   | 0  |  |
| Central London  | 0.2%     | 2      | 0.0%      | 0    | 2.6%     | 1    | 0.0%      | 0      | 0.0%      | 0      | 0.0%      | 0     | 1.0%    | 1     | 0.0%    | 0      | 0.0%       | 0     | 0.0%    | 0    | 0.0%      | 0      | 0.0%   | 0  |  |
| Diss  | 4.1%     | 33     | 0.0%      | 0    | 0.0%     | 0    | 0.0%      | 0      | 0.0%      | 0      | 0.0%      | 0     | 0.0%    | 0     | 1.7%    | 2      | 0.0%       | 0     | 0.0%    | 0    | 35.8%     | 12     | 30.1%  | 19 |  |
| arls Colne  | 0.2%     | 2      | 1.5%      | 2    | 0.0%     | 0    | 0.0%      | 0      | 0.0%      | 0      | 0.0%      | 0     | 0.0%    | 0     | 0.0%    | 0      | 0.0%       | 0     | 0.0%    | 0    | 0.0%      | 0      | 0.0%   | 0  |  |
| Futura Park, Crane<br>Boulevard, Ipswich                                | 0.1%     | 1      | 0.0%      | 0    | 0.0%     | 0    | 0.0%      | 0      | 0.0%      | 0      | 0.0%      | 0     | 0.0%    | 0     | 0.0%    | 0      | 0.0%       | 0     | 0.0%    | 0    | 0.0%      | 0      | 1.1%   | 1  |  |
| Glemsford   | 0.1%     | 1      | 0.9%      | 1    | 0.0%     | 0    | 0.0%      | 0      | 0.0%      | 0      | 0.0%      | 0     | 0.0%    | 0     | 0.0%    | 0      | 0.0%       | 0     | 0.0%    | 0    | 0.0%      | 0      | 0.0%   | 0  |  |
| Great Yarmouth  | 0.1%     | 0      | 0.0%      | 0    |          | 0    | 0.0%      | 0      | 0.0%      | 0      | 0.0%      | 0     | 0.0%    | 0     | 0.0%    | 0      | 0.0%       | 0     | 0.0%    | 0    | 0.0%      | 0      | 0.0%   | 0  |  |
|   |          | 9      |           |      |          |      |           |        | 0.0%      |        |           |       |         |       |         |        |            |       |         |      |           |        |        |    |  |
| Greenhithe  | 0.1%     | - 1    | 0.0%      | 0    | 0.0%     | 0    | 0.0%      | 0      | 0.0%      | 0      | 0.0%      | 0     | 1.2%    | - 1   | 0.0%    | 0      | 0.0%       | 0     | 0.0%    | 0    | 0.0%      | 0      | 0.0%   | 0  |  |

|  | Tota      | al  | Zone | 1   | Zone  | 2  | Zone  | 3  | Zone | 4  | Zone | 5  | Zone | 6   | Zone | 7  | Zone  | 8   | Zone 9 | )  | Zone 1 | 10 | Zone 1 | 11 |
|--|-----------|-----|------|-----|-------|----|-------|----|------|----|------|----|------|-----|------|----|-------|-----|--------|----|--------|----|--------|----|
| John Lewis, Futura Park                  | ., 0.1%   | 1   | 0.0% | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0  | 1.5% | 1  | 0.0% | 0   | 0.0% | 0  | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Ransomes Way, Cran<br>Boulevard, Ipswich | e         |     |      |     |       |    |       |    |      |    |      |    |      |     |      |    |       |     |        |    |        |    |        |    |
| Lowestoft                                | 0.2%      | 2   | 0.0% | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0  | 0.0% | 0  | 0.0% | 0   | 0.0% | 0  | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0  | 3.0%   | 2  |
| Martlesham                               | 0.4%      | 4   | 0.0% | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0  | 0.0% | 0  | 1.2% | 1   | 2.5% | 2  | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Mellis Village                           | 0.5%      | 4   | 0.0% | 0   | 0.0%  | 0  | 1.3%  | 1  | 0.0% | 0  | 0.0% | 0  | 0.0% | 0   | 0.0% | 0  | 1.0%  | 1   | 1.1%   | 1  | 0.0%   | 0  | 1.5%   | 1  |
| Newmarket                                | 0.1%      | 1   | 0.0% | 0   | 3.0%  | 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  |
| Norwich                                  | 4.2%      | 34  | 0.0% | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0  | 0.0% | 0  | 0.0% | 0   | 0.9% | 1  | 0.0%  | 0   | 3.4%   | 2  | 12.9%  | 4  | 42.0%  | 27 |
| Onehouse                                 | 0.1%      | 1   | 0.0% | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0  | 0.0% | 0  | 0.0% | 0   | 0.0% | 0  | 0.0%  | 0   | 0.9%   | 1  | 0.0%   | 0  | 0.0%   | 0  |
| Ransomes Euro Retail F                   | ark, 0.2% | 2   | 0.0% | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.9% | 0  | 0.0% | 0  | 0.0% | 0   | 1.4% | 1  | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Central Avenue, Ipsw                     | ich       |     |      |     |       |    |       |    |      |    |      |    |      |     |      |    |       |     |        |    |        |    |        |    |
| Sainsbury's, Cornard Ro<br>Sudbury       | oad, 0.1% | 0   | 0.0% | 0   | 1.3%  | 0  | 0.0%  | 0  | 0.0% | 0  | 0.0% | 0  | 0.0% | 0   | 0.0% | 0  | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Stonham Aspal                            | 0.1%      | 1   | 0.0% | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0  | 0.0% | 0  | 0.0% | 0   | 0.0% | 0  | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.9%   | 1  |
| Street market in Wickha                  | m 0.1%    | 1   | 0.0% | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0  | 0.0% | 0  | 0.0% | 0   | 0.9% | 1  | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Walton                                   | 0.2%      | 2   | 0.0% | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0  | 0.0% | 0  | 1.6% | 2   | 0.0% | 0  | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Welwyn Garden City                       | 0.1%      | 1   | 0.9% | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0  | 0.0% | 0  | 0.0% | 0   | 0.0% | 0  | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| West Thurrock                            | 1.6%      | 13  | 1.1% | 1   | 0.0%  | 0  | 1.0%  | 1  | 6.5% | 3  | 1.5% | 1  | 6.4% | 6   | 0.0% | 0  | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Witham                                   | 0.0%      | 0   | 0.0% | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.7% | 0  | 0.0% | 0  | 0.0% | 0   | 0.0% | 0  | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Woodbridge                               | 0.7%      | 6   | 0.0% | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0  | 0.0% | 0  | 1.9% | 2   | 4.2% | 4  | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Internet / catalogue                     | 10.2%     | 82  | 7.5% | 9   | 11.5% | 4  | 16.2% | 16 | 2.9% | 1  | 7.7% | 4  | 7.6% | 8   | 8.4% | 8  | 15.4% | 15  | 15.3%  | 9  | 11.0%  | 4  | 7.2%   | 5  |
| Weighted base:                           |           | 804 |      | 123 |       | 33 |       | 96 |      | 52 |      | 50 |      | 100 |      | 94 |       | 100 |        | 59 |        | 33 |        | 64 |
| Sample:                                  |           | 804 |      | 81  |       | 82 |       | 75 |      | 87 |      | 70 |      | 72  |      | 69 |       | 63  |        | 77 |        | 57 |        | 71 |

Those who buy furniture, carpets and other floor coverings via the Internet at Q17: AND Excl Nulls

| Amazon          | 18.3% | 11 0.0%  | 0 20.6% | 1 0.0%  | 0 0.0%  | 0 0.0%   | 0 64.1% | 2 44.7% | 4 10.3% | 2 13.7% | 1 26.9% | 1 33.3% | 1 |
|-----------------|-------|----------|---------|---------|---------|----------|---------|---------|---------|---------|---------|---------|---|
| Asda            | 0.6%  | 0 0.0%   | 0 0.0%  | 0 0.0%  | 0 44.7% | 0 0.0%   | 0 0.0%  | 0 0.0%  | 0 0.0%  | 0 0.0%  | 0 0.0%  | 0 0.0%  | 0 |
| B&Q             | 1.6%  | 1 0.0%   | 0.0%    | 0 10.9% | 1 0.0%  | 0 0.0%   | 0 0.0%  | 0 0.0%  | 0.0%    | 0.0%    | 0.0%    | 0 0.0%  | 0 |
| Ebay            | 21.5% | 13 0.0%  | 0 0.0%  | 0 19.5% | 2 0.0%  | 0 0.0%   | 0 0.0%  | 0 0.0%  | 0 41.8% | 6 45.2% | 3 26.5% | 1 24.9% | 1 |
| John Lewis      | 13.0% | 8 21.6%  | 1 20.3% | 1 19.5% | 2 0.0%  | 0 0.0%   | 0 36.0% | 1 0.0%  | 0.0%    | 0 27.4% | 2 34.6% | 1 0.0%  | 0 |
| Littlewoods     | 0.7%  | 0 0.0%   | 0.0%    | 0.0%    | 0 0.0%  | 0 0.0%   | 0 0.0%  | 0 0.0%  | 0.0%    | 0.0%    | 0 12.0% | 0 0.0%  | 0 |
| Marks & Spencer | 2.8%  | 2 0.0%   | 0.0%    | 0 19.5% | 2 0.0%  | 0 0.0%   | 0 0.0%  | 0 0.0%  | 0.0%    | 0.0%    | 0 0.0%  | 0 0.0%  | 0 |
| Next            | 10.4% | 6 43.3%  | 3 0.0%  | 0 21.9% | 2 0.0%  | 0 100.0% | 1 0.0%  | 0 0.0%  | 0.0%    | 0 13.7% | 1 0.0%  | 0 0.0%  | 0 |
| Other           | 30.1% | 18 35.0% | 2 59.2% | 2 8.8%  | 1 0.0%  | 0 0.0%   | 0 0.0%  | 0 55.3% | 4 47.9% | 7 0.0%  | 0 0.0%  | 0 41.8% | 2 |
| Very            | 0.8%  | 0 0.0%   | 0 0.0%  | 0 0.0%  | 0 55.3% | 0 0.0%   | 0 0.0%  | 0 0.0%  | 0 0.0%  | 0 0.0%  | 0 0.0%  | 0 0.0%  | 0 |
| Weighted base:  |       | 60       | 6       | 3       | 9       | 1        | 1       | 3       | 8       | 15      | 6       | 4       | 4 |
| Sample:         |       | 48       | 5       | 5       | 7       | 2        | 1       | 2       | 6       | 5       | 5       | 6       | 4 |

Weighted:

Total Zone 1 Zone 2 Zone 3 Zone 4 Zone 5 Zone 6 Zone 7 Zone 8 Zone 9 Zone 10 Zone 11

|   | 101a         | l <b>I</b> | Zone          | 1       | Zone         | 2     | Zone          | 3       | Zone          | 4       | Zone         | 5      | Zone         | 0     | Zone /       | ′       | Zone a       | •       | Zone 9       |        | Zone 10      |     | Zone 11      |                         |
|---|--------------|------------|---------------|---------|--------------|-------|---------------|---------|---------------|---------|--------------|--------|--------------|-------|--------------|---------|--------------|---------|--------------|--------|--------------|-----|--------------|-------------------------|
| Q18 Where do you norm<br>shrubs etc)?<br>Excl Nulls               | ally do r    | most o     | of your       | house   | ehold's s    | shopp | oing for l    | DIY g   | oods, de      | ecora   | ting sup     | plies  | and gar      | den p | roducts      | (sucl   | n as drill   | ls, lav | vn mowe      | ers, h | ammers,      | hed | ge cutter    | s, garden tools, plants |
| Carpetright, Shawlands<br>Retail Park, Newton Road,<br>Sudbury    | 0.1%         | 0          | 0.0%          | 0       | 0.0%         | 0     | 0.0%          | 0       | 0.9%          | 0       | 0.0%         | 0      | 0.0%         | 0     | 0.0%         | 0       | 0.0%         | 0       | 0.0%         | 0      | 0.0%         | 0   | 0.0%         | 0                       |
| Currys PC World, London<br>Road / Copdock<br>Interchange, Ipswich | 0.3%         | 2          | 0.0%          | 0       | 0.0%         | 0     | 0.0%          | 0       | 0.0%          | 0       | 0.0%         | 0      | 1.0%         | 1     | 0.0%         | 0       | 0.9%         | 1       | 0.0%         | 0      | 0.0%         | 0   | 0.0%         | 0                       |
| Feather & Black, Copdock<br>Interchange, Ipswich                  | 0.1%         | 1          | 0.0%          | 0       | 0.0%         | 0     | 0.0%          | 0       | 0.0%          | 0       | 0.0%         | 0      | 0.0%         | 0     | 0.9%         | 1       | 0.0%         | 0       | 0.0%         | 0      | 0.0%         | 0   | 0.0%         | 0                       |
| Homebase, Waldingfield<br>Road, Sudbury                           | 10.6%        | 100        | 19.2%         | 26      | 4.8%         | 2     | 41.1%         | 47      | 46.4%         | 25      | 2.7%         | 2      | 0.0%         | 0     | 0.0%         | 0       | 0.0%         | 0       | 0.0%         | 0      | 0.0%         | 0   | 0.0%         | 0                       |
| Tesco Extra, Copdock<br>Interchange, Ipswich                      | 0.3%         | 2          | 0.0%          | 0       | 0.0%         | 0     | 0.0%          | 0       | 0.0%          | 0       | 3.7%         | 2      | 0.0%         | 0     | 0.0%         | 0       | 0.0%         | 0       | 0.0%         | 0      | 0.0%         | 0   | 0.0%         | 0                       |
| Toys R Us, London Road /<br>Copdock Interchange,<br>Ipswich       | 0.1%         | 1          | 0.0%          | 0       | 1.0%         | 0     | 0.0%          | 0       | 0.0%          | 0       | 1.5%         | 1      | 0.0%         | 0     | 0.0%         | 0       | 0.0%         | 0       | 0.0%         | 0      | 0.0%         | 0   | 0.0%         | 0                       |
| Copdock Mill Interchange, Ipswich                                 | 5.2%         | 50         | 0.0%          | 0       | 0.0%         | 0     | 0.0%          | 0       | 1.2%          | 1       | 11.0%        | 7      | 8.3%         | 10    | 10.6%        | 12      | 9.2%         | 12      | 0.0%         | 0      | 13.2%        | 6   | 3.3%         | 3                       |
| Shawlands Retail Park,<br>Newton Road, Sudbury                    | 2.1%         | 20         | 8.1%          | 11      | 0.0%         | 0     | 4.4%          | 5       | 7.4%          | 4       | 0.0%         | 0      | 0.0%         | 0     | 0.0%         | 0       | 0.0%         | 0       | 0.0%         | 0      | 0.0%         | 0   | 0.0%         | 0                       |
| Woodhall Business Park,<br>Drury Drive, Sudbury                   | 2.2%         | 21         | 2.1%          | 3       | 0.0%         | 0     | 7.7%          | 9       | 16.8%         | 9       | 1.1%         | 1      | 0.0%         | 0     | 0.0%         | 0       | 0.0%         | 0       | 0.0%         | 0      | 0.0%         | 0   | 0.0%         | 0                       |
| Bramford  | 0.1%         | 1          | 0.0%          | 0       | 0.0%         | 0     | 0.0%          | 0       | 0.0%          | 0       | 0.0%         | 0      | 0.0%         | 0     | 0.0%         | 0       | 0.0%         | 0       | 0.0%         | 0      | 0.0%         | 0   | 0.9%         | 1                       |
| Brantham  | 0.1%         | 1          | 0.0%          | 0       | 0.0%         | 0     | 0.0%          | 0       | 0.0%          | 0       | 0.0%         | 0      | 0.0%         | 0     | 0.0%         | 0       | 0.0%         | 0       | 0.8%         | 1      | 0.0%         | 0   | 0.0%         | 0                       |
| Bury St Edmunds   | 11.3%        | 107        | 1.9%          | 2       | 80.1%        | 27    | 4.4%          | 5       | 0.0%          | 0       | 0.0%         | 0      | 0.0%         | 0     | 0.0%         | 0       | 7.4%         | 10      | 88.2%        | 57     | 11.8%        | 5   | 1.6%         | 1                       |
| Capel St Mary   | 0.2%         | 2          | 0.0%          | 0       | 0.0%         | 0     | 0.0%          | 0       | 0.0%          | 0       | 0.9%         | 1      | 1.3%         | 1     | 0.0%         | 0       | 0.0%         | 0       | 0.0%         | 0      | 0.0%         | 0   | 0.0%         | 0                       |
| Colchester  | 5.8%         | 55         | 25.5%         | 34      | 0.0%         | 0     | 5.4%          | 6       | 0.9%          | 0       | 0.0%         | 0      | 12.5%        | 15    | 0.0%         | 0       | 0.0%         | 0       | 0.0%         | 0      | 0.0%         | 0   | 0.0%         | 0                       |
| Debenham  | 0.1%         | 1          | 0.0%          | 0       | 0.0%         | 0     | 0.0%          | 0       | 0.0%          | 0       | 0.0%         | 0      | 0.0%         | 0     | 1.2%         | 1       | 0.0%         | 0       | 0.0%         | 0      | 0.0%         | 0   | 0.0%         | 0                       |
| Eye   | 0.2%         | 2          | 0.0%          | 0       | 0.0%         | 0     |               | 0       | 0.0%          | 0       | 0.0%         | 0      | 0.0%         | 0     | 0.0%         | 0       | 0.0%         | 0       | 0.0%         | 0      | 5.2%         | 2   | 0.0%         | 0                       |
| Hadleigh  | 3.3%         | 31         | 0.0%          | 0       | 1.6%         | 1     | 0.0%          | 0       | 0.0%          | 0       | 38.7%        | 26     | 3.3%         | 4     | 0.9%         | 1       | 0.0%         | 0       | 0.0%         | 0      | 0.0%         | 0   | 0.0%         | 0                       |
| Halstead  | 0.3%         | 3          | 2.4%          | 3       | 0.0%         | 0     | 0.0%          | 0       | 0.0%          | 0       | 0.0%         | 0      | 0.0%         | 0     | 0.0%         | 0       | 0.0%         | 0       | 0.0%         | 0      | 0.0%         | 0   | 0.0%         | 0                       |
| Haverhill   | 1.0%         | 9          | 6.9%          | 9       | 0.0%         | 0     | 0.00          | 0       | 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   | 22.2%        | 211        | 0.0%          | 0       | 0.0%         | 0     |               | 0       | 0.0%          | 0       | 30.0%        | 20     | 57.1%        |       | 27.5%        |         | 59.9%        | 79      | 1.3%         | 1      | 20.0%        | 8   | 6.8%         | 5                       |
| Long Melford  | 0.3%         | 3          | 0.8%          | 1       | 2.1%         | 1     | 1.0%          | 1       | 0.0%          | 0       | 0.0%         | 0      | 0.0%         | 0     | 0.0%         | 0       | 0.0%         | 0       | 0.0%         | 0      | 0.0%         | 0   | 0.0%         | 0                       |
| Manningtree   | 0.2%         | 2          | 0.0%          | 0       | 0.0%         | 0     | 0.0%          | 0       | 0.0%          | 0       | 0.0%         | 0      | 1.4%         | 2     | 0.0%         | 0       | 0.0%         | 0       | 0.0%         | 0      | 0.0%         | 0   | 0.0%         | 0                       |
| Needham   | 0.1%         | 1          | 0.0%          | 0       | 0.0%         | 0     |               | 0       | 0.0%          | 0       | 0.0%         | 0      | 0.0%         | 0     | 0.7%         | 1       | 0.0%         | 0       | 0.0%         | 0      | 0.0%         | 0   | 0.0%         | 0                       |
| Needham Market  | 0.4%         | 4          | 0.0%          | 0       | 0.0%         | 0     | 0.0%          | 0       | 0.0%          | 0       | 0.9%         | 1      | 0.0%         | 0     | 2.8%         | 3       | 0.0%         | 0       | 0.0%         | 0      | 0.0%         | 0   | 0.0%         | 0                       |
| Stowmarket  | 1.3%         | 13         | 0.0%          | 0       | 4.5%         | 2     | 0.0%          | 0       | 0.0%          | 0       | 0.0%         | 0      | 0.0%         | 0     | 3.7%         | 4       | 4.5%         | 6       | 0.8%         | 1      | 1.0%         | 0   | 0.0%         | 0                       |
| Sudbury<br>Anglia Retail Park, Bury<br>Road, Ipswich              | 8.2%<br>1.1% | 77<br>10   | 21.9%<br>0.0% | 29<br>0 | 3.0%<br>0.0% | 1     | 30.5%<br>0.0% | 35<br>0 | 20.0%<br>0.0% | 11<br>0 | 2.7%<br>0.0% | 2<br>0 | 0.0%<br>0.0% | 0     | 0.0%<br>9.1% | 0<br>10 | 0.0%<br>0.0% | 0       | 0.0%<br>0.0% | 0      | 0.0%<br>0.0% | 0   | 0.0%<br>0.0% | 0                       |
| B&Q, Anglia Parkway South, Bury Road, Ipswich                     | 6.7%         | 63         | 0.0%          | 0       | 1.0%         | 0     | 0.0%          | 0       | 0.0%          | 0       | 4.0%         | 3      | 4.3%         | 5     | 36.3%        | 41      | 9.4%         | 12      | 1.8%         | 1      | 1.7%         | 1   | 0.0%         | 0                       |
| B&Q, The Sandlings, Euro  | 1.1%         | 10         | 0.0%          | 0       | 0.0%         | 0     | 0.0%          | 0       | 0.0%          | 0       | 0.0%         | 0      | 5.8%         | 7     | 0.0%         | 0       | 1.6%         | 2       | 0.0%         | 0      | 1.0%         | 0   | 0.9%         | 1                       |

# Babergh & Mid Suffolk Household Survey For Carter Jonas

|  | Tota  | l   | Zone  | 1   | Zone 2 |    | Zone 3 | 3   | Zone 4 | ı  | Zone : | 5  | Zone  | 6   | Zone  | 7   | Zone  | 8   | Zone 9 | 9  | Zone 1 | 10 | Zone  | 11 |
|--|-------|-----|-------|-----|--------|----|--------|-----|--------|----|--------|----|-------|-----|-------|-----|-------|-----|--------|----|--------|----|-------|----|
| Retail Park, Warren Heath,                                 |       |     |       |     |        |    |        |     |        |    |        |    |       |     |       |     |       |     |        |    |        |    |       |    |
| Ipswich  | 1.50/ | 1.4 | 4.20/ |     | 0.00/  | 0  | 4.00/  | _   | 5.00/  | 2  | 0.00/  |    | 0.00/ | 0   | 0.00/ | 0   | 0.00/ | 0   | 0.00/  |    | 0.00/  |    | 0.00/ |    |
| B&Q, Woodhall Business<br>Park, Eastern Bypass,<br>Sudbury | 1.5%  | 14  | 4.2%  | 6   | 0.0%   | 0  | 4.8%   | 5   | 5.0%   | 3  | 0.0%   | 0  | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  |
| Bacton   | 0.4%  | 4   | 0.0%  | 0   | 0.8%   | 0  | 0.0%   | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0   | 0.0%  | 0   | 2.1%  | 3   | 0.0%   | 0  | 2.3%   | 1  | 0.0%  | 0  |
| Badley   | 0.1%  | 1   | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0   | 0.0%  | 0   | 0.9%  | 1   | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  |
| Bedford  | 0.1%  | 1   | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%   | 0  | 1.7%   | 1  | 0.0%  | 0  |
| Brettenham   | 0.1%  | 1   | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.7%  | 1  |
| Buckton  | 0.2%  | 2   | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0   | 0.0%  | 0   | 1.2%  | 2   | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  |
| Chilton Industrial Estate, Sudbury                         | 0.0%  | 0   | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0   | 0.7%   | 0  | 0.0%   | 0  | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  |
| Clare  | 0.1%  | 1   | 0.8%  | 1   | 0.0%   | 0  | 0.0%   | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  |
| Cotton   | 0.0%  | 0   | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%   | 0  | 1.0%   | 0  | 0.0%  | 0  |
| oiss   | 2.2%  | 21  | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0   | 0.7%  | 1   | 0.0%  | 0   | 0.0%   | 0  | 25.8%  | 11 | 11.2% | 9  |
| ramlingham   | 0.3%  | 3   | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0   | 2.1%  | 2   | 0.0%  | 0   | 0.0%   | 0  | 1.3%   | 1  | 0.0%  | 0  |
| lalesworth   | 0.1%  | 1   | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0  | 1.4%  | 1  |
| Iarleston  | 1.1%  | 11  | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0  | 13.1% | 11 |
| omebase, Felixstowe Road,<br>Warren Heath, Ipswich         | 0.2%  | 2   | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0   | 0.0%   | 0  | 0.0%   | 0  | 1.0%  | 1   | 0.9%  | 1   | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  |
| Leyton   | 0.6%  | 6   | 4.5%  | 6   | 0.0%   | 0  | 0.0%   | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  |
| owestoft   | 0.2%  | 2   | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0  | 2.5%  | 2  |
| Aorrisons, Sproughton<br>Road, Ipswich                     | 0.1%  | 1   | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.8%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  |
| Mundford   | 0.1%  | 1   | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.8%   | 1  | 0.0%   | 0  | 0.0%  | 0  |
| lorwich  | 4.9%  | 46  | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%   | 0  | 8.3%   | 3  | 52.8% | 43 |
| rwell Retail Park, Ranelagh<br>Road, Ipswich               | 0.3%  | 3   | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0   | 0.0%   | 0  | 0.0%   | 0  | 2.2%  | 3   | 0.0%  | 0   | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  |
| Pulham St. Mary  | 0.1%  | 1   | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.7%  | 1  |
| tickinghall  | 0.1%  | 1   | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%   | 0  | 3.0%   | 1  | 0.0%  | 0  |
| hetford  | 0.1%  | 1   | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 1.3%   | 1  | 0.0%   | 0  | 0.0%  | 0  |
| ostock   | 0.1%  | 1   | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 1.8%   | 1  | 0.0%   | 0  | 0.0%  | 0  |
| oodbridge  | 0.2%  | 2   | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0   | 1.2%  | 1   | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0  | 1.2%  | 1  |
| Voolpit  | 0.1%  | 1   | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.8%   | 1  | 0.0%   | 0  | 0.0%  | 0  |
| Internet / catalogue                                       | 1.9%  | 18  | 1.7%  | 2   | 1.3%   | 0  | 0.8%   | 1   | 0.7%   | 0  | 2.9%   | 2  | 1.0%  | 1   | 1.6%  | 2   | 2.8%  | 4   | 2.3%   | 2  | 2.6%   | 1  | 3.0%  | 2  |
| Weighted base:   | 2.270 | 948 | 11,75 | 134 | 1.070  | 33 | 3.070  | 113 | 3      | 54 | 2.2.70 | 66 | 11070 | 117 | 1.070 | 113 | 2.0,0 | 131 | 2.0,0  | 64 | 2.073  | 42 | 2.070 | 81 |
| ample:   |       | 913 |       | 89  |        | 84 |        | 88  |        | 89 |        | 77 |       | 84  |       | 86  |       | 80  |        | 82 |        | 72 |       | 82 |

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## Babergh & Mid Suffolk Household Survey For Carter Jonas

Weighted:

February 2015

|  | Total        | Zone 1   | l Zon  | e 2 Zone 3 | 3 Zone  | 4 Zone 5 | Zone 6        | Zone 7           | Zone 8        | Zone 9       | Zone 10        | Zone 11                           |
|--|--------------|----------|--------|------------|---------|----------|---------------|------------------|---------------|--------------|----------------|-----------------------------------|
| Q18AWhich internet A<br>garden tools, pl<br>Those who buy DI | ants, shrubs | etc)?    | •      | •          |         | •        | goods, decora | ating supplies a | and garden pr | oducts (such | as drills, law | n mowers, hammers, hedge cutters, |
| Amazon   | 13.4%        | 2 0.0%   | 0 0.0% | 0 0.0%     | 0 0.0%  | 0 68.7%  | 1 0.0%        | 0 0.0%           | 0 0.0% (      | 0.0%         | 0 0.0%         | 0 23.8% 1                         |
| B&Q  | 33.4%        | 4 0.0%   | 0 0.0% |            | 0 99.9% | 0 0.0%   | 0 100.0%      | 1 100.0%         | 1 100.0%      | 2 0.0%       | 0.0%           | 0 0.0% 0                          |
| Boots  | 10.8%        | 1 0.0%   | 0 0.0% | 0 0.0%     | 0 0.0%  | 0 0.0%   | 0 0.0%        | 0 0.0%           | 0 0.0%        | 0.0%         | 0.0%           | 0 52.4% 1                         |
| Currys   | 9.3%         | 1 100.0% | 1 0.0% | 0 0.0%     | 0 0.0%  | 0 0.0%   | 0 0.0%        | 0 0.0%           | 0 0.0%        | 0.0%         | 0.0%           | 0 0.0% 0                          |
| Ebay   | 4.5%         | 1 0.0%   | 0 0.0% | 0 0.0%     | 0 0.0%  | 0 0.0%   | 0 0.0%        | 0 0.0%           | 0 0.0%        | 0.0%         | 0 50.0%        | 1 0.0% 0                          |
| John Lewis   | 7.2%         | 1 0.0%   | 0 0.0% | 0 0.0%     | 0 0.0%  | 0 0.0%   | 0 0.0%        | 0 0.0%           | 0 0.0%        | 0 100.0%     | 1 0.0%         | 0 0.0% 0                          |
| Other  | 21.3%        | 3 0.0%   | 0 0.0% | 0 100.1%   | 1 0.0%  | 0 31.2%  | 0 0.0%        | 0 0.0%           | 0 0.0%        | 0.0%         | 0 50.0%        | 1 23.8% 1                         |
| Weighted base:   |              | 12       | 1      | 0          | 1       | 0        | 1             | 1                | 1 2           | 2            | 1              | 1 2                               |
| Sample:  |              | 14       |        |            |         |          | •             | _                |               |              |                | 2                                 |

February 2015

### Babergh & Mid Suffolk Household Survey For Carter Jonas

Weighted: For Carter Jonas

Total Zone 1 Zone 2 Zone 3 Zone 4 Zone 5 Zone 6 Zone 7 Zone 8 Zone 9 Zone 10

|  | Tota  | l   | Zone 1 | l  | Zone  | 2  | Zone 3 |   | Zone 4 | 1  | Zone  | 5  | Zone  | 6  | Zone  | 7  | Zone  | 8   | Zone     | 9      | Zone 1   | .0    | Zone 1   | 11       |                |
|--|-------|-----|--------|----|-------|----|--------|---|--------|----|-------|----|-------|----|-------|----|-------|-----|----------|--------|----------|-------|----------|----------|----------------|
| Q19 Where do you norm<br>non-electric applian<br>Excl Nulls        | •     |     | •      |    |       |    | -      | _ |        |    |       |    | _     |    |       | •  | _     |     | azors, h | air dr | yers, cu | rling | tongs, e | electric | toothbrishes), |
| Currys PC World, London<br>Road / Copdock<br>Interchange, Ipswich  | 0.1%  | 1   | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.7%  | 1  | 0.0%  | 0  | 0.7%  | 1  | 0.0%  | 0   | 0.0%     | 0      | 0.0%     | 0     | 0.0%     | 0        |                |
| Tesco Extra, Copdock Interchange, Ipswich                          | 2.2%  | 23  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0 | 0.0%   | 0  | 1.5%  | 1  | 14.0% | 17 | 3.7%  | 4  | 0.0%  | 0   | 0.0%     | 0      | 0.0%     | 0     | 0.0%     | 0        |                |
| Copdock Mill Interchange,<br>Ipswich                               | 0.1%  | 1   | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.1%  | 1  | 0.0%  | 0   | 0.0%     | 0      | 0.0%     | 0     | 0.0%     | 0        |                |
| Woodhall Business Park,<br>Drury Drive, Sudbury                    | 0.6%  | 6   | 1.0%   | 1  | 0.0%  | 0  | 3.5%   | 4 | 1.5%   | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%     | 0      | 0.0%     | 0     | 0.0%     | 0        |                |
| Bramford   | 0.1%  | 2   | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.7%  | 1  | 0.0%  | 0   | 0.0%     | 0      | 0.0%     | 0     | 0.8%     | 1        |                |
| Bury St Edmunds  | 10.5% | 108 | 2.7%   | 4  | 80.5% | 30 | 4.6%   | 5 | 0.7%   | 0  | 2.9%  | 2  | 1.3%  | 2  | 0.7%  | 1  | 5.0%  | 7   | 73.8%    | 52     | 9.1%     | 5     | 0.0%     | 0        |                |
| Capel St Mary  | 0.2%  | 2   | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0%  | 0  | 1.6%  | 2  | 0.0%  | 0  | 0.0%  | 0   | 0.0%     | 0      | 0.0%     | 0     | 0.0%     | 0        |                |
| Colchester   | 4.1%  | 42  | 20.7%  | 29 | 0.0%  | 0  | 4.0%   | 5 | 0.0%   | 0  | 0.0%  | 0  | 6.1%  | 7  | 0.0%  | 0  | 0.0%  | 0   | 0.0%     | 0      | 0.0%     | 0     | 0.0%     | 0        |                |
| Debenham   | 0.1%  | 1   | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.7%  | 1  | 0.0%  | 0   | 0.0%     | 0      | 0.9%     | 0     | 0.0%     | 0        |                |
| Eye  | 0.5%  | 5   | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%     | 0      | 10.6%    | 5     | 0.0%     | 0        |                |
| Hadleigh   | 5.2%  | 53  | 0.0%   | 0  | 0.0%  | 0  | 2.1%   | 2 | 0.0%   | 0  | 61.6% | 47 | 1.8%  | 2  | 1.6%  | 2  | 0.0%  | 0   | 0.0%     | 0      | 0.0%     | 0     | 0.0%     | 0        |                |
| Halstead   | 0.6%  | 6   | 4.0%   | 6  | 0.0%  | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%     | 0      | 0.0%     | 0     | 0.0%     | 0        |                |
| Haverhill  | 1.1%  | 12  | 8.1%   | 12 | 0.0%  | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%     | 0      | 0.0%     | 0     | 0.0%     | 0        |                |
| Ipswich  | 13.7% | 141 | 0.0%   | 0  | 0.0%  | 0  | 2.3%   | 3 | 1.5%   | 1  | 21.2% | 16 | 49.1% | 60 | 43.9% | 53 | 3.6%  | 5   | 0.7%     | 1      | 2.8%     | 1     | 1.6%     | 1        |                |
| Lavenham   | 0.1%  | 1   | 0.0%   | 0  | 1.1%  | 0  | 0.8%   | 1 | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%     | 0      | 0.0%     | 0     | 0.0%     | 0        |                |
| Manningtree  | 0.6%  | 6   | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0%  | 0  | 5.3%  | 6  | 0.0%  | 0  | 0.0%  | 0   | 0.0%     | 0      | 0.0%     | 0     | 0.0%     | Õ        |                |
| Needham  | 0.1%  | 1   | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.7%  | 1  | 0.0%  | 0   | 0.0%     | 0      | 0.0%     | 0     | 0.0%     | 0        |                |
| Needham Market   | 0.1%  | 1   | 0.0%   | 0  | 1.1%  | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.8%  | 1  | 0.0%  | 0   | 0.0%     | 0      | 0.0%     | 0     | 0.0%     | Õ        |                |
| Stowmarket   | 14.0% | 144 | 0.0%   | 0  | 6.7%  | 3  | 0.0%   | 0 | 0.0%   | 0  | 5.1%  | 4  | 0.0%  | 0  | 14.0% | 17 | 74.5% | 108 | 15.5%    | 11     | 4.9%     | 2     | 0.0%     | 0        |                |
| Sudbury  | 17.9% | 184 | 42.9%  | 61 | 5.1%  | 2  | 60.3%  |   | 83.1%  | 46 | 4.4%  | 3  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%     | 0      | 0.0%     | 0     | 0.0%     | 0        |                |
| Aldi, Girling Street, Sudbury                                      | 0.2%  | 2   | 0.0%   | 0  | 0.0%  | 0  | 0.6%   | 1 | 1.7%   | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%     | 0      | 0.0%     | 0     | 0.0%     | 0        |                |
| Asda Superstore,<br>Whitehouse Industrial<br>Estate, Goddard Road, | 1.7%  | 17  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  |       | 17 | 0.0%  | 0   | 0.0%     | 0      | 0.0%     | Ö     | 0.0%     | 0        |                |
| Ipswich  |       |     |        |    |       |    |        |   |        |    |       |    |       |    |       |    |       |     |          |        |          |       |          |          |                |
| Beccles  | 0.3%  | 3   | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0 |        | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%     | 0      | 0.0%     | 0     | 3.3%     | 3        |                |
| Bishop's Stortford   | 0.1%  | 1   | 0.8%   | 1  | 0.0%  | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%     | 0      | 0.0%     | 0     | 0.0%     | 0        |                |
| Botesdale  | 0.0%  | 0   | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%     | 0      | 0.9%     | 0     | 0.0%     | 0        |                |
| Bungay   | 0.1%  | 1   | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%     | 0      | 0.0%     | 0     | 1.1%     | 1        |                |
| Cambridge  | 0.1%  | 1   | 0.0%   | 0  | 1.1%  | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.9%     | 1      | 0.0%     | 0     | 0.0%     | 0        |                |
| Central London   | 0.3%  | 3   | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0%  | 0  | 1.7%  | 2  | 1.0%  | 1  | 0.0%  | 0   | 0.0%     | 0      | 0.0%     | 0     | 0.0%     | 0        |                |
| Chelmsford   | 0.5%  | 5   | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0%  | 0  | 4.3%  | 5  | 0.0%  | 0  | 0.0%  | 0   | 0.0%     | 0      | 0.0%     | 0     | 0.0%     | 0        |                |
| Clare  | 0.1%  | 1   | 0.8%   | 1  | 0.0%  | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%     | 0      | 0.0%     | 0     | 0.0%     | 0        |                |
| Diss   | 7.9%  | 81  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 3.5%  | 4  | 4.3%  | 6   | 2.1%     | 2      | 48.6%    | 25    | 49.4%    | 45       |                |
| Felixstowe   | 0.2%  | 2   | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0%  | 0  | 0.8%  | 1  | 0.7%  | 1  | 0.0%  | 0   | 0.0%     | 0      | 0.0%     | 0     | 0.0%     | 0        |                |
| Framlingham  | 0.2%  | 2   | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 2.0%  | 2  | 0.0%  | 0   | 0.0%     | 0      | 0.0%     | 0     | 0.0%     | 0        |                |
| Futura Park, Crane<br>Boulevard, Ipswich                           | 0.1%  | 1   | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.8%  | 1  | 0.0%  | 0   | 0.0%     | 0      | 0.0%     | 0     | 0.0%     | 0        |                |

### Babergh & Mid Suffolk Household Survey For Carter Jonas

|  | Tota | l    | Zone  | 1   | Zone | 2  | Zone | 3   | Zone 4 | 1  | Zone : | 5  | Zone | 6   | Zone | 7   | Zone  | 8   | Zone | 9  | Zone 1 | 10 | Zone  | 11 |
|--|------|------|-------|-----|------|----|------|-----|--------|----|--------|----|------|-----|------|-----|-------|-----|------|----|--------|----|-------|----|
|  |      |      |       |     |      |    |      |     |        |    |        |    |      |     |      |     |       |     |      |    |        |    |       |    |
| Halesworth   | 0.1% | 1    | 0.0%  | 0   | 0.0% | 0  | 0.0% | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0% | 0   | 0.0% | 0   | 0.0%  | 0   | 0.0% | 0  | 0.0%   | 0  | 0.6%  | 1  |
| Harleston  | 2.0% | 20   | 0.0%  | 0   | 0.0% | 0  | 0.0% | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0% | 0   | 0.0% | 0   | 0.0%  | 0   | 0.0% | 0  | 0.0%   | 0  | 22.5% | 20 |
| Holbrook   | 0.5% | 5    | 0.0%  | 0   | 0.0% | 0  | 0.0% | 0   | 0.0%   | 0  | 0.0%   | 0  | 4.3% | 5   | 0.0% | 0   | 0.0%  | 0   | 0.0% | 0  | 0.0%   | 0  | 0.0%  | 0  |
| Martlesham   | 0.2% | 2    | 0.0%  | 0   | 0.0% | 0  | 0.0% | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0% | 0   | 0.8% | 1   | 0.0%  | 0   | 0.0% | 0  | 0.0%   | 0  | 1.4%  | 1  |
| Martlesham Heath   | 0.1% | 1    | 0.0%  | 0   | 0.0% | 0  | 0.0% | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0% | 0   | 0.0% | 0   | 0.0%  | 0   | 0.0% | 0  | 0.0%   | 0  | 0.8%  | 1  |
| Morrisons, Sproughton<br>Road, Ipswich                                   | 0.5% | 5    | 0.0%  | 0   | 0.0% | 0  | 0.0% | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.8% | 1   | 3.7% | 4   | 0.0%  | 0   | 0.0% | 0  | 0.0%   | 0  | 0.0%  | 0  |
| Norwich  | 1.5% | 16   | 0.0%  | 0   | 0.0% | 0  | 0.0% | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0% | 0   | 1.5% | 2   | 0.0%  | 0   | 0.0% | 0  | 5.0%   | 3  | 12.6% | 11 |
| Sainsbury's, Cornard Road,<br>Sudbury                                    | 0.2% | 2    | 0.0%  | 0   | 0.0% | 0  | 1.7% | 2   | 0.0%   | 0  | 0.0%   | 0  | 0.0% | 0   | 0.0% | 0   | 0.0%  | 0   |      | 0  | 0.0%   | 0  | 0.0%  | 0  |
| Sprowston  | 0.2% | 2    | 0.0%  | 0   | 0.0% | 0  | 0.0% | 0   | 0.0%   | 0  | 0.0%   | 0  | 1.3% | 2   | 0.0% | 0   | 0.0%  | 0   | 0.0% | 0  | 0.0%   | 0  | 0.0%  | 0  |
| Tesco Superstore, Woodhall<br>Business Park,<br>Springlands Way, Sudbury | 1.7% | 17   | 2.2%  | 3   | 0.0% | 0  | 9.1% | 11  | 6.0%   | 3  | 0.0%   | 0  | 0.0% | 0   | 0.0% | 0   | 0.0%  | 0   | 0.0% | 0  | 0.0%   | 0  | 0.0%  | 0  |
| Tesco, Woodhall Business<br>Park, Springlands Way,<br>Sudbury            | 0.5% | 5    | 0.0%  | 0   | 0.0% | 0  | 4.1% | 5   | 0.0%   | 0  | 0.0%   | 0  | 0.0% | 0   | 0.0% | 0   | 0.0%  | 0   | 0.0% | 0  | 0.0%   | 0  | 0.0%  | 0  |
| Tiptree, Essex   | 0.2% | 2    | 1.3%  | 2   | 0.0% | 0  | 0.0% | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0% | 0   | 0.0% | 0   | 0.0%  | 0   | 0.0% | 0  | 0.0%   | 0  | 0.0%  | 0  |
| West Bergholt  | 0.1% | 1    | 0.8%  | 1   | 0.0% | 0  | 0.0% | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0% | 0   | 0.0% | 0   | 0.0%  | 0   | 0.0% | 0  | 0.0%   | 0  | 0.0%  | 0  |
| West Thurrock  | 0.6% | 6    | 4.2%  | 6   | 0.0% | 0  | 0.0% | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0% | 0   | 0.0% | 0   | 0.0%  | 0   | 0.0% | 0  | 0.0%   | 0  | 0.0%  | 0  |
| Woodbridge   | 0.3% | 3    | 0.0%  | 0   | 0.0% | 0  | 0.0% | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.8% | 1   | 1.1% | 1   | 0.0%  | 0   | 0.0% | 0  | 0.0%   | 0  | 1.1%  | 1  |
| Internet / catalogue   | 7.5% | 77   | 10.5% | 15  | 4.2% | 2  | 6.9% | 8   | 5.5%   | 3  | 2.7%   | 2  | 6.9% | 8   | 2.3% | 3   | 12.5% | 18  | 6.9% | 5  | 17.2%  | 9  | 4.9%  | 4  |
| Weighted base:   |      | 1029 |       | 142 |      | 38 |      | 119 |        | 56 |        | 76 |      | 122 |      | 120 |       | 145 |      | 70 |        | 50 |       | 91 |
| Sample:  |      | 1024 |       | 95  |      | 95 |      | 96  |        | 96 |        | 94 |      | 89  |      | 95  |       | 87  |      | 95 |        | 90 |       | 92 |

Q19AWhich internet / home delivery retailer do you also use for your household's shopping on all goods for personal care, including electric appliances (e.g. electric razors, hair dryers, curling tongs, electric toothbrishes), non-electric appliances (e.g. scissors, hand razors, bathroom scales), cosmetics, perfume, toothpaste, aftershave, sun tan lotions, etc.

Those who buy personal care goods via the Internet at Q19: AND Excl Nulls

| Amazon         | 19.6% | 13   | 9.9%  | 1 2 | 25.8% | 0 19.2% | . 1 | 28.3% | 1   | 0.0%  | 0 | 48.2% | 4 | 0.0%  | 0 | 22.3% | 3  | 10.8% | 1 | 10.1% | 1  | 21.8% | 1 |
|----------------|-------|------|-------|-----|-------|---------|-----|-------|-----|-------|---|-------|---|-------|---|-------|----|-------|---|-------|----|-------|---|
| Argos          | 3.7%  | 2    | 0.0%  | 0   | 0.0%  | 0 19.2% | . 1 | 0.0%  | 0   | 0.0%  | 0 | 18.8% | 2 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 |
| Asda           | 6.1%  | 4    | 0.0%  | 0   | 0.0%  | 0.0%    | (   | 0.0%  | 0   | 0.0%  | 0 | 18.8% | 2 | 0.0%  | 0 | 11.4% | 2  | 0.0%  | 0 | 0.0%  | 0  | 16.4% | 1 |
| Boots          | 9.5%  | 6    | 0.0%  | 0   | 0.0%  | 0.0%    | (   | 12.6% | 0   | 0.0%  | 0 | 0.0%  | 0 | 36.0% | 1 | 11.4% | 2  | 23.7% | 1 | 0.0%  | 0  | 45.5% | 2 |
| Debenhams      | 0.7%  | 0    | 0.0%  | 0   | 0.0%  | 0.0%    | (   | 0.0%  | 0   | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 | 6.1%  | 0  | 0.0%  | 0 |
| Ebay           | 3.6%  | 2 1  | 13.2% | 2   | 0.0%  | 0.0%    | (   | 15.6% | 0   | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 |
| John Lewis     | 2.7%  | 2    | 0.0%  | 0   | 0.0%  | 0.0%    | (   | 0.0%  | 0 4 | 44.7% | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 17.7% | 1 | 6.1%  | 0  | 0.0%  | 0 |
| Sainsbury's    | 5.6%  | 4    | 0.0%  | 0 7 | 74.2% | 1 42.3% | . 2 | 0.0%  | 0   | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 23.7% | 1 | 0.0%  | 0  | 0.0%  | 0 |
| Tesco          | 24.4% | 16 4 | 13.7% | 6   | 0.0%  | 0 19.2% | . 1 | 27.8% | 1   | 0.0%  | 0 | 14.2% | 1 | 64.0% | 2 | 0.0%  | 0  | 13.3% | 1 | 52.4% | 4  | 16.4% | 1 |
| Other          | 19.2% | 12 2 | 23.2% | 3   | 0.0%  | 0.0%    | (   | 15.6% | 0   | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 54.9% | 8  | 10.8% | 1 | 7.6%  | 1  | 0.0%  | 0 |
| Ocado          | 3.0%  | 2    | 9.9%  | 1   | 0.0%  | 0.0%    | (   | 0.0%  | 0 : | 55.2% | 1 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 |
| Waitrose       | 2.0%  | 1    | 0.0%  | 0   | 0.0%  | 0.0%    | (   | 0.0%  | 0   | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 | 17.6% | 1  | 0.0%  | 0 |
| Weighted base: |       | 64   |       | 14  |       | 1       | ۷   | ļ     | 3   |       | 1 |       | 8 |       | 3 |       | 14 |       | 5 |       | 7  |       | 4 |
| Sample:        |       | 62   |       | 9   |       | 3       | 4   | ļ     | 6   |       | 2 |       | 6 |       | 2 |       | 7  |       | 6 |       | 12 |       | 5 |

February 2015

### Babergh & Mid Suffolk Household Survey For Carter Jonas

Weighted:

Total Zone 1 Zone 2 Zone 3 Zone 4 Zone 5 Zone 6 Zone 7 Zone 8 Zone 9 Zone 10 Zone 11

| Q20 Where do you normally do most of your household's shopping for medical goods (e.g. drugs, medicine), other pharmaceutical products (e.g. vitamins, plasters, thermometers, bandages, syringes); a | nd |
|---|----|
| therapeutic appliances / equipment (e.g. spectacles, contact lenses, hearing aids, wheelchairs, etc.)?  |    |

| therapeutic applian Excl Nulls               | ices / eqi   | uipme  | nt (e.g.     | spect | acles, c     | ontac | t lenses     | , heai | ring aids    | s, whe | eelchair     | s, etc. | .)?          |    |              |    |              |     |              |    |              |        |              |    |
|--|--------------|--------|--------------|-------|--------------|-------|--------------|--------|--------------|--------|--------------|---------|--------------|----|--------------|----|--------------|-----|--------------|----|--------------|--------|--------------|----|
| Tesco Extra, Copdock<br>Interchange, Ipswich | 2.9%         | 30     | 0.0%         | 0     | 0.0%         | 0     | 0.0%         | 0      | 0.0%         | 0      | 0.7%         | 1       | 18.6%        | 24 | 4.6%         | 6  | 0.0%         | 0   | 0.0%         | 0  | 0.0%         | 0      | 0.0%         | 0  |
| Copdock Mill Interchange,<br>Ipswich         | 0.2%         | 2      | 0.0%         | 0     | 0.0%         | 0     | 0.0%         | 0      | 0.0%         | 0      | 1.3%         | 1       | 0.0%         | 0  | 1.1%         | 1  | 0.0%         | 0   | 0.0%         | 0  | 0.0%         | 0      | 0.0%         | 0  |
| Woodhall Business Park, Drury Drive, Sudbury | 0.6%         | 7      | 1.0%         | 1     | 0.0%         | 0     | 3.5%         | 4      | 2.1%         | 1      | 0.0%         | 0       | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0   | 0.0%         | 0  | 0.0%         | 0      | 0.0%         | 0  |
| Bramford                                     | 0.3%         | 3      | 0.0%         | 0     | 0.0%         | 0     | 0.0%         | 0      | 0.0%         | 0      | 0.0%         | 0       | 0.0%         | 0  | 1.7%         | 2  | 0.0%         | 0   | 0.0%         | 0  | 0.0%         | 0      | 0.8%         | 1  |
| Bury St Edmunds                              | 8.8%         | 92     | 3.7%         | 5     | 72.8%        | 27    | 1.4%         | 2      | 0.7%         | 0      | 0.6%         | 0       | 1.2%         | 2  | 0.0%         | 0  | 4.8%         | 7   | 61.7%        | 44 | 7.2%         | 4      | 1.4%         | 1  |
| Capel St Mary                                | 0.6%         | 6      | 0.0%         | 0     | 0.0%         | 0     | 0.0%         | 0      | 0.0%         | 0      | 0.0%         | 0       | 4.5%         | 6  | 0.0%         | 0  | 0.0%         | 0   | 0.0%         | 0  | 0.0%         | 0      | 0.0%         | 0  |
| Colchester                                   | 2.6%         | 28     | 12.7%        | 18    | 0.0%         | 0     | 2.7%         | 3      | 0.0%         | 0      | 0.0%         | 0       | 5.1%         | 7  | 0.0%         | 0  | 0.0%         | 0   | 0.0%         | 0  | 0.0%         | 0      | 0.0%         | 0  |
| Debenham                                     | 1.2%         | 12     | 0.0%         | 0     | 0.0%         | 0     | 0.0%         | 0      | 0.0%         | 0      | 0.0%         | 0       | 0.0%         | 0  | 9.6%         | 12 | 0.0%         | 0   | 0.0%         | 0  | 0.9%         | 0      | 0.0%         | 0  |
| Dedham                                       | 0.5%         | 5      | 0.0%         | 0     | 0.0%         | 0     | 0.0%         | 0      | 0.0%         | 0      | 0.0%         | 0       | 3.2%         | 4  | 0.8%         | 1  | 0.0%         | 0   | 0.0%         | 0  | 0.0%         | 0      | 0.0%         | 0  |
| Eye  | 1.5%         | 16     | 0.0%         | 0     | 0.0%         | 0     | 0.0%         | 0      | 0.0%         | 0      | 0.0%         | 0       | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0   | 0.0%         | 0  | 22.6%        | 11     | 4.9%         | 4  |
| Great Conard                                 | 0.1%         | 1      | 0.0%         | 0     | 0.0%         | 0     | 0.6%         | 1      | 0.0%         | 0      | 0.0%         | 0       | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0   | 0.0%         | 0  | 0.0%         | 0      | 0.0%         | 0  |
| Hadleigh                                     | 6.4%         | 67     | 0.0%         | 0     | 1.2%         | 0     | 3.5%         | 4      | 0.0%         | 0      | 76.3%        | 58      | 1.7%         | 2  | 1.6%         | 2  | 0.0%         | 0   | 0.0%         | 0  | 0.0%         | 0      | 0.0%         | 0  |
| Halstead                                     | 1.4%         | 14     | 10.1%        | 14    | 0.0%         | 0     | 0.0%         | 0      | 0.0%         | 0      | 0.0%         | 0       | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0   | 0.0%         | 0  | 0.0%         | 0      | 0.0%         | 0  |
| Haverhill                                    | 0.9%         | 9      | 6.4%         | 9     | 0.0%         | 0     | 0.0%         | 0      | 0.0%         | 0      | 0.0%         | 0       | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0   | 0.0%         | 0  | 0.0%         | 0      | 0.0%         | 0  |
| Ipswich                                      | 10.0%        | 104    | 0.0%         | 0     | 0.0%         | 0     | 0.8%         | 1      | 0.0%         | 0      | 15.5%        | 12      | 32.6%        | 42 | 36.4%        | 44 | 2.8%         | 4   | 0.9%         | 1  | 0.9%         | 0      | 0.0%         | 0  |
| Lavenham                                     | 0.7%         | 7      | 0.0%         | 0     | 3.1%         | 1     | 4.7%         | 6      | 0.0%         | 0      | 0.6%         | 0       | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0   | 0.0%         | 0  | 0.0%         | 0      | 0.0%         | 0  |
| Long Melford                                 | 1.6%         | 17     | 2.6%         | 4     | 2.3%         | 1     | 9.8%         | 12     | 1.3%         | 1      | 0.0%         | 0       | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0   | 0.0%         | 0  | 0.0%         | 0      | 0.0%         | 0  |
| Manningtree                                  | 1.4%         | 15     | 0.0%         | 0     | 0.0%         | 0     | 0.0%         | 0      | 0.0%         | 0      | 0.0%         | 0       | 11.7%        | 15 | 0.0%         | 0  | 0.0%         | 0   | 0.0%         | 0  | 0.0%         | 0      | 0.0%         | 0  |
| Needham                                      | 0.1%         | 1      | 0.0%         | 0     | 0.0%         | 0     | 0.0%         | 0      | 0.0%         | 0      | 0.0%         | 0       | 0.0%         | 0  | 0.7%         | 1  | 0.0%         | 0   | 0.0%         | 0  | 0.0%         | 0      | 0.0%         | 0  |
| Needham Market                               | 2.3%         | 24     | 0.0%         | 0     | 0.0%         | 0     | 0.0%         | 0      | 0.0%         | 0      | 1.0%         | 1       | 0.0%         | 0  | 18.4%        | 23 | 0.7%         | 1   | 0.0%         | 0  | 0.0%         | 0      | 0.0%         | 0  |
| Stowmarket                                   | 14.8%        | 154    | 0.0%         | 0     | 4.7%         | 2     | 0.0%         | 0      | 0.0%         | 0      | 1.8%         | 1       | 0.0%         | 0  | 8.7%         | 11 | 88.1%        | 128 | 13.1%        | 9  | 6.4%         | 3      | 0.0%         | 0  |
| Sudbury                                      | 17.9%        | 186    | 43.0%        | 60    | 8.8%         | 3     | 58.2%        | 70     | 87.1%        | 51     | 2.2%         | 2       | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0   | 0.0%         | 0  | 0.0%         | 0      | 0.0%         | 0  |
| Abroad                                       | 0.0%         | 0      | 0.0%         | 0     | 1.2%         | 0     | 0.0%         | 0      | 0.0%         | 0      | 0.0%         | 0       | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0   | 0.0%         | 0  | 0.0%         | 0      | 0.0%         | 0  |
| Beccles                                      | 0.1%         | 1      | 0.0%         | 0     | 0.0%         | 0     | 0.0%         | 0      | 0.0%         | 0      | 0.0%         | 0       | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0   | 0.0%         | 0  | 0.0%         | 0      | 0.8%         | 1  |
| Bedingham                                    | 0.5%         | 5<br>4 | 0.0%<br>0.0% | 0     | 0.0%         | 0     | 0.0%         | 0      | 0.0%         | 0      | 0.0%         | 0       | 4.1%<br>0.0% | 5  | 0.0%<br>0.0% | 0  | 0.0%         | 0   | 0.0%         | 0  | 0.0%         | 0<br>4 | 0.0%         | 0  |
| Botesdale                                    | 0.3%         | 2      |              | 0     | 0.0%<br>0.0% | 0     | 0.0%         | 0      | 0.0%<br>0.0% | 0      | 0.0%<br>0.0% | 0       | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0   | 0.0%         | 0  | 7.0%<br>0.0% | 0      | 0.0%         |    |
| Bungay<br>Central London                     | 0.1%<br>0.2% | 2      | 0.0%<br>0.0% | 0     | 0.0%         | 0     | 0.0%<br>0.0% | 0      | 0.0%         | 0      | 0.0%         | 0       | 1.7%         | 2  | 0.0%         | 0  | 0.0%<br>0.0% | 0   | 0.0%<br>0.0% | 0  | 0.0%         | 0      | 1.7%<br>0.0% | 2  |
| Clare  | 0.2%         | 8      | 5.7%         | 8     | 0.0%         | 0     | 0.0%         | 0      | 0.0%         | 0      | 0.0%         | 0       | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0   | 0.0%         | 0  | 0.0%         | 0      | 0.0%         | 0  |
| Claydon                                      | 0.8%         | 4      | 0.0%         | 0     | 0.0%         | 0     | 0.0%         | 0      | 0.0%         | 0      | 0.0%         | 0       | 0.0%         | 0  | 3.4%         | 4  | 0.0%         | 0   | 0.0%         | 0  | 0.0%         | 0      | 0.0%         | 0  |
| Culford                                      | 0.4%         | 0      | 0.0%         | 0     | 1.1%         | 0     | 0.0%         | 0      | 0.0%         | 0      | 0.0%         | 0       | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0   | 0.0%         | 0  | 0.0%         | 0      | 0.0%         | 0  |
| Diss   | 5.3%         | 56     | 0.0%         | 0     | 0.0%         | 0     | 0.0%         | 0      | 0.0%         | 0      | 0.0%         | 0       | 0.0%         | 0  | 2.8%         | 3  | 0.7%         | 1   | 0.0%         | 1  | 44.8%        | 23     | 30.8%        | 28 |
| Earls Colne                                  | 0.7%         | 7      | 5.0%         | 7     | 0.0%         | 0     | 0.0%         | 0      | 0.0%         | 0      | 0.0%         | 0       | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0   | 0.0%         | 0  | 0.0%         | 0      | 0.0%         | 0  |
| East Bergholt                                | 1.1%         | 11     | 0.0%         | ó     | 0.0%         | 0     | 0.0%         | 0      | 0.0%         | 0      | 0.0%         | 0       | 8.6%         | 11 | 0.0%         | 0  | 0.0%         | 0   | 0.0%         | 0  | 0.0%         | 0      | 0.0%         | 0  |
| Elmswell                                     | 0.1%         | 1      | 0.0%         | 0     | 0.0%         | 0     | 0.0%         | 0      | 0.0%         | 0      | 0.0%         | 0       | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0   | 1.5%         | 1  | 0.0%         | 0      | 0.0%         | 0  |
| Felixstowe                                   | 0.1%         | 1      | 0.0%         | 0     | 0.0%         | 0     | 0.0%         | 0      | 0.0%         | 0      | 0.0%         | 0       | 0.8%         | 1  | 0.0%         | 0  | 0.0%         | 0   | 0.0%         | 0  | 0.0%         | 0      | 0.0%         | 0  |
| Framlingham                                  | 0.6%         | 6      | 0.0%         | 0     | 0.0%         | 0     | 0.0%         | 0      | 0.0%         | 0      | 0.0%         | 0       | 0.0%         | 0  | 3.1%         | 4  | 0.0%         | 0   | 0.0%         | 0  | 0.0%         | 0      | 2.2%         | 2  |
| Fressingfield                                | 0.1%         | 1      | 0.0%         | 0     | 0.0%         | 0     | 0.0%         | 0      | 0.0%         | 0      | 0.0%         | 0       | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0   | 0.0%         | 0  | 0.0%         | 0      | 1.4%         | 1  |
| Glemsford                                    | 0.4%         | 4      | 2.4%         | 3     | 0.0%         | 0     | 0.6%         | 1      | 0.0%         | 0      | 0.0%         | 0       | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0   | 0.0%         | 0  | 0.0%         | 0      | 0.0%         | 0  |
| Great Cornard                                | 0.2%         | 2      | 0.0%         | 0     | 0.0%         | 0     | 1.4%         | 2      | 0.0%         | 0      | 0.0%         | 0       | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0   | 0.0%         | 0  | 0.0%         | 0      | 0.0%         | 0  |
|  | 5.270        | _      |              | ,     |              | -     |              | _      |              | ,      |              | ,       |              | ,  |              | ,  |              | -   |              | -  |              |        |              | -  |

### Babergh & Mid Suffolk Household Survey For Carter Jonas

|  | Tota | ıl   | Zone  | 1   | Zone 2 |    | Zone  | 3   | Zone  | 4   | Zone  | 5  | Zone  | 6   | Zone | 7   | Zone  | 8   | Zone  | 9  | Zone ? | 10 | Zone  | 11 |
|--|------|------|-------|-----|--------|----|-------|-----|-------|-----|-------|----|-------|-----|------|-----|-------|-----|-------|----|--------|----|-------|----|
| ***  | 0.40 |      | 0.004 |     | 0.004  |    | 0.004 |     | 0.004 |     | 0.004 |    | 0.004 |     | 0.50 |     | 0.004 |     | 0.004 |    | 0.004  |    | 0.501 |    |
| Halesworth   | 0.1% | 1    | 0.0%  | 0   |        | 0  | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0   |      | 1   | 0.0%  | 0   | 0.0%  | 0  |        | 0  |       | 1  |
| Harleston  | 3.0% | 32   | 0.0%  | 0   | 0.0%   | 0  | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0   | 0.0% | 0   | 0.0%  | 0   | 0.0%  | 0  | 0.0%   | 0  | 34.8% | 32 |
| Holbrook   | 0.6% | 6    | 0.0%  | 0   | 0.0%   | 0  | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  | 4.7%  | 6   | 0.0% | 0   | 0.0%  | 0   | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  |
| Hopton-on-Sea  | 0.0% | 0    | 0.0%  | 0   | 0.0%   | 0  | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0   | 0.0% | 0   | 0.0%  | 0   | 0.0%  | 0  | 0.9%   | 0  | 0.0%  | 0  |
| Horley   | 0.2% | 2    | 0.0%  | 0   | 0.0%   | 0  | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0   | 0.0% | 0   | 1.5%  | 2   | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  |
| Martlesham   | 0.3% | 3    | 0.0%  | 0   | 0.0%   | 0  | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0   | 0.8% | 1   | 0.0%  | 0   | 0.0%  | 0  | 0.0%   | 0  | 2.2%  | 2  |
| Morrisons, Sproughton<br>Road, Ipswich                                   | 0.3% | 3    | 0.0%  | 0   | 0.0%   | 0  | 0.6%  | 1   | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0   | 2.2% | 3   | 0.0%  | 0   | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  |
| Newmarket  | 0.0% | 0    | 0.0%  | 0   | 1.2%   | 0  | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0   | 0.0% | 0   | 0.0%  | 0   | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  |
| Norwich  | 1.1% | 12   | 0.0%  | 0   | 0.0%   | 0  | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0   | 0.0% | 0   | 0.0%  | 0   | 0.0%  | 0  | 3.2%   | 2  | 11.3% | 10 |
| Sainsbury's, Cornard Road,<br>Sudbury                                    | 0.2% | 2    | 0.0%  | 0   | 0.0%   | 0  | 1.7%  | 2   | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0   | 0.0% | 0   | 0.0%  | 0   | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  |
| Stradbroke   | 0.1% | 1    | 0.0%  | 0   | 0.0%   | 0  | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0   | 0.0% | 0   | 0.0%  | 0   | 0.0%  | 0  | 0.0%   | 0  | 1.1%  | 1  |
| Street market in Pulham  | 0.1% | 1    | 0.0%  | 0   | 0.0%   | 0  | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0   | 0.0% | 0   | 0.0%  | 0   | 0.0%  | 0  | 0.0%   | 0  | 0.8%  | 1  |
| Street market in Wickham   | 0.1% | 1    | 0.0%  | 0   | 0.0%   | 0  | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0   | 0.7% | 1   | 0.0%  | 0   | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  |
| Tesco Superstore, Woodhall<br>Business Park,<br>Springlands Way, Sudbury | 1.5% | 16   | 2.3%  | 3   | 0.0%   | 0  | 6.7%  | 8   | 7.4%  | 4   | 0.0%  | 0  | 0.0%  | 0   | 0.0% | 0   | 0.0%  | 0   | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  |
| Tesco, Woodhall Business<br>Park, Springlands Way,<br>Sudbury            | 0.3% | 4    | 0.0%  | 0   |        | 0  | 3.0%  | 4   | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0   | 0.0% | 0   |       | 0   | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  |
| Tharston   | 0.1% | 1    | 0.0%  | 0   | 0.0%   | 0  | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0   | 0.0% | 0   | 0.0%  | 0   | 0.7%  | 1  | 0.0%   | 0  | 0.0%  | 0  |
| West Bergholt  | 0.6% | 6    | 4.3%  | 6   | 0.0%   | 0  | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0   | 0.0% | 0   | 0.0%  | 0   | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  |
| Woodbridge   | 0.4% | 5    | 0.0%  | 0   | 0.0%   | 0  | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  | 0.8%  | 1   | 2.2% | 3   | 0.0%  | 0   | 0.0%  | 0  | 0.0%   | 0  | 1.1%  | 1  |
| Woolpit  | 1.2% | 13   | 0.0%  | 0   | 1.6%   | 1  | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0   | 0.0% | 0   | 0.0%  | 0   | 17.1% | 12 | 0.0%   | 0  | 0.0%  | 0  |
| Internet / catalogue   | 1.7% | 18   | 1.0%  | 1   | 2.1%   | 1  | 0.6%  | 1   | 1.5%  | 1   | 0.0%  | 0  | 0.9%  | 1   | 0.7% | 1   | 1.5%  | 2   | 4.2%  | 3  | 6.1%   | 3  | 4.1%  | 4  |
| Weighted base:   |      | 1040 |       | 141 |        | 37 |       | 120 |       | 58  |       | 76 |       | 129 |      | 122 |       | 145 |       | 71 |        | 50 |       | 91 |
| Sample:  |      | 1036 |       | 93  |        | 92 |       | 97  |       | 100 |       | 95 |       | 96  |      | 97  |       | 91  |       | 95 |        | 89 |       | 91 |

Q20AWhich internet / home delivery retailer do you also use for your household's shopping for medical goods (e.g. drugs, medicine), other pharmaceutical products (e.g. vitamins, plasters, thermometers, bandages, syringes); and therapeutic appliances / equipment (e.g. spectacles, contact lenses, hearing aids, wheelchairs, etc.).

Those who buy medical goods via the Internet at Q20: AND Excl Nulls

| Asda           | 5.4%  | 1 0.0%   | 0.0%    | 0 0.0%   | 0.0%     | 0 0.0% | 0 0.0%   | 0 0.0%   | 0.0%     | 0 0.0%  | 0.0%    | 0 19.6% | 1 |
|----------------|-------|----------|---------|----------|----------|--------|----------|----------|----------|---------|---------|---------|---|
| Boots          | 13.7% | 2 0.0%   | 0.0%    | 0.0%     | 0 0.0%   | 0 0.0% | 0 0.0%   | 0.0%     | 0 0.0%   | 0.0%    | 0 24.3% | 1 34.8% | 1 |
| Sainsbury's    | 2.4%  | 0.0%     | 0 99.9% | 0.0%     | 0 0.0%   | 0 0.0% | 0 0.0%   | 0.0%     | 0 0.0%   | 0.0%    | 0.0%    | 0 0.0%  | 0 |
| Tesco          | 39.8% | 5 100.0% | 1 0.0%  | 0 100.0% | 1 100.0% | 1 0.0% | 0 0.0%   | 0.0%     | 0 0.0%   | 0 55.2% | 1 43.3% | 1 19.6% | 1 |
| Other          | 33.3% | 4 0.0%   | 0.0%    | 0.0%     | 0 0.0%   | 0 0.0% | 0 100.0% | 1 100.0% | 1 100.0% | 1 44.8% | 1 0.0%  | 0 26.0% | 1 |
| Waitrose       | 5.4%  | 1 0.0%   | 0 0.0%  | 0 0.0%   | 0 0.0%   | 0 0.0% | 0 0.0%   | 0 0.0%   | 0 0.0%   | 0 0.0%  | 0 32.3% | 1 0.0%  | 0 |
| Weighted base: |       | 13       | 1       | 0        | 1        | 1      | 0        | 1        | 1        | 1       | 1       | 2       | 4 |
| Sample:        |       | 16       | 1       | 1        | 1        | 1      | 0        | 1        | 1        | 1       | 2       | 3       | 4 |

Weighted:

Zone 2 Total Zone 1 Zone 3 Zone 4 Zone 5 Zone 7 Zone 8 Zone 9 Zone 10 Zone 11 Zone 6 Q21 Where do you normally do most of your household's shopping on all other goods including jewellery & watches; glassware, china, tableware and household utensils; and other personal effects (e.g. travel goods, suitcases, prams, sunglasses)? Excl Nulls Tesco Extra, Copdock 0.5% 3 0.0% 0.0% 0 0.0% 0.0% 4.2% 3 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0 0 0.0% 0 0 0.0% Interchange, Ipswich 0 Copdock Mill Interchange. 0.3% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.2% 1.0% 1 0.0% 0 0.0% 0.0% 0 0.0% **Ipswich** Braintree 0.3% 2 1.1% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.5% 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 1 2 Bury St Edmunds 15.9% 110 21.9% 22 73.1% 20 12.7% 12 11.6% 5 2.1% 1 2.0% 2.7% 2 12.9% 12 65.7% 30 18.0% 4 1.3% 0.2% 0 Capel St Mary 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 1.8% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Colchester 8.6% 59 21.0% 21 0.0% 0 17.5% 16 14.1% 6 1.7% 1 18.9% 15 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.5% 0.0% 0 0.0% 0.0% 0.0% 0 5.0% 0.0% 0.0% 0.0% 0.0% 0 Hadleigh 4 0 0 3 1.2% 1 0 0 0 0 0.0% 0 Haverhill 0.4% 3 2.9% 3 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% Inswich 18.3% 126 0.0% 0 1.2% 0 5.5% 5 3.7% 1 46.6% 25 43.1% 34 54.3% 43 13.7% 13 0.0% 0 10.2% 2 3.7% 2 0.0% 0 0.0% 0 0.8% 0 0.0% 0 11.0% 9 52.8% 0 9.5% 66 3.6% 0 0.0% 50 11.9% 5 2.6% 1 0.0% Stowmarket 1 Sudbury 13.0% 89 28.8% 29 1.6% 0 41.6% 38 51.1% 21 2.2% 1 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0 0.0% 0 0 0 0.0% 0 Abroad 0.1% 0 0.0% 0 0 0.0% 0 0.0% 0.0% 0.0% 0.0% 0 0.0% 0 0 2.1% 0 0.0% Anglia Retail Park, Bury 0.3% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 2.2% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Road, Ipswich Billericay 0.1% 1 0.0% 0 2.1% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 10 Cambridge 1.5% 4.6% 5 4.2% 1 1.4% 1 1.2% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 5.8% 3 0.0% 0 0.0% 0 2 Central London 0.8% 6 1.3% 1 1.6% 0 0.0% 0 0.0% 0 2.9% 2.7% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 2.9% 20 0 1.3% 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 2.0% 2 0.0% 0 27.2% 6 20.2% 11 Diss 0 Felixstowe 0.1% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.2% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Framlingham 0.4% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.0% 1 0.0% 0 0.0% 0 0.0% 0 3.0% 2 0.2% 0.0% 0 0.0% 0.0% 0.0% 0 0.0% 1.3% 0.0% 0 Futura Park, Crane 0 0 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1 Boulevard, Ipswich 0 Greenhithe 0.6% 4 0.0% 0 0.0% 4.6% 4 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 Harleston 1.0% 7 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 12.2% 7 0.2% 1 0.0% 0 0.0% 0.0% 0.0% 0.0% 0 1.5% 0.0% 0.0% 0.0% 0.0% 0 0.0% 0 Harwich 0 0 1 0 0 0 John Lewis, Futura Park, 0.3% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 2.3% 2 0.0% 0 0.0% 0 0.0% 0 Ransomes Way, Crane Boulevard, Ipswich 0 0.1% 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.3% Lowestoft 1 0 0 0 Northampton 0.2% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0.0% 0.0% 0 1.3% 1 0.0% 0.0% 0 0.0% 38 0 0.0% 0 2 3 23 Norwich 5.5% 1.3% 1 0.0% 0 0.0% 0.0% 2.0% 3.5% 2.7% 3 3.0% 1 24.2% 5 41.4% 0 0.2% 0.0% 0 0.0% 0.0% 0.0% 0 0.0% 0 0.0% 0 1.7% 0.0% 0 0.0% 0 0.0% 0 0.0% Ransomes Euro Retail Park, 1 0 0 1 Central Avenue, Ipswich Sainsbury's, Cornard Road, 0.2% 0.0% 0 1.6% 0.8% 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0.0% 0.0% 0 0.0% 0 1 Sudbury Suffolk Retail Park, London 0.0% 0 0.0% 0 0.0% 0.0% 0 1.0% 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0.1% 0 0.0% Road, Ipswich Tesco Superstore, Woodhall 0.2% 1 0.0% 0 0.0% 0 1.4% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 Business Park, Springlands Way, Sudbury Tesco, Woodhall Business 0.1% 1 0.0% 0 0.0% 0 1.0% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0

Weighted:

|   | Tota          | l          | Zone          | 1         | Zone          | 2        | Zone          | 3        | Zone          | 4        | Zone          | 5        | Zone  | 6        | Zone          | 7        | Zone    | 8        | Zone          | 9        | Zone          | 10       | Zone          | 11       |               |           |
|---|---------------|------------|---------------|-----------|---------------|----------|---------------|----------|---------------|----------|---------------|----------|-------|----------|---------------|----------|---------|----------|---------------|----------|---------------|----------|---------------|----------|---------------|-----------|
| Park, Springlands Way,<br>Sudbury<br>West Thurrock                      | 1.0%          | 7          | 5.9%          | 6         | 1.0%          | 0        | 0.0%          | 0        | 0.0%          | 0        | 1.4%          | 1        | 0.0%  | 0        | 0.0%          | 0        | 0.0%    | 0        | 0.0%          | 0        | 0.0%          | 0        | 0.0%          | 0        |               |           |
| Woodbridge<br>Internet / catalogue                                      | 0.1%<br>16.5% | 1<br>113   | 0.0%<br>11.3% | 0<br>12   | 0.0%<br>10.0% | 0<br>3   | 0.0%<br>13.4% | 0<br>12  | 0.0%<br>18.3% | 0<br>7   | 0.0%<br>36.3% | 0<br>20  |       | 1<br>14  | 0.0%<br>20.5% | 0<br>16  |         | 0<br>11  | 0.0%<br>13.7% | 0<br>6   | 0.0%<br>15.8% | 0<br>3   | 0.0%<br>16.9% | 0<br>9   |               |           |
| Weighted base:<br>Sample:   |               | 689<br>638 |               | 102<br>65 |               | 27<br>64 |               | 91<br>69 |               | 40<br>64 |               | 54<br>56 |       | 80<br>57 |               | 79<br>54 |         | 94<br>58 |               | 46<br>58 |               | 21<br>35 |               | 55<br>58 |               |           |
| Q21AWhich internet / ho<br>personal effects (e<br>Those who buy all oth | .g. travel    | good       | s, suitc      | ases,     | prams,        | sungİ    | asses)?       |          | old's sho     | ppin     | g on all      | other    | goods | includ   | ling jew      | ellery   | & watcl | hes; g   | jlasswai      | re, ch   | ina, tabl     | ewar     | e and ho      | ouseho   | old utensils; | and other |
| Amazon  | 41.4%         |            | 26.3%         | 2         | 72.1%         | 1        | 18.0%         | 1        | 27.8%         | 1        | 33.9%         | 1        | 28.8% | 3        | 58.1%         |          | 58.2%   | 5        | 0.0%          | 0        | 54.5%         |          | 83.5%         | 5        |               |           |
| Argos   | 8.6%          |            |               | 1         | 27.8%         |          | 11.0%         | 1        | 22.9%         | 1        | 0.0%          |          | 11.1% | 1        | 0.0%          | 0        |         | 0        | 0.0%          | 0        |               |          | 16.6%         | 1        |               |           |
| Asda  | 2.4%          | 2          |               | 0         | 0.0%          | 0        |               | 0        | 0.0%          | 0        | 0.0%          | 0        |       | 0        |               | 0        | 17.7%   | 2        | 0.0%          | 0        |               | 0        | 0.0%          | 0        |               |           |
| Debenhams   | 1.5%          | 1          | 0.0%          | 0         | 0.0%          | 0        |               | 0        | 0.0%          | 0        | 0.0%          | 0        | 0.0,0 | 0        | 10.2%         | 1        | 0.0%    | 0        | 0.0%          | 0        |               | 0        | 0.0%          | 0        |               |           |
| Ebay  | 11.2%         | 7          | 29.5%         | 3         | 0.0%          |          | 18.0%         | 1        | 0.0%          | 0        | 45.4%         | 1        |       | 1        | 0.0%          | 0        |         | 0        |               | 1        | 0.0%          | 0        | 0.0%          | 0        |               |           |
| John Lewis  | 19.8%         | 13         | 0.0%          | 0         | 0.0%          | 0        | 18.0%         | 1        | 10.7%         | 0        |               | 0        |       | 5        | 13.5%         | 1        | 10.8%   | 1        | 59.9%         | 2        | 45.5%         | 1        | 0.0%          | 0        |               |           |
| Littlewoods   | 0.7%          | 0          | 0.0%          | 0         | 0.0%          | 0        |               | 0        | 10.7%         | 0        | 0.0%          | 0        |       | 0        |               | 0        |         | 0        | 0.0%          | 0        |               | 0        | 0.0%          | 0        |               |           |
| Next  | 7.4%          |            |               | 1         | 0.0%          |          | 24.1%         | 2        | 0.0%          | 0        | 0.0%          | 0        |       |          | 18.2%         | 2        | 0.0%    | 0        | 0.0%          | 0        |               | 0        | 0.0%          | 0        |               |           |
| Other   | 7.0%          | 5          | 14.7%         | 1         | 0.0%          | 0        | 11.0%         | 1        | 27.8%         | 1        | 0.0%          | 0        | 0.0%  | 0        | 0.0%          | 0        | 13.3%   | 1        | 0.0%          | 0        | 0.0%          | 0        | 0.0%          | 0        |               |           |
| Weighted base:  |               | 65         |               | 9         |               | 1        |               | 7        |               | 4        |               | 2        |       | 11       |               | 10       |         | 9        |               | 3        |               | 3        |               | 6        |               |           |
| Sample:   |               | 58         |               | 6         |               | 3        |               | 6        |               | 8        |               | 3        |       | 5        |               | 7        |         | 6        |               | 3        |               | 5        |               | 6        |               |           |
| Q22 How often do you  | or your h     | ouseh      | old vis       | it Sud    | bury To       | wn C     | entre foi     | your     | non foo       | od sh    | opping?       | ?        |       |          |               |          |         |          |               |          |               |          |               |          |               |           |
| Daily   | 1.0%          | 12         | 0.0%          | 0         | 1.8%          | 1        | 2.5%          | 3        | 11.4%         | 7        | 1.3%          | 1        | 0.0%  | 0        | 0.0%          | 0        | 0.0%    | 0        | 0.0%          | 0        | 0.0%          | 0        | 0.0%          | 0        |               |           |
| 4-6 days a week   | 1.0%          | 11         | 1.2%          | 2         | 0.0%          | 0        | 3.0%          | 4        | 9.6%          | 6        | 0.0%          | 0        | 0.0%  | 0        | 0.0%          | 0        | 0.0%    | 0        | 0.0%          | 0        | 0.0%          | 0        | 0.0%          | 0        |               |           |
| 2-3 days a week   | 6.8%          | 74         | 4.1%          | 6         | 2.4%          | 1        | 19.4%         | 24       | 19.6%         | 11       | 10.6%         | 8        | 0.0%  | 0        | 10.6%         | 13       | 0.0%    | 0        | 0.0%          | 0        | 0.0%          | 0        | 10.0%         | 10       |               |           |
| One days a week   | 10.9%         | 120        | 31.0%         | 46        | 6.2%          | 2        | 36.2%         | 46       | 33.1%         | 19       | 2.6%          | 2        | 0.7%  | 1        | 0.0%          | 0        | 0.0%    | 0        | 3.8%          | 3        | 1.3%          | 1        | 0.6%          | 1        |               |           |
| Every two weeks   | 5.5%          | 60         | 14.9%         | 22        | 3.5%          | 1        | 14.3%         | 18       | 12.1%         | 7        | 5.8%          | 5        | 2.3%  | 3        | 0.0%          | 0        | 1.3%    | 2        | 2.4%          | 2        | 0.0%          | 0        | 0.0%          | 0        |               |           |
| Monthly   | 6.2%          | 69         | 14.4%         | 21        | 6.1%          | 2        | 15.0%         | 19       | 9.2%          | 5        | 10.3%         | 8        | 2.5%  | 3        | 0.0%          | 0        | 3.3%    | 5        | 2.5%          | 2        | 0.0%          | 0        | 2.1%          | 2        |               |           |
| Once every two months   | 1.8%          | 20         | 4.8%          | 7         | 12.0%         | 5        | 3.1%          | 4        | 0.0%          | 0        | 2.6%          | 2        | 0.0%  | 0        | 0.0%          | 0        | 0.6%    | 1        | 0.0%          | 0        | 1.3%          | 1        | 0.0%          | 0        |               |           |
| Three-four times a year   | 4.8%          | 52         | 8.6%          | 13        | 9.6%          | 4        | 4.3%          | 5        | 0.7%          | 0        | 21.4%         | 17       | 4.8%  | 6        | 2.4%          | 3        | 0.6%    | 1        | 2.1%          | 2        | 1.7%          | 1        | 0.0%          | 0        |               |           |
| Once a year   | 4.0%          | 44         | 2.6%          | 4         | 8.9%          | 3        | 0.6%          | 1        | 0.0%          | 0        | 5.6%          | 4        | 11.5% | 16       | 3.8%          | 5        | 4.0%    | 6        | 2.1%          | 2        | 2.3%          | 1        | 1.9%          | 2        |               |           |
| Less often  | 3.0%          | 33         | 2.4%          | 4         | 3.9%          | 2        | 0.0%          | 0        | 3.6%          | 2        | 5.3%          | 4        | 2.3%  | 3        | 2.2%          | 3        | 5.6%    | 9        | 3.1%          | 2        | 4.0%          | 2        | 2.3%          | 2        |               |           |
| Never   | 54.7%         | 601        | 16.0%         | 24        | 45.0%         | 18       | 0.9%          | 1        | 0.7%          | 0        | 33.6%         | 27       | 75.0% | 101      | 81.0%         | 102      | 84.6%   | 135      | 83.3%         | 62       | 89.4%         | 51       | 83.1%         | 81       |               |           |

1 0.9%

80

100

0 0.9%

58

100

0.0%

135

100

0.0%

126

100

1 0.0%

75

100

0 0.7%

159

100

0.0%

57

100

0

97

100

(Don't know / varies)

Weighted base:

Sample:

3 0.0%

1100

1100

0 0.7%

149

100

0 0.6%

39

100

1 0.0%

126

100

| Northing / very little   1.76%   88   11.2%   14   21.6%   5   12.8%   16   20.8%   12   23.6%   12   19.8%   7   17.1%   4   40.2%   10   45.5%   6   21.9%   1   7.9%   1      |                           | Tota  | 1   | Zone  | 1   | Zone  | 2    | Zone  | 3   | Zone  | 4  | Zone 5 | 5        | Zone  | 6  | Zone 7 | 7  | Zone 8 | 3  | Zone 9 |    | Zone 1 | 0  | Zone 1 | .1 |  |
|--|---------------------------|-------|-----|-------|-----|-------|------|-------|-----|-------|----|--------|----------|-------|----|--------|----|--------|----|--------|----|--------|----|--------|----|--|
| Attractive environment / nice   11.6%   58   16.0%   20   15.1%   3   9.0%   11   12.1%   7   7.3%   4   16.2%   5   8.5%   2   0.0%   0   16.7%   2   33.8%   2   7.1%   1   Place Close to friends or relatives   1.6%    | •                         |       | •   |       |     |       | Q22: |       |     |       |    |        |          |       |    |        |    |        |    |        |    |        |    |        |    |  |
| Place   Close to fine for relatives   O,7%   4   O,9%   5   0,7%   2   0,9%   0   0,7%   0   0,7%   0   0,7%   0   0,7%   0   0,7%   0   0,0%   |                           |       |     |       |     |       |      |       |     |       |    |        |          |       |    |        |    |        |    |        |    |        | 1  |        | 1  |  |
| Close to friends or relatives 0.7% 4 0.0% 0 7.7% 2 0.0% 0 0.7% 0 2.3% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 7.3% 0 0.0% 0  |                           | 11.6% | 58  | 16.0% | 20  | 15.1% | 3    | 9.0%  | 11  | 12.1% | 7  | 7.3%   | 4        | 16.2% | 5  | 8.5%   | 2  | 0.0%   | 0  | 16.7%  | 2  | 33.8%  | 2  | 7.1%   | 1  |  |
| Close to home 23.3%   11 6 24.5%   31 5.4%   1 39.5%   49 54.3%   31 3.7%   2 0.0%   0 0.0%   | 1                         |       |     |       |     |       |      |       |     |       |    |        |          |       |    |        |    |        |    |        |    |        |    |        |    |  |
| Close to work  |                           |       |     |       |     |       | 2    |       |     |       |    |        | 1        |       |    |        |    |        |    |        | -  |        |    |        |    |  |
| Compact Easy to get to by bike Olive 10 0,0% | Close to home             |       |     |       |     |       | 1    |       | 49  |       |    |        |          |       | -  |        |    |        | -  |        | 0  |        |    |        |    |  |
| Easy to get to by bike  Basy to get to by bike  Basy to get to by bus  Safe and get to by bus  Safe and get to by the same of  | Close to work             | 3.3%  | 17  | 0.0%  | 0   | 0.0%  | 0    | 3.1%  | 4   | 8.1%  | 5  |        | 8        | 0.0%  | 0  | 0.0%   | 0  |        | 0  | 0.0%   | 0  | 0.0%   | 0  |        | 0  |  |
| Easy to get to by bus  0.5% 3 0.09% 0 1.2% 0 1.2% 0 1.2% 0 0.09% 0 0.0 | Compact                   | 8.3%  | 41  | 9.3%  | 12  | 6.1%  | 1    | 11.3% | 14  | 5.0%  | 3  |        | 2        |       | 7  | 5.1%   | 1  |        | 0  |        | 1  | 9.0%   | 1  |        | 1  |  |
| Easy to get to by car  | Easy to get to by bike    | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0    | 0.0%  | 0   | 0.0%  | 0  | 0.0%   | 0        | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |  |
| Easy to get to by care 2.3% 12 4.3% 5 6.4% 1 3.3% 4 0.0% 0 1.4% 17 0.0% 0 0.0%  | Easy to get to by bus     | 0.5%  | 3   | 0.0%  | 0   | 1.2%  | 0    | 1.2%  | 2   | 0.7%  | 0  | 0.9%   | 0        | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |  |
| Eas'y to park of 11,4% 57 20,1% 25 15,7% 3 14,1% 18 3,8% 2 13,2% 7 3,5% 1 0,0% 0 0,0%  | Easy to get to by car     | 2.3%  | 12  | 4.3%  | 5   | 6.4%  | 1    | 3.3%  | 4   | 0.0%  | 0  | 1.4%   | 1        | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |  |
| Good facilities   1.0%   5   2.3%   3   0.0%   0   0.0% | , ,                       |       |     |       | 25  |       | 3    |       | 18  | 3.8%  | 2  |        | 7        | 3.5%  | 1  | 0.0%   | 0  |        | 0  | 4.2%   | 1  | 0.0%   | 0  |        | 0  |  |
| Good food stores 1.3% 7 0.9% 1 0.0% 0 1.0% 0 1.0% 1 2.1% 1 0.0% 0 5.7% 2 3.4% 1 3.9% 1 0.0% 0 | • •                       |       |     |       |     |       |      |       |     |       |    |        | 0        |       | 2  |        |    |        |    |        | 0  |        |    |        | 0  |  |
| Good range of non-food of 1.7% 8 2.9% 4 0.0% 0 1.0% 1 2.1% 1 3.1% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 12.0% 1 0.0% 0 restaurants  Good range of non-food of 15.9% 79 19.9% 25 5.7% 1 9.6% 12 16.7% 10 13.8% 7 5.7% 2 5.1% 1 33.2% 8 11.0% 1 32.3% 2 59.0% 10 shops  Makes a change from other 2.5% 12 1.5% 2 7.9% 2 0.0% 0 0.7% 0 5.5% 3 10.8% 4 0.0% 0 3.9% 1 4.2% 1 7.3% 0 0.0% 0 0.0% 0 places  Quiet 1.8% 9 1.5% 2 0.0% 0  |                           |       |     |       | 1   |       |      |       |     |       | 1  |        | 0        |       | _  |        | 1  |        |    |        | 0  |        |    |        | -  |  |
| Good range of non-food shops shops  Makes a change from other 2.5%   | Good pubs, cafés or       |       |     |       | 4   |       |      |       | 1   |       | 1  |        | -        |       |    |        | 0  |        | 0  |        | 0  |        | 1  |        | -  |  |
| Make's a change from other places Quiet  1.8% 9 1.5% 2 0.0% 0 2.0% 2 1.5% 1 3.4% 2 0.0% 0 0.7% 0 5.5% 3 10.8% 4 0.0% 0 3.9% 1 4.2% 1 7.3% 0 0.0% 0 0.0% 0 Quiet  1.8% 9 1.5% 2 0.0% 0 0. | Good range of non-food    | 15.9% | 79  | 19.9% | 25  | 5.7%  | 1    | 9.6%  | 12  | 16.7% | 10 | 13.8%  | 7        | 5.7%  | 2  | 5.1%   | 1  | 33.2%  | 8  | 11.0%  | 1  | 32.3%  | 2  | 59.0%  | 10 |  |
| Quiet 1.8% 9 1.5% 2 0.0% 0 2.0% 2 1.5% 1 3.4% 2 0.0% 0 0.0 | Makes a change from other | 2.5%  | 12  | 1.5%  | 2   | 7.9%  | 2    | 0.0%  | 0   | 0.7%  | 0  | 5.5%   | 3        | 10.8% | 4  | 0.0%   | 0  | 3.9%   | 1  | 4.2%   | 1  | 7.3%   | 0  | 0.0%   | 0  |  |
| Safe and secure 0.2% 1 0.0% 0  |                           | 1.8%  | 9   | 1.5%  | 2   | 0.0%  | 0    | 2.0%  | 2   | 1.5%  | 1  | 3.4%   | 2        | 0.0%  | 0  | 0.0%   | 0  | 6.5%   | 2  | 4 2%   | 1  | 0.0%   | 0  | 0.0%   | 0  |  |
| The market 5.4% 27 7.6% 9 4.0% 1 5.9% 7 2.4% 1 5.9% 3 4.7% 2 0.0% 0 6.5% 2 9.2% 1 7.3% 0 0.0% 0 Consistency of the market 2.9% 15 5.6% 7 3.2% 1 2.4% 1 5.9% 3 4.7% 2 0.0% 0 0.0%  | •                         |       | í   |       | _   |       |      |       |     |       | 0  |        |          |       |    |        |    |        |    |        | 0  |        |    |        |    |  |
| Traditional 2.9% 15 5.6% 7 3.2% 1 2.6% 3 4.1% 2 2.3% 1 0.0% 0 0.0 |                           |       | 27  |       | -   |       | 1    |       |     |       | 1  |        | -        |       |    |        |    |        |    |        | 1  |        |    |        |    |  |
| Traffic free shopping centre 0.0% 0 0 |                           |       |     |       | -   |       | 1    |       |     |       | 2  |        | -        |       |    |        |    |        |    |        | 0  |        |    |        | -  |  |
| Other 4.1% 21 2.0% 2 2.0% 0 2.7% 3 0.7% 0 0.0% 0 0.0% 0 56.0% 13 0.0% 0 0.0% 0 9.0% 1 0.0% 0 0.0% 0 A specific shop 2.2% 11 2.0% 2 2.0% 0 4.7% 6 0.0% 0 3.8% 2 0.0% 0 0.0% |                           |       |     |       | ,   |       | 0    |       |     |       |    |        | _        |       |    |        |    |        |    |        | -  |        |    |        | -  |  |
| A specific shop 2.2% 11 2.0% 2 2.0% 0 4.7% 6 0.0% 0 3.8% 2 0.0% 0 | 11 0                      |       |     |       |     |       | -    |       | 0   |       | -  |        |          |       | 0  |        | -  |        | -  | 0.00   |    |        | -  |        |    |  |
| A specific attraction  |                           |       |     |       |     |       |      |       | -   |       |    |        | -        |       | -  |        |    |        |    |        | -  |        | -  |        |    |  |
| Free car parking 10.1% 50 14.7% 18 22.7% 5 19.6% 24 0.8% 0 1.1% 1 4.7% 2 0.0% 0 |                           |       |     |       |     |       |      |       | -   |       |    |        |          |       | 0  |        | 1  |        | -  |        | -  |        |    |        | 0  |  |
| Friendly people / atmosphere 0.6% 3 1.1% 1 2.4% 1 0.8% 1 0.0% 0 0 |                           |       |     |       |     |       |      |       |     |       |    |        | -        |       | 1  |        | 1  |        |    |        | -  |        |    |        | 1  |  |
| Good hairdressers 0.7% 4 0.0% 0 0.0% 0 3.0% 4 0.0% 0 0.0%  | 1 0                       |       |     |       | 18  |       | 5    |       | 24  |       |    |        | -        |       | _  |        |    |        |    |        | Ü  |        |    |        | -  |  |
| Good range of independent 1.4% 7 3.9% 5 0.0% 0 0.8% 1 0.0% 0 0.9% 0 0.9% 0 0.0% 0 0.0% 0 0.0% 0 4.2% 1 0.0% 0 0.0% 0 0.0% o shops  Has a Waitrose store 0.8% 4 2.2% 3 1.5% 0 0.0% 0 0.0% 0 0.0% 0 1.4% 1 0.0% 0 0.0% | * 1 1 1                   |       |     |       | 1   |       | 1    |       | 1   |       | -  |        | -        |       | _  |        | -  |        | -  |        | 0  |        |    |        |    |  |
| shops  Has a Waitrose store  0.8%  |                           |       |     |       |     |       |      |       | -   |       |    |        |          |       |    |        |    |        |    |        | 0  |        |    |        |    |  |
| Has Wynch & Blatch Ltd. 0.7% 4 1.1% 1 4.7% 1 0.0% 0 0.0% 0 2.3% 1 0.0% 0 | shops                     |       | 7   |       | 5   | 0.0%  | 0    |       | 1   |       | 0  | 0.9%   | 0        |       | 0  | 0.0%   | 0  | 0.0%   | 0  |        | 1  | 0.0%   | 0  |        |    |  |
| Unusual / quirky 1.0% 5 0.0% 0 0.0% 0 1.4% 2 0.0% 0 5.7% 3 0.0% 0 | Has a Waitrose store      | 0.8%  | 4   | 2.2%  | 3   |       | 0    | 0.0%  | 0   | 0.0%  | 0  |        | 1        | 0.0%  | 0  | 0.0%   | 0  |        | 0  | 0.0%   | 0  |        | 0  |        | 0  |  |
| (Don't know) 3.2% 16 0.9% 1 1.2% 0 0.0% 0 0.8% 0 1.7% 1 18.4% 6 10.8% 3 9.7% 2 9.2% 1 0.0% 0 5.8% 1 Weighted base: 499 125 22 125 58 53 34 24 25 12 6 16   | Has Wynch & Blatch Ltd.   | 0.7%  | 4   | 1.1%  | 1   | 4.7%  | 1    | 0.0%  | 0   | 0.0%  | 0  | 2.3%   | 1        | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |  |
| Weighted base: 499 125 22 125 58 53 34 24 25 12 6 16   |                           | 1.0%  | 5   | 0.0%  | 0   | 0.0%  | 0    | 1.4%  | 2   | 0.0%  | 0  | 5.7%   | 3        | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |  |
| Weighted base: 499 125 22 125 58 53 34 24 25 12 6 16   | (Don't know)              | 3.2%  | 16  | 0.9%  | 1   | 1.2%  | 0    | 0.0%  | 0   | 0.8%  | 0  | 1.7%   | 1        | 18.4% | 6  | 10.8%  | 3  | 9.7%   | 2  | 9.2%   | 1  | 0.0%   | 0  | 5.8%   | 1  |  |
| · ·  |                           |       | 400 |       | 125 |       | 22   |       | 125 |       | 59 |        | 52       |       | 3/ |        | 24 |        | 25 |        | 12 |        | 6  |        | 16 |  |
| Sample: AU2 97 56 (1) (1) 45 74 10 14 14 11 10   | Sample:                   |       | 499 |       | 87  |       | 56   |       | 99  |       | 99 |        | 55<br>65 |       | 24 |        | 10 |        | 16 |        | 16 |        | 11 |        | 10 |  |

0

0.0%

0

### Babergh & Mid Suffolk Household Survey For Carter Jonas

Weighted: February 2015 Zone 2 Total Zone 1 Zone 3 Zone 4 Zone 5 Zone 6 Zone 7 Zone 8 Zone 9 Zone 10 Zone 11 Q24 What could be improved about Sudbury Town Centre that would make you visit more often? [MR] 46 48.8% 51 36.7% 78 41 28.2% 45 Nothing 37.2% 409 40.9% 61 37.3% 15 17.5% 22 17.2% 10 30.4% 24 37.9% 55.4% 16 45.8% 5 2 Better access by road 2.9% 32 0.7% 1 1.3% 1 3.9% 3.3% 2 0.6% 0 3.6% 5 3.1% 4 3.9% 6 5.8% 4 3.4% 1.3% 1 1.3% 14 1.7% 2 1.1% 2.6% 3 0.0% 0 0.6% 0 2.3% 3 0.6% 1.0% 1.1% 1 0.8% 0 0.6% Better public transport 0 1 2 1 0.2% 3 0 1.1% 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.3% 2 0.0% 0.0% 0 0.0% 0 Better signposting 0.0% 0 0 0 0.7% 8 2 0.0% 2 0 0.0% 3 0.9% 0 Cleaner streets 1.1% 0 0.0% 0 3.6% 0.0% 0 0.0% 0 1.9% 1 0.0% 0 0.0% Facilities which would assist 0.2% 2 0.0% 0 0.0% 0 2.0% 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 you if shopping with children 0 0.0% 0 Free car parking 1.6% 18 2.0% 3 0.7% 0 8.2% 10 2.6% 2.2% 2 0.0% 0.0% 0 1.1% 1 0.0% 0 0.0% 0 0 0.0% 0 0 Jewellery / food markets / 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% other events More / better comparison 4.8% 53 7.9% 12 11.0% 4 15.4% 19 17.0% 10 3.8% 3 1.6% 2 0.0% 0 0.7% 0.7% 1 1.0% 0.0% 0 retailers (i.e. non-food shops) More / better entertainment / 0.2% 3 0.0% 0 0.7% 0 0.6% 2.7% 0.0% 0.0% 0 0.0% 0 0.0% 0.0% 0.0% 0 0.0% eating places More / better food shops 1.7% 19 7.0% 10 0.7% 0 1.4% 2 2.6% 4.0% 3 0.9% 0.0% 0 0.0% 0 0.0% 1.0% 1 0.0% 0 0 More / better parking 3.8% 42 6.6% 10 5.1% 2 8.5% 11 7.2% 4 4.8% 4 3.2% 4 1.6% 2 1.0% 2 2.7% 2 1.3% 0.6% 0 More / better pedestrianised 0.6% 7 0.0% 0 0.0% 0 3.7% 5 2.6% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.9% 1 0.0% 0 0.0% streets More / better public 0.4% 0.0% 0 0.0% 0 2.3% 3 2.6% 1 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 conveniences More / better seats / flower 0.1% 1 0.0% 0 0.0% 0.0% 0 1.8% 1 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0.0% 0 0.0% 0 displays 0.3% 0 0 0.0% 0.0% 0 More / better services 3 0.0% 1.1% 0 1.0% 0.0% 0.0% 0 0.0% 0 0 1.6% 0.0% 0 0.0% 1 0.2% 2 0.0% 0.0% 0 0 2 More advertising 0.0% 0 0 0.0% 0 0.0% 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 2.1% 102 18.5% 0 More national multiple shops 9.3% 28 14.8% 6 25.9% 33 37.9% 22 13.7% 11 2.1% 3 0.0% 0 0.0% 0 0.9% 1 0.0% 0 0.0% / High Street shops Protection from the weather 0.2% 2 0.0% 0 1.1% 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% (i.e. covered shopping malls) Shops / services open on 0.0% 0 0.0% 0 1.1% 0 0.0% 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0.0% 0 0.0% 0 Sundays Other 3.4% 37 3.3% 5 5.6% 2 18.2% 23 8.0% 5 0.7% 1 1.2% 2 0.0% 0.0% 0 0.9% 1 0.0% 0 0.0% 0 0.6% 6 0.0% 0.8% 1.3% 0.0% 0 0.0% 0 0.0% 0.0% 0.0% 0.0% 0.0% 0 Build a by-pass 3.0% 4 0 1 1 0 0 0 0 0.9% 0.0% 8.2% 0 0.0% 0.0% 0.8% Fill vacant shops 1.1% 12 1 0 4.2% 5 5 0.7% 0.0% 0 0.0% 0 0 0.0% 0 1 0 1.6% 18 0.0% 0 0.7% 0.0% 0.0% 0 0.0% 0.0% 0 2.5% 1.8% 1.5% 12.0% 7 4 If it was nearer 0 0 0 3 3 4.0% 3 0 Less charity shops 1.8% 19 5.5% 8 0.8% 0 6.1% 8 4.5% 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.6% Less estate agents 0.3% 3 1.5% 2 0.0% 0 0.8% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 23 Less traffic congestion 2.1% 3.6% 5 1.8% 5.8% 7 6.7% 4 1 2.1% 3 0.0% 0 0.0% 0 0.7% 1.3% 0.7% 1 1.1% 1 7 More clothes shops 0.7% 2.8% 4 3.6% 1 0.8% 1 0.8% 0 0.6% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 More independent shops 0.4% 4 0.9% 1 1.1% 0 0.0% 0 3.6% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Open a cinema 0.6% 6 0.9% 1 0.0% 0 3.9% 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

1

1.2%

2 0.0%

0.0%

0

0.0%

0.0%

0

0.9%

store

Open a Marks & Spencer

0.5%

0.9%

5

0.0%

1

0.0%

0

2.3%

0

(Don't know / varies)

Weighted base:

Sample:

0.3%

0.0%

3

1100

1100

0 1.1%

149

100

0.0%

0

39

100

0 0.0%

126

100

0 1.7%

58

100

Weighted:

### Babergh & Mid Suffolk Household Survey For Carter Jonas

|                           | Tota       | l     | Zone     | 1     | Zone      | 2     | Zone     | 3      | Zone     | 4     | Zone    | 5   | Zone  | 6   | Zone  | 7   | Zone  | 8   | Zone  | 9   | Zone  | 10  | Zone  | 11  |
|---------------------------|------------|-------|----------|-------|-----------|-------|----------|--------|----------|-------|---------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|
|                           |            |       |          |       |           |       |          |        |          |       |         |     |       |     |       |     |       |     |       |     |       |     |       |     |
| (Don't know)              | 31.6%      | 347   | 9.2%     | 14    | 19.7%     | 8     | 0.8%     | 1      | 1.9%     | 1     | 37.8%   | 30  | 47.0% | 63  | 55.4% | 70  | 40.8% | 65  | 32.2% | 24  | 53.0% | 30  | 42.9% | 42  |
| Weighted base:            |            | 1100  |          | 149   |           | 39    |          | 126    |          | 58    |         | 80  |       | 135 |       | 126 |       | 159 |       | 75  |       | 57  |       | 97  |
| Sample:                   |            | 1100  |          | 100   |           | 100   |          | 100    |          | 100   |         | 100 |       | 100 |       | 100 |       | 100 |       | 100 |       | 100 |       | 100 |
| Q25 How often do you      | or vour b  | oucob | ald visi | t ∐ad | loigh To  | wn C  | ontro fo | r vour | non-fo   | od ch | onning  | 2   |       |     |       |     |       |     |       |     |       |     |       |     |
| Q23 How often do you      | or your in | ousen | olu visi | t nau | leigii io | WII C | entre 10 | ı youi | 11011-10 | ou si | lopping | •   |       |     |       |     |       |     |       |     |       |     |       |     |
| Daily                     | 0.8%       | 9     | 0.0%     | 0     | 0.0%      | 0     | 0.0%     | 0      | 0.0%     | 0     | 9.1%    | 7   | 0.0%  | 0   | 1.4%  | 2   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| 4-6 days a week           | 0.6%       | 7     | 0.0%     | 0     | 0.0%      | 0     | 1.3%     | 2      | 0.0%     | 0     | 6.5%    | 5   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| 2-3 days a week           | 2.5%       | 27    | 0.0%     | 0     | 0.0%      | 0     | 1.2%     | 2      | 0.0%     | 0     | 28.2%   | 22  | 0.7%  | 1   | 0.0%  | 0   | 0.7%  | 1   | 1.1%  | 1   | 0.0%  | 0   | 0.0%  | 0   |
| One days a week           | 4.4%       | 49    | 0.0%     | 0     | 0.0%      | 0     | 8.8%     | 11     | 1.5%     | 1     | 21.4%   | 17  | 2.9%  | 4   | 11.4% | 14  | 0.9%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Every two weeks           | 3.0%       | 33    | 0.0%     | 0     | 0.0%      | 0     | 5.6%     | 7      | 1.5%     | 1     | 12.6%   | 10  | 8.3%  | 11  | 2.5%  | 3   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.6%  | 1   |
| Monthly                   | 3.4%       | 38    | 1.5%     | 2     | 4.2%      | 2     | 5.5%     | 7      | 2.4%     | 1     | 6.4%    | 5   | 10.7% | 14  | 3.1%  | 4   | 0.7%  | 1   | 0.7%  | 1   | 1.0%  | 1   | 0.0%  | 0   |
| Once every two months     | 2.8%       | 31    | 1.7%     | 2     | 3.2%      | 1     | 3.0%     | 4      | 0.7%     | 0     | 1.5%    | 1   | 7.3%  | 10  | 1.4%  | 2   | 5.6%  | 9   | 0.0%  | 0   | 0.0%  | 0   | 1.0%  | 1   |
| Three - four times a year | 5.8%       | 64    | 6.4%     | 9     | 4.7%      | 2     | 5.0%     | 6      | 7.0%     | 4     | 1.1%    | 1   | 14.7% | 20  | 6.6%  | 8   | 0.7%  | 1   | 0.7%  | 1   | 3.6%  | 2   | 10.0% | 10  |
| Once a year               | 5.0%       | 55    | 7.0%     | 10    | 5.8%      | 2     | 1.8%     | 2      | 3.5%     | 2     | 3.7%    | 3   | 13.1% | 18  | 4.4%  | 5   | 4.5%  | 7   | 4.8%  | 4   | 1.5%  | 1   | 0.6%  | 1   |
| Less often                | 3.5%       | 38    | 3.9%     | 6     | 2.3%      | 1     | 8.1%     | 10     | 0.7%     | 0     | 2.3%    | 2   | 2.0%  | 3   | 2.9%  | 4   | 4.2%  | 7   | 3.5%  | 3   | 1.9%  | 1   | 2.5%  | 2   |
| Never                     | 67.8%      | 746   | 79.6%    | 118   | 78.7%     | 31    | 59.8%    | 75     | 82.8%    | 48    | 5.6%    | 4   | 40.3% | 55  | 65.3% | 82  | 82.4% | 131 | 89.2% | 67  | 92.0% | 52  | 85.3% | 83  |

0.0%

80

100

0

135

100

1.1%

0.0%

1

126

100

0.0%

159

100

0 0.0%

75

100

0 0.0%

57

100

0

97

100

February 2015

### by Zone - Nulls Filtered

Weighted:

### Babergh & Mid Suffolk Household Survey For Carter Jonas

|   | Tota         | ıl         | Zone      | 1        | Zone 2    | 2       | Zone 3       | 3        | Zone 4 | 1        | Zone  | 5        | Zone  | 6        | Zone  | 7        | Zone 8 | 3        | Zone 9 |         | Zone 1 | ) | Zone 1 | 1       |
|---|--------------|------------|-----------|----------|-----------|---------|--------------|----------|--------|----------|-------|----------|-------|----------|-------|----------|--------|----------|--------|---------|--------|---|--------|---------|
| Q26 What do you like abo                                  |              | _          |           |          |           | 025     |              |          |        |          |       |          |       |          |       |          |        |          |        |         |        |   |        |         |
| Those who visit Hadleig                                   | n Iown (     | Centre     | for non-f | ooa sn   | opping at | Q25:    |              |          |        |          |       |          |       |          |       |          |        |          |        |         |        |   |        |         |
| Nothing / very little                                     | 12.5%        |            |           | 4        | 14.1%     |         | 18.3%        | 9        | 6.3%   |          | 14.7% | 11       | 9.2%  | 7        | 6.4%  |          | 16.6%  | 5        |        |         | 24.3%  | 1 |        | 1       |
| Attractive environment / nice place                       | 22.4%        | 79         | 18.9%     | 6        | 16.9%     | 1       | 29.3%        | 15       | 17.9%  | 2        | 7.8%  | 6        | 27.6% | 22       | 27.1% | 12       | 32.9%  | 9        | 37.2%  | 3       | 31.1%  | 1 | 12.3%  | 2       |
| Close to friends or relatives                             | 7.2%         | 26         | 4.5%      | 1        | 5.1%      | 0       | 7.7%         | 4        | 0.0%   | 0        | 4.9%  | 4        | 2.0%  | 2        | 32.4% | 14       | 0.0%   | 0        | 0.0%   | 0       | 9.6%   | 0 | 0.0%   | 0       |
| Close to home   | 15.8%        | 56         | 0.0%      | 0        | 0.0%      | 0       | 3.3%         | 2        | 0.0%   | 0        | 58.6% | 44       | 9.4%  | 8        | 4.6%  | 2        | 0.0%   | 0        | 0.0%   | 0       | 9.6%   | 0 | 0.0%   | 0       |
| Close to work   | 1.1%         | 4          | 0.0%      | 0        | 0.0%      | 0       | 1.9%         | 1        | 0.0%   | 0        | 1.7%  | 1        | 0.0%  | 0        |       | 2        | 0.0%   | 0        | 0.0%   | 0       | 0.0%   | 0 | 0.0%   | 0       |
| Compact   | 6.3%         | 22         | 0.0%      | 0        | 5.1%      | 0       | 9.2%         | 5        | 0.0%   | 0        | 1.7%  | 1        | 15.9% | 13       | 3.0%  | 1        | 0.0%   | 0        | 21.2%  | 2       | 0.0%   | 0 | 0.0%   | 0       |
| Easy to get to by bike                                    | 0.0%         | 0          | 0.0%      | 0        | 0.0%      | 0       | 0.0%         | 0        | 0.0%   | 0        | 0.0%  | 0        | 0.0%  | 0        | 0.0%  | 0        | 0.0%   | 0        | 0.0%   | 0       | 0.0%   | 0 | 0.0%   | 0       |
| Easy to get to by bus                                     | 0.1%         | 0          | 0.0%      | 0        | 0.0%      | 0       | 0.0%         | 0        | 0.0%   | 0        | 0.6%  | 0        | 0.0%  | 0        | 0.0%  | 0        | 0.0%   | 0        | 0.0%   | 0       | 0.0%   | 0 | 0.0%   | 0       |
| Easy to get to by car                                     | 2.4%         | 8          | 0.0%      | 0        | 5.1%      | 0       | 4.0%         | 2        | 0.0%   | 0        | 3.9%  | 3        | 0.0%  | 0        | 7.1%  | 3        | 0.0%   | 0        | 0.0%   | 0       | 0.0%   | 0 | 0.0%   | 0       |
| Easy to park  | 7.3%         | 26         | 0.0%      | 0        | 5.1%      | 0       | 11.0%        | 6        | 7.7%   | 1        | 7.9%  | 6        | 12.1% | 10       | 7.9%  | 3        | 0.0%   | 0        | 0.0%   | 0       | 0.0%   | 0 | 0.0%   | 0       |
| Good facilities   | 0.9%         | 3          | 0.0%      | 0        | 0.0%      | 0       | 0.0%         | 0        | 0.0%   | 0        | 3.1%  | 2        | 1.2%  | 1        | 0.0%  | 0        | 0.0%   | 0        | 0.0%   | 0       | 0.0%   | 0 | 0.0%   | 0       |
| Good food stores  | 4.5%         | 16         | 0.0%      | 0        | 0.0%      | 0       | 0.0%         | 0        | 6.3%   | 1        | 2.6%  | 2        | 10.0% | 8        | 4.1%  | 2        | 8.5%   | 2        | 8.0%   | 1       | 9.6%   | 0 | 0.0%   | 0       |
| Good pubs, cafés or restaurants                           | 2.5%         | 9          | 0.0%      | 0        | 0.0%      | 0       | 0.0%         | 0        | 0.0%   | 0        | 0.7%  | 1        | 10.1% | 8        | 0.0%  | 0        | 0.0%   | 0        | 0.0%   | 0       | 0.0%   | 0 | 0.0%   | 0       |
| Good range of non-food shops                              | 19.9%        | 70         | 20.9%     | 6        | 7.9%      | 1       | 13.1%        | 7        | 20.9%  | 2        | 20.8% | 16       | 34.3% | 28       | 10.4% | 5        | 15.4%  | 4        | 14.4%  | 1       | 28.8%  | 1 | 0.0%   | 0       |
| Makes a change from other places                          | 4.2%         | 15         | 3.7%      | 1        | 7.0%      | 1       | 1.5%         | 1        | 8.6%   | 1        | 0.0%  | 0        | 7.3%  | 6        | 1.8%  | 1        | 15.3%  | 4        | 0.0%   | 0       | 15.8%  | 1 | 0.0%   | 0       |
| Ouiet   | 3.1%         | 11         | 6.0%      | 2        | 0.0%      | 0       | 5.5%         | 3        | 7.7%   | 1        | 1.0%  | 1        | 1.2%  | 1        | 2.3%  | 1        | 5.7%   | 2        | 10.6%  | 1       | 0.0%   | 0 | 4.1%   | 1       |
| Safe and secure   | 0.0%         | 0          | 0.0%      | 0        | 0.0%      | 0       | 0.0%         | 0        | 0.0%   | 0        |       | 0        | 0.0%  | 0        |       | 0        |        | 0        | 0.0%   | 0       |        | 0 | 0.0%   | 0       |
| The market  | 1.4%         | 5          | 0.0%      | 0        | 0.0%      | 0       | 0.0%         | 0        | 0.0%   | 0        | 0.0%  | 0        | 1.2%  | 1        | 3.0%  | 1        | 7.7%   | 2        | 0.0%   | 0       |        | 0 | 0.0%   | 0       |
| Traditional   | 7.8%         | 28         | 10.1%     | 3        | 0.0%      | 0       | 14.7%        | 7        | 6.3%   | 1        | 2.2%  | 2        | 14.5% | 12       | 6.0%  | 3        | 0.0%   | 0        | 0.0%   | -       | 11.9%  | 1 | 0.0%   | 0       |
|   | 0.0%         | 0          | 0.0%      | 0        | 0.0%      | 0       | 0.0%         | 0        | 0.0%   | 0        | 0.0%  | 0        | 0.0%  | 0        |       | 0        | 0.0%   | 0        | 0.0%   | 0       | 0.0%   | 0 | 0.0%   | 0       |
| Traffic free shopping centre<br>Other                     | 1.4%         | 5          | 0.0%      | 0        | 0.0%      | 0       | 1.5%         | 1        | 0.0%   | 0        | 0.6%  | 0        | 1.2%  | 1        | 2.3%  | 1        | 4.3%   | 1        | 0.0%   | 0       | 9.6%   | 0 | 0.0%   | 0       |
| A specific shop   | 0.7%         | 3          | 0.0%      | 0        | 3.9%      | 0       | 2.5%         | 1        | 0.0%   | 0        | 0.0%  | 0        | 0.0%  | 0        |       | 1        | 0.0%   | 0        | 0.0%   | 0       | 0.0%   | 0 | 0.0%   | 0       |
|   | 0.7%         | 0          | 0.0%      | 0        | 0.0%      | 0       | 0.0%         | 0        | 0.0%   | 0        | 0.0%  | 0        | 0.0%  | 0        |       | 0        | 0.0%   | 0        | 0.0%   | 0       | 0.0%   | 0 | 0.0%   | 0       |
| A specific attraction                                     | 3.5%         | 12         | 0.0%      |          |           | 1       | 0.0%<br>4.9% | 2        | 0.0%   | 0        | 0.0%  | 1        | 10.4% | 8        | 0.0%  | 0        |        | 0        | 0.0%   | 0       |        | 0 |        | 0       |
| Free car parking  | 3.5%<br>0.7% | 2          | 0.0%      | 0        | 0.0%      | 0       | 0.0%         | 0        | 0.0%   | 0        | 0.7%  | 0        | 2.4%  | 2        |       | 0        | 0.0%   | 0        | 0.0%   | 0       | 0.0%   | 0 | 0.0%   | 0       |
| Friendly people / atmosphere<br>Good range of independent | 2.6%         | 9          | 0.0%      | 0        |           | 0       | 4.4%         | -        | 14.3%  | 1        | 2.1%  | 2        | 0.0%  | 0        |       | 1        | 7.6%   | 2        | 0.0%   | 0       |        | 0 |        | 0       |
| shops   |              |            |           |          |           |         |              |          |        |          |       |          |       |          |       |          |        |          |        |         |        |   |        |         |
| Has a Co-op store   | 0.8%         | 3          | 0.0%      | 0        |           | 0       | 0.0%         | 0        | 0.0%   | 0        |       | 1        | 0.0%  | 0        |       | 1        | 0.0%   | 0        | 0.0%   | 0       | 0.0%   | 0 | 0.000  | 0       |
| Has a Morrisons store                                     | 1.5%         | 5          | 0.0%      | 0        |           | 1       | 7.4%         | 4        | 3.9%   | 0        | 0.6%  | 0        | 0.0%  | 0        | 0.0%  | 0        | 0.0%   | 0        | 0.0%   | 0       | 0.0%   | 0 | 0.0%   | 0       |
| Has Adnam's store   | 1.4%         | 5          | 6.0%      | 2        | 0.0%      | 0       | 2.5%         | 1        | 0.0%   | 0        | 0.7%  | 1        | 1.5%  | 1        | 0.0%  | 0        | 0.0%   | 0        | 0.0%   | 0       | 0.0%   | 0 | 0.0%   | 0       |
| Has MW Partridge & Co. store                              | 5.8%         | 21         | 21.5%     | 7        | 25.9%     | 2       | 9.0%         | 5        | 7.7%   | 1        | 4.7%  | 4        | 1.2%  | 1        | 3.7%  | 2        | 0.0%   | 0        | 6.5%   | 1       | 0.0%   | 0 | 0.0%   | 0       |
| Unusual / quirky  | 1.2%         | 4          | 0.0%      | 0        | 0.0%      | 0       | 2.5%         | 1        | 6.3%   | 1        | 0.0%  | 0        | 1.5%  | 1        | 0.0%  | 0        | 0.0%   | 0        | 14.2%  | 1       | 0.0%   | 0 | 0.0%   | 0       |
| (Don't know)  | 5.8%         | 20         | 4.5%      | 1        | 0.0%      | 0       | 3.7%         | 2        | 3.9%   | 0        |       | 0        | 0.0%  | 0        |       | 2        |        | 3        | 0.0%   | 0       |        | 0 | 82.7%  | 12      |
| Weighted base:<br>Sample:                                 |              | 354<br>343 |           | 30<br>21 |           | 8<br>24 |              | 51<br>41 |        | 10<br>21 |       | 75<br>96 |       | 81<br>60 |       | 44<br>30 |        | 28<br>21 |        | 8<br>12 |        | 5 |        | 14<br>8 |

February 2015

Weighted:

### Babergh & Mid Suffolk Household Survey For Carter Jonas

Total Zone 2 Zone 7 Zone 9 Zone 10 Zone 11 Zone 1 Zone 3 Zone 4 Zone 5 Zone 6 Zone 8 Q27 What could be improved about Hadleigh Town Centre that would make you visit more often? [MR] 71 40.2% 50 48.1% 77 57.9% 43 37.2% 34.4% 33 Nothing 46.2% 508 55.8% 83 53.4% 21 41.2% 52 46.9% 27 37.2% 30 52.5% 21 Better access by road 0.6% 7 0.0% 0 0.0% 0 0.0% 0 0.8% 0 1.3% 1 1.6% 2 0.6% 1 0.0% 0 0.0% 0 1.7% 1 1.3% 1 0.6% 7 0.0% 0 0.0% 0 1.2% 2 0.8% 0 0.0% 0 1.2% 2 0.6% 1.6% 0.0% 0 0.0% 0 0.0% 0 Better public transport 1 3 0 0.0% 0.8% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0.0% 0 0.0% 0 Better signposting 0.1% 1 0.0% 0 1 0 0 0 0.0% 0 0 0.0% 0 Cleaner streets 1.3% 14 0.0% 0 0.0% 0 0.0% 0.6% 0 0.0% 10.6% 13 0.0% 0 0 0.0% 0 0.0% Facilities which would assist 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 you if shopping with children 0.7% 2 0.0% 0 Free car parking 0.6% 7 1.2% 2 0 0.0% 0 2.2% 1 0.9% 1.6% 0.0% 0 0.7% 1 0.0% 0 0.0% 0 0 0.0% 0 0.6% 0 0 0 0 Jewellery / food markets / 0.0% 0.0% 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% other events 19 More / better comparison 1.8% 1.2% 2 0.0% 0 1.0% 1 0.0% 0 13.9% 11 3.9% 5 0.0% 0.0% 0 0.0% 0.0% 0 0.0% 0 retailers (i.e. non-food shops) More / better entertainment / 0.2% 0.0% 0.0% 0 0.0% 0.0% 0.0% 0 1.6% 2 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% eating places More / better food shops 0.3% 3 0.0% 0 0.0% 0 0.0% 0 0.0% 0 2.1% 2 1.2% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 2 7.4% More / better parking 3.0% 33 2.6% 4 0.7% 0 1.6% 2 3.4% 6 7.3% 10 3.9% 5 1.0% 2 3.1% 2 0.0% 0 0.0% 0 0 More / better pedestrianised 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% streets More / better public 0.1% 0.0% 0 0.0% 0 0.0% 0.0% 0.0% 0 0.0% 0 0.8% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 conveniences More / better seats / flower 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0.0% 0 0.0% 0 displays 0.1% 0 0.0% 0.0% 0.0% 0 0.9% 0.0% 0.0% 0.0% 0 More / better services 0.0% 0 0 0.0% 0 0 0 0.0% 0 0.0% 1 0.2% 2 0.8% 0 0 0.0% 0.0% More advertising 0.0% 0 0.0% 0 1 0.0% 0.0% 0.0% 0 0.0% 0 0 0.0% 0 1.3% 1 32 0 More national multiple shops 2.9% 1.2% 2 3.6% 4.6% 6 0.7% 0 21.2% 17 2.3% 3 1.3% 2 0.0% 0 0.7% 1 0.0% 0 0.0% / High Street shops Protection from the weather 0.0% 0 0.0% 0 0.0% 0.0% 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0 0 0 0.0% (ie. covered shopping malls) Shops / services open on 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0.0% 0.0% 0 0.0% 0 0.0% 0.0% 0.0% 0 0.0% 0 Sundays Other 0.7% 7 0.0% 0 0.0% 0 0.0% 0 0.0% 0 5.4% 4 0.7% 0.0% 0 1.3% 2 0.0% 0.0% 0 0.0% 0 0.3% 3 0.0% 0.0% 0.8% 0.0% 0 0.9% 1.2% 2 0.0% 0.0% 0.0% 0.0% 0.0% 0 Better traffic management 0 0 1 0 0 0 0 0.2% 3 0.0% 0 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0 0 0.9% 0 1.8% 0 0 0 0 0 0.0% Fill vacant shops 1 2.0% 22 0.0% 0 1.1% 3.3% 1.3% 0.0% 0 0.0% 0 3.1% 1.8% 0.0% 9.4% 5 4.6% 4 If it was nearer 0 4 4 3 0 7 3 0 More independent shops 0.6% 0.7% 1 0.0% 0 0.0% 0 0.0% 0 0.7% 1 2.3% 0.8% 1 0.7% -1 0.0% 0 0.0% 0 0.0% (Don't know) 39.5% 435 38.5% 57 41.2% 16 44.9% 56 45.0% 26 13.0% 10 24.7% 33 38.1% 48 45.4% 72 38.3% 29 51.6% 29 58.4% 57 1100 149 39 58 80 135 126 159 75 57 97 Weighted base: 126

100

100

100

100

100

100

100

Sample:

1100

100

100

100

100

|                           | Tota      | al    | Zone     | 1       | Zone    | 2   | Zone     | 3     | Zone    | 4     | Zone   | 5   | Zone  | 6   | Zone  | 7   | Zone  | 8   | Zone  | 9   | Zone 1 | 10  | Zone  | 11  |
|---------------------------|-----------|-------|----------|---------|---------|-----|----------|-------|---------|-------|--------|-----|-------|-----|-------|-----|-------|-----|-------|-----|--------|-----|-------|-----|
|                           |           |       |          |         |         |     |          |       |         |       |        |     |       |     |       |     |       |     |       |     |        |     |       |     |
|                           |           | _     |          |         | _       | _   |          | _     |         |       |        |     |       |     |       |     |       |     |       |     |        |     |       |     |
| Q28 How often do you      | or your h | ouser | nold vis | it Stov | vmarket | Tow | n Centre | for y | our non | -food | shoppi | ng? |       |     |       |     |       |     |       |     |        |     |       |     |
| Daily                     | 1.6%      | 17    | 0.9%     | 1       | 0.8%    | 0   | 1.3%     | 2     | 0.0%    | 0     | 3.1%   | 2   | 0.0%  | 0   | 0.0%  | 0   | 6.8%  | 11  | 0.0%  | 0   | 1.0%   | 1   | 0.0%  | 0   |
| 4-6 days a week           | 0.6%      | 7     | 0.0%     | 0       | 0.0%    | 0   | 0.0%     | 0     | 0.0%    | 0     | 0.0%   | 0   | 0.0%  | 0   | 0.8%  | 1   | 3.3%  | 5   | 0.7%  | 1   | 0.0%   | 0   | 0.0%  | 0   |
| 2-3 days a week           | 2.5%      | 28    | 0.0%     | 0       | 1.0%    | 0   | 0.0%     | 0     | 0.0%    | 0     | 0.6%   | 0   | 0.0%  | 0   | 3.9%  | 5   | 8.7%  | 14  | 9.5%  | 7   | 1.9%   | 1   | 0.0%  | 0   |
| One days a week           | 7.8%      | 85    | 0.0%     | 0       | 2.5%    | 1   | 0.8%     | 1     | 0.0%    | 0     | 1.1%   | 1   | 0.0%  | 0   | 10.7% | 13  | 34.0% | 54  | 14.4% | 11  | 7.4%   | 4   | 0.0%  | 0   |
| Every two weeks           | 5.0%      | 55    | 0.0%     | 0       | 4.2%    | 2   | 0.0%     | 0     | 1.1%    | 1     | 13.0%  | 10  | 0.0%  | 0   | 8.8%  | 11  | 14.3% | 23  | 7.1%  | 5   | 5.1%   | 3   | 0.6%  | 1   |
| Monthly                   | 8.3%      | 91    | 4.0%     | 6       | 3.9%    | 2   | 0.6%     | 1     | 0.7%    | 0     | 8.0%   | 6   | 1.1%  | 1   | 21.5% | 27  | 18.5% | 29  | 11.8% | 9   | 6.3%   | 4   | 6.2%  | 6   |
| Once every two months     | 3.2%      | 35    | 0.0%     | 0       | 5.2%    | 2   | 0.0%     | 0     | 0.8%    | 0     | 0.9%   | 1   | 0.7%  | 1   | 11.6% | 15  | 5.6%  | 9   | 2.5%  | 2   | 3.1%   | 2   | 3.9%  | 4   |
| Three - four times a year | 4.6%      | 50    | 1.2%     | 2       | 2.2%    | 1   | 2.0%     | 2     | 0.0%    | 0     | 4.3%   | 3   | 4.8%  | 6   | 6.5%  | 8   | 1.4%  | 2   | 14.8% | 11  | 15.5%  | 9   | 5.1%  | 5   |
| Once a year               | 3.2%      | 35    | 0.0%     | 0       | 3.0%    | 1   | 0.6%     | 1     | 2.5%    | 1     | 3.7%   | 3   | 1.9%  | 3   | 6.4%  | 8   | 0.0%  | 0   | 4.6%  | 3   | 18.1%  | 10  | 4.9%  | 5   |
| Less often                | 3.9%      | 43    | 0.9%     | 1       | 2.1%    | 1   | 4.1%     | 5     | 4.3%    | 2     | 4.9%   | 4   | 4.1%  | 5   | 4.2%  | 5   | 0.6%  | 1   | 6.2%  | 5   | 9.0%   | 5   | 7.7%  | 7   |
| Never                     | 58.8%     | 647   | 92.9%    | 138     | 74.4%   | 29  | 90.6%    | 114   | 90.6%   | 53    | 60.3%  | 48  | 85.9% | 116 |       | 32  | 5.5%  | 9   | 27.2% | 20  | 31.7%  | 18  | 71.6% | 70  |
| (Don't know / varies)     | 0.6%      | 7     | 0.0%     | 0       | 0.7%    | 0   | 0.0%     | 0     | 0.0%    | 0     | 0.0%   | 0   | 1.6%  | 2   | 0.6%  | 1   | 1.3%  | 2   | 1.1%  | 1   | 1.0%   | 1   | 0.0%  | 0   |
| Weighted base:            |           | 1100  |          | 149     |         | 39  |          | 126   |         | 58    |        | 80  |       | 135 |       | 126 |       | 159 |       | 75  |        | 57  |       | 97  |
| Sample:                   |           | 1100  |          | 100     |         | 100 |          | 100   |         | 100   |        | 100 |       | 100 |       | 100 |       | 100 |       | 100 |        | 100 |       | 100 |

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# Babergh & Mid Suffolk Household Survey For Carter Jonas

|                                     | Tota      | ıl          | Zone        | 1      | Zone 2   | 2     | Zone 3 |    | Zone 4 |   | Zone 5 |    | Zone 6 |    | Zone ' | 7  | Zone  | 8   | Zone 9 | •  | Zone  | 10 | Zone 1 | 1  |
|-------------------------------------|-----------|-------------|-------------|--------|----------|-------|--------|----|--------|---|--------|----|--------|----|--------|----|-------|-----|--------|----|-------|----|--------|----|
| Q29 What do you like abo            |           |             |             |        | -        | -     | 10     |    |        |   |        |    |        |    |        |    |       |     |        |    |       |    |        |    |
| Those who visit Stowma              | irket Tow | n Cent      | tre for noi | n-food | shopping | at Q2 | 28:    |    |        |   |        |    |        |    |        |    |       |     |        |    |       |    |        |    |
| Nothing / very little               | 30.7%     | 139         | 69.8%       | 7      | 21.0%    | 2     | 50.0%  | 6  | 57.0%  | 3 | 50.0%  | 16 | 11.3%  | 2  | 23.1%  | 22 | 33.6% | 51  | 30.7%  | 17 | 29.1% | 11 | 9.1%   | 3  |
| Attractive environment / nice place | 7.9%      | 36          |             | 0      |          | 0     | 6.5%   | 1  |        |   | 7.6%   | 2  |        | 1  |        | 5  |       |     | 11.1%  |    | 14.6% | 6  | 19.2%  | 5  |
| Close to friends or relatives       | 2.9%      | 13          | 0.0%        | 0      | 5.8%     | 1     | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0  | 4.1%   | 4  | 3.5%  | 5   | 1.0%   | 1  | 2.5%  | 1  | 6.9%   | 2  |
| Close to home                       | 27.1%     | 123         | 0.0%        | 0      | 18.0%    | 2     | 0.0%   | 0  | 0.0%   | 0 | 12.4%  | 4  | 0.0%   | 0  | 35.1%  | 33 | 46.1% | 69  | 18.1%  | 10 | 10.6% | 4  | 3.5%   | 1  |
| Close to work                       | 2.0%      | 9           | 0.0%        | 0      | 0.0%     | 0     | 0.0%   | 0  | 8.7%   | 0 | 0.0%   | 0  | 0.0%   | 0  | 2.9%   | 3  | 1.8%  | 3   | 3.7%   | 2  | 2.8%  | 1  | 0.0%   | 0  |
| Compact                             | 7.3%      | 33          | 0.0%        | 0      | 14.4%    | 1     | 13.0%  | 2  | 0.0%   | 0 | 1.4%   | 0  | 5.1%   | 1  | 5.9%   | 6  | 4.2%  | 6   | 15.1%  | 8  | 9.9%  | 4  | 18.4%  | 5  |
| Easy to get to by bike              | 0.0%      | 0           | 0.0%        | 0      | 0.0%     | 0     | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0   | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  |
| Easy to get to by bus               | 0.1%      | 0           | 0.0%        | 0      | 0.0%     | 0     | 0.0%   | 0  | 0.0%   | 0 | 1.4%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0   | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  |
| Easy to get to by car               | 2.5%      | 11          | 0.0%        | 0      | 0.0%     | 0     | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0  | 5.1%   | 1  | 5.9%   | 6  | 0.6%  | 1   | 2.5%   | 1  | 6.6%  | 3  | 0.0%   | 0  |
| Easy to park                        | 3.9%      | 18          | 13.0%       | 1      | 7.5%     | 1     | 0.0%   | 0  | 0.0%   | 0 | 5.6%   | 2  | 0.0%   | 0  | 9.5%   | 9  | 0.0%  | 0   | 4.1%   | 2  | 7.1%  | 3  | 0.0%   | 0  |
| Good facilities                     | 1.9%      | 9           | 0.0%        | 0      | 0.0%     | 0     | 0.0%   | 0  | 0.0%   | 0 | 6.2%   | 2  | 0.0%   | 0  | 0.0%   | 0  | 0.8%  | 1   | 2.9%   | 2  | 6.4%  | 2  | 5.6%   | 2  |
| Good food stores                    | 3.1%      | 14          | 0.0%        | 0      | 0.0%     | 0     | 0.0%   | 0  | 0.0%   | 0 | 1.4%   | 0  | 6.3%   | 1  | 2.8%   | 3  | 5.7%  | 9   | 2.5%   | 1  | 0.0%  | 0  | 0.0%   | 0  |
| Good pubs, cafés or restaurants     | 1.3%      | 6           | 0.0%        | 0      | 0.0%     | 0     | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 1.4%  | 2   | 2.5%   | 1  | 0.0%  | 0  | 8.9%   | 2  |
| Good range of non-food shops        | 11.1%     | 51          | 0.0%        | 0      | 8.4%     | 1     | 0.0%   | 0  | 11.6%  | 1 | 1.4%   | 0  | 31.4%  | 6  | 16.0%  | 15 | 6.6%  | 10  | 14.1%  | 8  | 15.3% | 6  | 15.1%  | 4  |
| Makes a change from other places    | 2.4%      | 11          | 0.0%        | 0      | 0.0%     | 0     | 0.0%   | 0  | 0.0%   | 0 | 1.4%   | 0  | 13.4%  | 3  | 3.6%   | 3  | 0.0%  | 0   | 1.0%   | 1  | 5.5%  | 2  | 6.8%   | 2  |
| Quiet                               | 1.9%      | 9           | 0.0%        | 0      | 0.0%     | 0     | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0  | 4.7%   | 4  | 0.0%  | 0   | 4.7%   | 3  | 3.0%  | 1  | 2.1%   | 1  |
| afe and secure                      | 0.5%      | 2           | 0.0%        | 0      | 0.0%     | 0     | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0  | 0.9%   | 1  | 0.0%  | 0   | 0.0%   | 0  | 4.1%  | 2  |        | 0  |
| he market                           | 1.4%      | 6           | 0.0%        | 0      | 2.6%     | 0     | 0.0%   | 0  | 0.0%   | 0 | 4.7%   | 1  | 0.0%   | 0  | 1.7%   | 2  | 0.6%  | 1   | 1.9%   | 1  | 2.3%  | 1  | 0.0%   | 0  |
| raditional                          | 1.3%      | 6           | 0.0%        | 0      | 0.0%     | 0     | 8.1%   | 1  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0  | 0.9%   | 1  | 0.0%  | 0   | 0.0%   | 0  | 7.1%  | 3  | 5.6%   | 2  |
| Fraffic free shopping centre        | 0.4%      | 2           | 0.0%        | 0      | 0.0%     | 0     | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0  | 5.1%   | 1  | 0.9%   | 1  | 0.0%  | 0   | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  |
| Other                               | 2.0%      | 9           | 0.0%        | 0      | 8.3%     | 1     | 0.0%   | 0  | 15.6%  | 1 | 9.2%   | 3  | 0.0%   | 0  | 1.4%   | 1  | 1.4%  | 2   | 1.0%   | 1  | 0.0%  | 0  | 2.6%   | 1  |
| A specific shop                     | 0.8%      | 4           | 0.0%        | 0      | 9.0%     | 1     | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0  | 1.1%   | 1  | 0.0%  | 0   | 1.0%   | 1  | 3.0%  | 1  | 0.0%   | 0  |
| A specific attraction               | 0.0%      | 0           | 0.0%        | 0      | 0.0%     | 0     | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0   | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  |
| Cheap car parking                   | 3.2%      | 14          | 0.0%        | 0      | 3.2%     | 0     | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0  | 14.2%  | 13 | 0.0%  | 0   | 1.2%   | 1  | 0.0%  | 0  | 0.0%   | 0  |
| Friendly people / atmosphere        | 0.7%      | 3           | 0.0%        | 0      | 2.6%     | 0     | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 1.7%  | 3   | 0.0%   | 0  | 1.1%  | 0  | 0.0%   | 0  |
| las a Lidl store                    | 0.7%      | 3           | 17.2%       | 2      | 0.0%     | 0     | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0  | 0.9%   | 1  | 0.0%  | 0   | 0.0%   | 0  | 1.1%  | 0  | 0.0%   | 0  |
| las a museum                        | 0.4%      | 2           | 0.0%        | 0      | 0.0%     | 0     | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0   | 1.0%   | 1  | 1.1%  | 0  | 3.5%   | 1  |
| Ias a train station                 | 0.4%      | 2           | 0.0%        | 0      | 0.0%     | 0     | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0   | 1.0%   | 1  | 0.0%  | 0  | 5.2%   | 1  |
| Has an Asda store                   | 1.3%      | 6           | 0.0%        | 0      | 11.5%    | 1     | 6.5%   | 1  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0   | 0.0%   | 0  | 6.0%  | 2  | 6.8%   | 2  |
| (Don't know)                        | 4.3%      | 19          | 0.0%        | 0      | 0.0%     | 0     | 22.4%  | 3  | 0.0%   | 0 | 0.0%   | 0  | 33.7%  | 6  | 1.4%   | 1  | 0.6%  | 1   | 5.6%   | 3  | 7.5%  | 3  | 7.3%   | 2  |
| 007 * 1 4 11                        |           | 454         |             | 11     |          | 10    |        | 12 |        | 5 |        | 32 |        | 19 |        | 94 |       | 151 |        | 54 |       | 39 |        | 28 |
| Veighted base:                      |           | <b>T</b> JT |             |        |          |       |        |    |        |   |        | 22 |        |    |        |    |       |     |        |    |       |    |        |    |

|  | Tota          | al           | Zone   | 1          | Zone          | 2         | Zone          | 3          | Zone          | 4         | Zone           | 5         | Zone          | 6          | Zone   | 7          | Zone         | 8          | Zone          | 9         | Zone          | 10        | Zone  | 11        |
|--|---------------|--------------|--------|------------|---------------|-----------|---------------|------------|---------------|-----------|----------------|-----------|---------------|------------|--------|------------|--------------|------------|---------------|-----------|---------------|-----------|-------|-----------|
| Q30 What could be impr   | oved ab       | out S        | towmar | ket To     | wn Cen        | ntre th   | at woul       | d mak      | e you v       | isit m    | ore ofte       | n? [M     | R]            |            |        |            |              |            |               |           |               |           |       |           |
| Nothing  | 36.9%         | 407          | 50.7%  | 75         | 41.9%         | 16        | 25.5%         | 32         | 41.1%         | 24        | 33.9%          | 27        | 40.8%         | 55         | 41.7%  | 52         | 17.2%        | 27         | 38.4%         | 29        | 47.9%         | 27        | 42.2% | 41        |
| Better access by road  | 0.6%          | 7            | 0.0%   | 0          | 0.0%          | 0         | 3.1%          | 4          | 0.0%          | 0         | 0.6%           | 0         | 0.9%          | 1          | 0.0%   | 0          | 0.7%         | 1          | 0.0%          | 0         | 0.0%          | 0         | 0.0%  | 0         |
| Better public transport  | 0.8%          | 9            | 0.7%   | 1          | 0.0%          | 0         | 2.2%          | 3          | 2.6%          | 1         | 0.6%           | 0         | 0.0%          | 0          | 1.1%   | 1          | 1.0%         | 2          | 0.7%          | 1         | 0.0%          | 0         | 0.0%  | 0         |
| Better signposting   | 0.0%          | 0            | 0.0%   | 0          | 0.8%          | 0         | 0.0%          | 0          | 0.0%          | 0         | 0.0%           | 0         | 0.0%          | 0          | 0.0%   | 0          | 0.0%         | 0          | 0.0%          | 0         | 0.0%          | 0         | 0.0%  | 0         |
| Cleaner streets  | 1.0%          | 11           | 0.0%   | 0          | 1.1%          | 0         | 0.0%          | 0          | 0.8%          | 0         | 1.5%           | 1         | 0.0%          | 0          | 3.1%   | 4          | 0.0%         | 0          | 4.4%          | 3         | 1.3%          | 1         | 0.6%  | 1         |
| Facilities which would assist you if shopping with children    | 0.2%          | 3            |        | 0          |               | 0         | 0.0%          | 0          | 0.0%          | 0         | 0.0%           | 0         | 0.0%          | 0          | 0.0%   | 0          |              | 2          | 0.0%          | 0         |               | 1         | 0.0%  | 0         |
| Free car parking   | 2.8%          | 30           |        | 0          |               | 1         | 0.0%          | 0          | 0.0%          | 0         | 2.1%           | 2         | 0.0%          | 0          |        |            | 13.8%        | 22         | 3.1%          | 2         |               | 0         |       | 0         |
| Jewellery / food markets /<br>other events                     | 0.0%          | 0            |        | 0          |               | 0         | 0.0%          | 0          |               | 0         |                | 0         |               | 0          |        |            | 0.0%         | 0          | 0.0%          | 0         |               | 0         |       | 0         |
| More / better comparison retailers (i.e. non-food shops)       | 10.5%         | 116          | 0.0%   | 0          | 7.7%          | 3         | 1.2%          | 2          | 0.0%          | 0         | 7.1%           | 6         | 3.0%          | 4          | 17.1%  | 21         | 39.6%        | 63         | 16.0%         | 12        | 6.0%          | 3         | 1.5%  | 1         |
| More / better entertainment / eating places                    | 0.7%          | 8            | 0.0%   | 0          | 0.0%          | 0         | 0.0%          | 0          | 0.0%          | 0         | 3.1%           | 2         | 0.0%          | 0          | 0.6%   | 1          | 1.3%         | 2          | 2.1%          | 2         | 1.7%          | 1         | 0.0%  | 0         |
| More / better food shops                                       | 2.8%          | 31           | 0.0%   | 0          | 4.8%          | 2         | 0.0%          | 0          | 0.0%          | 0         | 0.6%           | 0         | 0.7%          | 1          | 4.0%   | 5          | 10.8%        | 17         | 3.1%          | 2         | 4.7%          | 3         | 0.0%  | 0         |
| More / better parking  | 4.2%          | 46           | 0.0%   | 0          | 1.8%          | 1         | 4.9%          | 6          | 0.0%          | 0         | 0.9%           | 1         | 2.5%          | 3          | 7.6%   | 10         | 11.2%        | 18         | 6.5%          | 5         | 2.9%          | 2         | 1.6%  | 2         |
| More / better pedestrianised streets                           | 0.2%          | 3            | 0.0%   | 0          | 0.0%          | 0         | 1.0%          | 1          | 0.0%          | 0         | 0.0%           | 0         | 0.0%          | 0          | 0.0%   | 0          | 0.6%         | 1          | 0.0%          | 0         | 0.8%          | 0         | 0.0%  | 0         |
| More / better public conveniences                              | 0.0%          | 0            | 0.0%   | 0          | 0.0%          | 0         | 0.0%          | 0          | 0.0%          | 0         | 0.0%           | 0         | 0.0%          | 0          | 0.0%   | 0          | 0.0%         | 0          | 0.0%          | 0         | 0.0%          | 0         | 0.0%  | 0         |
| More / better seats / flower displays                          | 0.3%          | 4            | 0.0%   | 0          | 0.0%          | 0         | 0.0%          | 0          | 0.0%          | 0         | 0.0%           | 0         | 1.2%          | 2          | 0.0%   | 0          | 0.0%         | 0          | 1.1%          | 1         | 1.0%          | 1         | 0.6%  | 1         |
| More / better services   | 0.3%          | 4            | 0.0%   | 0          | 1.1%          | 0         | 0.0%          | 0          | 0.0%          | 0         | 0.0%           | 0         | 0.0%          | 0          | 0.0%   | 0          | 0.6%         | 1          | 0.7%          | 1         | 3.2%          | 2         | 0.0%  | 0         |
| More advertising   | 0.3%          | 3            |        | 0          | 0.0%          | 0         | 0.0%          | 0          | 1.1%          | 1         | 0.0%           | 0         | 0.0%          | 0          | 0.8%   | 1          | 0.0%         | 0          | 0.0%          | 0         |               | 0         | 1.3%  | 1         |
| More national multiple shops / High Street shops               | 6.0%          | 66           | 0.9%   | 1          | 11.0%         | 4         | 2.0%          | 2          | 0.7%          | 0         | 2.3%           | 2         | 0.0%          | 0          | 14.6%  | 18         | 16.3%        | 26         | 10.7%         | 8         | 5.1%          | 3         | 0.0%  | 0         |
| Protection from the weather<br>(ie. covered shopping<br>malls) | 0.0%          | 0            | 0.0%   | 0          | 0.0%          | 0         | 0.0%          | 0          | 0.0%          | 0         | 0.0%           | 0         | 0.0%          | 0          | 0.0%   | 0          | 0.0%         | 0          | 0.0%          | 0         | 0.0%          | 0         | 0.0%  | 0         |
| Shops / services open on<br>Sundays                            | 0.0%          | 0            | 0.0%   | 0          | 0.0%          | 0         | 0.0%          | 0          | 0.0%          | 0         | 0.0%           | 0         | 0.0%          | 0          | 0.0%   | 0          | 0.0%         | 0          | 0.0%          | 0         | 0.0%          | 0         | 0.0%  | 0         |
| Other  | 1.9%          | 20           | 0.0%   | 0          | 0.0%          | 0         | 0.8%          | 1          | 0.0%          | 0         | 0.0%           | 0         | 0.0%          | 0          | 2.8%   | 4          | 3.8%         | 6          | 6.3%          | 5         | 7.9%          | 4         | 0.6%  | 1         |
| A complete refurbishment                                       | 0.7%          | 8            |        | 0          | 0.0%          | 0         | 0.0%          | 0          | 0.0%          | 0         | 0.9%           | 1         | 0.0%          | 0          | 4.3%   | 5          |              | 0          | 2.1%          | 2         |               | 0         |       | 0         |
| If it was nearer   | 1.1%          | 12           | 0.0%   | 0          | 0.0%          | 0         | 5.9%          | 7          | 1.5%          | 1         | 0.6%           | 0         | 0.7%          | 1          | 1.1%   | 1          | 0.0%         | 0          | 0.0%          | 0         | 1.0%          | 1         | 0.6%  | 1         |
| Less charity shops   | 1.3%          | 15           |        | 0          | 1.0%          | 0         | 0.0%          | 0          | 0.8%          | 0         | 1.3%           | 1         | 0.0%          | 0          | 0.0%   | 0          |              | 9          | 4.1%          | 3         | 0.8%          | 0         | 0.0%  | 0         |
| Less estate agents   | 0.4%          | 4            |        | 0          |               | 0         | 0.0%          | 0          | 0.0%          | 0         | 0.0%           | 0         | 0.0%          | 0          | 0.0%   | 0          |              | 4          | 0.0%          | 0         |               | 0         |       | 0         |
| Less traffic congestion  | 0.2%          | 2            | 0.0%   | 0          | 0.7%          | 0         | 0.0%          | 0          | 0.0%          | 0         | 0.0%           | 0         | 0.0%          | 0          | 0.0%   | 0          |              | 1          | 0.0%          | 0         | 0.0%          | 0         | 1.0%  | 1         |
| More / better disabled   | 0.4%          | 5            |        | 0          |               | 0         | 0.0%          | 0          | 0.0%          | 0         | 0.0%           | 0         | 0.0%          | 0          | 0.6%   | 1          |              | 3          | 0.7%          | 1         |               | 1         |       | 0         |
| parking and transportation                                     |               |              |        |            |               |           |               |            |               |           |                |           |               |            |        |            |              |            |               |           |               |           |       |           |
| More independent shops (Don't know)                            | 0.6%<br>35.4% | 6<br>390     |        | 0<br>71    | 1.9%<br>32.1% | 1<br>13   | 0.0%<br>56.0% | 0<br>71    | 0.0%<br>51.5% | 0<br>30   | 1.5%<br>49.0%  | 1<br>39   | 0.0%<br>51.0% | 0<br>69    |        | 1<br>18    | 1.0%<br>2.8% | 2 4        | 2.0%<br>15.7% | 12        | 0.0%<br>25.7% | 0<br>15   |       | 0<br>49   |
| ,  | 33.470        |              | +7.070 |            | 34.170        |           | 30.070        |            | 31.370        |           | <b>→</b> 2.070 |           | 31.070        |            | 14.570 |            | 2.070        |            | 13.770        |           | 23.170        |           |       |           |
| Weighted base:<br>Sample:                                      |               | 1100<br>1100 |        | 149<br>100 |               | 39<br>100 |               | 126<br>100 |               | 58<br>100 |                | 80<br>100 |               | 135<br>100 |        | 126<br>100 |              | 159<br>100 |               | 75<br>100 |               | 57<br>100 |       | 97<br>100 |

| Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | Zone 10 | Zone 11 |
|-------|--------|--------|--------|--------|--------|--------|--------|--------|--------|---------|---------|
|       |        |        |        |        |        |        |        |        |        |         |         |

|   | Tota     | l       | Zone     | 1       | Zone 2    | 2      | Zone     | 3     | Zone 4 | ļ   | Zone  | 5   | Zone  | 6   | Zone  | 7   | Zone  | 8   | Zone  | 9   | Zone 1 | .0  | Zone 1 | 1   |
|---|----------|---------|----------|---------|-----------|--------|----------|-------|--------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|--------|-----|--------|-----|
|   |          |         |          |         |           |        |          |       |        |     |       |     |       |     |       |     |       |     |       |     |        |     |        |     |
| Q31 Do you or your hous                                     | sehold v | isit th | e follov | ving le | eisure at | tracti | ions? [N | IR/PR | ]      |     |       |     |       |     |       |     |       |     |       |     |        |     |        |     |
| Bingo / casino / bookmaker                                  | 6.0%     | 66      | 2.6%     | 4       | 4.2%      | 2      | 3.0%     | 4     | 5.3%   | 3   | 5.8%  | 5   | 4.1%  | 5   | 12.8% | 16  | 7.9%  | 13  | 5.6%  | 4   | 3.3%   | 2   | 9.6%   | 9   |
| Cinema  | 56.7%    | 623     | 58.8%    | 87      | 58.7%     | 23     | 72.8%    | 92    | 50.3%  | 29  | 48.1% | 38  | 47.5% | 64  | 60.2% | 76  | 54.8% | 87  | 56.4% | 42  | 49.6%  | 28  | 58.1%  | 56  |
| Gym / health club / sports facility                         | 24.7%    | 271     | 25.0%    | 37      | 21.8%     | 9      | 28.0%    | 35    | 19.3%  | 11  | 31.9% | 25  | 16.0% | 22  | 34.6% | 43  | 27.5% | 44  | 25.9% | 19  | 25.1%  | 14  | 11.5%  | 11  |
| Theatre/ concert / music venue                              | 41.8%    | 460     | 51.0%    | 76      | 39.5%     | 16     | 42.6%    | 54    | 49.6%  | 29  | 42.9% | 34  | 48.2% | 65  | 44.7% | 56  | 26.4% | 42  | 36.8% | 27  | 49.2%  | 28  | 34.3%  | 33  |
| Museum / gallery or place of historical / cultural interest | 34.7%    | 381     | 34.9%    | 52      | 30.5%     | 12     | 34.5%    | 43    | 38.9%  | 23  | 27.0% | 22  | 49.9% | 67  | 32.1% | 40  | 32.9% | 53  | 29.4% | 22  | 36.3%  | 21  | 28.0%  | 27  |
| Pub / bar / nightclub                                       | 47.9%    | 527     | 39.6%    | 59      | 47.6%     | 19     | 54.4%    | 68    | 52.0%  | 30  | 53.0% | 42  | 46.9% | 63  | 54.5% | 68  | 51.0% | 81  | 41.2% | 31  | 47.5%  | 27  | 38.9%  | 38  |
| Restaurant / café   | 74.2%    | 816     | 76.6%    | 114     | 76.9%     | 30     | 76.8%    | 97    | 81.0%  | 47  | 62.4% | 50  | 83.8% | 113 | 83.8% | 105 | 62.5% | 100 | 75.5% | 56  | 68.1%  | 39  | 67.1%  | 65  |
| Family entertainment (e.g. tenpin bowling, skating rink)    | 27.5%    | 302     | 23.8%    | 35      | 28.1%     | 11     | 34.7%    | 44    | 35.3%  | 21  | 27.9% | 22  | 26.4% | 36  | 24.1% | 30  | 21.3% | 34  | 26.6% | 20  | 24.4%  | 14  | 36.6%  | 36  |
| Other activity  | 0.3%     | 3       | 0.9%     | 1       | 1.6%      | 1      | 0.0%     | 0     | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 1.1%  | 1   | 0.8%   | 0   | 0.0%   | 0   |
| (None)  | 11.3%    | 125     | 14.1%    | 21      | 9.1%      | 4      | 6.8%     | 9     | 9.3%   | 5   | 17.8% | 14  | 7.8%  | 11  | 8.2%  | 10  | 17.2% | 27  | 8.9%  | 7   | 11.9%  | 7   | 10.8%  | 10  |
| Bowls   | 0.2%     | 2       | 0.0%     | 0       | 0.0%      | 0      | 0.0%     | 0     | 0.0%   | 0   | 0.6%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.6%  | 1   | 0.0%  | 0   | 1.5%   | 1   | 0.0%   | 0   |
| Golf  | 0.3%     | 3       | 0.0%     | 0       | 0.0%      | 0      | 0.0%     | 0     | 0.8%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.8%  | 1   | 0.7%  | 1   | 0.0%  | 0   | 0.0%   | 0   | 0.6%   | 1   |
| Weighted base:  |          | 1100    |          | 149     |           | 39     |          | 126   |        | 58  |       | 80  |       | 135 |       | 126 |       | 159 |       | 75  |        | 57  |        | 97  |
| Sample:   |          | 1100    |          | 100     |           | 100    |          | 100   |        | 100 |       | 100 |       | 100 |       | 100 |       | 100 |       | 100 |        | 100 |        | 100 |

| ,, eighteu.   |       |    |       |   |            |      |           |     |            | _    | 01 00     |      | 01 001 |   |        |    |        |    |        |   |        |   |         |        | represent 20 |
|---|-------|----|-------|---|------------|------|-----------|-----|------------|------|-----------|------|--------|---|--------|----|--------|----|--------|---|--------|---|---------|--------|--------------|
|   | Tota  | 1  | Zone  | 1 | Zone 2     | 2    | Zone 3    | 3   | Zone 4     |      | Zone 5    | ;    | Zone 6 | 6 | Zone ' | 7  | Zone 8 | 3  | Zone 9 |   | Zone 1 | 0 | Zone 11 |        |              |
| Q32 Where do you or n Those who visit Bingo                   |       |    |       |   |            |      |           | ngo | or visit c | asin | os or boo | okma | akers? |   |        |    |        |    |        |   |        |   |         |        |              |
| Gala Bingo, Orwell Retail<br>Park, Ipswich                    | 25.8% | 17 | 0.0%  | 0 | 0.0%       | 0    | 0.0%      | 0   | 0.0%       | 0    | 88.4%     | 3    | 38.8%  | 2 | 17.2%  | 3  | 68.4%  | 9  | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0      |              |
| Mecca, Lloyds Avenue, Ipswich                                 | 0.6%  | 0  | 0.0%  | 0 | 0.0%       | 0    | 0.0%      | 0   | 12.4%      | 0    | 0.0%      | 0    | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0      |              |
| Winners Bingo & Social<br>Club, Guildhall Street,<br>Thetford | 1.9%  | 1  | 0.0%  | 0 | 45.6%      | 1    | 0.0%      | 0   | 0.0%       | 0    | 0.0%      | 0    | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0  | 12.4%  | 1 | 0.0%   | 0 | 0.0%    | 0      |              |
| Bury St Edmunds   | 2.6%  | 2  | 0.0%  | 0 | 34.9%      | 1    | 0.0%      | 0   | 0.0%       | 0    | 0.0%      | 0    | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0  | 27.2%  | 1 | 0.0%   | 0 | 0.0%    | 0      |              |
| Capel St Mary   | 1.5%  | 1  |       | 0 |            | 0    | 0.0%      | 0   | 0.0%       | 0    |           |      | 17.6%  | 1 | 0.0%   | 0  |        | 0  |        | 0 | 0.0%   | 0 | 0.0%    | 0      |              |
| Colchester  | 8.7%  | 6  |       | 2 |            | 0    | 0.0%      |     | 67.2%      | 2    |           |      | 21.8%  | 1 | 0.0%   | 0  |        | 0  |        | 0 | 0.0%   | 0 | 0.0%    | 0      |              |
| Eye   | 0.8%  | 1  |       | 0 | 0.0%       | 0    | 0.0%      | 0   | 0.0%       | 0    |           | 0    |        | 0 |        | 0  |        | 0  |        | 0 | 29.2%  | 1 | 0.0%    | 0      |              |
| Ipswich   | 24.9% | 16 | 0.0%  | 0 | 0.0%       | 0    | 0.0%      | 0   | 20.3%      | 1    | 0.0%      | 0    | 21.8%  | 1 | 82.8%  | 13 | 9.5%   | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0      |              |
| Long Melford  | 1.2%  | 1  | 0.0%  | 0 | 0.0%       | 0    | 20.7%     | 1   | 0.0%       | 0    | 0.0%      | 0    | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0      |              |
| Stowmarket  | 2.9%  | 2  | 0.0%  | 0 | 19.6%      | 0    | 0.0%      | 0   | 0.0%       | 0    | 0.0%      | 0    | 0.0%   | 0 | 0.0%   | 0  | 12.6%  | 2  | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0      |              |
| Sudbury   | 6.6%  | 4  | 36.0% | 1 | 0.0%       | 0    | 79.3%     | 3   | 0.0%       | 0    | 0.0%      | 0    | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0      |              |
| Central London  | 1.8%  | 1  | 0.0%  | 0 | 0.0%       | 0    | 0.0%      | 0   | 0.0%       | 0    | 0.0%      | 0    | 0.0%   | 0 | 0.0%   | 0  | 9.5%   | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0      |              |
| Diss  | 0.9%  | 1  | 0.0%  | 0 | 0.0%       | 0    | 0.0%      | 0   | 0.0%       | 0    | 0.0%      | 0    | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 6.3%    | 1      |              |
| Elmswell  | 3.1%  | 2  | 0.0%  | 0 | 0.0%       | 0    | 0.0%      | 0   | 0.0%       | 0    | 0.0%      | 0    | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0  | 48.0%  | 2 | 0.0%   | 0 | 0.0%    | 0      |              |
| Harleston   | 5.2%  | 3  | 0.0%  | 0 | 0.0%       | 0    | 0.0%      | 0   | 0.0%       | 0    | 0.0%      | 0    | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 36.7%   | 3      |              |
| Norwich   | 5.7%  | 4  | 0.0%  | 0 | 0.0%       | 0    | 0.0%      | 0   | 0.0%       | 0    | 0.0%      | 0    | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 40.4%   | 4      |              |
| Portsmouth  | 0.7%  | 0  | 0.0%  | 0 | 0.0%       | 0    | 0.0%      | 0   | 0.0%       | 0    | 11.6%     | 0    | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0      |              |
| Stradbroke  | 2.4%  | 2  | 0.0%  | 0 | 0.0%       | 0    | 0.0%      | 0   | 0.0%       | 0    | 0.0%      | 0    | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 16.6%   | 2      |              |
| Thetford  | 1.5%  | 1  | 0.0%  | 0 | 0.0%       | 0    | 0.0%      | 0   | 0.0%       | 0    | 0.0%      | 0    | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0  | 12.4%  | 1 | 23.6%  | 0 | 0.0%    | 0      |              |
| Thorndon  | 0.7%  | 0  | 0.0%  | 0 | 0.0%       | 0    | 0.0%      | 0   | 0.0%       | 0    | 0.0%      | 0    | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 | 23.6%  | 0 | 0.0%    | 0      |              |
| Wickham Market  | 0.7%  | 0  | 0.0%  | 0 | 0.0%       | 0    | 0.0%      | 0   | 0.0%       | 0    | 0.0%      | 0    | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 | 23.6%  | 0 | 0.0%    | 0      |              |
| Weighted base:  |       | 66 |       | 4 |            | 2    |           | 4   |            | 3    |           | 4    |        | 5 |        | 16 |        | 13 |        | 4 |        | 2 |         | 9      |              |
| Sample:   |       | 48 |       | 2 |            | 4    |           | 3   |            | 3    |           | 3    |        | 4 |        | 3  |        | 7  |        | 6 |        | 4 |         | 9      |              |
| Q32AHow often do you<br>Those who visit Binge                 | •     |    |       |   | <b>O</b> / | sino | s, or boo | kma | kers?      |      |           |      |        |   |        |    |        |    |        |   |        |   |         |        |              |
| Once a week   | 41.5% | 28 | 36.0% | 1 | 65.2%      | 1    | 100.0%    | 4   | 12.4%      | 0    | 16.0%     | 1    | 38.8%  | 2 | 82.8%  | 13 | 20.3%  | 3  | 0.0%   | 0 | 29.2%  | 1 | 18.9%   | 2      |              |
| Once a fortnight  | 4.3%  | 3  |       | 0 | 0.0%       | 0    | 0.0%      | 0   | 0.0%       | 0    |           | 0    |        | 0 |        | 0  |        |    | 12.4%  |   | 23.6%  |   | 20.1%   | 2      |              |
| Once a month  | 30.3% | 20 |       | 0 | 0.0%       | 0    | 0.0%      |     | 87.6%      |      | 52.8%     |      | 17.6%  |   | 11.0%  |    | 19.0%  | 2  |        |   | 23.6%  | 0 | 61.0%   | 6      |              |
| Once every two months   | 9.0%  | 6  |       | 0 | 0.0%       | 0    | 0.0%      | 0   | 0.0%       |      | 21.4%     | 1    |        | 1 | 6.2%   | 1  |        | 2  |        |   | 23.6%  | 0 | 0.0%    | 0      |              |
| Once every six months   | 14.2% | 9  |       |   | 34.9%      | 1    | 0.0%      | 0   | 0.0%       | 0    |           |      | 21.8%  | 1 | 0.0%   |    | 41.7%  | 5  |        | 0 | 0.0%   | 0 | 0.0%    | 0      |              |
| Once a year   | 0.7%  | Ó  |       | 0 | 0.0%       | 0    | 0.0%      | 0   | 0.0%       | 0    |           | 0    |        | 0 |        | 0  |        | 0  |        | 0 | 0.0%   | 0 | 0.0%    | Ö      |              |
| Less often  | 0.0%  | 0  |       | 0 |            | 0    | 0.0%      | 0   | 0.0%       | 0    |           | 0    |        | 0 |        | 0  |        | 0  |        | 0 | 0.0%   | 0 | 0.0%    | 0      |              |
| Don't know / varies)  | 0.0%  | 0  |       | 0 | 0.0%       | 0    | 0.0%      | 0   | 0.0%       | 0    |           | 0    |        | 0 |        | 0  |        | 0  |        | 0 | 0.0%   | 0 | 0.0%    | 0      |              |
| `   |       |    |       |   |            |      |           |     |            |      |           |      |        |   |        |    |        |    |        | 4 |        |   |         |        |              |
| Weighted base:  |       | 66 |       | 4 |            | 2    |           | 4   |            | 3    |           | 5    |        | 5 |        | 16 |        | 13 |        | 4 |        | 2 |         | 9<br>9 |              |
| Sample:   |       | 49 |       | 2 |            | 4    |           | 5   |            | 5    |           | 4    |        | 4 |        | 3  |        | /  |        | 6 |        | 4 |         | 9      |              |
|   |       |    |       |   |            |      |           |     |            |      |           |      |        |   |        |    |        |    |        |   |        |   |         |        |              |

| ···  |       |     |       |          |          |          |          |          |        |          |       |          |       |          |       |    |       |          |        |          |         |          |         |          |  |
|--|-------|-----|-------|----------|----------|----------|----------|----------|--------|----------|-------|----------|-------|----------|-------|----|-------|----------|--------|----------|---------|----------|---------|----------|--|
|  | Tota  | 1   | Zone  | 1        | Zone 2   | 2        | Zone     | 3        | Zone 4 | ļ        | Zone  | 5        | Zone  | 6        | Zone  | 7  | Zone  | 8        | Zone 9 |          | Zone 10 | 0        | Zone 11 | 1        |  |
| Q33 Where do you or me<br>Those who visit Cinema               |       | -   |       |          | normally | y go t   | o the ci | nema     | ?      |          |       |          |       |          |       |    |       |          |        |          |         |          |         |          |  |
| Cineworld Cinemas -<br>Haverhill                               | 2.9%  | 18  | 19.1% | 17       | 0.0%     | 0        | 1.4%     | 1        | 0.0%   | 0        | 0.0%  | 0        | 0.0%  | 0        | 0.0%  | 0  | 0.0%  | 0        | 0.0%   | 0        | 0.0%    | 0        | 0.0%    | 0        |  |
| Cineworld, Cardinal Park, 11<br>Grafton Way, Ipswich           | 31.1% | 193 | 2.8%  | 2        | 0.0%     | 0        | 16.4%    | 15       | 11.4%  | 3        | 79.7% | 31       | 76.2% | 49       | 76.1% | 57 | 25.9% | 23       | 6.8%   | 3        | 22.7%   | 6        | 7.2%    | 4        |  |
| Colchester Theatretrain, Oak Tree Centre                       | 0.3%  | 2   | 0.0%  | 0        | 0.0%     | 0        | 0.0%     | 0        | 7.2%   | 2        | 0.0%  | 0        | 0.0%  | 0        | 0.0%  | 0  | 0.0%  | 0        | 0.0%   | 0        | 0.0%    | 0        | 0.0%    | 0        |  |
| pswich Film Theatre, Corn<br>Exchange, King Street,<br>Ipswich | 0.4%  | 3   | 0.0%  | 0        | 0.0%     | 0        | 0.0%     | 0        | 2.2%   | 1        | 5.3%  | 2        | 0.0%  | 0        | 0.0%  | 0  | 0.0%  | 0        | 0.0%   | 0        | 0.0%    | 0        | 0.0%    | 0        |  |
| DDEON Colchester, 29-31<br>Head St, Colchester                 | 3.7%  | 23  | 11.7% | 10       | 0.0%     | 0        | 9.5%     | 9        | 0.0%   | 0        | 0.0%  | 0        | 6.7%  | 4        | 0.0%  | 0  | 0.0%  | 0        | 0.0%   | 0        | 0.0%    | 0        | 0.0%    | 0        |  |
| legal Theatre, Ipswich<br>Street, Stowmarket                   | 8.6%  | 53  | 0.0%  | 0        | 0.0%     | 0        | 0.0%     | 0        | 0.0%   | 0        | 3.1%  | 1        | 0.0%  | 0        | 14.9% | 11 | 42.5% | 37       | 4.0%   | 2        | 3.5%    | 1        | 1.7%    | 1        |  |
| The Quay (Theatre), Quay<br>Lane, Sudbury                      | 0.4%  | 2   | 0.0%  | 0        | 0.0%     | 0        | 1.4%     | 1        | 4.0%   | 1        | 0.0%  | 0        | 0.0%  | 0        | 0.0%  | 0  | 0.0%  | 0        | 0.0%   | 0        | 0.0%    | 0        | 0.0%    | 0        |  |
| Braintree  | 8.2%  | 51  | 35.5% | 31       | 0.0%     | 0        | 15.5%    | 14       | 19.8%  | 6        | 0.0%  | 0        | 0.0%  | 0        | 0.0%  | 0  | 0.0%  | 0        | 0.0%   | 0        | 0.0%    | 0        | 0.0%    | 0        |  |
| Bury St Edmunds  | 29.5% | 184 | 27.2% | 24       | 100.0%   | 23       | 54.0%    | 49       | 54.2%  | 16       | 6.1%  | 2        | 0.0%  | 0        | 3.9%  | 3  | 17.3% | 15       | 87.9%  | 37       | 45.6%   | 13       | 3.8%    | 2        |  |
| Colchester   | 0.4%  | 2   | 1.3%  | 1        | 0.0%     | 0        | 0.0%     | 0        | 1.3%   | 0        | 1.2%  | 0        | 0.0%  | 0        | 0.0%  | 0  | 0.0%  | 0        | 0.0%   | 0        | 1.6%    | 0        | 0.0%    | 0        |  |
| Dedham   | 0.3%  | 2   | 0.0%  | 0        | 0.0%     | 0        | 0.0%     | 0        | 0.0%   | 0        | 0.0%  | 0        | 3.0%  | 2        | 0.0%  | 0  | 0.0%  | 0        | 0.0%   | 0        | 0.0%    | 0        | 0.0%    | 0        |  |
| Eye  | 0.2%  | 1   | 0.0%  | 0        | 0.0%     | 0        | 0.0%     | 0        | 0.0%   | 0        | 0.0%  | 0        | 0.0%  | 0        | 0.0%  | 0  | 0.0%  | 0        | 0.0%   | 0        | 4.8%    | 1        | 0.0%    | 0        |  |
| Iadleigh   | 0.2%  | 1   | 0.0%  | 0        | 0.0%     | 0        | 0.0%     | 0        | 0.0%   | 0        | 3.1%  | 1        | 0.0%  | 0        | 0.0%  | 0  | 0.0%  | 0        | 0.0%   | 0        | 0.0%    | 0        | 0.0%    | 0        |  |
| lalstead   | 0.1%  | 1   | 0.0%  | 0        | 0.0%     | 0        | 0.8%     | 1        | 0.0%   | 0        | 0.0%  | 0        | 0.0%  | 0        | 0.0%  | 0  | 0.0%  | 0        | 0.0%   | 0        | 0.0%    | 0        | 0.0%    | 0        |  |
| Iaverhill  | 0.5%  | 3   | 2.5%  | 2        | 0.0%     | 0        | 1.0%     | 1        | 0.0%   | 0        | 0.0%  | 0        | 0.0%  | 0        | 0.0%  | 0  | 0.0%  | 0        | 0.0%   | 0        | 0.0%    | 0        | 0.0%    | 0        |  |
| oswich   | 2.4%  | 15  | 0.0%  | 0        | 0.0%     | 0        | 0.0%     | 0        | 0.0%   | 0        | 0.0%  | 0        | 12.6% | 8        | 1.1%  | 1  | 4.1%  | 4        | 0.0%   | 0        | 3.5%    | 1        | 2.6%    | 1        |  |
| towmarket  | 1.7%  | 11  | 0.0%  | 0        | 0.0%     | 0        | 0.0%     | 0        | 0.0%   | 0        | 0.0%  | 0        | 0.0%  | 0        | 0.0%  | 0  | 10.2% | 9        | 1.3%   | 1        | 1.6%    | 0        | 1.3%    | 1        |  |
| Diss   | 0.2%  | 2   | 0.0%  | 0        | 0.0%     | 0        | 0.0%     | 0        | 0.0%   | 0        | 0.0%  | 0        | 0.0%  | 0        | 0.0%  | 0  |       | 0        | 0.0%   | 0        | 0.0%    | 0        | 2.8%    | 2        |  |
| alesworth  | 0.2%  | 1   | 0.0%  | 0        | 0.0%     | 0        | 0.0%     | 0        | 0.0%   | 0        | 0.0%  | 0        | 0.0%  | 0        | 0.0%  | 0  | 0.0%  | 0        | 0.0%   | 0        | 0.0%    | 0        | 1.7%    | 1        |  |
| Iarlesdon  | 0.1%  | 1   | 0.0%  | 0        | 0.0%     | 0        | 0.0%     | 0        | 0.0%   | 0        | 0.0%  | 0        | 0.0%  | 0        | 0.0%  | 0  |       | 0        | 0.0%   | 0        | 0.0%    | 0        |         | 1        |  |
| oxne   | 0.2%  | 1   | 0.0%  | 0        | 0.0%     | 0        | 0.0%     | 0        | 0.0%   | 0        | 0.0%  | 0        | 0.0%  | 0        | 0.0%  | 0  |       | 0        | 0.0%   | 0        | 0.0%    | 0        | 1.7%    | 1        |  |
| Vorwich  | 7.3%  | 45  | 0.0%  | 0        | 0.0%     | 0        | 0.0%     | 0        | 0.0%   | 0        | 0.0%  | 0        |       | 0        | 0.0%  | 0  |       | 0        | 0.0%   | 0        |         | 3        |         | 43       |  |
| Voodbridge   | 1.0%  | 7   | 0.0%  | 0        | 0.0%     | 0        | 0.0%     | 0        | 0.0%   | 0        | 1.5%  | 1        | 1.5%  | 1        | 4.1%  | 3  |       | 0        | 0.0%   | 0        | 6.8%    | 2        |         | 0        |  |
| Weighted base:   |       | 622 |       | 07       |          | 22       |          | 02       |        | 20       |       | 38       |       | 61       |       | 76 |       | 97       |        | 12       |         | 20       |         | 56       |  |
| weighted base:<br>Sample:                                      |       | 558 |       | 87<br>54 |          | 23<br>54 |          | 92<br>63 |        | 29<br>46 |       | 38<br>47 |       | 64<br>50 |       | 52 |       | 87<br>50 |        | 42<br>48 |         | 28<br>47 |         | 36<br>47 |  |
| Sample.  |       | 220 |       | 54       |          | 54       |          | 03       |        | 40       |       | 4/       |       | 50       |       | 32 |       | 50       |        | 40       |         | 4/       |         | +/       |  |

| Weighted: |  |
|-----------|--|

|  | Tota  | l   | Zone     | 1     | Zone    | 2  | Zone 3 |    | Zone  | 4  | Zone  | 5  | Zone  | 6  | Zone  | 7  | Zone  | 8  | Zone 9 | )  | Zone 1 | 0  | Zone 1 | 1  |
|--|-------|-----|----------|-------|---------|----|--------|----|-------|----|-------|----|-------|----|-------|----|-------|----|--------|----|--------|----|--------|----|
| Q33AHow often do you<br>Those who visit Cine |       |     | old visi | t the | cinema? | •  |        |    |       |    |       |    |       |    |       |    |       |    |        |    |        |    |        |    |
| Once a week                                  | 3.7%  | 23  | 1.6%     | 1     | 6.2%    | 1  | 7.3%   | 7  | 5.1%  | 1  | 1.9%  | 1  | 5.6%  | 4  | 2.3%  | 2  | 4.1%  | 4  | 4.3%   | 2  | 1.9%   | 1  | 0.0%   | 0  |
| Once a fortnight                             | 8.3%  | 51  | 4.1%     | 4     | 19.3%   | 4  | 6.1%   | 6  | 11.1% | 3  | 8.1%  | 3  | 1.9%  | 1  | 24.1% | 18 | 8.9%  | 8  | 0.0%   | 0  | 10.8%  | 3  | 2.3%   | 1  |
| Once a month                                 | 30.4% | 190 | 35.8%    | 31    | 14.6%   | 3  | 22.0%  | 20 | 35.6% | 10 | 52.1% | 20 | 24.4% | 16 | 23.6% | 18 | 34.2% | 30 | 29.6%  | 12 | 17.8%  | 5  | 41.7%  | 24 |
| Once every two months                        | 32.7% | 204 | 32.9%    | 29    | 30.1%   | 7  | 40.3%  | 37 | 25.6% | 7  | 24.6% | 9  | 35.4% | 23 | 30.0% | 23 | 35.6% | 31 | 37.3%  | 16 | 35.4%  | 10 | 21.7%  | 12 |
| Once every six months                        | 18.8% | 117 | 19.4%    | 17    | 25.1%   | 6  | 18.7%  | 17 | 12.4% | 4  | 7.9%  | 3  | 31.2% | 20 | 14.1% | 11 | 14.8% | 13 | 22.3%  | 9  | 27.3%  | 8  | 18.0%  | 10 |
| Once a year                                  | 2.7%  | 17  | 2.1%     | 2     | 4.8%    | 1  | 1.9%   | 2  | 7.0%  | 2  | 2.4%  | 1  | 0.0%  | 0  | 3.2%  | 2  | 1.4%  | 1  | 5.2%   | 2  | 3.5%   | 1  | 4.4%   | 3  |
| Less often                                   | 1.7%  | 10  | 2.8%     | 2     | 0.0%    | 0  | 2.9%   | 3  | 1.6%  | 0  | 1.2%  | 0  | 1.5%  | 1  | 1.1%  | 1  | 0.0%  | 0  | 0.0%   | 0  | 3.4%   | 1  | 2.7%   | 2  |
| (Don't know / varies)                        | 1.8%  | 11  | 1.3%     | 1     | 0.0%    | 0  | 0.8%   | 1  | 1.6%  | 0  | 1.8%  | 1  | 0.0%  | 0  | 1.6%  | 1  | 1.1%  | 1  | 1.2%   | 1  | 0.0%   | 0  | 9.2%   | 5  |
| Weighted base:                               |       | 623 |          | 87    |         | 23 |        | 92 |       | 29 |       | 38 |       | 64 |       | 76 |       | 87 |        | 42 |        | 28 |        | 56 |
| Sample:                                      |       | 561 |          | 54    |         | 54 |        | 63 |       | 46 |       | 47 |       | 50 |       | 52 |       | 50 |        | 49 |        | 48 |        | 48 |

|   | Total |    | Zone 1 |   | Zone 2 |   | Zone 3 | }     | Zone 4  | ļ     | Zone 5    |        | Zone 6 |   | Zone 7 |   | Zone 8 |   | Zone 9 |    | Zone 10 |   | Zone 11 |   |  |
|---|-------|----|--------|---|--------|---|--------|-------|---------|-------|-----------|--------|--------|---|--------|---|--------|---|--------|----|---------|---|---------|---|--|
|   |       |    |        |   |        |   |        |       |         |       |           |        |        |   |        |   |        |   |        |    |         |   |         |   |  |
| 34 Where do you or me<br>Those who visit gym / h  |       |    |        |   |        |   |        | gym / | healthc | lub / | sports fa | cility | /?     |   |        |   |        |   |        |    |         |   |         |   |  |
| ss Swim & Fitness Centre,<br>Victoria Road, DISS  | 1.7%  | 5  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0     | 0.0%    | 0     | 0.0%      | 0      | 0.0%   | 0 | 0.0%   | 0 | 2.2%   | 1 | 0.0%   | 0  | 25.7%   | 4 | 0.0%    | 0 |  |
| ery One Active,<br>Mid-Suffolk Leisure<br>Centre, Stowmarket                                    | 2.3%  | 6  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0     | 0.0%    | 0     | 1.9%      | 0      | 0.0%   | 0 | 11.0%  | 5 | 0.0%   | 0 | 2.7%   | 1  | 3.1%    | 0 | 0.0%    | 0 |  |
| eat Cornard Sports Centre   | 0.6%  | 2  | 0.0%   | 0 | 0.0%   | 0 | 2.2%   | 1     | 7.5%    | 1     | 0.0%      | 0      | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%    | 0 | 0.0%    | 0 |  |
| idleigh High Leisure<br>Centre  | 1.2%  | 3  |        | 0 |        | 0 | 0.0%   | 0     | 0.0%    |       | 13.8%     | 3      | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |        | 0  | 0.0%    | 0 |         | 0 |  |
| rleston Community<br>Leisure Facility   | 1.3%  | 3  | 3.7%   | 1 | 0.0%   | 0 | 0.0%   | 0     | 0.0%    | 0     | 0.0%      | 0      | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%    | 0 | 22.5%   | 2 |  |
| wich Sports Club, Henley<br>Road, Ipswich   | 1.4%  | 4  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0     | 0.0%    | 0     | 10.3%     | 2      | 0.0%   | 0 | 3.0%   | 1 | 0.0%   | 0 | 0.0%   | 0  | 0.0%    | 0 | 0.0%    | 0 |  |
| ngfisher Leisure Centre,<br>Station Road, Sudbury   | 8.7%  | 23 | 9.5%   |   | 0.0%   |   | 36.6%  |       | 48.6%   |       | 5.0%      | 1      | 0.0%   |   | 0.0%   |   | 0.0%   | 0 | 0.0%   | 0  | 0.0%    | 0 |         | 0 |  |
| A fitness Bury St Edmunds   | 0.7%  | 2  | 3.7%   | 1 |        | 0 | 0.0%   | 0     | 0.0%    | 0     | 0.0%      | 0      | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%    | 0 | 0.0%    | 0 |  |
| wah Health, Beauty and<br>Fitness Studio, Milner<br>Road, Chilton Industrial<br>Estate, Sudbury | 1.7%  |    | 10.2%  | 4 |        | 0 | 0.0%   | 0     | 7.5%    | 1     | 0.0%      | 0      | 0.0%   | 0 | 0.0%   |   | 0.0%   | 0 | 0.0%   | 0  | 0.0%    | 0 |         | 0 |  |
| rthgate Sports Centre,<br>Sidegate Lane West,<br>pswich   | 0.4%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0     | 0.0%    | 0     | 0.0%      | 0      | 0.0%   | 0 | 2.3%   | 1 | 0.0%   | 0 | 0.0%   | 0  | 0.0%    | 0 | 0.0%    | 0 |  |
| G Fitness Gym &<br>Studios, Creeting Road<br>West, Stowmarket                                   | 1.5%  | 4  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0     | 0.0%    | 0     | 0.0%      | 0      | 0.0%   | 0 | 4.1%   | 2 | 4.8%   | 2 | 0.0%   | 0  | 0.0%    | 0 | 0.0%    | 0 |  |
| owupland Sports Centre,<br>Church Road, Stowmarket  | 1.6%  | 4  | 0.0%   | 0 | 4.0%   | 0 | 0.0%   | 0     | 0.0%    | 0     | 10.3%     | 2      | 0.0%   | 0 | 0.0%   | 0 | 3.6%   | 2 | 0.0%   | 0  | 0.0%    | 0 | 0.0%    | 0 |  |
| adbroke Swim & Fitness<br>Centre, Wilby Road,<br>Stradbroke                                     | 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  | 14.4%   | 2 | 8.1%    | 1 |  |
| dbury Sports Centre,<br>Tudor Road  | 1.7%  | 5  | 6.6%   | 2 | 0.0%   | 0 | 3.6%   | 1     | 7.5%    | 1     | 0.0%      | 0      | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%    | 0 | 0.0%    | 0 |  |
| e Spirit Health Club,<br>London Road, Ipswich   | 0.9%  | 3  |        | 0 |        | 0 | 0.0%   | 0     | 0.0%    | 0     | 0.0%      | 0      | 5.5%   | 1 |        | 1 | 0.0%   | 0 |        | 0  | 0.0%    | 0 |         | 0 |  |
| st Health and Fitness,<br>Caxton House, Chilton<br>Industrial Estate, Sudbury                   | 0.4%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0     | 9.9%    | 1     | 0.0%      | 0      | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%    | 0 | 0.0%    | 0 |  |
| aintree   | 0.2%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0     | 5.6%    | 1     | 0.0%      | 0      | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%    | 0 | 0.0%    | 0 |  |
| amford  | 0.8%  | 2  | 0.0%   | 0 |        | 0 | 0.0%   | 0     | 0.0%    | 0     | 0.0%      | 0      | 5.5%   | 1 | 2.3%   | 1 | 0.0%   | 0 | 0.0%   | 0  | 0.0%    | 0 | 0.0%    | 0 |  |
| ry St Edmunds   | 11.3% | 30 | 0.0%   |   | 66.6%  |   | 11.8%  | 4     | 0.0%    | 0     | 0.0%      | 0      | 0.0%   | 0 | 0.0%   |   | 17.8%  |   | 60.6%  | 12 | 7.6%    | 1 | 0.0%    | 0 |  |
| lchester  | 1.6%  |    | 10.2%  | 4 | 0.0%   | 0 | 0.0%   | 0     | 0.0%    | 0     | 1.9%      | 0      | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%    | 0 | 0.0%    | 0 |  |
| benham  | 0.6%  | 2  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0     | 0.0%    | 0     | 0.0%      | 0      | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   |    | 11.2%   | 2 | 0.0,0   | 0 |  |
| ndleigh   | 2.6%  | 7  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0     | 0.0%    |       | 29.0%     | 7      | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%    | 0 | 0.0%    | 0 |  |
| alstead   | 0.9%  | 2  | 6.7%   | 2 | 0.0%   | 0 | 0.0%   | 0     | 0.0%    | 0     | 0.0%      | 0      | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%    | 0 | 0.0%    | 0 |  |

Weighted:

|  | Tota  | ıl  | Zone  | 1  | Zone 2 | ;  | Zone  | 3  | Zone 4 | ı  | Zone 5 | 5  | Zone  | 6  | Zone  | 7  | Zone  | 8  | Zone 9             | )  | Zone 1 | .0 | Zone 1 | 11 |
|--|-------|-----|-------|----|--------|----|-------|----|--------|----|--------|----|-------|----|-------|----|-------|----|--------------------|----|--------|----|--------|----|
|  |       |     |       |    |        |    |       |    |        |    |        |    |       |    |       |    |       |    |                    |    |        |    |        |    |
| Haverhill  | 0.5%  | 1   | 3.7%  | 1  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%               | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Ipswich  | 12.7% | 34  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 12.6%  | 3  | 23.6% | 5  | 59.5% | 26 | 0.0%  | 0  | 0.0%               | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Manningtree  | 0.4%  | 1   | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 4.5%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%               | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Needham Market   | 0.8%  | 2   | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 3.1%   | 1  | 0.0%  | 0  | 3.0%  | 1  | 0.0%  | 0  | 0.0%               | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Stowmarket   | 15.2% | 41  | 0.0%  | 0  | 12.1%  | 1  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 5.3%  | 2  | 71.6% | 31 | 31.3%              | 6  | 0.0%   | 0  | 0.0%   | 0  |
| Sudbury  | 6.6%  | 18  | 4.9%  | 2  | 8.6%   | 1  | 38.6% | 14 | 13.3%  | 1  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%               | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Abingdon   | 0.2%  | 1   | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%               | 0  | 3.8%   | 1  | 0.0%   | 0  |
| Bungay   | 0.3%  | 1   | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%               | 0  | 0.0%   | 0  | 8.1%   | 1  |
| Central London   | 2.4%  | 6   | 3.7%  | 1  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 22.7% | 5  | 0.0%  | 0  | 0.0%  | 0  | 0.0%               | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Clare  | 1.2%  | 3   | 4.9%  | 2  | 0.0%   | 0  | 3.6%  | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  |       | 0  | 0.0%  | 0  | 0.0%               | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Diss   | 1.0%  | 3   | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 2.3%  | 1  | 0.0%  | 0  | 0.0%               | 0  | 12.6%  | 2  | 0.0%   | 0  |
| Earls Colne  | 1.3%  | 4   | 9.4%  | 4  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%               | 0  | 0.0%   | 0  | 0.0%   | 0  |
| East Bergholt  | 1.9%  | 5   | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 22.8% | 5  | 0.0%  | 0  | 0.0%  | 0  | 0.0%               | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Felixstowe   | 0.8%  | 2   | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 9.8%  | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%               | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Framlingham  | 0.3%  | 1   | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%               | 0  | 0.0%   | 0  | 8.1%   | 1  |
| Harleston  | 0.5%  | 1   | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%               | 0  | 0.0%   | 0  | 16.2%  | 1  |
| Health and Fitness at Kersey<br>Mill, Kersey, Ipswich        | 0.9%  | 2   | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 10.3%  | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%               | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Hintlesham   | 0.4%  | 1   | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 5.5%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%               | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Leavenheath, Colchester                                      | 0.5%  | 1   | 0.0%  | 0  | 0.0%   | 0  | 3.6%  | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  |       | 0  |       | 0  | 0.0%               | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Long Stratton  | 0.5%  | 1   | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  |       | 0  | 0.0%  | 0  | 0.0%               | 0  | 5.0%   | 1  | 8.1%   | 1  |
| Lowestoft  | 0.2%  | 1   | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%               | 0  | 0.0%   | 0  | 6.5%   | 1  |
| Nedging-with-Naughton  | 0.2%  | 0   | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 1.9%   | 0  | 0.0%  | 0  |       | 0  | 0.0%  | 0  | 0.0%               | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Norwich  | 0.4%  | 1   | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  |       | 0  | 0.0%  | 0  | 0.0%               | 0  | 6.8%   | 1  | 0.0%   | 0  |
| Rattlesden   | 0.1%  | 0   | 0.0%  | 0  | 3.3%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  |       | 0  | 0.0%  | 0  | 0.0%               | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Stradbroke   | 1.3%  | 3   | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  |       | 0  | 0.0%  | 0  | 0.0%               | 0  | 9.8%   | 1  | 22.5%  | 2  |
| The Gainsborough Health<br>Club & Spa, Cavendish,<br>Sudbury | 0.5%  | 1   | 3.7%  | 1  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%               | 0  | 0.0%   | 0  | 0.0%   | 0  |
| West Bergholt  | 0.4%  | 1   | 3.0%  | 1  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%               | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Witham   | 2.3%  | 6   |       | 6  |        | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  |       | 0  | 0.0%  | 0  | 0.0%               | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Woodbridge   | 0.7%  | 2   | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  |       | 2  | 0.0%  | 0  | 0.0%               | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Woolpit  | 0.7%  | 1   | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | ,0    | 0  | 0.0%  | 0  | 5.4%               | 1  | 0.0%   | 0  | 0.0%   | 0  |
| •  | 0.770 | 265 | 0.070 | -  | 0.070  |    | 0.070 |    | 0.070  |    | 0.070  |    | 0.070 |    |       |    | 0.070 |    | J. <del>T</del> /0 | 10 | 0.070  | -  | 0.070  |    |
| Weighted base:   |       | 267 |       | 37 |        | 8  |       | 35 |        | 11 |        | 24 |       | 22 |       | 43 |       | 44 |                    | 19 |        | 14 |        | 9  |
| Sample:  |       | 225 |       | 20 |        | 15 |       | 24 |        | 19 |        | 25 |       | 16 |       | 25 |       | 23 |                    | 23 |        | 24 |        | 11 |

|   | Tota  | ıl  | Zone  | 1  | Zone 2 | 2     | Zone      | 3      | Zone 4   |    | Zone  | 5  | Zone  | 6  | Zone  | 7  | Zone  | 8  | Zone 9 | )  | Zone 1 | 0  | Zone 1 | 1  |
|---|-------|-----|-------|----|--------|-------|-----------|--------|----------|----|-------|----|-------|----|-------|----|-------|----|--------|----|--------|----|--------|----|
| Q34AHow often do you<br>Those who visit gym | •     |     |       |    |        | althc | lub / spe | orts f | acility? |    |       |    |       |    |       |    |       |    |        |    |        |    |        |    |
| Once a week                                 | 79.8% | 217 | 92.5% | 34 | 90.8%  | 8     | 76.1%     | 27     | 81.2%    | 9  | 67.3% | 17 | 87.1% | 19 | 86.5% | 38 | 65.2% | 29 | 76.0%  | 15 | 88.1%  | 12 | 82.0%  | 9  |
| Once a fortnight                            | 3.7%  | 10  | 3.0%  | 1  | 0.0%   | 0     | 2.7%      | 1      | 0.0%     | 0  | 0.0%  | 0  | 7.3%  | 2  | 3.0%  | 1  | 7.2%  | 3  | 6.0%   | 1  | 5.0%   | 1  | 0.0%   | 0  |
| Once a month                                | 7.6%  | 20  | 0.0%  | 0  | 0.0%   | 0     | 12.9%     | 5      | 7.5%     | 1  | 21.3% | 5  | 0.0%  | 0  | 5.1%  | 2  | 15.6% | 7  | 3.3%   | 1  | 0.0%   | 0  | 0.0%   | 0  |
| Once every two months                       | 3.7%  | 10  | 0.0%  | 0  | 3.1%   | 0     | 4.8%      | 2      | 0.0%     | 0  | 1.8%  | 0  | 0.0%  | 0  | 5.3%  | 2  | 12.0% | 5  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Once every six months                       | 2.2%  | 6   | 0.0%  | 0  | 0.0%   | 0     | 0.0%      | 0      | 5.6%     | 1  | 9.7%  | 2  | 5.5%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 6.9%   | 1  | 6.5%   | 1  |
| Once a year                                 | 0.0%  | 0   | 0.0%  | 0  | 0.0%   | 0     | 0.0%      | 0      | 0.0%     | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Less often                                  | 0.2%  | 1   | 0.0%  | 0  | 0.0%   | 0     | 0.0%      | 0      | 5.6%     | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| (Don't know / varies)                       | 2.8%  | 8   | 4.5%  | 2  | 6.1%   | 1     | 3.6%      | 1      | 0.0%     | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 14.6%  | 3  | 0.0%   | 0  | 11.5%  | 1  |
| Weighted base:                              |       | 271 |       | 37 |        | 9     |           | 35     |          | 11 |       | 25 |       | 22 |       | 43 |       | 44 |        | 19 |        | 14 |        | 11 |
| Sample:                                     |       | 231 |       | 20 |        | 17    |           | 24     |          | 19 |       | 27 |       | 16 |       | 25 |       | 23 |        | 23 |        | 24 |        | 13 |

Weighted:

|   | Tota  | 1          | Zone  | 1        | Zone 2 | 2        | Zone : | 3        | Zone      | 4        | Zone   | 5        | Zone     | 6        | Zon   | e 7      | Zoi   | ne 8     | Zone  | 9        | Zone 1 | 10       | Zone  | 11       |
|---|-------|------------|-------|----------|--------|----------|--------|----------|-----------|----------|--------|----------|----------|----------|-------|----------|-------|----------|-------|----------|--------|----------|-------|----------|
| Q35 Where do you or m<br>Those who visit the the                |       |            |       |          |        |          |        |          | eatre, wa | itch a   | concer | t or w   | atch liv | /e mu    | sic?  |          |       |          |       |          |        |          |       |          |
| Colchester Theatretrain, Oak Tree Centre                        | 1.4%  | 6          | 0.0%  | 0        | 0.0%   | 0        | 2.3%   | 1        | 9.2%      | 3        | 0.0%   | 0        | 3.5%     | 2        | 0.0%  | 0        | 0.09  | 6 0      | 0.0%  | 0        | 0.0%   | 0        | 0.0%  | 0        |
| Ipswich Film Theatre, Corn<br>Exchange, King Street,<br>Ipswich | 1.2%  | 5          | 0.0%  | 0        | 0.0%   | 0        | 0.0%   | 0        | 0.0%      | 0        | 1.4%   | 0        | 0.0%     | 0        | 2.4%  | 1        | 0.09  | 6 0      | 0.0%  | 0        | 10.0%  | 3        | 3.3%  | 1        |
| Ipswich Regent, 3 Saint<br>Helen's Street, Ipswich              | 7.3%  | 32         | 4.5%  | 3        | 3.8%   | 1        | 0.0%   | 0        | 3.1%      | 1        | 3.9%   | 1        | 19.8%    | 12       | 8.8%  | 5        | 17.09 | 6 7      | 5.1%  | 1        | 3.5%   | 1        | 0.0%  | 0        |
| New Wolsey Theatre, Civic<br>Drive, Ipswich                     | 15.0% | 65         | 0.0%  | 0        | 1.7%   | 0        | 12.4%  | 7        | 0.0%      | 0        | 62.4%  | 21       | 22.4%    | 14       | 31.5% | 17       | 11.99 | 6 5      | 0.0%  | 0        | 4.3%   | 1        | 4.4%  | 1        |
| Regal Theatre, Ipswich<br>Street, Stowmarket                    | 2.5%  | 11         | 0.0%  | 0        | 0.0%   | 0        | 0.0%   | 0        | 0.0%      | 0        | 1.7%   | 1        | 6.0%     | 4        | 3.3%  | 2        | 9.49  | 6 4      | 5.1%  | 1        | 0.0%   | 0        | 0.0%  | 0        |
| The Corn Exchange, King<br>Street, Ipswich                      | 0.7%  | 3          | 0.0%  | 0        | 0.0%   | 0        | 0.0%   | 0        | 0.0%      | 0        | 0.0%   | 0        | 1.6%     | 1        | 1.5%  | 1        | 2.49  | 6 1      | 0.0%  | 0        | 1.7%   | 0        | 0.0%  | 0        |
| The Quay (Theatre), Quay Lane, Sudbury                          | 4.8%  | 21         | 5.0%  | 4        | 1.7%   | 0        | 19.9%  | 11       | 21.5%     | 6        | 1.4%   | 0        | 0.0%     | 0        | 0.0%  | 0        | 0.09  | 6 0      | 0.0%  | 0        | 0.0%   | 0        | 0.0%  | 0        |
| Bury St Edmunds   | 15.7% | 69         | 18.8% | 13       | 57.3%  | 9        | 14.4%  | 8        | 14.9%     | 4        | 4.1%   | 1        | 4.2%     | 3        | 4.5%  | 2        | 9.49  | 6 4      | 77.5% | 21       | 15.1%  | 4        | 0.0%  | 0        |
| Cambridge   | 0.7%  | 3          | 4.1%  | 3        | 0.0%   | 0        | 0.0%   | 0        | 0.0%      | 0        | 0.0%   | 0        |          | 0        |       | 0        |       |          |       | 0        |        | 0        | 0.0%  | 0        |
| Colchester  | 6.3%  |            | 24.9% | 18       | 0.0%   | 0        | 6.3%   | 3        | 0.0%      | 0        | 2.7%   | 1        | 6.8%     | 4        | 2.4%  |          | 0.09  |          |       | 0        |        | 0        | 0.0%  | 0        |
| Halstead  | 0.3%  | 1          | 0.0%  | 0        | 0.0%   | 0        | 2.3%   | 1        | 0.0%      | 0        | 0.0%   | 0        |          | 0        |       |          |       |          |       | 0        |        | 0        | 0.0%  | 0        |
| Haverhill   | 0.4%  | 2          | 1.6%  | 1        | 0.0%   | 0        | 0.0%   | 0        | 0.0%      | 0        | 0.0%   | 0        | 0.0%     | 0        |       | 0        |       |          |       | 1        | 0.0%   | 0        | 0.0%  | 0        |
| Ipswich   | 7.2%  | 31         | 4.7%  | 3        | 2.1%   | 0        | 16.5%  | 9        | 9.6%      | 3        | 7.2%   | 2        | 10.6%    | 6        |       |          |       |          |       | 1        | 4.6%   | 1        | 2.0%  | 1        |
| Long Melford  | 0.1%  | 0          | 0.0%  | 0        | 0.0%   | 0        | 0.0%   | 0        | 1.4%      | 0        | 0.0%   | 0        | 0.0%     | 0        |       |          |       |          |       | 0        |        | 0        | 0.0%  | 0        |
| Sudbury   | 0.7%  | 3          | 1.9%  | 1        | 0.0%   | 0        | 2.2%   | 1        | 1.4%      | 0        | 0.0%   | 0        | 0.0%     | 0        |       | 0        |       |          |       | 0        |        | 0        | 0.0%  | 0        |
| Brighton  | 0.3%  | 1          | 0.0%  | 0        | 0.0%   | 0        | 0.0%   | 0        | 0.0%      | 0        | 0.0%   | 0        | 2.0%     | 1        | 0.0%  | 0        |       |          |       | 0        |        | 0        | 0.0%  | 0        |
| Bungay  | 0.2%  | 1          | 0.0%  | 0        | 0.0%   | 0        | 0.0%   | 0        | 0.0%      | 0        | 0.0%   | 0        | 0.0%     | 0        |       | 1        | 0.09  |          | 0.0,0 | 0        |        | 0        | 0.0%  | 0        |
| Diss  | 0.5%  | 2          | 0.0%  | 0        | 0.0%   | 0        | 0.0%   | 0        | 0.0%      | 0        | 0.0%   | 0        | 0.0%     | 0        |       |          | 0.09  |          |       | 0        |        | 0        | 2.0%  | 1        |
| Framlingham   | 0.2%  | 1          | 0.0%  | 0        | 0.0%   | 0        | 0.0%   | 0        | 0.0%      | 0        | 0.0%   | 0        | 0.0%     | 0        |       |          | 0.09  |          |       | 0        |        | 0        | 0.0%  | 0        |
| Lowestoft   | 0.1%  | 1          | 0.0%  | 0        | 0.0%   | 0        | 0.0%   | 0        | 0.0%      | 0        | 0.0%   | 0        | 0.0%     | 0        |       |          |       |          |       | 0        |        | 0        | 2.0%  | 1        |
| Metfield  | 0.3%  | 1          | 0.0%  | 0        | 0.0%   | 0        | 0.0%   | 0        | 0.0%      | 0        | 0.0%   | 0        | 0.0%     | 0        |       | 0        |       |          |       | 0        |        | 0        | 4.4%  | 1        |
| Norwich   | 6.6%  | 29         | 0.0%  | 0        |        | 1        | 0.0%   | 0        | 0.0%      | 0        | 0.0%   | 0        | 0.0%     | 0        | ,.    |          | 5.39  |          | 0.0.0 | 1        | 37.2%  | 9        | 51.9% | 15       |
| Sir John Mills Theatre,<br>Gatacre Road, Ipswich                | 0.3%  | 1          | 0.0%  | 0        | 0.0%   | 0        | 0.0%   | 0        | 0.0%      | 0        | 0.0%   | 0        |          | 0        |       |          | 0.09  |          |       | 0        |        | 0        | 0.0%  | 0        |
| Snape   | 0.1%  | 0          | 0.0%  | 0        | 0.0%   | 0        | 0.0%   | 0        | 0.0%      | 0        | 0.0%   | 0        | 0.0%     | 0        | 0.0%  | 0        | 0.09  | 6 0      | 0.0%  | 0        | 1.7%   | 0        | 0.0%  | 0        |
| West End / Central London                                       | 26.5% | -          |       | -        | 28.4%  | 4        | 23.7%  |          |           | -        | 15.4%  | 5        |          | -        | 29.6% | -        | 39.19 |          | 0.0.0 | 1        | 20.3%  | 5        | 24.4% | 7        |
| Woodbridge  | 0.7%  | 3          | 0.0%  | 0        | 0.0%   | 0        | 0.0%   | 0        | 0.0%      | 0        | 0.0%   | 0        |          | 0        |       |          | 0.09  |          |       | 1        | 0.0%   | 0        | 5.7%  | 2        |
| Weighted base:<br>Sample:                                       |       | 437<br>457 |       | 71<br>46 |        | 15<br>36 |        | 54<br>41 |           | 28<br>47 |        | 34<br>43 |          | 60<br>49 |       | 54<br>48 |       | 40<br>25 |       | 27<br>41 |        | 25<br>43 |       | 29<br>38 |

|  | Tota                                  | l                  | Zone 1                        | 1                 | Zone                          | 2                | Zone 3                        | 3            | Zone                  | 4            | Zone                  | 5           | Zone 6                | 5            | Zone 7        | 7       | Zone 8                |         | Zone 9                |       | Zone 10               | 0           | Zone 1                | L            |  |
|--|---------------------------------------|--------------------|-------------------------------|-------------------|-------------------------------|------------------|-------------------------------|--------------|-----------------------|--------------|-----------------------|-------------|-----------------------|--------------|---------------|---------|-----------------------|---------|-----------------------|-------|-----------------------|-------------|-----------------------|--------------|--|
| Q35AHow often do you o<br>Those who visit the the  |                                       |                    |                               |                   |                               |                  | n a conc                      | ert or       | watch I               | ive m        | usic?                 |             |                       |              |               |         |                       |         |                       |       |                       |             |                       |              |  |
| Once a week  | 0.5%                                  | 2                  | 0.0%                          | 0                 | 0.0%                          | 0                | 0.0%                          | 0            | 3.0%                  | 1            | 0.0%                  | 0           |                       | 1            | 0.0%          | 0       | 0.0%                  | 0       | 0.0%                  | 0     | 1.9%                  | 1           | 0.0%                  | 0            |  |
| Once a fortnight   | 1.3%                                  | 6                  | 4.2%                          | 3                 | 2.8%                          | 0                |                               | 0            | 1.3%                  | 0            | 1.3%                  | 0           |                       | 1            | 0.0%          | 0       | 0.0%                  | 0       | 0.0%                  | 0     | 1.6%                  | 0           |                       | 0            |  |
| Once a month   | 7.6%                                  | 35                 | 4.2%                          | 3                 | 0.0%                          | 0                |                               | 8            | 4.3%                  | 1            | 4.3%                  | 1           | 6.7%                  | 4            | 8.5%          | 5       | 4.6%                  |         | 12.4%                 | 3     | 3.1%                  | 1           |                       | 6            |  |
| Once every two months  | 26.5%                                 |                    | 36.3%                         |                   | 27.4%                         | 4                | 24.7%                         |              | 21.3%                 | 6            |                       |             | 26.7%                 | 17           | 25.8%         |         | 22.0%                 |         | 22.1%                 |       | 26.1%                 | 7           | 20.2%                 | 7            |  |
| Once every six months  | 40.7%                                 |                    | 37.7%                         |                   | 57.9%                         | 9                |                               |              | 50.5%                 |              | 52.7%                 |             | 46.2%                 |              | 38.0%         |         |                       |         | 25.8%                 |       | 43.6%                 |             | 25.9%                 | 9            |  |
| Once a year  | 15.9%                                 |                    | 13.9%                         |                   | 11.9%                         | 2                |                               | 9            | 8.5%                  | 2            | 7.3%                  | 3           |                       |              | 19.4%         |         | 31.5%                 |         | 17.2%                 |       | 19.6%                 |             | 23.0%                 | 8            |  |
| ess often  | 3.0%                                  | 14                 | 0.0%                          | 0                 |                               | 0                |                               | 2            | 9.4%                  | 3            | 0.0%                  | 0           |                       | 5            | 1.4%          | 1       | 0.0%                  | 0       | 6.1%                  | 2     | 1.6%                  | 0           |                       | 2            |  |
| Don't know / varies)   | 4.5%                                  | 21                 | 3.7%                          | 3                 | 0.0%                          | 0                | 0.0%                          | 0            | 1.7%                  | 0            | 6.4%                  | 2           | 3.0%                  | 2            | 6.9%          | 4       | 2.8%                  | 1       | 16.4%                 | 5     | 2.6%                  | 1           | 9.5%                  | 3            |  |
| Weighted base:   |                                       | 460                |                               | 76                |                               | 16               |                               | 54           |                       | 29           |                       | 34          |                       | 65           |               | 56      |                       | 42      |                       | 27    |                       | 28          |                       | 33           |  |
| ample:   |                                       | 478                |                               | 49                |                               | 37               |                               | 41           |                       | 49           |                       | 44          |                       | 52           |               | 50      |                       | 26      |                       | 42    |                       | 48          |                       | 40           |  |
|  |                                       |                    |                               |                   |                               |                  |                               |              |                       |              |                       |             |                       |              |               |         |                       |         |                       |       |                       |             |                       |              |  |
| Q36 Where do you or me   |                                       | •                  |                               |                   |                               |                  |                               |              |                       |              | •                     | e of h      | nistorica             | / cu         | ltural int    | erest   | :?                    |         |                       |       |                       |             |                       |              |  |
| Those who visit museur   | m, gallery                            | or oth             | er place o                    | of histo          | orical / cu                   | ıltural          | interest a                    | t Q31        | : AND Ex              | cl Nul       | ls                    |             |                       |              |               |         |                       |         |                       |       |                       |             |                       |              |  |
| oswich Museum  | 10.8%                                 | 33                 | 6.5%                          | 2                 | 0.0%                          | 0                | 0.0%                          | 0            | 4.2%                  | 1            | 22.5%                 | 4           | 20.7%                 | 13           | 28.3%         | 9       | 0.0%                  | 0       | 0.0%                  | 0     | 22.3%                 | 3           | 0.0%                  | 0            |  |
| loyse's Hall Museum,   | 0.7%                                  | 2                  | 0.0%                          |                   | 11.5%                         | 1                | 0.0%                          | 0            | 0.0%                  | 0            | 0.0%                  | 0           |                       | 0            | 0.0%          | 0       | 0.0%                  | 0       | 6.3%                  | 1     | 0.0%                  | 0           |                       | 0            |  |
| Cornhill, Bury St  |                                       |                    |                               |                   |                               |                  |                               |              |                       |              |                       |             |                       |              |               |         |                       |         |                       |       |                       |             |                       |              |  |
| Edmunds  |                                       |                    |                               |                   |                               |                  |                               |              |                       |              |                       |             |                       |              |               |         |                       |         |                       |       |                       |             |                       |              |  |
| Iuseum Of East Anglian   | 5.3%                                  | 16                 | 0.0%                          | 0                 | 0.0%                          | 0                | 0.0%                          | 0            | 0.0%                  | 0            | 6.7%                  | 1           | 2.5%                  | 2            | 0.0%          | 0       | 26.0%                 | 11      | 11.5%                 | 2     | 3.2%                  | 0           | 0.0%                  | 0            |  |
| Life, Iliffe Way,  | 0.070                                 |                    | 0.070                         |                   | 0.070                         | Ü                | 0.070                         |              | 0.070                 |              | 01770                 | •           | 2.070                 | _            | 0.070         |         | 20.070                | • •     | 11.070                | _     | S.270                 |             | 0.070                 | Ü            |  |
| Stowmarket   |                                       |                    |                               |                   |                               |                  |                               |              |                       |              |                       |             |                       |              |               |         |                       |         |                       |       |                       |             |                       |              |  |
| Jorfolk and Suffolk  | 0.8%                                  | 2                  | 0.0%                          | 0                 | 0.0%                          | 0                | 0.0%                          | 0            | 0.0%                  | 0            | 0.0%                  | 0           | 2.5%                  | 2            | 0.0%          | 0       | 0.0%                  | 0       | 0.0%                  | 0     | 5.2%                  | 1           | 0.0%                  | 0            |  |
| Aviation Museum  | 0.070                                 | _                  | 0.070                         | Ü                 | 0.070                         | Ü                | 0.070                         | Ů            | 0.070                 | 0            | 0.070                 | Ů           | 2.370                 | -            | 0.070         | 0       | 0.070                 | Ü       | 0.070                 | Ü     | 3.270                 | -           | 0.070                 | Ü            |  |
| Bramford   | 0.7%                                  | 2                  | 4.8%                          | 2                 | 4.1%                          | 0                | 0.0%                          | 0            | 0.0%                  | 0            | 0.0%                  | 0           | 0.0%                  | 0            | 0.0%          | 0       | 0.0%                  | 0       | 0.0%                  | 0     | 0.0%                  | 0           | 0.0%                  | 0            |  |
| Sury St Edmunds  | 4.8%                                  | 15                 | 0.0%                          |                   | 13.5%                         | 1                | 3.2%                          | 1            | 3.8%                  | 1            | 0.0%                  | 0           | 0.0,0                 | 0            | 0.0%          | 0       | 10.6%                 |         | 32.5%                 | 5     | 3.9%                  | 1           | 5.2%                  | 1            |  |
| ambridge   | 3.7%                                  |                    | 12.5%                         | 5                 | 9.0%                          | 1                | 3.9%                          | 1            | 2.4%                  | 0            | 3.8%                  | 1           | 0.0%                  | 0            | 0.0%          | 0       | 0.0%                  |         | 13.4%                 | 2     | 8.3%                  | 1           | 0.0%                  | 0            |  |
| Colchester   | 9.5%                                  |                    | 15.6%                         | 6                 | 0.0%                          | 0                |                               | -            | 15.8%                 | 3            | 2.3%                  | 0           |                       | 15           | 0.0%          | 0       | 0.0%                  | 0       | 0.0%                  | 0     | 5.2%                  | 1           | 0.0%                  | 0            |  |
| oswich   | 7.5%                                  | 23                 | 0.0%                          | 0                 | 0.0%                          | 0                | 3.2%                          | 1            | 0.0%                  |              | 17.8%                 |             | 17.3%                 | 11           | 16.5%         | 5       | 2.3%                  | 1       | 3.2%                  | 1     | 6.3%                  | 1           | 0.0%                  | 0            |  |
| avenham  | 0.9%                                  | 3                  | 0.0%                          | 0                 | 0.0%                          | 0                | 10.9%                         | 3            | 0.0%                  | 0            | 0.0%                  | 0           |                       | 0            | 0.0%          | 0       | 0.0%                  | 0       | 0.0%                  | 0     | 0.5%                  | 0           | 0.0%                  | 0            |  |
| ong Melford  | 0.5%                                  | 0                  | 0.0%                          | 0                 | 4.1%                          | 0                | 0.0%                          | 0            | 0.0%                  | 0            | 0.0%                  | 0           | 0.0%                  | 0            | 0.0%          | 0       | 0.0%                  | 0       | 0.0%                  | 0     | 0.0%                  | 0           | 0.0%                  | 0            |  |
| towmarket  | 1.1%                                  | 3                  | 0.0%                          | 0                 | 3.8%                          | 0                | 0.0%                          | 0            | 0.0%                  | 0            | 0.0%                  | 0           |                       | -            | 0.0%          | 0       | 3.7%                  | 2       | 0.0%                  | 0     | 3.9%                  | 1           | 3.8%                  | 1            |  |
|  |                                       | 2                  |                               | 0                 |                               |                  |                               |              |                       | 0            |                       |             |                       | 0            |               |         |                       | 0       |                       | -     |                       | _           |                       | 0            |  |
| udbury   | 0.6%                                  |                    | 0.0%                          | -                 | 0.0%                          | 0                | 6.4%                          | 2            | 1.9%                  |              | 0.0%                  | 0           | 0.0%                  | 0            | 0.0%          | 0       | 0.0%                  |         | 0.0%                  | 0     | 0.0%                  | 0           | 0.0%                  | 0            |  |
| broad  | 0.7%                                  | 2                  | 3.6%                          | 1                 | 2.5%                          | 0                | 0.0%                          | 0            | 0.0%                  | 0            | 0.0%                  | 0           | 0.0%                  | 0            | 0.0%          | 0       | 0.0%                  | 0       | 3.9%                  | 0     | 0.0%                  | 0           | 0.0%                  | 0            |  |
|  | 0.4%                                  | 1<br>18            | 0.0%                          | -                 | 0.0%                          | 0                | 5.2%                          | 1            | 0.0%                  | 0            | 0.0%                  | 0           | 0.0%                  | 0            | 0.0%          | 0       | 0.0%                  | 0       | 0.0%                  | 1     | 0.0%                  | 0           | 0.0%                  | 8            |  |
| hester-le-Street   | 5 90/                                 |                    | 3.6%                          | 1                 | 0.0%                          | 0                | 5.2%                          | 1            | 0.0%                  | 0            | 0.0%                  | 0           | 4.0%                  | 3            | 0.0%          | 0       | 6.0%                  | 3       | 4.8%                  | 1     | 7.1%                  | 1           | 32.7%                 | 0            |  |
| Thester-le-Street<br>Torwich   | 5.8%                                  |                    | 0.00/                         | 0                 |                               | ()               | 0.0%                          | 0            | 0.0%                  | 0            | 0.0%                  |             | 0.0%                  | 0            | 0.0%          | 0       | 0.0%                  | 0       | 0.0%                  | 0     | 0.0%                  | 0           | 2.3%                  | 0            |  |
| Chester-le-Street<br>Torwich<br>Fortsmouth   | 0.2%                                  | 1                  | 0.0%                          | 0                 | 0.0%                          |                  |                               | ^            |                       |              |                       |             |                       | 0            | 0.0%          | 0       | 2.3%                  | 1       | 0.0%                  | (1    |                       |             |                       |              |  |
| Chester-le-Street<br>Norwich<br>Nortsmouth<br>Noss-on-Wye  | 0.2%<br>0.3%                          | 1<br>1             | 0.0%                          | 0                 | 0.0%                          | 0                | 0.0%                          | 0            | 0.0%                  | 0            | 0.0%                  | 0           | 0.0%                  |              | 0.00/         |         |                       | 0       |                       | -     | 0.0%                  | 0           | 0.0%                  | -            |  |
| Chester-le-Street<br>Norwich<br>Portsmouth<br>Ross-on-Wye<br>Valisbury   | 0.2%<br>0.3%<br>0.1%                  | 1<br>1<br>0        | 0.0%<br>0.0%                  | 0                 | 0.0%<br>4.1%                  | 0                | 0.0%<br>0.0%                  | 0            | 0.0%                  | 0            | 0.0%                  | 0           | 0.0%                  | 0            | 0.0%          | 0       | 0.0%                  | 0       | 0.0%                  | 0     | 0.0%                  | 0           | 0.0%                  | 0            |  |
| Chester-le-Street<br>Norwich<br>Portsmouth<br>Ross-on-Wye<br>Salisbury<br>Snape  | 0.2%<br>0.3%<br>0.1%<br>0.2%          | 1<br>1<br>0<br>1   | 0.0%<br>0.0%<br>0.0%          | 0<br>0<br>0       | 0.0%<br>4.1%<br>0.0%          | 0<br>0<br>0      | 0.0%<br>0.0%<br>0.0%          | 0            | 0.0%<br>0.0%          | 0            | 0.0%<br>0.0%          | 0           | 0.0%<br>0.0%          | 0            | 0.0%          | 0       | 0.0%<br>0.0%          | 0       | 0.0%<br>0.0%          | 0     | 0.0%<br>0.0%          | 0           | 0.0%<br>2.9%          | 0<br>1       |  |
| Chester-le-Street Norwich Nortsmouth Noss-on-Wye alisbury nape Vest End / Central London   | 0.2%<br>0.3%<br>0.1%<br>0.2%<br>45.0% | 1<br>0<br>1<br>137 | 0.0%<br>0.0%<br>0.0%<br>53.4% | 0<br>0<br>0<br>20 | 0.0%<br>4.1%<br>0.0%<br>47.6% | 0<br>0<br>0<br>5 | 0.0%<br>0.0%<br>0.0%<br>48.6% | 0<br>0<br>12 | 0.0%<br>0.0%<br>71.9% | 0<br>0<br>15 | 0.0%<br>0.0%<br>46.9% | 0<br>0<br>9 | 0.0%<br>0.0%<br>28.7% | 0<br>0<br>18 | 0.0%<br>51.0% | 0<br>16 | 0.0%<br>0.0%<br>49.0% | 0<br>21 | 0.0%<br>0.0%<br>21.1% | 0 0 3 | 0.0%<br>0.0%<br>34.7% | 0<br>0<br>5 | 0.0%<br>2.9%<br>53.1% | 0<br>1<br>13 |  |
| Chester-le-Street  Forwich  Fortsmouth  Fo | 0.2%<br>0.3%<br>0.1%<br>0.2%          | 1<br>1<br>0<br>1   | 0.0%<br>0.0%<br>0.0%          | 0<br>0<br>0       | 0.0%<br>4.1%<br>0.0%          | 0<br>0<br>0      | 0.0%<br>0.0%<br>0.0%          | 0            | 0.0%<br>0.0%          | 0            | 0.0%<br>0.0%          | 0           | 0.0%<br>0.0%<br>28.7% | 0            | 0.0%          | 0       | 0.0%<br>0.0%          | 0       | 0.0%<br>0.0%          | 0     | 0.0%<br>0.0%          | 0           | 0.0%<br>2.9%          | 0<br>1       |  |
| Chester-le-Street Norwich Portsmouth Ross-on-Wye Salisbury Snape West End / Central London York Weighted base:   | 0.2%<br>0.3%<br>0.1%<br>0.2%<br>45.0% | 1<br>0<br>1<br>137 | 0.0%<br>0.0%<br>0.0%<br>53.4% | 0<br>0<br>0<br>20 | 0.0%<br>4.1%<br>0.0%<br>47.6% | 0<br>0<br>0<br>5 | 0.0%<br>0.0%<br>0.0%<br>48.6% | 0<br>0<br>12 | 0.0%<br>0.0%<br>71.9% | 0<br>0<br>15 | 0.0%<br>0.0%<br>46.9% | 0<br>0<br>9 | 0.0%<br>0.0%<br>28.7% | 0<br>0<br>18 | 0.0%<br>51.0% | 0<br>16 | 0.0%<br>0.0%<br>49.0% | 0<br>21 | 0.0%<br>0.0%<br>21.1% | 0 0 3 | 0.0%<br>0.0%<br>34.7% | 0<br>0<br>5 | 0.0%<br>2.9%<br>53.1% | 0<br>1<br>13 |  |

| _                     | Tota         | ıl     | Zone       | 1        | Zone        | 2        | Zone       | 3      | Zone      | 4     | Zone      | 5       | Zone      | 6  | Zone  | 7  | Zone  | 8  | Zone 9 | 9  | Zone 1 | .0 | Zone 1 | 11 |
|-----------------------|--------------|--------|------------|----------|-------------|----------|------------|--------|-----------|-------|-----------|---------|-----------|----|-------|----|-------|----|--------|----|--------|----|--------|----|
|                       |              |        |            |          |             |          |            |        |           |       |           |         |           |    |       |    |       |    |        |    |        |    |        |    |
| Q36AHow often do you  | or your h    | ouseh  | nold visi  | t a m    | useum, g    | gallery  | , or oth   | er pla | ace of hi | stori | cal / cul | tural i | interest? | •  |       |    |       |    |        |    |        |    |        |    |
| Those who visit muse  | rum, gallery | or oth | er place o | of histo | orical / cu | ltural i | interest a | t Q31  | :         |       |           |         |           |    |       |    |       |    |        |    |        |    |        |    |
| Once a week           | 0.3%         | 1      | 0.0%       | 0        | 3.6%        | 0        | 0.0%       | 0      | 0.0%      | 0     | 0.0%      | 0       | 0.0%      | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 3.5%   | 1  | 0.0%   | 0  |
| Once a fortnight      | 1.4%         | 5      | 3.5%       | 2        | 0.0%        | 0        | 0.0%       | 0      | 0.0%      | 0     | 0.0%      | 0       | 2.4%      | 2  | 0.0%  | 0  | 1.8%  | 1  | 0.0%   | 0  | 5.2%   | 1  | 0.0%   | 0  |
| Once a month          | 7.5%         | 28     | 11.4%      | 6        | 23.5%       | 3        | 15.8%      | 7      | 5.5%      | 1     | 6.9%      | 1       | 0.0%      | 0  | 0.0%  | 0  | 4.1%  | 2  | 17.8%  | 4  | 10.0%  | 2  | 7.5%   | 2  |
| Once every two months | 24.3%        | 93     | 33.7%      | 17       | 22.7%       | 3        | 26.9%      | 12     | 18.5%     | 4     | 23.2%     | 5       | 29.5%     | 20 | 19.2% | 8  | 17.1% | 9  | 13.7%  | 3  | 8.2%   | 2  | 38.3%  | 10 |
| Once every six months | 37.2%        | 142    | 18.7%      | 10       | 31.4%       | 4        | 29.4%      | 13     | 47.3%     | 11    | 42.0%     | 9       | 45.3%     | 31 | 30.7% | 12 | 54.6% | 29 | 28.7%  | 6  | 42.8%  | 9  | 32.9%  | 9  |
| Once a year           | 20.1%        | 77     | 20.2%      | 10       | 14.4%       | 2        | 10.5%      | 5      | 26.9%     | 6     | 24.7%     | 5       | 13.0%     | 9  | 37.2% | 15 | 20.5% | 11 | 26.8%  | 6  | 19.9%  | 4  | 14.3%  | 4  |
| Less often            | 5.7%         | 22     | 12.4%      | 6        | 0.0%        | 0        | 7.9%       | 3      | 1.7%      | 0     | 0.0%      | 0       | 8.4%      | 6  | 3.3%  | 1  | 0.0%  | 0  | 2.9%   | 1  | 10.3%  | 2  | 7.0%   | 2  |
| (Don't know / varies) | 3.5%         | 13     | 0.0%       | 0        | 4.4%        | 1        | 9.6%       | 4      | 0.0%      | 0     | 3.2%      | 1       | 1.4%      | 1  | 9.6%  | 4  | 1.8%  | 1  | 10.1%  | 2  | 0.0%   | 0  | 0.0%   | 0  |
| Weighted base:        |              | 381    |            | 52       |             | 12       |            | 43     |           | 23    |           | 22      |           | 67 |       | 40 |       | 53 |        | 22 |        | 21 |        | 27 |
| Sample:               |              | 386    |            | 33       |             | 33       |            | 36     |           | 38    |           | 32      |           | 49 |       | 34 |       | 32 |        | 30 |        | 37 |        | 32 |

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#### Babergh & Mid Suffolk Household Survey For Carter Jonas

Weighted:

Total Zone 2 Zone 3 Zone 7 Zone 8 Zone 9 Zone 10 Zone 11 Zone 1 Zone 4 Zone 5 Zone 6 Q37 Where do you or members of your household normally go to a pub / bar / nightclub / music venue? Those who visit pub / bars / nightclub /music venue at O31: AND Excl Nulls 0.6% 3 3.4% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 2.1% 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 Braintree 0.8% 4 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 6.2% 4 0.0% 0.0% 0 0.0% 0 0.0% 0 Bramford 0 0 0.0% 0 0.3% Brantham 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 2.1% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Bury St Edmunds 6.2% 29 0.0% 0 50.2% 9 1.9% 1 1.7% 0 1.4% 0.0% 0 0.0% 0 1.6% 50.5% 13 16.5% 3 2.0% Colchester 1.6% 8 2.5% 1 0.0% 0 5.3% 1.7% 0 0.0% 0 4.2% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 4 Copdock Mill 0.3% 1 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 2.1% 1 0.0% 0.0% 0 0.0% 0.0% 0 0.0% 0 0 0 0 Debenham 1.1% 5 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 8.7% 5 0.0% 0 0.0% 0 0.0% 0 0.0% 0 3 Dedham 0.6% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 5.1% 3 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Eye 1.4% 6 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 34.6% 6 0.0% 0 2 0 0.0% 0 0.0% Great Conard 0.4% 0.0% 0 2.8% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Hadleigh 5.2% 25 0.0% 0 0.0% 0 2.5% 2 0.0% 0 58.2% 23 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Halstead 0.1% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 2.0% 0 0.3% 2.5% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 Haverhill 1 0 14.0% 67 0.0% 0 0.0% 0.0% 0.0% 0 35.9% 14 36.3% 21 28.7% 0 **Ipswich** 0 0 18 16.7% 13 0.0% 0 0.0% 4.4% 0.0% Lavenham 2.1% 10 2.0% 1 6.3% 1 11.7% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 4.3% 21 18.8% 10 1.4% 0 15.1% 10 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0.0% 0 0.0% 0 Long Melford 0 1.7% 0 0.0% 0.0% 14.5% 8 0.0% 0.0% 0 Manningtree 8 0.0% 0 0 0.0% 0 0.0% 0 0 0 0.0% 0 0.0% 0 0.0% Needham 0.2% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 2.5% Needham Market 0.8% 4 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.9% 1 0.0% 0 5.3% 3 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Stowmarket 14.5% 69 0.0% 0 3.9% 0.0% 0 0.0% 0 1.4% 0.0% 0 9.9% 6 77.1% 59 8.6% 2 2.9% 0.0% 0 15.7% 75 23.4% 13 10.7% 50.4% 34 26 0 0 0.0% 0.0% 0.0% 0 0 0.0% 0 Sudbury 2 93.6% 0.0% 0.0% 0 0 0.0% Acton 0.3% 1 0.0% 0 0.0% 0 1.9% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Aldham 0.3% 1 2.5% 1 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.2% 0 0 0.0% 0 0.0% 0.0% 0.0% 0 0.0% 0 0.0% 0.0% 1.3% 0.0% 0.0% 0 0.0% Bacton 1 0 0 0 0 Badingham 0.2% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 2.5% Barham 0.2% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.3% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.6% 3 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 5.1% 3 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Bentley 0 0.0% 0.0% 0 0 0.0% 2.1% Beyton 0.1% 1 0.0% 0 0 0.0% 0 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Botesdale 0.2% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 4.7% 0.0% 0 0 Boxford 0.5% 2 0.0% 0 0.0% 0 3.6% 2 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Bradfield St. George 0.1% 0 0.0% 0 2.3% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0 0 1.7% 0 0 0.0% 0 0.0% 0 0 0 0 Brockley 0.1% 0.0% 0 0.0% 0 0.0% 0.0% 0.0% 0.0% 0 0.0% 0.0% Bungay 0.2% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 2.5% 0.2% Cambridge 1 0.0% 0 0.0% 0.0% 3.0% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0.0% 0 0.0% 0.3% 0.0% 0 0.0% 0.0% 0 0.0% 0 2.0% 0.0% 0.0% 0 0 Central London 1 0 0.0% 0 0.0% 0 1 0.0% 0 0 0.0% 2 2 0 Chelmondiston 0.4% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 3.7% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% Chelmsford 1.3% 6 11.1% 6 0.0% 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.1% 1 0.0% 0 3.1% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Chevington 0.2% 0.0% 0 0 0 0 0 Clare 1 2.0% 1 0 0.0% 0 0.0% 0.0% 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% Claydon 2.8% 13 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 21.4% 13 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% Cockfield 0.2% 1 0.0% 0 4.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0 0.0% 0 1 Coddenham 0.2% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.6% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 2 0 0.0% 0 Colne Engaine 0.4% 2 3.4% 0.0% 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% Cotton 0.3% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 2.1% 2 0.0% 0 0.0% 0 0.0% 0

| , reighteu.                |              |            |              |          |              |          |              |          |              | _        | <b>0</b> - <b>0</b> |          |              |          |              |          |              |          |              |          |              |          |              |          | 1 001 0017 2010 |
|----------------------------|--------------|------------|--------------|----------|--------------|----------|--------------|----------|--------------|----------|---------------------|----------|--------------|----------|--------------|----------|--------------|----------|--------------|----------|--------------|----------|--------------|----------|-----------------|
|                            | Tota         | ıl         | Zone         | 1        | Zone 2       | 2        | Zone 3       | 3        | Zone 4       | ļ        | Zone                | 5        | Zone 6       | 6        | Zone '       | 7        | Zone 8       | 8        | Zone 9       | )        | Zone 10      | 0        | Zone 1       | .1       |                 |
| Dennington                 | 0.4%         | 2          | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%                | 0        | 0.0%         | 0        | 1.3%         | 1        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 4.4%         | 1        |                 |
| Diss                       | 1.0%         | 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        | 21.2%        | 4        | 2.5%         | 1        |                 |
| Earl Soham                 | 0.2%         | 1          | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%                | 0        | 0.0%         | 0        | 1.3%         | 1        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        |              | 0        |                 |
| Earls Colne                | 0.7%         | 3          | 5.9%         | 3        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%                | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        |                 |
| East Bergholt              | 0.7%         | 3          | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%                | 0        | 5.9%         | 3        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        |                 |
| Elmswell                   | 0.3%         | 1          | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%                | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 5.4%         | 1        | 0.0%         | 0        | 0.0%         | 0        |                 |
| Felsham                    | 0.2%         | 1          | 0.0%         | 0        | 4.8%         | 1        | 0.0%         | 0        | 0.0%         | 0        | 0.0%                | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        |                 |
| Fordham, Cambridgeshire    | 0.4%         | 2          |              | 2        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%                | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        |                 |
| Framlingham                | 0.2%         | 1          | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%                | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 2.5%         | 1        |                 |
| Fressingfield              | 0.2%         | 1          | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%                | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 4.0%         | 1        |                 |
| Glemsford                  | 1.9%         | 9          |              | 9        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%                | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        |                 |
| Great Finborough           | 0.2%         | 1          | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%                | 0        | 0.0%         | 0        | 0.0%         | 0        | 1.3%         | 1        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        |                 |
| Groton                     | 0.4%         | 2          |              | 0        | 0.0%         | 0        | 2.5%         | 2        | 0.0%         | 0        | 0.0%                | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        |                 |
| Harleston                  | 0.8%         | 4          | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%                | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        |              | 4        |                 |
| Hessett                    | 0.2%         | 1          | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%                | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 3.4%         | 1        | 0.0%         | 0        |              | 0        |                 |
| Hintlesham                 | 0.2%         | 1          | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%                | 0        | 1.7%         | 1        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        |                 |
| Holbrook                   | 0.2%         | 1          | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%                | 0        | 1.7%         | 1        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        |              | 0        |                 |
| Holton                     | 0.7%<br>0.3% | 3          | 0.0%         | 0        | 0.0%<br>0.0% | 0        | 0.0%         | 0        | 0.0%<br>0.0% | 0        | 0.0%                | 0        | 0.0%<br>0.0% | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%<br>0.0% | 0        | 0.0%         | 0        |              | 2        |                 |
| Hoxne                      | 1.1%         | 2 5        | 0.0%<br>0.0% | 0        | 0.0%         | 0        | 0.0%<br>0.0% | 0        | 0.0%         | 0        | 0.0%<br>0.0%        | 0        | 9.2%         | 5        | 0.0%<br>0.0% | 0        | 0.0%<br>0.0% | 0        | 0.0%         | 0        | 0.0%<br>0.0% | 0        | 5.3%<br>0.0% | 0        |                 |
| Kersey<br>Lawshall         | 0.2%         | 1          | 0.0%         | 0        | 4.5%         | 1        | 0.0%         | 0        | 0.0%         | 0        | 0.0%                | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        |                 |
| Laxfield                   | 0.2%         | 1          | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%                | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        |              | 1        |                 |
| Leavenheath                | 0.1%         | 2          |              | 0        | 0.0%         | 0        | 2.3%         | 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        |                 |
| Mendham                    | 0.2%         | 1          | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%                | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        |              | 1        |                 |
| Monks Eleigh               | 0.1%         | 0          |              | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 1.1%                | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        |                 |
| North Walsham              | 0.1%         | 1          | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%                | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 2.5%         | 1        | 0.0%         | 0        | 0.0%         | 0        |                 |
| Norton                     | 0.5%         | 3          | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%                | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        |              | 3        | 0.0%         | 0        | 0.0%         | 0        |                 |
| Norwich                    | 1.9%         | 9          | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%                | 0        | 0.0%         | 0        | 4.1%         | 3        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 22.5%        | 7        |                 |
| Rattlesden                 | 0.2%         | 1          | 0.0%         | 0        | 4.0%         | 1        | 0.0%         | 0        | 0.0%         | 0        | 0.0%                | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        |                 |
| Redgrave                   | 0.1%         | 1          | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%                | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 2.9%         | 1        | 0.0%         | 0        |                 |
| Rickinghall                | 0.5%         | 2          | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%                | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 12.6%        | 2        | 0.0%         | 0        |                 |
| Shotley                    | 0.2%         | 1          | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%                | 0        | 1.7%         | 1        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        |              | 0        |                 |
| Sicklesmere                | 0.1%         | 1          | 0.0%         | 0        | 3.1%         | 1        | 0.0%         | 0        | 0.0%         | 0        | 0.0%                | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        |                 |
| Southwold                  | 0.3%         | 1          | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%                | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        |              | 1        |                 |
| Stradbroke                 | 0.7%         | 3          | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%                | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        |              | 3        |                 |
| Stratford St. Mary         | 0.2%         | 1          | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%                | 0        | 1.7%         | 1        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        |              | 0        |                 |
| Stutton                    | 0.3%         | 1          | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%                | 0        | 0.0%         | 0        | 2.1%         | 1        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        |                 |
| Tharston                   | 0.3%         | 1          | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%                | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 5.4%         | 1        | 0.0%         | 0        | 0.0%         | 0        |                 |
| Tostock                    | 0.5%         | 3          | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%                | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 9.9%         | 3        | 0.0%         | 0        | 0.0%         | 0        |                 |
| Waldringfield              | 0.3%         | 2          |              | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%                | 0        | 2.8%         | 2        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        |                 |
| Washbrook<br>Wast Parabalt | 0.2%         | 1<br>1     | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%                | 0        | 0.0%         | 0        | 1.6%         | 1        | 0.0%         | 0        | 0.0%<br>0.0% | 0        | 0.0%         | 0        | 0.0%         | 0        |                 |
| West Bergholt              | 0.3%         | 3          | 2.5%         | 1        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%                | 0        | 0.0%         | -        | 0.0%         |          | 0.0%         | 0        |              | 0        | 0.0%         | 0        | 0.0%         | 0        |                 |
| Woodbridge<br>Woodpit      | 0.7%<br>0.1% | 3<br>1     | 0.0%<br>0.0% | 0        | 0.0%<br>0.0% | 0        | 0.0%         | 0        | 0.0%<br>0.0% | 0        | 0.0%                | 0        | 0.0%<br>0.0% | 0        | 4.5%         | 3        |              | 0        | 0.0%<br>2.1% | 1        | 2.3%         | 0        | 0.0%         | 0        |                 |
| Woolpit<br>Yaxley          | 0.1%         | 0          | 0.0%         | 0        | 0.0%         | 0        | 0.0%<br>0.0% | 0        | 0.0%         | 0        | 0.0%<br>0.0%        | 0        | 0.0%         | 0        | 0.0%<br>0.0% | 0        | 0.0%<br>0.0% | 0        | 0.0%         | 0        | 0.0%<br>2.3% | 0        | 0.0%<br>0.0% | 0        |                 |
| •                          | 0.1%         |            | 0.070        |          | 0.070        |          | 0.070        |          | 0.070        |          | 0.0%                | -        | 0.070        | -        | 0.070        |          | 0.070        |          | 0.070        |          | 2.370        |          | 0.070        |          |                 |
| Weighted base:<br>Sample:  |              | 477<br>424 |              | 54<br>34 |              | 19<br>40 |              | 67<br>47 |              | 28<br>41 |                     | 40<br>41 |              | 57<br>41 |              | 62<br>39 |              | 77<br>42 |              | 25<br>33 |              | 19<br>34 |              | 29<br>32 |                 |

| February    | 2015 |
|-------------|------|
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| Weighten.                                  |       |     |       |    |        |       |           |       |        | _  | 01 00  | <i></i> |       | itti |        |    |        |    |        |    |        |    |         |    | rebruary 2013 |
|--|-------|-----|-------|----|--------|-------|-----------|-------|--------|----|--------|---------|-------|------|--------|----|--------|----|--------|----|--------|----|---------|----|---------------|
|  | Tota  | ıl  | Zone  | 1  | Zone 2 | 2     | Zone      | 3     | Zone   | 4  | Zone : | 5       | Zone  | 6    | Zone 7 | 7  | Zone 8 | 3  | Zone 9 | )  | Zone 1 | 0  | Zone 11 | l  |               |
| Q37AHow often do you  Those who visit pub. |       |     |       |    |        | night | tclub / r | nusic | venue? |    |        |         |       |      |        |    |        |    |        |    |        |    |         |    |               |
| Once a week                                | 29.7% | 157 | 27.0% | 16 | 31.6%  | 6     | 26.8%     | 18    | 24.4%  | 7  | 29.1%  | 12      | 32.3% | 21   | 46.6%  | 32 | 23.5%  | 19 | 22.3%  | 7  | 20.0%  | 5  | 34.6%   | 13 |               |
| Once a fortnight                           | 20.1% | 106 | 14.8% | 9  | 34.0%  | 6     | 22.4%     | 15    | 25.5%  | 8  | 38.5%  | 16      | 18.3% | 12   | 10.2%  | 7  | 26.3%  | 21 | 6.6%   | 2  | 30.5%  | 8  | 4.1%    | 2  |               |
| Once a month                               | 31.0% | 163 | 33.2% | 20 | 17.4%  | 3     | 37.9%     | 26    | 37.0%  | 11 | 25.8%  | 11      | 24.1% | 15   | 28.3%  | 19 | 30.6%  | 25 | 39.8%  | 12 | 34.0%  | 9  | 30.5%   | 12 |               |
| Once every two months                      | 11.7% | 61  | 11.5% | 7  | 14.7%  | 3     | 10.7%     | 7     | 13.1%  | 4  | 2.4%   | 1       | 12.4% | 8    | 9.6%   | 7  | 15.5%  | 13 | 25.9%  | 8  | 7.6%   | 2  | 6.9%    | 3  |               |
| Once every six months                      | 4.0%  | 21  | 6.6%  | 4  | 0.0%   | 0     | 2.2%      | 2     | 0.0%   | 0  | 3.1%   | 1       | 5.2%  | 3    | 3.4%   | 2  | 1.5%   | 1  | 3.8%   | 1  | 3.6%   | 1  | 13.7%   | 5  |               |
| Once a year                                | 0.4%  | 2   | 0.0%  | 0  | 2.3%   | 0     | 0.0%      | 0     | 0.0%   | 0  | 1.1%   | 0       | 1.5%  | 1    | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0  |               |
| Less often                                 | 0.6%  | 3   | 5.2%  | 3  | 0.0%   | 0     | 0.0%      | 0     | 0.0%   | 0  | 0.0%   | 0       | 0.0%  | 0    | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0  |               |
| (Don't know / varies)                      | 2.7%  | 14  | 1.9%  | 1  | 0.0%   | 0     | 0.0%      | 0     | 0.0%   | 0  | 0.0%   | 0       | 6.1%  | 4    | 1.9%   | 1  | 2.6%   | 2  | 1.7%   | 1  | 4.3%   | 1  | 10.3%   | 4  |               |
| Weighted base:                             |       | 527 |       | 59 |        | 19    |           | 68    |        | 30 |        | 42      |       | 63   |        | 68 |        | 81 |        | 31 |        | 27 |         | 38 |               |
| Sample:                                    |       | 477 |       | 37 |        | 40    |           | 48    |        | 42 |        | 45      |       | 46   |        | 45 |        | 45 |        | 41 |        | 48 |         | 40 |               |

## Babergh & Mid Suffolk Household Survey For Carter Jonas

| ,, eighteu.                                    |       |     |       |    |         |        |           |       |        | _  | <b>01 0.</b> |    | 0011   |    |        |    |        |    |        |    |        |    |         |   | 1 001 441 7 201 |
|--|-------|-----|-------|----|---------|--------|-----------|-------|--------|----|--------------|----|--------|----|--------|----|--------|----|--------|----|--------|----|---------|---|-----------------|
|  | Tota  | ıl  | Zone  | 1  | Zone    | 2      | Zone 3    | 3     | Zone 4 |    | Zone:        | 5  | Zone 6 |    | Zone ' | 7  | Zone 8 | 3  | Zone 9 |    | Zone 1 | 0  | Zone 11 |   |                 |
| Q38 Where do you or r<br>Those who visit resta |       | •   |       |    | normall | y go t | o a resta | auran | t?     |    |              |    |        |    |        |    |        |    |        |    |        |    |         |   |                 |
| Braintree                                      | 0.7%  | 5   | 4.4%  | 4  | 0.0%    | 0      | 0.0%      | 0     | 1.0%   | 0  | 0.0%         | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0 |                 |
| Bramford                                       | 0.3%  | 2   | 0.0%  | 0  | 0.0%    | 0      | 0.0%      | 0     | 0.0%   | 0  | 0.0%         | 0  | 0.0%   | 0  | 2.3%   | 2  |        | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0 |                 |
| Bury St Edmunds                                | 16.5% | 116 | 4.4%  | 4  | 70.8%   | 21     | 12.4%     | 11    | 11.5%  | 5  | 4.2%         | 2  | 0.0%   | 0  | 2.0%   | 2  | 27.8%  | 22 | 77.1%  | 37 | 32.4%  | 10 | 1.2%    | 1 |                 |
| Colchester                                     | 3.2%  | 22  | 10.0% | 10 | 0.0%    | 0      | 2.9%      | 3     | 0.0%   | 0  | 2.4%         | 1  | 8.5%   | 8  | 0.9%   | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0 |                 |
| Copdock Mill                                   | 0.4%  | 3   | 0.0%  | 0  | 0.0%    | 0      | 0.0%      | 0     | 0.0%   | 0  | 0.0%         | 0  | 2.8%   | 3  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0 |                 |
| Debenham                                       | 0.6%  | 4   | 0.0%  | 0  | 0.0%    | 0      | 0.0%      | 0     | 0.0%   | 0  | 0.0%         | 0  | 0.0%   | 0  | 3.7%   | 3  | 0.0%   | 0  | 0.0%   | 0  | 1.4%   | 0  | 0.0%    | 0 |                 |
| Dedham   | 0.4%  | 3   | 0.0%  | 0  | 0.0%    | 0      | 0.0%      | 0     | 0.0%   | 0  | 0.0%         | 0  | 3.3%   | 3  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0 |                 |
| Eye  | 1.4%  | 10  | 0.0%  | 0  | 0.0%    | 0      | 0.0%      | 0     | 0.0%   | 0  | 0.0%         | 0  | 0.0%   | 0  | 2.0%   | 2  | 0.0%   | 0  | 0.0%   | 0  | 20.8%  | 6  | 3.7%    | 2 |                 |
| Great Conard                                   | 0.1%  | 1   | 0.0%  | 0  | 0.0%    | 0      | 1.0%      | 1     | 0.0%   | 0  | 0.0%         | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0 |                 |
| Hadleigh                                       | 3.7%  | 26  | 0.0%  | 0  | 0.0%    | 0      | 3.7%      | 3     | 0.0%   | 0  | 49.4%        | 21 | 2.0%   | 2  | 0.0%   | 0  |        | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0 |                 |
| Halstead                                       | 0.5%  | 4   | 2.8%  | 3  | 0.0%    | 0      | 0.0%      | 0     | 0.0%   | 0  | 0.0%         | 0  | 0.0%   | 0  | 0.0%   | 0  |        | 0  | 1.1%   | 1  | 0.0%   | 0  | 1.2%    | 1 |                 |
| Haverhill                                      | 0.7%  | 5   | 5.3%  | 5  | 0.0%    | 0      | 0.0%      | 0     | 0.0%   | 0  | 0.0%         | 0  | 0.0%   | 0  | 0.0%   | 0  |        | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0 |                 |
| Ipswich  | 21.3% | 150 | 0.0%  | 0  | 0.0%    | 0      | 0.0%      | 0     | 3.7%   | 2  | 34.0%        | 14 | 49.5%  | 47 | 60.2%  | 55 | 26.9%  | 22 | 9.3%   | 4  | 5.4%   | 2  | 7.8%    | 4 |                 |
| Lavenham                                       | 2.1%  | 15  | 2.5%  | 2  | 4.7%    | 1      | 8.9%      | 8     | 0.8%   | 0  | 3.2%         | 1  | 1.0%   | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0 |                 |
| Long Melford                                   | 4.2%  | 29  | 9.8%  | 10 | 1.8%    | 1      | 15.8%     | 14    | 9.2%   | 4  | 1.1%         | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0 |                 |
| Manningtree                                    | 1.6%  | 11  | 0.0%  | 0  | 0.0%    | 0      | 0.0%      | 0     | 0.0%   | 0  | 0.0%         | 0  | 11.8%  | 11 | 0.0%   | 0  |        | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0 |                 |
| Needham  | 0.3%  | 2   | 0.0%  | 0  | 0.0%    | 0      | 0.0%      | 0     | 0.0%   | 0  | 0.0%         | 0  | 0.0%   | 0  | 1.4%   | 1  | 1.2%   | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0 |                 |
| Needham Market                                 | 0.4%  | 3   | 0.0%  | 0  | 0.0%    | 0      | 0.0%      | 0     | 0.0%   | 0  | 1.8%         | 1  | 0.0%   | 0  | 0.9%   | 1  | 1.2%   | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0 |                 |
| Stowmarket                                     | 6.2%  | 44  | 0.0%  | 0  | 1.1%    | 0      | 0.0%      | 0     | 0.0%   | 0  | 1.1%         | 0  | 0.0%   | 0  | 8.8%   | 8  |        | 32 | 5.0%   | 2  | 1.7%   | 1  | 0.0%    | 0 |                 |
| Sudbury  | 16.7% | 117 | 33.9% | 33 | 6.8%    | 2      | 51.7%     | 47    | 73.9%  | 34 | 0.0%         | 0  | 0.0%   | 0  | 0.0%   | 0  |        | 0  | 0.0%   | 0  | 2.3%   | 1  | 0.0%    | 0 |                 |
| Abroad   | 0.0%  | 0   | 0.0%  | 0  | 0.9%    | 0      | 0.0%      | 0     | 0.0%   | 0  | 0.0%         | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0 |                 |
| Aldeburgh                                      | 0.1%  | 1   | 0.0%  | 0  | 0.0%    | 0      | 0.0%      | 0     | 0.0%   | 0  | 0.0%         | 0  | 0.0%   | 0  | 1.1%   | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0 |                 |
| Assington                                      | 0.2%  | 1   | 1.4%  | 1  | 0.0%    | 0      | 0.0%      | 0     | 0.0%   | 0  | 0.0%         | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0 |                 |
| Badingham                                      | 0.1%  | 1   | 0.0%  | 0  | 0.0%    | 0      | 0.0%      | 0     | 0.0%   | 0  | 0.0%         | 0  | 0.0%   | 0  | 0.0%   | 0  |        | 0  | 0.0%   | 0  | 0.0%   | 0  | 1.4%    | 1 |                 |
| Basildon                                       | 0.3%  | 2   | 2.5%  | 2  | 0.0%    | 0      | 0.0%      | 0     | 0.0%   | 0  | 0.0%         | 0  | 0.0%   | 0  | 0.0%   | 0  |        | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0 |                 |
| Beccles  | 0.2%  | 1   | 0.0%  | 0  | 0.0%    | 0      | 0.0%      | 0     | 0.0%   | 0  | 0.0%         | 0  | 0.0%   | 0  | 0.0%   | 0  |        | 0  | 0.0%   | 0  | 0.0%   | 0  | 2.3%    | 1 |                 |
| Beyton   | 0.1%  | 0   | 0.0%  | 0  | 1.3%    | 0      | 0.0%      | 0     | 0.0%   | 0  | 0.0%         | 0  | 0.0%   | 0  | 0.0%   | 0  |        | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0 |                 |
| Bildeston                                      | 0.1%  | 1   | 0.0%  | 0  | 0.0%    | 0      | 0.0%      | 0     | 0.0%   | 0  | 1.8%         | 1  | 0.0%   | 0  | 0.0%   | 0  |        | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0 |                 |
| Boxford  | 0.1%  | 0   | 0.0%  | 0  | 0.0%    | 0      | 0.0%      | 0     | 0.0%   | 0  | 1.1%         | 0  | 0.0%   | 0  | 0.0%   | 0  |        | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0 |                 |
| Bradfield St. Clare                            | 0.1%  | 0   | 0.0%  | 0  | 1.5%    | 0      | 0.0%      | 0     | 0.0%   | 0  | 0.0%         | 0  | 0.0%   | 0  | 0.0%   | 0  |        | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0 |                 |
| Bungay   | 0.1%  | 1   | 0.0%  | 0  | 0.0%    | 0      | 0.0%      | 0     | 0.0%   | 0  | 0.0%         | 0  | 0.0%   | 0  | 0.0%   | 0  |        | 0  | 0.0%   | 0  | 0.0%   | 0  | 1.4%    | 1 |                 |
| Cambridge                                      | 0.2%  | 1   | 1.4%  | 1  | 0.0%    | 0      | 0.0%      | 0     | 0.0%   | 0  | 0.0%         | 0  | 0.0%   | 0  | 0.0%   | 0  |        | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0 |                 |
| Cavendish                                      | 0.3%  | 2   | 2.3%  | 2  | 0.0%    | 0      | 0.0%      | 0     | 0.0%   | 0  | 0.0%         | 0  | 0.0%   | 0  | 0.0%   | 0  |        | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0 |                 |
| Central London                                 | 0.6%  | 5   | 0.0%  | 0  | 1.5%    | 0      | 0.0%      | 0     | 0.0%   | 0  | 0.0%         | 0  | 2.0%   | 2  | 0.0%   | 0  |        | 0  | 2.4%   | 1  | 1.4%   | 0  | 1.2%    | 1 |                 |
| Chelmondiston                                  | 0.2%  | 1   | 0.0%  | 0  | 0.0%    | 0      | 0.0%      | 0     | 0.0%   | 0  | 0.0%         | 0  | 1.3%   | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0 |                 |
| Clare  | 0.3%  | 2   | 2.3%  | 2  | 0.0%    | 0      | 0.0%      | 0     | 0.0%   | 0  | 0.0%         | 0  | 0.0%   | 0  | 0.0%   | 0  |        | 0  | 0.0%   | Ö  | 0.0%   | 0  | 0.0%    | Ö |                 |
| Claydon  | 0.3%  | 2   | 0.0%  | 0  | 0.0%    | 0      | 0.0%      | 0     | 0.0%   | 0  | 0.0%         | 0  | 0.0%   | 0  | 2.3%   | 2  |        | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0 |                 |
| Cockfield                                      | 0.2%  | 1   | 0.0%  | 0  | 1.1%    | 0      | 0.8%      | 1     | 0.0%   | 0  | 0.0%         | 0  | 0.0%   | 0  | 0.0%   | 0  |        | 0  | 0.0%   | Ö  | 0.0%   | 0  | 0.0%    | Ö |                 |
| Colne Engaine                                  | 0.3%  | 2   | 1.9%  | 2  | 0.0%    | 0      | 0.0%      | 0     | 0.0%   | 0  | 0.0%         | 0  | 0.0%   | 0  | 0.0%   | 0  |        | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0 |                 |
| Cotton   | 0.2%  | 2   | 0.0%  | 0  | 0.0%    | 0      | 0.0%      | 0     | 0.0%   | ő  | 0.0%         | 0  | 0.0%   | 0  | 0.0%   | 0  |        | 2  | 0.0%   | 0  | 0.0%   | ő  | 0.0%    | ő |                 |
| Diss   | 2.9%  | 21  | 0.0%  | 0  | 0.0%    | 0      | 0.0%      | 0     | 0.0%   | 0  | 0.0%         | 0  | 0.0%   | 0  | 2.8%   | 3  |        | 1  | 0.0%   | 0  | 29.1%  | 9  | 16.3%   | 8 |                 |
|  | 1.2%  | 9   | 9.0%  | 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%   | ó  | 0.0%    | 0 |                 |
| Earls Coine                                    |       |     |       |    |         | 9      | 0.070     | 9     | 0.070  | 9  | 0.070        | 9  | 0.070  | 9  | 0.070  | 9  | 0.070  | 9  | 3.070  | 0  | 0.070  | 9  | 3.070   | 0 |                 |
| Earls Colne<br>East Bergholt                   | 0.3%  | 2   | 0.0%  | 0  | 0.0%    | 0      | 0.0%      | 0     | 0.0%   | 0  | 0.0%         | 0  | 2.3%   | 2  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0 |                 |

|                     | Tota | 1   | Zone 1 | 1  | Zone 2 | :  | Zone 3 | 3   | Zone 4 | 1   | Zone | 5  | Zone | 6              | Zone | 7  | Zone | 8  | Zone 9 | )  | Zone 1 | .0 | Zone 1 | 1  |
|---------------------|------|-----|--------|----|--------|----|--------|-----|--------|-----|------|----|------|----------------|------|----|------|----|--------|----|--------|----|--------|----|
|                     |      |     |        |    |        |    |        |     |        |     |      |    |      |                |      |    |      |    |        |    |        |    |        |    |
| Felixstowe          | 0.3% | 2   |        | 0  |        | 0  | 0.0%   | 0   | 0.0%   | 0   | 0.0% | 0  | 1.0% | 1              | 0.9% | 1  | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Felsham             | 0.0% | 0   |        | 0  | 1.1%   | 0  | 0.0%   | 0   | 0.0%   | 0   | 0.0% | 0  | 0.0% | 0              | 0.0% | 0  | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Framlingham         | 0.2% | 1   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0   | 0.0%   | 0   | 0.0% | 0  | 0.0% | 0              | 1.4% | 1  | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Fressingfield       | 0.1% | 1   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0   | 0.0%   | 0   | 0.0% | 0  | 0.0% | 0              | 0.0% | 0  | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 1.2%   | 1  |
| Glemsford           | 0.3% | 2   | 2.5%   | 2  | 0.0%   | 0  | 0.0%   | 0   | 0.0%   | 0   | 0.0% | 0  | 0.0% | 0              | 0.0% | 0  | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Great Yarmouth      | 0.2% | 2   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0   | 0.0%   | 0   | 0.0% | 0  | 0.0% | 0              | 0.0% | 0  | 0.0% | 0  | 0.0%   | 0  | 2.3%   | 1  | 1.9%   | 1  |
| Halesworth          | 0.1% | 1   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0   | 0.0%   | 0   | 0.0% | 0  | 0.0% | 0              | 0.0% | 0  | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 1.2%   | 1  |
| Harleston           | 1.1% | 8   | 0.0%   | 0  | 1.8%   | 1  | 0.0%   | 0   | 0.0%   | 0   | 0.0% | 0  | 0.0% | 0              | 0.0% | 0  | 0.0% | 0  | 0.0%   | 0  | 0.0%   |    |        | 7  |
| Hintlesham          | 0.1% | 1   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0   | 0.0%   | 0   | 0.0% | 0  | 1.0% | 1              | 0.0% | 0  | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Holbrook            | 0.2% | 2   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0   | 0.0%   | 0   | 0.0% | 0  | 1.7% | 2              | 0.0% | 0  | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Kedington           | 0.2% | 1   | 1.1%   | 1  | 0.0%   | 0  | 0.0%   | 0   | 0.0%   | 0   | 0.0% | 0  | 0.0% | 0              | 0.0% | 0  | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Kersey              | 0.1% | 1   | 0.0%   | 0  | 0.0%   | 0  | 0.8%   | 1   | 0.0%   | 0   | 0.0% | 0  | 0.0% | 0              | 0.0% | 0  | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Kesgrave            | 0.2% | 2   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0   | 0.0%   | 0   | 0.0% | 0  | 1.7% | 2              | 0.0% | 0  | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Lawshall            | 0.1% | 1   | 0.0%   | 0  | 2.0%   | 1  | 0.0%   | 0   | 0.0%   | 0   | 0.0% | 0  | 0.0% | 0              | 0.0% | 0  | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Leavenheath         | 0.1% | 1   | 0.0%   | 0  | 0.0%   | 0  | 0.8%   | 1   | 0.0%   | 0   | 0.0% | 0  | 0.0% | 0              | 0.0% | 0  | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Little Waldingfield | 0.0% | 0   | 0.0%   | 0  | 0.9%   | 0  | 0.0%   | 0   | 0.0%   | 0   | 0.0% | 0  | 0.0% | 0              | 0.0% | 0  | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Lowestoft           | 0.1% | 1   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0   | 0.0%   | 0   | 0.0% | 0  | 0.0% | 0              | 0.0% | 0  | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 1.2%   | 1  |
| Melton              | 0.1% | 1   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0   | 0.0%   | 0   | 0.0% | 0  | 1.0% | 1              | 0.0% | 0  | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Monks Eleigh        | 0.1% | 1   | 0.0%   | 0  | 0.0%   | 0  | 1.0%   | 1   | 0.0%   | 0   | 0.0% | 0  | 0.0% | 0              | 0.0% | 0  | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| North Walsham       | 0.2% | 1   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0   | 0.0%   | 0   | 0.0% | 0  | 0.0% | 0              | 0.0% | 0  | 0.0% | 0  | 1.3%   | 1  | 0.0%   | 0  | 1.2%   | 1  |
| Norwich             | 2.4% | 17  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0   | 0.0%   | 0   | 0.0% | 0  | 0.0% | 0              | 1.9% | 2  | 0.0% | 0  | 0.0%   | 0  | 1.7%   | 1  | 29.6%  | 15 |
| Pin Mill            | 0.2% | 2   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0   | 0.0%   | 0   | 0.0% | 0  | 1.7% | 2              | 0.0% | 0  | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Rattlesden          | 0.1% | 0   | 0.0%   | 0  | 1.5%   | 0  | 0.0%   | 0   | 0.0%   | 0   | 0.0% | 0  | 0.0% | 0              | 0.0% | 0  | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Rede                | 0.1% | 0   | 0.0%   | 0  | 1.5%   | 0  | 0.0%   | 0   | 0.0%   | 0   | 0.0% | 0  | 0.0% | 0              | 0.0% | 0  | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Shepreth            | 0.1% | 1   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0   | 0.0%   | 0   | 0.0% | 0  | 0.0% | 0              | 0.0% | 0  | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 1.4%   | 1  |
| Shotley             | 0.3% | 2   |        | 0  | 0.0%   | 0  | 0.0%   | 0   | 0.0%   | 0   | 0.0% | 0  | 2.0% | 2              | 0.0% | 0  | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Sicklesmere         | 0.1% | 1   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0   | 0.0%   | 0   | 0.0% | 0  | 0.0% | 0              | 0.0% | 0  | 0.0% | 0  | 1.1%   | 1  | 0.0%   | 0  | 0.0%   | 0  |
| Snape               | 0.2% | 2   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0   | 0.0%   | 0   | 0.0% | 0  | 1.7% | 2              | 0.0% | 0  | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Southwold           | 0.4% | 3   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0   | 0.0%   | 0   | 0.0% | 0  | 1.7% | 2              | 0.0% | 0  | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 2.6%   | 1  |
| Stradbroke          | 0.3% | 2   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0   | 0.0%   | 0   | 0.0% | 0  | 0.0% | 0              | 0.0% | 0  | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 3.8%   | 2  |
| Stutton             | 0.1% | 1   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0   | 0.0%   | 0   | 0.0% | 0  | 1.0% | 1              | 0.0% | 0  | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Thetford            | 0.1% | 1   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0   | 0.0%   | 0   | 0.0% | 0  | 0.0% | 0              | 0.0% | 0  | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 1.4%   | 1  |
| Thorndon            | 0.1% | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0   | 0.0%   | 0   | 0.0% | 0  | 0.0% | 0              | 0.0% | 0  | 0.0% | 0  | 0.0%   | 0  | 1.4%   | 0  | 0.0%   | 0  |
| Tuddenham           | 0.1% | 1   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0   | 0.0%   | 0   | 0.0% | 0  | 0.0% | 0              | 1.1% | 1  | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| West Bergholt       | 0.4% | 2   | 2.5%   | 2  | 0.0%   | 0  | 0.0%   | 0   | 0.0%   | 0   | 0.0% | 0  | 0.0% | 0              | 0.0% | 0  | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Woodbridge          | 1.2% | 8   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0   | 0.0%   | 0   | 0.0% | 0  | 1.0% | 1              | 6.4% | 6  | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 3.4%   | 2  |
| Weighted base:      |      | 704 |        | 98 |        | 30 |        | 92  |        | 46  |      | 42 |      | 95             |      | 92 |      | 81 |        | 49 |        | 31 |        | 50 |
| Sample:             |      | 713 |        | 63 |        | 72 |        | 71  |        | 77  |      | 60 |      | 74             |      | 66 |      | 53 |        | 63 |        | 54 |        | 60 |
| bampic.             |      | 113 |        | 03 |        | 12 |        | / 1 |        | , , |      | 00 |      | / <del>+</del> |      | 00 |      | 55 |        | 03 |        | 54 |        | 00 |

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|----------|----------|-------|
|          |          |       |
|          |          |       |

|   | Tota        | 1   | Zone     | 1        | Zone     | 2  | Zone  | 3  | Zone  | ı  | Zone  | 5  | Zone  | 6   | Zone  | 7   | Zone  | 8   | Zone  | 9  | Zone 1 | 10 | Zone  | 11 |
|---|-------------|-----|----------|----------|----------|----|-------|----|-------|----|-------|----|-------|-----|-------|-----|-------|-----|-------|----|--------|----|-------|----|
| Q38AHow often do you  Those who visit resta |             |     | old visi | it a re: | staurant | :? |       |    |       |    |       |    |       |     |       |     |       |     |       |    |        |    |       |    |
| Those who visit resid                       | aranis ai Q |     |          |          |          |    |       |    |       |    |       |    |       |     |       |     |       |     |       |    |        |    |       |    |
| Once a week                                 | 18.1%       | 147 | 14.7%    | 17       | 7.1%     |    | 22.1% | 21 | 18.8% | 9  | 25.7% | 13 |       |     | 28.2% |     | 16.6% | 17  | 13.0% | 7  | 16.7%  |    | 17.4% | 11 |
| Once a fortnight                            | 19.1%       | 156 | 12.3%    | 14       | 20.9%    | 6  | 21.7% | 21 | 22.3% | 11 | 15.4% | 8  | 23.0% | 26  | 18.2% | 19  | 23.4% | 23  | 19.3% | 11 | 22.8%  | 9  | 12.5% | 8  |
| Once a month                                | 32.6%       | 266 | 30.7%    | 35       | 39.4%    | 12 | 40.8% | 39 | 35.0% | 16 | 38.7% | 19 | 20.7% | 23  | 25.8% | 27  | 35.1% | 35  | 34.3% | 19 | 27.2%  | 10 | 43.8% | 29 |
| Once every two months                       | 17.7%       | 145 | 26.5%    | 30       | 23.5%    | 7  | 7.6%  | 7  | 19.1% | 9  | 17.9% | 9  | 24.8% | 28  | 16.5% | 17  | 12.1% | 12  | 20.8% | 12 | 14.1%  | 5  | 11.5% | 7  |
| Once every six months                       | 8.6%        | 70  | 12.4%    | 14       | 9.0%     | 3  | 6.1%  | 6  | 3.8%  | 2  | 0.9%  | 0  | 15.0% | 17  | 8.1%  | 9   | 6.5%  | 6   | 7.8%  | 4  | 11.3%  | 4  | 7.3%  | 5  |
| Once a year                                 | 0.4%        | 3   | 0.0%     | 0        | 0.0%     | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.9%  | 2   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  | 0.0%   | 0  | 1.1%  | 1  |
| Less often                                  | 0.6%        | 5   | 1.0%     | 1        | 0.0%     | 0  | 1.0%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 1.3%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  | 3.3%   | 1  | 0.0%  | 0  |
| (Don't know / varies)                       | 2.9%        | 24  | 2.5%     | 3        | 0.0%     | 0  | 0.8%  | 1  | 1.0%  | 0  |       | 1  | 0.9%  | 1   | 3.2%  | 3   | 6.2%  | 6   | 4.8%  | 3  | 4.7%   | 2  | 6.3%  | 4  |
| Weighted base:                              |             | 816 |          | 114      |          | 30 |       | 97 |       | 47 |       | 50 |       | 113 |       | 105 |       | 100 |       | 56 |        | 39 |       | 65 |
| Sample:                                     |             | 815 |          | 74       |          | 74 |       | 76 |       | 79 |       | 70 |       | 87  |       | 79  |       | 61  |       | 75 |        | 67 |       | 73 |

#### by Zone - Nulls Filtered

Weighted:

|  | Tota  | al  | Zone  | 1  | Zone  | 2  | Zone  | 3      | Zone     | 1   | Zone 5 |    | Zone 6 |    | Zone 7 | 7  | Zone  | 8  | Zone 9 |    | Zone 1 | 10 | Zone 1 | 11 |
|--|-------|-----|-------|----|-------|----|-------|--------|----------|-----|--------|----|--------|----|--------|----|-------|----|--------|----|--------|----|--------|----|
| Q39 Where do you or m Those who partake in j                             |       | -   |       |    |       |    |       | y ente | ertainme | nt? |        |    |        |    |        |    |       |    |        |    |        |    |        |    |
| Bowlsworld, Ipswich  | 9.6%  | 26  |       | 0  |       | 0  | 3.0%  | 1      | 0.0%     | 0   | 39.3%  | 8  | 14.0%  |    | 20.1%  | 6  | 3.7%  | 1  | 0.0%   |    | 20.7%  | 3  | 12.0%  | 2  |
| Bury Bowl, The Autopark,<br>Eastgate Street, Bury St.<br>Edmunds         | 9.7%  | 26  | 0.0%  | 0  | 61.2% | 7  | 12.0% | 5      | 0.0%     | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 5.0%  | 2  | 45.1%  | 9  | 26.4%  | 4  | 3.1%   | 1  |
| Demon Xtreme Sports, D7<br>Cowdray Centre, Cowdray<br>Avenue, Colchester | 2.2%  | 6   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0      | 3.2%     | 1   | 0.0%   | 0  | 16.2%  | 5  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Namco Fun Scape Ltd,<br>Sproughton Road, Ipswich                         | 6.4%  | 17  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0      | 0.0%     | 0   | 4.7%   | 1  | 13.1%  | 4  | 20.1%  | 6  | 16.4% | 5  | 0.0%   | 0  | 7.2%   | 1  | 0.0%   | 0  |
| Rollerworld, Eastgate<br>Industrial Estate Moorside,<br>Colchester       | 1.5%  | 4   | 4.2%  | 1  | 0.0%  | 0  | 6.2%  | 3      | 0.0%     | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Tenpin Colchester  | 6.6%  | 18  | 24.3% | 8  | 0.0%  | 0  | 1.8%  | 1      | 16.3%    | 3   | 0.0%   | 0  | 19.0%  | 6  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Braintree  | 2.6%  | 7   |       | 7  | 0.0%  | 0  | 0.0%  | 0      | 0.0%     | 0   |        | 0  |        | 0  |        | 0  |       | 0  | 0.0%   | 0  |        | 0  |        | 0  |
| Bury St Edmunds  | 5.3%  | 14  | 4.2%  | 1  | 11.0% | 1  | 4.0%  | 2      | 0.0%     | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 38.6%  | 7  | 9.4%   | 1  | 6.9%   | 1  |
| Colchester   | 0.5%  | 1   | 4.2%  | 1  | 0.0%  | 0  | 0.0%  | 0      | 0.0%     | 0   |        | 0  | 0.0%   | 0  |        | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Debenham   | 0.3%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0      | 0.0%     | 0   | 0.0%   | 0  |        | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 5.3%   | 1  | 0.0%   | 0  |
| Ipswich  | 19.6% | 53  | 0.0%  | 0  | 2.9%  | 0  | 9.8%  | 4      | 0.0%     | 0   | 36.6%  | 8  | 37.7%  | 12 | 0.0%   | 0  | 69.9% | 22 | 10.3%  | 2  | 23.8%  | 3  | 7.7%   | 1  |
| Stowmarket   | 6.2%  | 17  | 0.0%  | 0  | 6.2%  | 1  | 0.0%  | 0      | 0.0%     | 0   | 0.0%   | 0  | 0.0%   | 0  | 45.8%  | 13 | 5.0%  | 2  | 5.9%   | 1  | 0.0%   | 0  | 0.0%   | 0  |
| Sudbury  | 19.5% | 53  | 37.4% | 12 | 8.1%  | 1  | 53.2% | 23     | 73.8%    | 15  | 13.1%  | 3  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Central London   | 0.3%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 2.2%  | 1      | 0.0%     | 0   |        | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  |        | 0  |        | 0  |
| Chelmsford   | 0.2%  | 0   |       | 0  | 0.0%  | 0  | 0.0%  | 0      | 2.4%     | 0   | 0.0%   | 0  | 0.0%   | 0  |        | 0  | 0.0%  | 0  | 0.0%   | 0  |        | 0  | 0.0%   | 0  |
| Edinburgh  | 0.1%  | 0   |       | 0  | 2.4%  | 0  | 0.0%  | 0      | 0.0%     | 0   |        | 0  |        | 0  |        | 0  | 0.0%  | 0  | 0.0%   | 0  |        | 0  |        | 0  |
| Great Whelnetham   | 0.1%  | 0   |       | 0  | 2.9%  | 0  | 0.0%  | 0      | 0.0%     | 0   |        | 0  |        | 0  |        | 0  | 0.0%  | 0  | 0.0%   | 0  |        | 0  |        | 0  |
| King Pin, Gloster Road,<br>Martlesham Heath,<br>Ipswich                  | 0.2%  | 0   |       | 0  | 0.0%  | 0  | 0.0%  | 0      | 0.0%     | 0   |        | 0  | 0.0%   | 0  |        | 0  |       | 0  | 0.0%   | 0  |        | 0  |        | 0  |
| Martlesham   | 1.8%  | 5   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0      | 0.0%     | 0   | 0.0%   | 0  | 0.0%   | 0  | 9.5%   | 3  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | ٥  | 10.8%  | 2  |
| Norwich  | 4.3%  | 12  |       | 0  | 0.0%  | 0  | 0.0%  | 0      | 0.0%     | 0   |        | 0  |        | 0  |        | 0  |       | 0  | 0.0%   | 0  |        | 1  | 59.4%  | 11 |
| Sproughton   | 1.0%  | 3   |       | 0  | 0.0%  | 0  | 0.0%  | 0      | 0.0%     | 0   |        | 1  | 0.0%   | 0  |        | 1  | 0.0%  | 0  | 0.0%   | 0  |        | 0  |        | 0  |
| Strikes, Byford Road,<br>Sudbury   | 2.3%  | 6   |       | 1  | 5.2%  | 1  | 7.9%  | 3      | 4.3%     | 1   | 0.0%   | 0  |        | 0  |        | 0  |       | 0  | 0.0%   | 0  |        | 0  |        | 0  |
| Weighted base:   |       | 272 |       | 33 |       | 11 |       | 43     |          | 20  |        | 21 |        | 32 |        | 29 |       | 32 |        | 19 |        | 13 |        | 19 |
| Sample:  |       | 211 |       | 20 |       | 23 |       | 26     |          | 24  |        | 16 |        | 19 |        | 12 |       | 15 |        | 15 |        | 21 |        | 20 |

| Company   Comp  | 0 2.0%<br>1 5.6%   |                                       |
|---|--|---------------------------------------|
| Those who partake in family entertainment activities at Q31:  Once a week  3.5% 11 0.0% 0 5.3% 1 0.0% 0 7.7% 2 11.1% 2 9.3% 3 4.3% 1 0.0% 0 3.2% 1 0.0% Once a fortnight  8.6% 26 0.0% 0 0.0% 0 4.3% 2 0.0% 0 0.0% 0 3.3% 1 44.0% 13 20.1% 7 0.0% 0 5.2% Once a month  14.0% 42 14.6% 5 6.8% 1 15.7% 7 22.6% 5 8.4% 2 13.7% 5 13.1% 4 10.9% 4 30.1% 6 3.9% Once every two months  27.5% 83 33.2% 12 31.4% 3 41.6% 18 22.0% 5 16.5% 4 30.0% 11 11.7% 4 44.3% 15 21.8% 4 28.1% Once every six months  24.0% 73 28.8% 10 21.7% 2 30.2% 13 28.7% 6 26.1% 6 13.7% 5 22.6% 7 21.8% 7 20.5% 4 21.7%  |  |                                       |
| Once a fortnight 8.6% 26 0.0% 0 0.0% 0 4.3% 2 0.0% 0 0.0% 0 3.3% 1 44.0% 13 20.1% 7 0.0% 0 5.2% Once a month 14.0% 42 14.6% 5 6.8% 1 15.7% 7 22.6% 5 8.4% 2 13.7% 5 13.1% 4 10.9% 4 30.1% 6 3.9% Once every two months 27.5% 83 33.2% 12 31.4% 3 41.6% 18 22.0% 5 16.5% 4 30.0% 11 11.7% 4 44.3% 15 21.8% 4 28.1% Once every six months 24.0% 73 28.8% 10 21.7% 2 30.2% 13 28.7% 6 26.1% 6 13.7% 5 22.6% 7 21.8% 7 20.5% 4 21.7%  |  |                                       |
| Once a year 10.9% 33 11.6% 4 34.8% 4 6.0% 3 14.8% 3 2.0% 0 19.3% 7 4.3% 1 2.8% 1 16.8% 3 30.3% Less often 9.3% 28 7.0% 2 0.0% 0 2.2% 1 2.3% 0 35.9% 8 7.2% 3 0.0% 0 0.0% 0 7.5% 2 7.8% (Don't know / varies) 2.3% 7 4.8% 2 0.0% 0 0.0% 0 1.9% 0 0.0% 0 3.3% 1 0.0% 0 0.0% 0 0.0% 0 3.2% Weighted base: 302 35 11 44 21 22 36 30 34 20   | 1 10.9%<br>4 11.3%<br>3 24.6%<br>4 5.7%<br>1 30.9%<br>0 8.9%                 | 1<br>2<br>4<br>4<br>9<br>2<br>11<br>3 |
| ample: 231 22 23 27 26 18 22 13 16 16  40 Where do you or members of your household normally go for other leisure activities not mentioned?   | 22   | 26                                    |
| Those who go to other leisure attractions at Q31: AND Excl Nulls  |  |                                       |
| Braintree         45.9%         1 100.0%         1 0.0%         0 0   | 0 0.0%<br>0 0.0%<br>0 0.0%<br>0 0.0%   | 0<br>0<br>0<br>0                      |
| /eighted base:     3     1     0     0     0     0     0     0     0     0     1       ample:     4     1     1     0     0     0     0     0     0     0     1   | 0<br>1   | 0                                     |
| 40AHow often do you or your household visit for other leisure activities not mentioned?  Those who go to other leisure attractions at Q31:  |  |                                       |
| nce a week 48.8% 2 0.0% 0 50.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 100.0% 1 99.9% once a fortnight 9.8% 0 0.0% 0 50.0% 0 0.0% | 0 0.0%<br>0 0.0%<br>0 0.0%<br>0 0.0%<br>0 0.0%<br>0 0.0%<br>0 0.0%<br>0 0.0% | 0<br>0<br>0<br>0<br>0<br>0<br>0       |
| Weighted base:     3     1     1     0     0     0     0     0     0     0     1       Sample:     5     1     2     0     0     0     0     0     0     0     1  | 0  | 0                                     |

Weighted: February 2015 Total Zone 1 Zone 2 Zone 3 Zone 4 Zone 7 Zone 8 Zone 9 Zone 10 Zone 11 Zone 5 Zone 6 Q41 What improvements could be made to Babergh & Mid Suffolk's leisure offer that would make you visit / partake in leisure activities more often? [MR] 28 36.0% 35 Nothing 39.7% 437 36.2% 54 55.2% 22 25.9% 33 36.0% 21 36.8% 29 48.1% 65 34.9% 44 43.9% 70 49.7% 37 48.7% 0 A casino 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 4.7% 51 1.2% 1.9% 10 5.1% 3 4 7.0% 9 3.5% 4 3.5% 8.4% 5.5% 3 3 2 1 8.1% 5.1% 6 6 2.6% A swimming pool 0.3% 3 1.1% 0.0% 0.6% 0 0 0.0% 0 0.0% 0.0% 0 0.0% 0 A theatre 4 1.8% 0 0.0% 0 0 0.0% 0 0 0.0% 7 0 0.0% An art house cinema 1.3% 15 4.7% 0.0% 0 0.8% 1 6.5% 4 0.6% 0 0.0% 0 0.0% 0 0.0% 0 2.0% 1 1.3% 1 Better cinema provision e.g. 4.4% 49 7.1% 11 0.0% 0 8.7% 11 27.7% 16 0.6% 0 0.0% 0 0.0% 0 4.6% 7 0.0% 0 2.0% 1 2.3% 2 new multi-screen Bingo 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 52 2 3 8 Cheaper prices 4.7% 2.6% 4 7.0% 3 7.1% 9 2.8% 4.4% 5.7% 3.6% 5 7.4% 12 3.4% 3 7.3% 4 0.7% 1 9 0.0% 0 5 Improved access by foot and 0.9% 0.0% 0 1.9% 1 2.0% 2 0.0% 3.9% 0.0% 0 0.0% 0 0.0% 0 0.8% 0 0.6% 1 cvcle Improved public transport 2.0% 22 4.6% 7 4.8% 2 0.6% 1 1.3% 2.0% 2 0.9% 2.5% 3 2.8% 4 1.6% 1 0.8% 0 0.0% 0 Improved security / CCTV 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.2% 2 0 0.0% 0.0% 0.0% 0 0.0% 0 0.0% 0 1.0% 2 0.0% 0 0 Improved street furniture 0.0% 0 0 1.1% 1 0 0.0% 0.0% 0.8% 9 0.0% 0 0.0% 0 1.4% 2 0.7% 0 0.9% 1 0.0% 0 0.8% 1.0% 2 1.1% 2.0% 1.3% Improvements in the built 1 1 1 environment More / better car parking 2.2% 24 2.0% 3 5.1% 2 5.3% 7 1.8% 1.9% 2.6% 3.3% 0.6% 1.1% 1.0% 0.0% 0 4 4 More / better cultural 0.7% 8 2.6% 4 1.8% 1 0.0% 0 1.1% 0.0% 0 0.0% 0 0.0% 0 1.0% 2 1.1% 0.0% 0 0.0% 0 facilities More / better disabled access 0.5% 6 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.6% 3 3.8% 3 0.8% 0 0.0% 0 More / better health clubs / 0.8% 9 1.8% 3 0.0% 0 0.8% 0.0% 0 0.9% 1 1.6% 2 0.0% 0 0.7% 0.9% 1 1.0% 0.0% 0 gyms 0.8% 9 0.0% 8 0 More / better policing 0.0% 0 0 0.0% 0 0.0% 0 9.5% 0.0% 1.4% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 More / better public houses 0.4% 4 0.9% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.7% 0.7% 1 0.0% 0 1.3% 0.7% 0 0.0% 0 0.0% 0.0% 0 More / better seats 8 0.0% 0.0% 0 0.0% 0 9.5% 8 0.0% 0 0 0.0% 0 0.8% 0 0.0% 0 1 More / better signposting and 0.6% 7 0.0% 0 0.0% 0 2.4% 3 1.1% 0.0% 0 0.9% 1 0.6% 1 0.6% 1 0.0% 0 0.0% 0 0.0% 0 information 0.2% 3 0.0% 0 1.5% 1.5% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 More better parks / green 1 1.0% 1 0.0% spaces More for children and 5.9% 65 3.3% 5 2.4% 1 11.5% 15 4.0% 2 16.7% 13 2.5% 3 3.5% 4 9.2% 15 6.0% 4 0.8% 0 1.9% 2 teenagers More local sports & 2.1% 24 0.9% 0.0% 0 10.3% 13 8.0% 5 1.6% 1 0.0% 0 1.4% 2 0.0% 0 0.0% 0 1.3% 0.7% recreation facilities More nightclubs 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0.0% 0.0% 0 More pavement cafés 0 0 0 0 0 0 0.0% 0.7% 0 0.7% 0 0.0% More quality restaurants 8 0.0% 0 3.3% 1.6% 0.0% 0 0.0% 0 0.7% 0.0% 0.0% 0 1.3% 4 1 1 0 1 More street cleaning 0.3% 0.0% 0 1.1% 0.0% 0.0% 0 0.0% 0 1.4% 1.0% 0.0% 0.0% 0 4 0 0 0.0% 0 2 2 0.0% 0 0 0 0 Provision of public toilets 0.0% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.7% 0.0% 0 0.0% Ten-pin bowling 0.3% 3 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.9% 3 0.0% 0 0.0% 0 0.0% 0 0.8% 0 0.0% 0 2 1.1% 12 0.0% 0 1.1% 0.0% 0 3.2% 2 0.7% 0.9% 0.0% 0 0.7% 2.4% 2 3.0% 3.4% 3 Other 0 1 0 A community centre / hall 0.6% 6 0.7% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 2.5% 3 1.2% 2 0.0% 0 0.0% 0 0.0% An ice-skating rink 0.5% 5 0.0% 0 0.8% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 4.7% 3 1.0% 1 0.7% 1 Better advertising 0.7% 7 2.5% 4 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.2% 2 0.0% 0 0.7% 1 1.1% 1 0.0% 0 0.0% 0 0.2% 3 0.0% 0 5.1% 0.0% 0 0.0% 0 0.0% 0.0% 0.0% 0.0% 0 Cheaper parking 2 0.0% 0 0 0.0% 0 0 0 1.0%

0 0.0%

0 1.1%

1 0.0%

0 3.8%

3 0.0%

0

0.0%

0

Longer opening hours

1.0%

11

4.0%

6 0.0%

0.0%

0 1.5%

1 0.0%

|                                     | Tota     | al     | Zone     | 1      | Zone   | 2     | Zone     | 3      | Zone     | 4      | Zone    | 5     | Zone     | e 6    | Zone   | 7   | Zone  | 8   | Zone  | 9   | Zone  | 10  | Zone  | 11  |  |
|-------------------------------------|----------|--------|----------|--------|--------|-------|----------|--------|----------|--------|---------|-------|----------|--------|--------|-----|-------|-----|-------|-----|-------|-----|-------|-----|--|
| More / better activities for        | 0.3%     | 4      | 0.9%     | 1      | 1.1%   | 0     | 0.6%     | 1      | 0.7%     | 0      | 0.0%    | 0     | 0.0%     | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.7%  | 1   |  |
| the elderly                         | 1.20/    | 1.4    | 0.00/    | 0      | 0.00/  | 0     | 0.00/    | 0      | 0.00/    | 0      | 0.00/   | 0     | 2.70/    |        | 4.10/  | _   | 0.00/ | 0   | 1.00/ |     | 1.00/ |     | 2.00/ | 2   |  |
| More / better facilities in general | 1.3%     | 14     | 0.0%     | 0      | 0.8%   | 0     | 0.0%     | 0      | 0.0%     | 0      | 0.0%    | 0     | 2.7%     | 4      | 4.1%   | 5   | 0.0%  | 0   | 1.8%  | 1   | 1.0%  | 1   | 2.8%  | 3   |  |
| More adult evening classes          | 0.9%     | 9      | 0.9%     | 1      | 0.0%   | 0     |          | 1      | 0.7%     | 0      | 0.0%    | 0     | 0.0%     | 0      | 0.0%   | 0   |       | 6   | 0.0%  | 0   | 0.0%  | 0   |       | 0   |  |
| quash / tennis courts               | 0.3%     | 4      | 0.9%     | 1      | 0.0%   | 0     | 0.0%     | 0      | 0.0%     | 0      |         | 1     | 0.0%     | 0      | 0.0%   | 0   |       | 0   | 0.0%  | 0   | 2.8%  | 2   | 0.0%  | 0   |  |
| Don't do leisure activities)        | 12.1%    | 134    |          | 18     | 7.3%   | 3     |          | 18     | 4.3%     |        | 10.2%   | 8     |          |        | 15.6%  | 20  |       | 17  | 12.9% |     | 12.4% | 7   |       | 17  |  |
| Don't know)                         | 16.7%    | 184    | 17.3%    | 26     | 6.9%   | 3     | 12.9%    | 16     | 12.5%    | 7      | 19.9%   | 16    | 15.3%    | 21     | 22.8%  | 29  | 14.6% | 23  | 10.5% | 8   | 13.9% | 8   | 28.6% | 28  |  |
| Veighted base:                      |          | 1100   |          | 149    |        | 39    |          | 126    |          | 58     |         | 80    |          | 135    |        | 126 |       | 159 |       | 75  |       | 57  |       | 97  |  |
| ample:                              |          | 1100   |          | 100    |        | 100   |          | 100    |          | 100    |         | 100   |          | 100    |        | 100 |       | 100 |       | 100 |       | 100 |       | 100 |  |
| SEN Gender of respond               | ont:     |        |          |        |        |       |          |        |          |        |         |       |          |        |        |     |       |     |       |     |       |     |       |     |  |
| •                                   |          |        |          |        |        |       |          |        |          |        |         |       |          |        |        |     |       |     |       |     |       |     |       |     |  |
| Male                                | 31.9%    | 351    |          |        | 35.2%  |       | 24.9%    |        | 36.4%    |        | 36.2%   | 29    |          |        | 43.1%  |     | 28.1% |     | 26.8% |     | 24.8% |     | 36.6% | 36  |  |
| emale                               | 68.1%    | 749    | 71.0%    | 106    | 64.8%  | 25    | 75.1%    | 94     | 63.6%    | 37     | 63.8%   | 51    | 67.5%    | 91     | 56.9%  | 71  | 71.9% | 114 | 73.2% | 55  | 75.2% | 43  | 63.4% | 62  |  |
| Veighted base:                      |          | 1100   |          | 149    |        | 39    |          | 126    |          | 58     |         | 80    |          | 135    |        | 126 |       | 159 |       | 75  |       | 57  |       | 97  |  |
| ample:                              |          | 1100   |          | 100    |        | 100   |          | 100    |          | 100    |         | 100   |          | 100    |        | 100 |       | 100 |       | 100 |       | 100 |       | 100 |  |
| AGE Can I ask how old y             | ou are p | olease | ?        |        |        |       |          |        |          |        |         |       |          |        |        |     |       |     |       |     |       |     |       |     |  |
| 8-24                                | 3.5%     | 38     | 0.0%     | 0      | 0.0%   | 0     | 0.0%     | 0      | 0.0%     | 0      | 18.9%   | 15    | 0.0%     | 0      | 10.6%  | 13  | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 10.0% | 10  |  |
| 5-34                                | 12.2%    | 134    | 4.0%     | 6      | 10.8%  | 4     | 23.2%    | 29     | 18.0%    | 10     | 12.4%   | 10    | 7.8%     | 10     | 6.9%   | 9   | 19.7% | 31  | 15.2% | 11  | 0.0%  | 0   | 13.1% | 13  |  |
| 5-44                                | 16.0%    | 176    | 13.1%    | 20     | 14.6%  | 6     | 18.8%    | 24     | 17.5%    | 10     | 10.0%   | 8     | 15.7%    | 21     | 14.1%  | 18  | 21.3% | 34  | 12.3% | 9   | 17.0% | 10  | 17.2% | 17  |  |
| 5-54                                | 19.7%    | 217    | 31.4%    |        | 16.4%  | 6     | 19.6%    |        | 17.2%    | 10     | 11.3%   | 9     |          |        | 16.6%  |     | 18.7% |     | 12.1% |     | 20.9% | 12  | 17.1% | 17  |  |
| 5-64                                | 19.5%    | 214    |          |        | 32.8%  | 13    |          |        | 14.1%    |        | 17.8%   | 14    |          |        | 21.0%  |     | 19.9% | 32  |       |     | 22.8% |     | 15.8% | 15  |  |
| 55+                                 | 27.0%    | 297    | 28.4%    |        | 23.3%  | 9     |          | 28     |          |        | 27.9%   | 22    |          | 40     |        |     | 19.4% | 31  |       |     | 37.0% | 21  |       | 23  |  |
| Refused)                            | 2.2%     | 24     | 2.3%     | 3      | 2.0%   | 1     | 1.9%     | 2      | 2.0%     | 1      | 1.7%    | 1     | 2.2%     | 3      | 3.9%   | 5   | 0.9%  | 1   | 2.1%  | 2   | 2.3%  | 1   | 2.7%  | 3   |  |
| Veighted base:                      |          | 1100   |          | 149    |        | 39    |          | 126    |          | 58     |         | 80    |          | 135    |        | 126 |       | 159 |       | 75  |       | 57  |       | 97  |  |
| ample:                              |          | 1100   |          | 100    |        | 100   |          | 100    |          | 100    |         | 100   |          | 100    |        | 100 |       | 100 |       | 100 |       | 100 |       | 100 |  |
| MP Which of the follow              | ing best | t desc | ribes th | e chie | f wage | earne | r of you | ır hou | sehold's | s curr | ent emp | oloym | ent situ | ıation | ? [PR] |     |       |     |       |     |       |     |       |     |  |
| Vorking full time                   | 49.0%    | 539    | 41.1%    | 61     | 46.6%  | 18    | 49.3%    | 62     | 49.9%    | 29     | 50.3%   | 40    | 49.9%    | 67     | 53.6%  | 67  | 54.3% | 86  | 42.2% | 31  | 47.1% | 27  | 50.7% | 49  |  |
| Vorking part time                   | 6.7%     | 74     | 5.0%     | 7      | 5.9%   | 2     |          | 10     | 12.0%    | 7      | 7.3%    | 6     | 8.0%     | 11     | 5.2%   | 7   | 6.0%  | 10  | 6.7%  | 5   |       | 4   | 6.2%  | 6   |  |
| nemployed                           | 2.3%     | 26     | 0.0%     | 0      |        | 2     | 3.3%     | 4      | 1.6%     | 1      | 9.5%    | 8     | 2.9%     | 4      | 0.0%   | 0   |       | 3   | 2.7%  | 2   | 1.7%  | 1   | 0.7%  | 1   |  |
| etired                              | 32.8%    | 361    |          |        | 33.7%  | 13    |          |        | 31.0%    |        | 30.5%   | 24    |          |        | 31.3%  | 39  |       | 47  | 42.8% |     | 35.6% | 20  |       | 26  |  |
| housewife                           | 1.2%     | 13     |          | 0      |        | 0     |          | 0      | 0.7%     | 0      |         | 0     | 1.6%     | 2      |        | 1   | 3.3%  | 5   | 3.8%  | 3   |       | 0   |       | 1   |  |
| student                             | 0.4%     | 5      |          | 0      |        | 0     |          | 4      |          | 0      |         | 0     |          | 0      |        | 0   |       | 0   | 0.0%  | 0   |       | 0   |       | 0   |  |
| elf employed                        | 4.1%     | 45     |          | 21     | 6.9%   | 3     |          | 1      | 1.9%     | 1      | 1.6%    | 1     | 0.0%     | 0      |        | 6   |       | 4   | 0.7%  | 1   | 3.0%  | 2   |       | 6   |  |
| ick / disabled                      | 0.9%     | 10     |          | 2      |        | 0     |          | 1      | 0.0%     | 0      | 0.0,0   | 0     |          | 1      | 0.0%   | 0   |       | 3   | 0.0%  | 0   |       | 2   |       | 1   |  |
| ther                                | 0.0%     | 0      |          | 0      |        | 0     |          | 0      | 0.0%     | 0      |         | 0     |          | 0      |        | 0   |       | 0   | 0.0%  | 0   |       | 0   |       | 0   |  |
| Refused)                            | 2.4%     | 26     | 3.0%     | 4      | 1.0%   | 0     | 2.9%     | 4      | 2.0%     | 1      | 0.9%    | 1     | 1.1%     | 1      | 3.7%   | 5   | 0.9%  | 1   | 1.1%  | 1   | 2.1%  | 1   | 6.6%  | 6   |  |
| Veighted base:                      |          | 1100   |          | 149    |        | 39    |          | 126    |          | 58     |         | 80    |          | 135    |        | 126 |       | 159 |       | 75  |       | 57  |       | 97  |  |
| ample:                              |          | 1100   |          | 100    |        | 100   |          | 100    |          | 100    |         | 100   |          | 100    |        | 100 |       | 100 |       | 100 |       | 100 |       | 100 |  |

|                      | Tota          | al     | Zone    | e <b>1</b> | Zone       | 2       | Zone       | 3     | Zone    | 4     | Zone  | 5   | Zone  | 6   | Zone  | 7   | Zone  | 8   | Zone 9 | )   | Zone 1 | 10  | Zone  | 11  |
|----------------------|---------------|--------|---------|------------|------------|---------|------------|-------|---------|-------|-------|-----|-------|-----|-------|-----|-------|-----|--------|-----|--------|-----|-------|-----|
| HOM How many peop    | le live in yo | our ho | me incl | uding      | yoursel    | f and   | childre    | n?    |         |       |       |     |       |     |       |     |       |     |        |     |        |     |       |     |
| One                  | 15.3%         | 168    | 16.5%   | 25         | 11.8%      | 5       | 9.5%       | 12    | 17.9%   | 10    | 18.3% | 15  | 18.4% | 25  | 16.7% | 21  | 12.5% | 20  | 18.0%  | 13  | 24.1%  | 14  | 9.6%  | 9   |
| Two                  | 35.9%         | 395    |         |            |            | 15      | 31.6%      |       | 40.2%   | 23    |       |     | 39.9% | 54  | 36.8% |     | 31.9% |     | 45.6%  |     |        | 20  | 34.2% | 33  |
| Three                | 16.6%         | 182    |         | 22         | 25.6%      | 10      | 27.7%      |       | 18.2%   | 11    | 18.7% | 15  | 10.9% | 15  |       |     | 13.9% | 22  | 11.2%  |     | 14.5%  |     | 21.7% | 21  |
| Four                 | 19.7%         | 217    | 18.0%   | 27         | 19.0%      | 7       | 13.3%      | 17    | 15.0%   | 9     | 24.4% | 19  | 19.0% | 26  | 24.6% | 31  | 27.0% | 43  | 16.8%  | 13  | 17.6%  | 10  | 16.2% | 16  |
| Five                 | 7.6%          | 84     | 7.9%    | 12         | 2.3%       | 1       | 11.7%      | 15    | 3.7%    | 2     | 5.4%  | 4   | 7.4%  | 10  | 3.6%  | 5   | 10.7% | 17  | 7.6%   | 6   | 4.9%   | 3   | 10.2% | 10  |
| Six                  | 1.7%          | 18     | 1.6%    | 2          | 1.9%       | 1       | 3.3%       | 4     | 2.9%    | 2     | 0.0%  | 0   | 0.7%  | 1   | 1.4%  | 2   | 1.7%  | 3   | 0.9%   | 1   | 1.7%   | 1   | 2.1%  | 2   |
| Seven or more        | 0.3%          | 4      | 0.0%    | 0          | 0.0%       | 0       | 0.0%       | 0     | 0.0%    | 0     | 0.0%  | 0   | 0.7%  | 1   | 0.0%  | 0   | 1.3%  | 2   | 0.0%   | 0   | 1.3%   | 1   | 0.0%  | 0   |
| (Refused)            | 2.9%          | 32     | 5.0%    | 7          | 2.1%       | 1       | 2.9%       | 4     | 2.0%    | 1     | 0.9%  | 1   | 3.0%  | 4   | 4.8%  | 6   | 0.9%  | 1   | 0.0%   | 0   | 1.2%   | 1   | 6.0%  | 6   |
| Weighted base:       |               | 1100   |         | 149        |            | 39      |            | 126   |         | 58    |       | 80  |       | 135 |       | 126 |       | 159 |        | 75  |        | 57  |       | 97  |
| Sample:              |               | 1100   |         | 100        |            | 100     |            | 100   |         | 100   |       | 100 |       | 100 |       | 100 |       | 100 |        | 100 |        | 100 |       | 100 |
| -                    |               |        |         |            |            |         |            |       |         |       |       |     |       |     |       |     |       |     |        |     |        |     |       |     |
| ADU How many adult   | s aged 16 y   | years  | and ove | r, incl    | uding y    | ourse   | If, live i | n you | r house | hold? | •     |     |       |     |       |     |       |     |        |     |        |     |       |     |
| One                  | 18.6%         | 204    | 16.5%   | 25         | 17.3%      | 7       | 14.3%      | 18    | 21.5%   | 13    | 15.2% | 12  | 20.0% | 27  | 16.7% | 21  | 23.1% | 37  | 22.9%  | 17  | 24.8%  | 14  | 14.9% | 14  |
| Two                  | 55.2%         | 607    | 54.2%   | 81         | 49.6%      | 19      | 55.7%      | 70    | 57.3%   | 33    | 60.3% | 48  | 52.9% | 72  | 61.2% | 77  | 52.9% | 84  | 64.4%  | 48  | 52.1%  | 30  | 46.9% | 46  |
| Three                | 15.2%         | 168    | 19.0%   | 28         | 24.4%      | 10      | 15.4%      | 19    | 11.7%   | 7     | 11.3% | 9   | 15.2% | 20  | 12.4% | 16  | 14.6% | 23  | 8.5%   | 6   | 10.0%  | 6   | 23.8% | 23  |
| Four or more         | 8.1%          | 89     | 5.2%    | 8          | 6.5%       | 3       | 11.7%      | 15    | 7.5%    | 4     | 12.3% | 10  | 9.0%  | 12  | 4.8%  | 6   | 8.5%  | 14  | 4.3%   | 3   | 11.9%  | 7   | 8.4%  | 8   |
| (Refused)            | 2.9%          | 32     | 5.0%    | 7          | 2.1%       | 1       | 2.9%       | 4     | 2.0%    | 1     | 0.9%  | 1   | 3.0%  | 4   | 4.8%  | 6   | 0.9%  | 1   | 0.0%   | 0   | 1.2%   | 1   | 6.0%  | 6   |
| Weighted base:       |               | 1100   |         | 149        |            | 39      |            | 126   |         | 58    |       | 80  |       | 135 |       | 126 |       | 159 |        | 75  |        | 57  |       | 97  |
| Sample:              |               | 1100   |         | 100        |            | 100     |            | 100   |         | 100   |       | 100 |       | 100 |       | 100 |       | 100 |        | 100 |        | 100 |       | 100 |
| CHI How many child   | ron agad 1    | E voor | o and u | ndor       | livo in v  | our b   | nucahal    | 40    |         |       |       |     |       |     |       |     |       |     |        |     |        |     |       |     |
| Crit How many crinic | en ageu i     | o year | s anu u | nuer,      | iive iii y | our iii | Juserio    | u :   |         |       |       |     |       |     |       |     |       |     |        |     |        |     |       |     |
| None                 | 66.0%         | 727    |         |            |            | 29      | 55.6%      |       | 68.5%   |       | 69.0% |     | 72.5% |     | 64.1% | 80  |       |     | 72.2%  | 54  |        | 44  |       | 66  |
| One                  | 10.1%         | 111    |         | 12         | 9.7%       | 4       |            |       | 16.1%   |       | 15.6% | 12  |       |     | 11.2% | 14  |       | 11  |        | 4   | 5.9%   | 3   |       | 7   |
| Two                  | 17.0%         | 187    |         | 23         | 9.0%       | 4       |            | 21    |         | 6     | 13.9% | 11  | 18.5% | 25  | 18.6% | 23  |       |     | 14.6%  | 11  | 9.2%   | 5   |       | 14  |
| Three                | 3.2%          | 35     |         | 3          | 4.4%       | 2       | 3.4%       | 4     | 2.3%    | 1     | 0.7%  | 1   | 0.9%  | 1   | 1.4%  | 2   |       | 9   | 7.6%   | 6   | 3.2%   | 2   |       | 5   |
| Four or more         | 0.8%          | 9      |         | 2          | 0.0%       | 0       | 0.0%       | 0     | 1.5%    | 1     | 0.0%  | 0   | 0.0,0 | 0   | 0.0%  | 0   |       | 3   | 0.0%   | 0   | 3.4%   | 2   |       | 0   |
| (Refused)            | 2.9%          | 32     | 5.0%    | 7          | 2.1%       | 1       | 2.9%       | 4     | 2.0%    | 1     | 0.9%  | 1   | 3.0%  | 4   | 4.8%  | 6   | 0.9%  | 1   | 0.0%   | 0   | 1.2%   | 1   | 6.0%  | 6   |
| Weighted base:       |               | 1100   |         | 149        |            | 39      |            | 126   |         | 58    |       | 80  |       | 135 |       | 126 |       | 159 |        | 75  |        | 57  |       | 97  |
| Sample:              |               | 1100   |         | 100        |            | 100     |            | 100   |         | 100   |       | 100 |       | 100 |       | 100 |       | 100 |        | 100 |        | 100 |       | 100 |

|                             | Tot         | al      | Zone     | 1         | Zone     | 2        | Zone      | 3         | Zone  | 4        | Zone  | 5        | Zone  | 6   | Zone  | 7   | Zone  | 8         | Zone  | 9        | Zone  | 10       | Zone  | 11       |
|-----------------------------|-------------|---------|----------|-----------|----------|----------|-----------|-----------|-------|----------|-------|----------|-------|-----|-------|-----|-------|-----------|-------|----------|-------|----------|-------|----------|
| INC Approximately w         | hat is you  | r total | househ   | old in    | come?    |          |           |           |       |          |       |          |       |     |       |     |       |           |       |          |       |          |       |          |
| £0 - £15,000                | 8.5%        | 93      | 6.1%     | 9         | 11.7%    | 5        | 14.0%     | 18        | 16.1% | 9        | 6.8%  | 5        | 8.5%  | 12  | 4.9%  | 6   | 7.5%  | 12        | 8.3%  | 6        | 9.3%  | 5        | 6.0%  | 6        |
| £15,001 - £20,000           | 3.7%        | 41      | 0.9%     | 1         | 3.3%     | 1        | 4.8%      | 6         | 7.1%  | 4        | 4.0%  | 3        | 3.0%  | 4   | 3.3%  | 4   | 5.9%  | 9         | 5.9%  | 4        | 4.0%  | 2        | 0.6%  | 1        |
| £20,001 - £30,000           | 6.0%        | 66      | 6.6%     | 10        | 6.1%     | 2        | 5.2%      | 7         | 1.8%  | 1        | 5.5%  | 4        | 0.7%  | 1   | 10.1% | 13  | 8.4%  | 13        | 4.1%  | 3        | 9.7%  | 5        | 7.0%  | 7        |
| £30,001 - £40,000           | 10.8%       | 119     | 12.5%    | 19        | 1.5%     | 1        | 7.5%      | 9         | 13.5% | 8        | 6.4%  | 5        | 14.6% | 20  | 15.7% | 20  | 14.3% | 23        | 7.2%  | 5        | 7.4%  | 4        | 6.1%  | 6        |
| £40,001 - £50,000           | 6.0%        | 66      | 5.9%     | 9         | 6.8%     | 3        | 3.9%      | 5         | 7.5%  | 4        | 9.2%  | 7        | 6.3%  | 8   | 2.5%  | 3   | 12.3% | 20        | 7.6%  | 6        | 1.3%  | 1        | 0.0%  | 0        |
| £50,001 - £60,000           | 3.5%        | 38      | 3.5%     | 5         | 12.3%    | 5        | 2.1%      | 3         | 6.5%  | 4        | 2.5%  | 2        | 2.9%  | 4   | 2.5%  | 3   | 2.5%  | 4         | 3.8%  | 3        | 6.6%  | 4        | 2.2%  | 2        |
| £60,001 - £70,000           | 2.3%        | 25      | 2.4%     | 4         | 2.6%     | 1        | 3.1%      | 4         | 0.0%  | 0        | 1.3%  | 1        | 1.2%  | 2   | 5.2%  | 6   | 1.3%  | 2         | 4.6%  | 3        | 0.0%  | 0        | 2.5%  | 2        |
| £70,001 - £80,000           | 1.9%        | 21      | 3.1%     | 5         | 0.0%     | 0        |           | 2         |       | 0        | 1.5%  | 1        | 2.1%  | 3   | 3.8%  | 5   | 0.0%  | 0         | 2.0%  | 2        | 3.2%  | 2        | 2.8%  | 3        |
| £80,001 - £90,000           | 1.4%        | 16      | 0.0%     | 0         | 3.8%     | 1        | 4.3%      | 5         | 0.8%  | 0        | 0.0%  | 0        | 2.5%  | 3   | 0.8%  | 1   | 0.0%  | 0         | 0.9%  | 1        | 0.0%  | 0        | 3.4%  | 3        |
| £90,001 - £100,000          | 0.4%        | 4       | 0.9%     | 1         | 0.0%     | 0        | 0.0%      | 0         | 0.0%  | 0        | 0.0%  | 0        | 0.9%  | 1   | 0.8%  | 1   | 0.0%  | 0         | 0.0%  | 0        | 0.0%  | 0        | 0.7%  | 1        |
| £100,001 - £150,000         | 1.9%        | 21      | 1.8%     | 3         | 0.8%     | 0        |           | 1         | 6.0%  | 4        | 0.7%  | 1        | 5.6%  | 8   | 1.1%  | 1   | 0.0%  | 0         | 1.5%  | 1        | 1.3%  | 1        | 1.7%  | 2        |
| £150,001+                   | 0.6%        | 7       | 0.9%     | 1         | 0.0%     | 0        | -10.70    | 2         | 0.0%  | 0        | 0.9%  | 1        | 1.6%  | 2   | 0.0%  | 0   | 0.0%  | 0         | 0.0%  | 0        | 1.3%  | 1        | 0.0%  | 0        |
| (Don't know / refused)      | 52.9%       | 582     | 55.3%    | 82        | 51.2%    | 20       | 51.1%     | 64        | 40.5% | 24       | 61.2% | 49       | 50.1% | 68  | 49.6% | 62  | 47.8% | 76        | 54.1% | 40       | 56.0% | 32       | 67.0% | 65       |
| Weighted base:              |             | 1100    |          | 149       |          | 39       |           | 126       |       | 58       |       | 80       |       | 135 |       | 126 |       | 159       |       | 75       |       | 57       |       | 97       |
| Sample:                     |             | 1100    |          | 100       |          | 100      |           | 100       |       | 100      |       | 100      |       | 100 |       | 100 |       | 100       |       | 100      |       | 100      |       | 100      |
| CAR How many cars           | does your   | house   | hold ow  | n or h    | nave the | use      | of?       |           |       |          |       |          |       |     |       |     |       |           |       |          |       |          |       |          |
| None                        | 5.3%        | 59      | 1.5%     | 2         | 3.5%     | 1        | 6.6%      | 8         | 11.9% | 7        | 3.4%  | 3        | 5.4%  | 7   | 3.8%  | 5   | 7.8%  | 13        | 5.1%  | 4        | 6.2%  | 3        | 5.7%  | 6        |
| One                         | 38.1%       | 420     | 36.6%    | 54        | 31.2%    | 12       | 38.0%     | 48        | 44.1% | 26       | 47.3% | 38       | 39.1% | 53  | 36.6% | 46  | 39.4% | 63        | 45.2% | 34       | 35.7% | 20       | 27.4% | 27       |
| Two                         | 38.3%       | 422     | 41.6%    |           | 41.8%    | 16       | 32.7%     | 41        | 33.1% | 19       | 29.3% | 23       | 39.2% | 53  | 46.0% | 58  | 40.6% | 65        | 37.9% | 28       | 36.2% | 20       | 36.5% | 35       |
| Three or more               | 15.2%       | 167     | 15.3%    | 23        | 21.5%    | 8        | 19.3%     | 24        | 9.0%  | 5        | 19.2% | 15       | 13.7% | 18  | 8.9%  | 11  | 11.3% | 18        | 11.8% | 9        | 20.8% | 12       | 23.4% | 23       |
| (Refused)                   | 3.0%        | 33      | 5.0%     | 7         | 2.1%     | 1        | 3.5%      | 4         | 2.0%  | 1        | 0.9%  | 1        | 2.7%  | 4   | 4.8%  | 6   | 0.9%  | 1         | 0.0%  | 0        | 1.2%  | 1        | 7.0%  | 7        |
| Weighted base:              |             | 1100    |          | 149       |          | 39       |           | 126       |       | 58       |       | 80       |       | 135 |       | 126 |       | 159       |       | 75       |       | 57       |       | 97       |
| Sample:                     |             | 1100    |          | 100       |          | 100      |           | 100       |       | 100      |       | 100      |       | 100 |       | 100 |       | 100       |       | 100      |       | 100      |       | 100      |
| FUT Would you be wi         | lling to be | recon   | tacted f | or fut    | ure qual | ity co   | ontrol pu | ırpos     | es?   |          |       |          |       |     |       |     |       |           |       |          |       |          |       |          |
|                             | 65.7%       | 723     | 62.2%    | 92        | 54.6%    | 21       | 70.1%     | 88        | 76.2% | 44       | 68.2% | 54       | 62.1% | 84  | 76.4% | 96  | 63.3% | 101       | 57.1% | 43       | 72.8% | 41       | 59.0% | 57       |
| Yes                         |             |         | 32.2/0   |           | 21.070   | - 1      |           |           |       |          |       |          |       |     |       |     |       |           |       |          |       |          |       |          |
| Yes<br>No                   |             |         | 37.8%    | 56        | 45.4%    | 18       | 29.9%     | 38        | 23.8% | 14       | 31.8% | 2.5      | 37.9% | 51  | 23.6% | 3() | 36.7% | 59        | 42.9% | 32       | 27.2% | 15       | 41.0% | 40       |
| Yes<br>No<br>Weighted base: | 34.3%       |         | 37.8%    | 56<br>149 | 45.4%    | 18<br>39 | 29.9%     | 38<br>126 | 23.8% | 14<br>58 | 31.8% | 25<br>80 | 37.9% | 135 | 23.6% | 126 | 36.7% | 59<br>159 | 42.9% | 32<br>75 | 27.2% | 15<br>57 | 41.0% | 40<br>97 |

| Weighted:        |              |          |              |     |              |    |              |     | C            | F  | or Ca        | rte | er Jor       | as  |              |     | •     |     |              |    |                |         |              |    | February 2015 |
|------------------|--------------|----------|--------------|-----|--------------|----|--------------|-----|--------------|----|--------------|-----|--------------|-----|--------------|-----|-------|-----|--------------|----|----------------|---------|--------------|----|---------------|
|                  | Tota         | l        | Zone         | 1   | Zone         | 2  | Zone         | 3   | Zone         | 4  | Zone 5       | 5   | Zone         | 6   | Zone         | 7   | Zone  | 8   | Zone 9       | )  | Zone 1         | 0       | Zone 1       | 1  |               |
| PC Postcode:     |              |          |              |     |              |    |              |     |              |    |              |     |              |     |              |     |       |     |              |    |                |         |              |    |               |
| CO10 0           | 5.7%         | 63       | 0.0%         | 0   | 0.0%         | 0  | 50.1%        | 63  | 0.0%         | 0  | 0.0%         | 0   | 0.0%         | 0   | 0.0%         | 0   | 0.0%  | 0   | 0.0%         | 0  | 0.0%           | 0       | 0.0%         | 0  |               |
| CO10 1           | 3.8%         | 42       | 0.0%         | 0   | 0.0%         | 0  | 0.0%         | 0   | 72.3%        | 42 | 0.0%         | 0   | 0.0%         | 0   | 0.0%         | 0   | 0.0%  | 0   | 0.0%         | 0  | 0.0%           | 0       | 0.0%         | 0  |               |
| CO10 2           | 1.5%         | 16       | 0.0%         | 0   | 0.0%         | 0  |              | 0   | 27.8%        | 16 | 0.0%         | 0   | 0.0%         | 0   | 0.0%         | 0   | 0.0%  | 0   | 0.0%         | 0  | 0.0%           | 0       | 0.0%         | 0  |               |
| CO10 5           | 1.5%         | 17       | 0.0%         | 0   | 0.0%         |    | 13.5%        | 17  | 0.0%         | 0  | 0.0%         | 0   |              | 0   | 0.0%         | 0   |       | 0   | 0.0%         | 0  | 0.0%           | 0       | 0.0%         | 0  |               |
| CO10 7           | 5.1%         | 57       |              | 57  | 0.0%         | 0  |              | 0   | 0.0%         | 0  | 0.0%         | 0   | 0.0%         | 0   | 0.0%         | 0   |       | 0   | 0.0%         | 0  | 0.0%           | 0       | 0.0%         | 0  |               |
| CO10 8           | 2.8%         | 31       | 20.5%        | 31  | 0.0%         | 0  |              | 0   | 0.0%         | 0  | 0.0%         | 0   |              | 0   | 0.0%         | 0   |       | 0   | 0.0%         | 0  | 0.0%           | 0       | 0.0%         | 0  |               |
| CO10 9           | 3.3%         | 36       | 0.0%         | 0   | 0.0%         | 0  |              | 36  | 0.0%         | 0  | 0.0%         | 0   | 0.0%         | 0   | 0.0%         | 0   |       | 0   | 0.0%         | 0  | 0.0%           | 0       | 0.0%         | 0  |               |
| CO11 1           | 2.7%         | 30       | 0.0%         | 0   | 0.0%         | 0  |              | 0   | 0.0%         | 0  | 0.0%         | 0   |              | 30  | 0.0%         | 0   |       | 0   | 0.0%         | 0  | 0.0%           | 0       | 0.0%         | 0  |               |
| CO6 2            | 2.5%         | 28       | 18.8%        | 28  | 0.0%         | 0  |              | 0   | 0.0%         | 0  | 0.0%         | 0   |              | 0   | 0.0%         | 0   |       | 0   | 0.0%         | 0  | 0.0%           | 0       | 0.0%         | 0  |               |
| CO6 3            | 1.7%         | 18       |              | 18  | 0.0%         | 0  |              | 0   | 0.0%         | 0  | 0.0%         | 0   |              | 0   | 0.0%         | 0   |       | 0   | 0.0%         | 0  | 0.0%           | 0       | 0.0%         | 0  |               |
| CO6 4            | 0.9%         | 10       | 0.0%         | 0   | 0.0%         | 0  |              | 10  | 0.0%         | 0  | 0.0%         | 0   | 0.0%         | 0   | 0.0%         | 0   |       | 0   | 0.0%         | 0  | 0.0%           | 0       | 0.0%         | 0  |               |
| CO6 5            | 0.0%         | 0        | 0.0%         | 0   | 0.0%         | 0  |              | 0   | 0.0%         | 0  | 0.6%         | 0   |              | 0   | 0.0%         | 0   |       | 0   | 0.0%         | 0  | 0.0%           | 0       | 0.0%         | 0  |               |
| CO7 6            | 1.9%         | 20       | 0.0%         | 0   | 0.0%         | 0  |              | 0   | 0.0%         | 0  | 0.0%         |     | 15.2%        | 20  | 0.0%         | 0   |       | 0   | 0.0%         | 0  | 0.0%           | 0       | 0.0%         | 0  |               |
| CO8 5            | 0.7%         | 8        | 5.2%         | 8   | 0.0%         | 0  |              | 0   | 0.0%         | 0  | 0.0%         | 0   | 0.0%         | 0   | 0.0%         | 0   |       | 0   | 0.0%         | 0  | 0.0%           | 0       | 0.0%         | 0  |               |
| CO9 2            | 0.7%         | 8        | 5.2%         | 8   | 0.0%         | 0  |              | 0   | 0.0%         | 0  | 0.0%         | 0   | 0.0%         | 0   | 0.0%         | 0   |       | 0   | 0.0%         | 0  | 0.0%           | 0       | 0.0%         | 0  |               |
| IP13 7           | 1.0%         | 11       | 0.0%         | 0   | 0.0%         | 0  |              | 0   | 0.0%         | 0  | 0.0%         | 0   | 0.0%         | 0   | 8.8%         | 11  |       | 0   | 0.0%         | 0  | 0.0%           | 0       | 0.0%         | 0  |               |
| IP13 8           | 0.6%         | 7        | 0.0%         | 0   | 0.0%         | 0  |              | 0   | 0.0%         | 0  | 0.0%         | 0   | 0.0%         | 0   | 0.0%         | 0   |       | 0   | 0.0%         | 0  | 0.0%           | 0       | 7.1%         | 7  |               |
| IP14 1           | 3.6%         | 40       | 0.0%         | 0   | 0.0%         | 0  |              | 0   | 0.0%         | 0  | 0.0%         | 0   | 0.0%         | 0   | 0.0%         |     | 24.8% | 40  | 0.0%         | 0  | 0.0%           | 0       | 0.0%         | 0  |               |
| IP14 2           | 3.2%         | 35       | 0.0%         | 0   | 0.0%         | 0  |              | 0   | 0.0%         | 0  | 0.0%         | 0   | 0.0%         | 0   | 0.0%         |     | 21.9% | 35  | 0.0%         | 0  | 0.0%           | 0       | 0.0%         | 0  |               |
| IP14 3           | 1.4%         | 16       | 0.0%         | 0   | 0.0%         | 0  |              | 0   | 0.0%         | 0  | 0.0%         | 0   | 0.0%         | 0   | 0.0%         | 0   |       | 16  | 0.0%         | 0  | 0.0%           | 0       | 0.0%         | 0  |               |
| IP14 4           | 3.1%         | 34       | 0.0%         | 0   | 0.0%         | 0  |              | 0   | 0.0%         | 0  | 0.0%         | 0   | 0.0%         | 0   | 0.0%         |     | 21.5% | 34  | 0.0%         | 0  | 0.0%           | 0       | 0.0%         | 0  |               |
| IP14 5           | 3.2%         | 35       | 0.0%         | 0   | 0.0%         | 0  |              | 0   | 0.0%         | 0  | 0.0%         | 0   | 0.0%         | 0   | 0.0%         |     | 22.0% | 35  | 0.0%         | 0  | 0.0%           | 0       | 0.0%         | 0  |               |
| IP14 6           | 2.8%         | 31       | 0.0%         | 0   | 0.0%         | 0  |              | 0   | 0.0%         | 0  | 0.0%         | 0   | 0.0%         | 0   | 24.4%        | 31  |       | 0   | 0.0%         | 0  | 0.0%           | 0       | 0.0%         | 0  |               |
| IP20 0           | 1.3%         | 14       | 0.0%         | 0   | 0.0%         | 0  | 0.0%         | 0   | 0.0%         | 0  | 0.0%         | 0   | 0.0%         | 0   | 0.0%         | 0   |       | 0   | 0.0%         | 0  | 0.0%           |         | 14.3%        | 14 |               |
| IP20 9           | 2.9%         | 31       | 0.0%         | 0   | 0.0%         | 0  |              | 0   | 0.0%         | 0  | 0.0%         | 0   | 0.0%         | -   | 0.0%         | 0   |       | 0   | 0.0%         | 0  | 0.0%           |         | 32.3%        | 31 |               |
| IP21 4           | 2.4%         | 26       | 0.0%         | 0   | 0.0%         | 0  |              | 0   | 0.0%         | 0  | 0.0%         | 0   | 0.0%         | 0   | 0.0%         | 0   |       | 0   | 0.0%         | 0  | 0.0%           |         | 26.8%        | 26 |               |
| IP21 5           | 1.7%         | 19       | 0.0%         | 0   | 0.0%         | 0  |              | 0   | 0.0%         | 0  | 0.0%         | 0   | 0.0%         | 0   | 0.0%         | 0   |       | 0   | 0.0%         | 0  |                | 0       | 19.5%        | 19 |               |
| IP22 1<br>IP23 7 | 2.0%<br>2.3% | 22<br>26 | 0.0%<br>0.0% | 0   | 0.0%         | 0  | 0.0%<br>0.0% | 0   | 0.0%         | 0  | 0.0%         | 0   | 0.0%         | 0   | 0.0%         | 0   |       | 0   | 0.0%         | 0  |                | 22      | 0.0%         | 0  |               |
| IP23 7<br>IP23 8 | 2.5%<br>0.9% | 20<br>9  | 0.0%         | 0   | 0.0%<br>0.0% | 0  |              | 0   | 0.0%<br>0.0% | 0  | 0.0%<br>0.0% | 0   | 0.0%<br>0.0% | 0   | 0.0%<br>0.0% | 0   |       | 0   | 0.0%<br>0.0% | 0  | 45.2%<br>16.5% | 26<br>9 | 0.0%<br>0.0% | 0  |               |
| IP29 4           | 1.9%         | 20       | 0.0%         |     | 51.8%        | 20 |              | 0   | 0.0%         | 0  | 0.0%         | 0   | 0.0%         | 0   | 0.0%         | 0   |       | 0   | 0.0%         | 0  |                | 0       | 0.0%         | 0  |               |
| IP30 0           | 1.7%         | 19       | 0.0%         | 0   |              | 19 | 0.0%         | 0   | 0.0%         | 0  | 0.0%         | 0   | 0.0%         | 0   | 0.0%         | 0   |       | 0   | 0.0%         | 0  | 0.0%           | 0       | 0.0%         | 0  |               |
| IP30 9           | 4.0%         | 44       | 0.0%         | 0   | 0.0%         | 0  |              | 0   | 0.0%         | 0  | 0.0%         | 0   | 0.0%         | 0   | 0.0%         | 0   |       |     | 59.5%        | 44 | 0.0%           | 0       | 0.0%         | 0  |               |
| IP31 3           | 2.8%         | 30       | 0.0%         | 0   | 0.0%         | 0  |              | 0   | 0.0%         | 0  | 0.0%         | 0   | 0.0%         | 0   | 0.0%         | 0   |       |     | 40.5%        | 30 | 0.0%           | 0       | 0.0%         | 0  |               |
| IP6 0            | 3.0%         | 33       | 0.0%         | 0   | 0.0%         | 0  |              | 0   | 0.0%         | 0  | 0.0%         | 0   | 0.0%         | 0   | 26.7%        | 33  |       | 0   | 0.0%         | 0  | 0.0%           | 0       | 0.0%         | 0  |               |
| IP6 8            | 1.4%         | 16       | 0.0%         | 0   | 0.0%         | 0  |              | 0   | 0.0%         | 0  | 0.0%         | 0   | 0.0%         | 0   | 12.5%        | 16  |       | 0   | 0.0%         | 0  | 0.0%           | 0       | 0.0%         | 0  |               |
| IP6 9            | 1.5%         | 16       | 0.0%         | 0   | 0.0%         | 0  | 0.0%         | 0   | 0.0%         | 0  | 0.0%         | 0   | 0.0%         | 0   | 12.9%        | 16  |       | 0   | 0.0%         | 0  | 0.0%           | 0       | 0.0%         | 0  |               |
| IP7 5            | 2.7%         | 30       | 0.0%         | 0   | 0.0%         | 0  |              | 0   | 0.0%         | 0  |              | 30  | 0.0%         | 0   | 0.0%         | 0   |       | 0   | 0.0%         | 0  | 0.0%           | 0       | 0.0%         | 0  |               |
| IP7 6            | 2.0%         | 22       | 0.0%         | 0   | 0.0%         | 0  |              | 0   | 0.0%         | 0  |              | 22  | 0.0%         | 0   | 0.0%         | 0   |       | 0   | 0.0%         | 0  | 0.0%           | 0       | 0.0%         | 0  |               |
| IP7 7            | 2.5%         | 28       | 0.0%         | 0   | 0.0%         | 0  |              | 0   | 0.0%         | 0  |              | 28  |              | 0   | 0.0%         | 0   |       | 0   | 0.0%         | 0  | 0.0%           | 0       | 0.0%         | 0  |               |
| IP8 3            | 2.2%         | 24       | 0.0%         | 0   | 0.0%         | 0  |              | 0   | 0.0%         | 0  | 0.0%         | 0   |              | 24  | 0.0%         | 0   |       | 0   | 0.0%         | 0  | 0.0%           | 0       | 0.0%         | 0  |               |
| IP8 4            | 1.7%         | 19       | 0.0%         | 0   | 0.0%         | 0  |              | 0   | 0.0%         | 0  | 0.0%         | 0   |              | 0   | 14.8%        | 19  |       | 0   | 0.0%         | 0  | 0.0%           | 0       | 0.0%         | 0  |               |
| IP9 1            | 1.2%         | 13       | 0.0%         | 0   | 0.0%         | 0  |              | 0   | 0.0%         | 0  | 0.0%         |     | 10.0%        | 13  | 0.0%         | 0   |       | 0   | 0.0%         | 0  | 0.0%           | 0       | 0.0%         | 0  |               |
| IP9 2            | 4.3%         | 47       | 0.0%         | 0   | 0.0%         | 0  |              | 0   | 0.0%         | 0  | 0.0%         |     | 34.7%        | 47  | 0.0%         | 0   |       | 0   | 0.0%         | 0  | 0.0%           | 0       | 0.0%         | 0  |               |
|                  | 1.570        |          | 0.070        |     | 0.070        |    | 0.070        | -   | 0.070        |    | 0.070        |     | 31.770       |     | 0.070        |     | 0.070 |     | 0.070        | -  | 0.070          | -       | 0.070        |    |               |
| Weighted base:   |              | 1100     |              | 149 |              | 39 |              | 126 |              | 58 |              | 80  |              | 135 |              | 126 |       | 159 |              | 75 |                | 57      |              | 97 |               |

|                | Tota  | al   | Zone   | 1   | Zone   | 2   | Zone   | 3   | Zone   | 4   | Zone   | 5   | Zone   | 6   | Zone   | 7   | Zone   | 8   | Zone   | 9   | Zone 1 | 10  | Zone   | 11  |
|----------------|-------|------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Sample:        |       | 1100 |        | 100 |        | 100 |        | 100 |        | 100 |        | 100 |        | 100 |        | 100 |        | 100 |        | 100 |        | 100 |        | 100 |
| ZON            |       |      |        |     |        |     |        |     |        |     |        |     |        |     |        |     |        |     |        |     |        |     |        |     |
| Zone 1         | 13.5% | 149  | 100.0% | 149 | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   |
| Zone 2         | 3.6%  | 39   | 0.0%   | 0   | 100.0% | 39  | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   |
| Zone 3         | 11.4% | 126  | 0.0%   | 0   | 0.0%   | 0   | 100.0% | 126 | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   |
| Zone 4         | 5.3%  | 58   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 100.0% | 58  | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   |
| Zone 5         | 7.3%  | 80   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 100.0% | 80  | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   |
| Zone 6         | 12.3% | 135  | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 100.0% | 135 | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   |
| Zone 7         | 11.4% | 126  | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 100.0% | 126 | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   |
| Zone 8         | 14.5% | 159  | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 100.0% | 159 | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   |
| Zone 9         | 6.8%  | 75   | 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 | 100.0% | 75  | 0.0%   | 0   | 0.0%   | 0   |
| Zone 10        | 5.1%  | 57   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 100.0% | 57  | 0.0%   | 0   |
| Zone 11        | 8.8%  | 97   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 100.0% | 97  |
| Weighted base: |       | 1100 |        | 149 |        | 39  |        | 126 |        | 58  |        | 80  |        | 135 |        | 126 |        | 159 |        | 75  |        | 57  |        | 97  |
| Sample:        |       | 1100 |        | 100 |        | 100 |        | 100 |        | 100 |        | 100 |        | 100 |        | 100 |        | 100 |        | 100 |        | 100 |        | 100 |

# Appendix 5:

Data Tabulations
By Zone Nulls & SFT (Filtered)

|  | Total  | l      | Zone     | 1     | Zone 2 | ;    | Zone     | 3      | Zone    | 4     | Zone :    | 5     | Zone    | 6     | Zone    | 7      | Zone       | 8      | Zone     | 9      | Zone    | 10    | Zone  | 11 |
|--|--------|--------|----------|-------|--------|------|----------|--------|---------|-------|-----------|-------|---------|-------|---------|--------|------------|--------|----------|--------|---------|-------|-------|----|
| Q01 In which store or sh<br>Excl Nulls & SFT                 | opping | centre | e do you | ı NOR | MALLY  | shop | at for a | ll you | r house | hold' | s main fo | ood a | nd groo | ery s | hopping | j need | ds (i.e. p | orimar | ily bulk | trolle | y purch | ases) | ?     |    |
| Aldi, Gipping Way,<br>STOWMARKET                             | 0.1%   | 1      | 0.0%     | 0     | 0.0%   | 0    | 0.0%     | 0      | 0.0%    | 0     | 0.0%      | 0     | 0.0%    | 0     | 0.0%    | 0      | 1.1%       | 1      | 0.0%     | 0      | 0.0%    | 0     | 0.0%  | 0  |
| Aldi, Girling Street,<br>SUDBURY                             | 5.0%   | 51     | 13.0%    | 12    | 3.2%   | 3    | 13.8%    | 13     | 22.7%   | 22    | 1.1%      | 1     | 0.0%    | 0     | 0.0%    | 0      | 0.0%       | 0      | 0.0%     | 0      | 0.0%    | 0     | 0.0%  | 0  |
| Aldi, HAVERHILL  | 0.3%   | 3      | 3.3%     | 3     | 0.0%   | 0    | 0.0%     | 0      | 0.0%    | 0     | 0.0%      | 0     | 0.0%    | 0     | 0.0%    | 0      | 0.0%       | 0      | 0.0%     | 0      | 0.0%    | 0     | 0.0%  | 0  |
| Aldi, Magdalen Street,<br>COLCHESTER                         | 0.1%   | 1      | 0.0%     | 0     | 0.0%   | 0    | 0.0%     | 0      | 0.0%    | 0     | 0.0%      | 0     | 1.1%    | 1     | 0.0%    | 0      | 0.0%       | 0      | 0.0%     | 0      | 0.0%    | 0     | 0.0%  | 0  |
| Asda Superstore, Meadow<br>Centre, Wilkes Way,<br>STOWMARKET | 6.7%   | 68     | 0.0%     | 0     | 6.5%   | 6    | 0.0%     | 0      | 0.0%    | 0     | 2.2%      | 2     | 1.1%    | 1     | 8.2%    | 8      | 34.4%      | 31     | 17.6%    | 16     | 3.4%    | 3     | 1.1%  | 1  |
| Asda superstore, Turner<br>Rise, COLCHESTER                  | 1.0%   | 10     | 5.4%     | 5     | 0.0%   | 0    | 4.3%     | 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  |
| Co op, Church Street, EYE                                    | 0.6%   | 6      |          | 0     | 0.0%   | 0    | 0.0%     | 0      | 0.0%    | 0     | 0.0%      | 0     | 0.0%    | 0     |         |        | 0.0%       | 0      | 0.0%     | 0      | 6.9%    | 6     | 0.0%  | 0  |
| Co-op, 100 East Street,<br>SUDBURY                           | 0.2%   | 2      | 0.0%     | 0     | 0.0%   | 0    | 1.1%     | 1      | 1.0%    | 1     | 0.0%      | 0     | 0.0%    | 0     | 0.0%    | 0      | 0.0%       | 0      | 0.0%     | 0      | 0.0%    | 0     | 0.0%  | 0  |
| Co-op, 2 High Street,<br>LAVENHAM                            | 0.2%   | 2      | 0.0%     | 0     | 1.1%   | 1    | 0.0%     | 0      | 0.0%    | 0     | 0.0%      | 0     | 0.0%    | 0     | 0.0%    | 0      | 1.1%       | 1      | 0.0%     | 0      | 0.0%    | 0     | 0.0%  | 0  |
| Co-op, 72 High Street,<br>HADLEIGH                           | 2.1%   | 21     | 0.0%     | 0     | 0.0%   | 0    | 0.0%     | 0      | 0.0%    | 0     | 19.4%     | 18    | 2.2%    | 2     | 1.0%    | 1      | 0.0%       | 0      | 0.0%     | 0      | 0.0%    | 0     | 0.0%  | 0  |
| Co-op, 80A High Street,<br>LAVENHAM                          | 0.1%   | 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     | 0.0%  | 0  |
| Co-op, Hall Street, LONG<br>MELFORD                          | 0.1%   | 1      | 1.1%     | 1     | 0.0%   | 0    | 0.0%     | 0      | 0.0%    | 0     | 0.0%      | 0     | 0.0%    | 0     | 0.0%    | 0      | 0.0%       | 0      | 0.0%     | 0      | 0.0%    | 0     | 0.0%  | 0  |
| Co-op, MANNINGTREE   | 0.4%   | 4      | 0.0%     | 0     | 0.0%   | 0    | 0.0%     | 0      | 0.0%    | 0     | 0.0%      | 0     | 4.4%    | 4     | 0.0%    | 0      | 0.0%       | 0      | 0.0%     | 0      | 0.0%    | 0     | 0.0%  | 0  |
| Co-op, Mildenhall Road,<br>BURY ST EDMUNDS                   | 0.2%   | 2      | 0.0%     | 0     | 1.1%   | 1    | 0.0%     | 0      | 0.0%    | 0     | 0.0%      | 0     | 0.0%    | 0     | 0.0%    | 0      | 0.0%       | 0      | 1.1%     | 1      | 0.0%    | 0     | 0.0%  | 0  |
| Co-op, NEEDHAM<br>MARKET                                     | 0.1%   | 1      | 0.0%     | 0     | 0.0%   | 0    | 0.0%     | 0      | 0.0%    | 0     | 0.0%      | 0     | 0.0%    | 0     | 1.0%    | 1      | 0.0%       | 0      | 0.0%     | 0      | 0.0%    | 0     | 0.0%  | 0  |
| Co-op, The Street,<br>BRAMFORD                               | 0.1%   | 1      | 0.0%     | 0     | 0.0%   | 0    | 0.0%     | 0      | 0.0%    | 0     | 0.0%      | 0     | 0.0%    | 0     | 1.0%    | 1      | 0.0%       | 0      | 0.0%     | 0      | 0.0%    | 0     | 0.0%  | 0  |
| Co-op, The Street, CAPEL<br>ST MARY                          | 0.5%   | 5      | 0.0%     | 0     | 0.0%   | 0    | 0.0%     | 0      | 0.0%    | 0     | 0.0%      | 0     | 5.6%    | 5     | 0.0%    | 0      | 0.0%       | 0      | 0.0%     | 0      | 0.0%    | 0     | 0.0%  | 0  |
| Co-op Local, DEDHAM  | 0.1%   | 1      | 0.0%     | 0     | 0.0%   | 0    | 0.0%     | 0      | 0.0%    | 0     | 0.0%      | 0     | 0.0%    | 0     | 1.0%    | 1      | 0.0%       | 0      | 0.0%     | 0      | 0.0%    | 0     | 0.0%  | 0  |
| Lidl, Bury Road,<br>STOWMARKET                               | 1.9%   | 19     | 1.1%     |       | 4.3%   | 4    | 0.0%     | 0      | 0.0%    | 0     |           | 0     | 0.0%    | 0     |         | 3      | 5.6%       | 5      |          | 5      |         | 0     |       | 1  |
| Morrisons, 175 London<br>Road, HADLEIGH                      | 5.3%   | 54     | 0.0%     | 0     | 0.0%   | 0    | 3.2%     | 3      | 0.0%    | 0     | 49.5%     | 46    | 4.4%    | 4     | 1.0%    | 1      | 0.0%       | 0      | 0.0%     | 0      | 0.0%    | 0     | 0.0%  | 0  |
| Morrisons, DISS  | 7.8%   | 79     | 0.0%     | 0     | 0.0%   | 0    | 0.0%     | 0      | 0.0%    | 0     | 0.0%      | 0     | 0.0%    | 0     | 3.1%    | 3      | 1.1%       | 1      | 1.1%     | 1      | 36.8%   | 32    | 47.7% | 42 |
| Morrisons, Sheringham Court, Milton Road South, STOWMARKET   | 1.7%   | 17     | 0.0%     |       | 0.0%   | 0    | 0.0%     | 0      | 0.0%    |       | 0.0%      | 0     | 0.0%    | 0     |         |        | 12.2%      | 11     | 5.5%     | 5      |         | 0     |       | 0  |
| Morrisons, Sproughton<br>Road, IPSWICH                       | 2.2%   | 22     | 0.0%     | 0     | 0.0%   | 0    | 1.1%     | 1      | 1.0%    | 1     | 1.1%      | 1     | 5.6%    | 5     | 13.3%   | 13     | 0.0%       | 0      | 1.1%     | 1      | 0.0%    | 0     | 0.0%  | 0  |
| Roys of Wroxham, Great                                       | 0.1%   | 1      | 1.1%     | 1     | 0.0%   | 0    | 0.0%     | 0      | 0.0%    | 0     | 0.0%      | 0     | 0.0%    | 0     | 0.0%    | 0      | 0.0%       | 0      | 0.0%     | 0      | 0.0%    | 0     | 0.0%  | 0  |

|  |       |     |              |    |              |    |              |    |              | _  | 01 00        |   | / <b>L G G L</b> |     |              |        |              |    |        |   |        |   |         |   | 1 columny 2010 |
|--|-------|-----|--------------|----|--------------|----|--------------|----|--------------|----|--------------|---|------------------|-----|--------------|--------|--------------|----|--------|---|--------|---|---------|---|----------------|
|  | Total | l   | Zone 1       |    | Zone 2       | 2  | Zone         | 3  | Zone         | 4  | Zone 5       | i | Zone             | 6   | Zone '       | 7      | Zone         | 8  | Zone 9 |   | Zone 1 | 0 | Zone 11 | Ĺ |                |
| Eastern Road, SUDBURY  |       |     |              |    |              |    |              |    |              |    |              |   |                  |     |              |        |              |    |        |   |        |   |         |   |                |
| Sainsbury's Superstore,<br>11-14 Priory Walk,<br>COLCHESTER      | 0.6%  | 6   | 6.5%         | 6  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0 | 0.0%             | 0   | 0.0%         | 0      | 0.0%         | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 |                |
| Sainsbury's, Cornard Road,<br>SUDBURY                            | 3.6%  | 36  | 7.6%         | 7  | 1.1%         | 1  | 14.9%        | 14 | 13.4%        | 13 | 1.1%         | 1 | 0.0%             | 0   | 0.0%         | 0      | 0.0%         | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 |                |
| Sainsbury's, Hadleigh Road, IPSWICH                              | 2.8%  | 28  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 5.4%         | 5 | 14.4%            | 13  | 9.2%         | 9      | 1.1%         | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 |                |
| Sainsbury's, HAVERHILL   | 0.4%  | 4   | 4.3%         | 4  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0 | 0.0%             | 0   | 0.0%         | 0      | 0.0%         | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 |                |
| Tesco Express, Crouch<br>Street, COLCHESTER                      | 0.1%  | 1   | 1.1%         | 1  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0 | 0.0%             | 0   | 0.0%         | 0      | 0.0%         | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 |                |
| Tesco Express, St Johns,<br>COLCHESTER                           | 0.1%  | 1   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0 | 1.1%             | 1   | 0.0%         | 0      | 0.0%         | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 |                |
| Tesco Metro, Kesgrave, IPSWICH                                   | 0.5%  | 5   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 1.1%         | 1 | 3.3%             | 3   | 1.0%         | 1      | 0.0%         | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 |                |
| Tesco Superstore,<br>Bedingfeld Way, BURY<br>ST. EDMUNDS         | 1.0%  | 10  | 0.0%         | 0  | 4.3%         | 4  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0 | 0.0%             | 0   | 0.0%         | 0      | 0.0%         | 0  | 4.4%   | 4 | 2.3%   | 2 | 0.0%    | 0 |                |
| Tesco Superstore, Cedars<br>Link Road,<br>STOWMARKET             | 4.6%  | 47  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 2.2%         | 2 | 0.0%             | 0   | 10.2%        | 10     | 37.8%        | 34 | 0.0%   | 0 | 1.1%   | 1 | 0.0%    | 0 |                |
| Tesco Superstore, St<br>Saviours Interchange,<br>BURY ST EDMUNDS | 2.0%  | 20  | 0.0%         | 0  | 7.5%         | 7  | 1.1%         | 1  | 0.0%         | 0  | 0.0%         | 0 | 1.1%             | 1   | 0.0%         | 0      | 1.1%         | 1  | 9.9%   | 9 | 1.1%   | 1 | 0.0%    | 0 |                |
| Tesco, BRAINTREE   | 0.1%  | 1   | 1.1%         | 1  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0 | 0.0%             | 0   | 0.0%         | 0      | 0.0%         | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 |                |
| Tesco, Greenstead Road, COLCHESTER                               | 0.2%  | 2   | 0.0%         | 0  |              | 0  | 1.1%         | 1  | 0.0%         | 0  | 0.0%         | 0 |                  | 1   | 0.0%         | 0      |              | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 |                |
| Tesco, Woodhall Business<br>Park, Springlands Way,<br>SUDBURY    | 10.3% | 104 | 26.1%        | 24 | 6.5%         | 6  | 35.1%        | 33 | 40.2%        | 39 | 2.2%         | 2 | 0.0%             | 0   | 0.0%         | 0      | 0.0%         | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 |                |
| Waitrose, Robert Boby Way,<br>BURY ST EDMUNDS                    | 2.0%  | 20  | 0.0%         | 0  | 10.8%        | 10 | 2.1%         | 2  | 0.0%         | 0  | 0.0%         | 0 | 0.0%             | 0   | 0.0%         | 0      | 1.1%         | 1  | 6.6%   | 6 | 1.1%   | 1 | 0.0%    | 0 |                |
| Waitrose, Station Road,<br>SUDBURY                               | 5.1%  | 52  | 8.7%         | 8  | 4.3%         | 4  | 14.9%        | 14 | 21.6%        | 21 | 5.4%         | 5 | 0.0%             | 0   | 0.0%         | 0      | 0.0%         | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 |                |
| Brantham   | 0.1%  | 1   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0 | 0.0%             | 0   | 0.0%         | 0      | 0.0%         | 0  | 0.0%   | 0 | 1.1%   | 1 | 0.0%    | 0 |                |
| Bury St. Edmunds   | 0.3%  | 3   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0 | 0.0%             | 0   | 0.0%         | 0      | 0.0%         | 0  | 3.3%   | 3 | 0.0%   | 0 | 0.0%    | 0 |                |
| Colchester   | 0.1%  | 1   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0 | 1.1%             | 1   | 0.0%         | 0      | 0.0%         | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 |                |
| Debenham   | 0.2%  | 2   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0 | 0.0%             | 0   | 1.0%         | 1      | 0.0%         | 0  | 0.0%   | 0 | 1.1%   | 1 | 0.0%    | 0 |                |
| Eye  | 0.1%  | 1   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0 | 0.0%             | 0   | 0.0%         | 0      | 0.0%         | 0  | 0.0%   | 0 | 1.1%   | 1 | 0.0%    | 0 |                |
| Hadleigh   | 0.2%  | 2   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 1.1%         | 1 | 1.1%             | 1   | 0.0%         | 0      | 0.0%         | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 |                |
| Haverhill  | 0.1%  | 1   | 1.1%         | 1  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0 |                  | 0   | 0.0%         | 0      | 0.0%         | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 |                |
| Ipswich  | 0.4%  | 4   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 2.2%         | 2 |                  | 1   | 0.0%         | 0      | 1.1%         | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 |                |
| Needham Market   | 0.1%  | 1   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0 |                  | 0   | 1.0%         | 1      | 0.0%         | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 |                |
| Sudbury  | 0.1%  | 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%    | 0 |                |
| Stowmarket   | 0.3%  | 3   | 0.0%         | 0  |              | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0 |                  | 0   | 0.0%         | 0      | 0.0%         | 0  | 1.1%   | 1 | 2.3%   | 2 | 0.0%    | 0 |                |
| Aldi, Mere Street, Diss<br>Aldi, Meredith Road,                  | 0.6%  | 6   | 0.0%<br>0.0% | 0   0.0%<br>1.1%     | 0   | 0.0%<br>5.1% | 0<br>5 | 0.0%<br>0.0% | 0  | 0.0%   | 0 | 1.1%   | 1 | 5.7%    | 5 |                |
|  | 0.6%  | 6   |              |    |              |    |              |    |              |    |              |   |                  | - 1 |              |        |              | 0  | 0.0%   |   | 0.0%   |   | 0.0%    | 0 |                |

| Provide   Prov   |  |       |    |        |   |        |   |        |   |        | _ | 01 04  |   | - 0011 |   |        |    |        |   |        |   |        |   |        |   | 1 001 441 7 2010 |
|--|--|-------|----|--------|---|--------|---|--------|---|--------|---|--------|---|--------|---|--------|----|--------|---|--------|---|--------|---|--------|---|------------------|
| Alchi (Newmarker Road, Darlinger May Bury St. Edmands Again Fallinger May Bury St. Edmands Again St. E |  | Total |    | Zone 1 |   | Zone 2 |   | Zone 3 |   | Zone 4 |   | Zone 5 |   | Zone 6 | 5 | Zone ' | 7  | Zone 8 | 8 | Zone 9 |   | Zone 1 | 0 | Zone 1 | 1 |                  |
| Alchi (Newmarker Road, Darlinger May Bury St. Edmands Again Fallinger May Bury St. Edmands Again St. E | Ipswich  |       |    |        |   |        |   |        |   |        |   |        |   |        |   |        |    |        |   |        |   |        |   |        |   |                  |
| Asd Superstore, Enzylon High Road, Hellestore, Norwick High Road, Hellestore, Norwick  | Aldi, Newmarket Road,<br>Dettingen Way, Bury St.                   | 1.1%  | 11 | 1.1%   | 1 | 5.4%   | 5 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 4.4%   | 4 | 1.1%   | 1 | 0.0%   | 0 |                  |
| Asd Superstore, Stoke Park Park Park Park Park Park Park Park  | Asda Superstore, Drayton<br>High Road, Hellesdon,                  | 0.3%  | 3  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 3.4%   | 3 |                  |
| Asda Superstore, Western Way, Bury St. Edmands Way, Bury St. Edmands May Bury St. Edwards May | Asda Superstore, Stoke Park  | 0.3%  | 3  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 2.2%   | 2 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 1.1%   | 1 |                  |
| Asda Superstore, 2.2% 2.2 0.0% 0 0.0% | Asda Superstore, Western   | 0.7%  | 7  | 0.0%   | 0 | 4.3%   | 4 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 2.2%   | 2 | 1.1%   | 1 | 0.0%   | 0 |                  |
| Budgens, Ballock Fair Close,   0, 6   0, 0, 0, 0, 0, 0, 0, 0, 0, 0, 0, 0, 0,   | Asda Superstore,<br>Whitehouse Industrial<br>Estate, Goddard Road, | 2.2%  | 22 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 2.2%   | 2 | 4.4%   | 4 | 16.3%  | 16 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |                  |
| Co-op, Chancery Lane,   Data   | Budgens, Bullock Fair Close,                                       | 0.6%  | 6  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 6.8%   | 6 |                  |
| Co-ph. High Street, Earls Column Colu | Co-op, Chancery Lane,  | 0.1%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 1.0%   | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |                  |
| Co-op, Hillside Road East, Bungay  Co-op, London Road, Co-op, London Road, Sample Road East, Co-op, London Road, Co-op, London Road, Co-op, London Road, Co-op, London Road, Sample Road East, Co-op, London Road, Co-op, London Road, Sample Road East, Co-op, Market Hill, Clare Road East, Co-op, Market Hill, C | Co-op, High Street, Earls  | 0.1%  | 1  | 1.1%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |                  |
| Co-op, London Road, Road, Halfareton  Co-op, Market Hill, Clare  Co-op, Mar | Co-op, Hillside Road East,   | 0.2%  | 2  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 2.3%   | 2 |                  |
| Co-op, Market Hill, Clare  | Co-op, London Road,  | 0.1%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 1.1%   | 1 |                  |
| Co-op. Market Hill,   Co-op. Market Hill,   Co-op. Navour Horaus   Co-op. Navour Way   Co-op. Navour Horaus   Co   |  | 0.1%  | 1  | 1.1%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |                  |
| Co-op, Norwich Road, Barham, Claydon  Co-op, Saxons Way, Halesworth  Co-op, The Street, Holbrook O,-op, The Street, O,-op, The  | Co-op, Market Hill,  |       | 5  |        |   |        |   |        |   |        | - |        |   |        |   |        | -  |        | - |        |   |        | - |        |   |                  |
| Co-op, Saxons Way,   | Co-op, Norwich Road,   | 0.2%  | 2  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 2.0%   | 2  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |                  |
| Co-op, The Street, Holbrook 0.3% 3 0.0% 0 0. | Co-op, Saxons Way,   | 0.1%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 1.1%   | 1 |                  |
| Co-op, The Street, Rickinghall, Diss Co-op, The Street, O.1%   |  | 0.3%  | 3  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 3.3%   | 3 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |                  |
| Wherstead, Holbrook Co-op, The Street, Woolpit   | Co-op, The Street,   | 0.4%  | 4  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 4.6%   | 4 | 0.0%   | 0 |                  |
| Iceland, Cornhill, Bury St.         0.2%         2         0.0%         0         2.2%         2         0.0%         0         0.0%   | 1.   | 0.1%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 1.1%   | 1 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |                  |
| Edmunds  Iceland, North Street, 0.2% 2 0.0% 0 0.0% 0 2.1% 2 0.0% 0 0.0%  | Co-op, The Street, Woolpit   | 0.1%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 1.1%   | 1 | 0.0%   | 0 | 0.0%   | 0 |                  |
| Sudbury  Lidl, Handford Road, 0.2% 2 0.0% 0  | Iceland, Cornhill, Bury St.  |       | 2  |        | 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%   | 0 | 0.0%   | 0 |                  |
| Lidl, Handford Road,   |  | 0.2%  | 2  | 0.0%   | 0 | 0.0%   | 0 | 2.1%   | 2 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |                  |
| Local shops, Cockfield 0.1% 1 0.0% 0 1.1% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0   | Lidl, Handford Road,   | 0.2%  | 2  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 1.1%   | 1 | 1.0%   | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |                  |
| Local shops, Cockfield 0.1% 1 0.0% 0 1.1% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0   | 1  | 0.3%  | 3  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 3.3%   | 3 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |                  |
|  |  |       |    |        |   |        |   |        |   |        | 0 |        |   |        |   |        | 0  |        | 0 |        |   |        |   |        |   |                  |
|  | 1 .  | 0.4%  | 4  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |        | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 3.4%   | 3 | 1.1%   | 1 |                  |

|  |              |     |              |   |        |    |              |   |              |   |              |   |              |    |              |   |              |   |              |    |              |   |              |        | • |
|--|--------------|-----|--------------|---|--------|----|--------------|---|--------------|---|--------------|---|--------------|----|--------------|---|--------------|---|--------------|----|--------------|---|--------------|--------|---|
|  | Total        | l   | Zone 1       |   | Zone 2 | 2  | Zone 3       |   | Zone 4       |   | Zone 5       | 5 | Zone 6       | ,  | Zone 7       | 1 | Zone 8       |   | Zone 9       | )  | Zone 10      | ) | Zone 1       | 1      |   |
|  |              |     |              |   |        |    |              |   |              |   |              |   |              |    |              |   |              |   |              |    |              |   |              |        |   |
| Local shops, Framlingham   | 0.1%         | 1   | 0.0%         | 0 |        | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0  | 1.0%         | 1 | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0      |   |
| Local shops, Harleston   | 0.2%         | 2   |              | 0 | 0.00   | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0 | 2.3%         | 2      |   |
| Local shops, North Walsham   | 0.1%         | 1   | 0.0%         | 0 |        | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0 |              | 1  | 0.0%         | 0 | 0.0%         | 0      |   |
| Local shops, Tiptree, Essex  | 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 | 0.0%         | 0<br>1 |   |
| Local shops, Woodbridge<br>Marks & Spencer,<br>Buttermarket, Bury St.<br>Edmunds | 0.1%<br>0.2% | 1 2 | 0.0%<br>0.0% | 0 |        | 0  | 0.0%<br>2.1% | 2 | 0.0%<br>0.0% | 0 | 0.0%<br>0.0% | 0 | 0.0%<br>0.0% | 0  | 0.0%<br>0.0% | 0 | 0.0%<br>0.0% | 0 | 0.0%<br>0.0% | 0  | 0.0%<br>0.0% | 0 | 1.1%<br>0.0% | 0      |   |
| Marks & Spencer, High<br>Street, Colchester                                      | 0.1%         | 1   | 0.0%         | 0 | 0.0%   | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 1.1%         | 1  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0      |   |
| Marks & Spencer, Westgate<br>Street, Ipswich                                     | 0.1%         | 1   | 0.0%         | 0 | 0.0%   | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 1.1%         | 1  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0      |   |
| Sainsbury's, Bedingfeld<br>Way, Bury St. Edmunds                                 | 6.7%         | 68  | 1.1%         | 1 | 35.5%  | 33 | 1.1%         | 1 | 0.0%         | 0 | 0.0%         | 0 | 1.1%         | 1  | 0.0%         | 0 | 1.1%         | 1 | 31.9%        | 29 | 2.3%         | 2 | 0.0%         | 0      |   |
| Sainsbury's, Brazen Gate,<br>Norwich   | 0.2%         | 2   | 0.0%         | 0 | 0.0%   | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0 | 2.3%         | 2      |   |
| Sainsbury's, Felixstowe<br>Road, Ipswich   | 0.2%         | 2   | 0.0%         | 0 | 0.0%   | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 1.1%         | 1  | 1.0%         | 1 | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0      |   |
| Sainsbury's, High Street,<br>Halstead  | 0.2%         | 2   | 2.2%         | 2 | 0.0%   | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0      |   |
| Sainsbury's, Western<br>Approach, Stanway,<br>Colchester                         | 0.6%         | 6   | 6.5%         | 6 | 0.0%   | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0      |   |
| Tesco Extra, Anson Road,<br>Martlesham Heath,<br>Ipswich                         | 0.6%         | 6   | 0.0%         | 0 | 0.0%   | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0  | 3.1%         | 3 | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0 | 3.4%         | 3      |   |
| Tesco Extra, Copdock<br>Interchange, Ipswich                                     | 2.8%         | 28  | 0.0%         | 0 | 0.0%   | 0  | 0.0%         | 0 | 0.0%         | 0 | 4.3%         | 4 | 24.4%        | 22 | 2.0%         | 2 | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0      |   |
| Tesco Extra, Highwoods<br>Square, Colchester                                     | 0.4%         | 4   | 3.3%         | 3 | 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      |   |
| Tesco Superstore, George<br>Westwood Way, Beccles                                | 0.3%         | 3   | 0.0%         | 0 | 0.0%   | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0 | 3.4%         | 3      |   |
| Tesco Superstore, Ipswich<br>Road, Norwich                                       | 0.3%         | 3   | 0.0%         | 0 | 0.0%   | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0  | 1.1%         | 1 | 2.3%         | 2      |   |
| Tesco Superstore,<br>Kilverstone, Thetford                                       | 0.1%         | 1   | 0.0%         | 0 | 0.0%   | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0 |              | 0  | 1.1%         | 1 | 0.0%         | 0      |   |
| Tesco Superstore, Victoria<br>Road, Diss   | 3.5%         | 35  | 0.0%         |   | 0.0%   | 0  | 0.0%         | 0 | 0.0%         |   |              | 0 | 0.0%         | 0  |              |   | 1.1%         | 1 |              |    | 24.1%        |   | 11.4%        | 10     |   |
| Waitrose, Corn Exchange,<br>Ipswich  | 0.3%         | 3   | 0.0%         | 0 | 0.10,1 | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0  |              |   | 0.0%         | 0 |              | 1  |              | 0 | 0.0%         | 0      |   |
| Waitrose, Fred Archer Way,<br>Newmarket  | 0.1%         | 1   | 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      |   |
| Waitrose, Futura Park, Crane<br>Boulevard, Ipswich                               | 0.5%         | 5   |              | 0 | 0.10,1 | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 2.2%         | 2  | 3.1%         | 3 | 0.0%         | 0 |              | 0  | 0.0%         | 0 | 0.0%         | 0      |   |
| Waitrose, Norwich Road,<br>Wymondham   | 0.1%         | 1   | 0.0%         | 0 | 0.10,1 | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0  | 1.1%         | 1 | 0.0%         | 0      |   |
| Waitrose, St. Andrews  | 0.2%         | 2   | 1.1%         | 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      |   |

|   | Total | l    | Zone ? | 1  | Zone 2 | ;  | Zone  | 3  | Zone 4 | ı      | Zone  | 5  | Zone  | 6  | Zone ' | 7  | Zone  | 8  | Zone 9 | 9  | Zone 1 | 10 | Zone 1 | 1  |
|---|-------|------|--------|----|--------|----|-------|----|--------|--------|-------|----|-------|----|--------|----|-------|----|--------|----|--------|----|--------|----|
|   |       |      |        |    |        |    |       |    |        |        |       |    |       |    |        |    |       |    |        |    |        |    |        |    |
| Avenue, Colchester                              |       |      |        |    |        |    |       |    |        |        |       |    |       |    |        |    |       |    |        |    |        |    |        |    |
| Base:   |       | 1013 |        | 92 |        | 93 |       | 94 |        | 97     |       | 93 |       | 90 |        | 98 |       | 90 |        | 91 |        | 87 |        | 88 |
| Q01AWhich retailer do y<br>Those who do their m |       | •    |        |    |        |    |       | •  |        | g fror | n?    |    |       |    |        |    |       |    |        |    |        |    |        |    |
| Asda  | 13.7% | 10   | 0.0%   | 0  | 42.9%  | 3  | 16.7% | 1  | 0.0%   | 0      | 0.0%  | 0  | 14.3% | 1  | 0.0%   | 0  | 42.9% | 3  | 0.0%   | 0  | 0.0%   | 0  | 28.6%  | 2  |
| Morrisons                                       | 0.0%  | 0    | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0      | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Iceland   | 0.0%  | 0    | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0      | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Sainsbury's                                     | 19.2% | 14   | 0.0%   | 0  | 42.9%  | 3  | 16.7% | 1  | 0.0%   | 0      | 14.3% | 1  | 0.0%  | 0  | 50.0%  | 1  | 0.0%  | 0  | 50.0%  | 4  | 18.2%  | 2  | 28.6%  | 2  |
| Tesco   | 50.7% | 37   | 87.5%  | 7  | 0.0%   | 0  | 66.7% | 4  | 100.0% | 3      | 28.6% | 2  | 71.4% | 5  | 0.0%   | 0  | 42.9% | 3  | 37.5%  | 3  | 63.6%  | 7  | 42.9%  | 3  |
| Waitrose / Ocado                                | 16.4% | 12   | 12.5%  | 1  | 14.3%  | 1  | 0.0%  | 0  | 0.0%   | 0      | 57.1% | 4  | 14.3% | 1  | 50.0%  | 1  | 14.3% | 1  | 12.5%  | 1  | 18.2%  | 2  | 0.0%   | 0  |
| Other   | 0.0%  | 0    | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0      | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| (Don't know / varies)                           | 0.0%  | 0    | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0      | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Base:   |       | 73   |        | 8  |        | 7  |       | 6  |        | 3      |       | 7  |       | 7  |        | 2  |       | 7  |        | 8  |        | 11 |        | 7  |

|   |       |     |        |    |       |         |       |   |        | 1 | or C  | ui u | 1 90  | iias |       |    |       |    |        |    |        |    |       |    | reditially 201 |
|---|-------|-----|--------|----|-------|---------|-------|---|--------|---|-------|------|-------|------|-------|----|-------|----|--------|----|--------|----|-------|----|----------------|
|   | Tota  | l   | Zone 1 | 1  | Zone  | 2       | Zone  | 3 | Zone 4 | 1 | Zone  | 5    | Zone  | 6    | Zone  | 7  | Zone  | 8  | Zone 9 | 9  | Zone 1 | 10 | Zone  | 11 |                |
| Q02 What do you like ab                       |       |     |        |    |       | et at Q | 01:   |   |        |   |       |      |       |      |       |    |       |    |        |    |        |    |       |    |                |
| Nothing / very little                         | 5.8%  | 59  | 2.2%   | 2  | 7.5%  | 7       | 3.2%  | 3 | 5.2%   | 5 | 5.4%  | 5    | 2.2%  | 2    | 9.2%  | 9  | 13.3% | 12 | 3.3%   | 3  | 5.7%   | 5  | 6.8%  | 6  |                |
| Attractive environment / nice                 | 3.6%  | 36  | 6.5%   | 6  | 1.1%  | 1       | 4.3%  | 4 | 5.2%   | 5 | 4.3%  | 4    | 0.0%  | 0    | 3.1%  | 3  | 2.2%  | 2  | 8.8%   | 8  | 3.4%   | 3  | 0.0%  | 0  |                |
| place   | 0.20/ | 2   | 1 10/  | 1  | 0.00/ | 0       | 0.00/ | 0 | 0.00/  | 0 | 0.00/ | 0    | 1 10/ | 1    | 0.00/ | 0  | 0.00/ | 0  | 0.00/  | 0  | 0.00/  | 0  | 0.00/ | 0  |                |
| Close to friends or relatives                 | 0.2%  | 120 | 1.1%   | 1  | 0.0%  | 0       | 0.0%  | 0 | 0.0%   | 0 | 0.0%  | 0    |       | 1    | 0.0%  | 0  | 0.0%  |    | 0.0%   | 0  | 0.0%   | 0  |       |    |                |
| Close to home                                 | 42.3% | 429 | 38.0%  |    | 38.7% | 36      | 35.1% |   | 44.3%  |   | 54.8% | 51   | 51.1% |      | 43.9% | 43 |       | 39 | 35.2%  | 32 | 46.0%  | 40 |       | 31 |                |
| Close to work                                 | 1.3%  | 13  | 1.1%   | 1  | 4.3%  | 4       | 1.1%  | 1 | 2.1%   | 2 | 1.1%  | 1    | 2.2%  | 2    | 1.0%  | 1  | 1.1%  | 1  | 0.0%   | 0  | 0.0%   | 0  |       | 0  |                |
| Compact                                       | 2.1%  | 21  | 1.1%   | 1  | 2.2%  | 2       | 4.3%  | 4 | 0.0%   | 0 | 1.1%  | 1    | 0.0%  | 0    | 1.0%  | 1  | 3.3%  | 3  | 4.4%   | 4  | 4.6%   | 4  | 1.1%  | 1  |                |
| Easy to get to by bike                        | 0.0%  | 0   | 0.0%   | 0  | 0.0%  | 0       | 0.0%  | 0 | 0.0%   | 0 | 0.0%  | 0    |       | 0    | 0.0%  | 0  |       | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  |                |
| Easy to get to by bus                         | 0.3%  | 3   | 0.0%   | 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  | 0.0%  | 0  |                |
| Easy to get to by car                         | 3.2%  | 32  | 1.1%   | 1  | 3.2%  | 3       | 6.4%  | 6 | 4.1%   | 4 | 2.2%  | 2    | 1.1%  | 1    | 5.1%  | 5  |       | 2  | 3.3%   | 3  | 2.3%   | 2  | 3.4%  | 3  |                |
| Easy to park                                  | 6.5%  | 66  | 7.6%   | 7  | 6.5%  | 6       | 8.5%  | 8 | 7.2%   | 7 | 4.3%  | 4    | 6.7%  | 6    | 2.0%  | 2  | 10.0% | 9  | 5.5%   | 5  | 5.7%   | 5  | 8.0%  | 7  |                |
| Good facilities                               | 1.8%  | 18  | 0.0%   | 0  | 2.2%  | 2       | 1.1%  | 1 | 1.0%   | 1 | 0.0%  | 0    | 2.2%  | 2    | 1.0%  | 1  | 2.2%  | 2  | 2.2%   | 2  | 8.0%   | 7  | 0.0%  | 0  |                |
| Good food stores                              | 3.5%  | 35  | 3.3%   | 3  | 3.2%  | 3       | 3.2%  | 3 | 3.1%   | 3 | 4.3%  | 4    | 4.4%  | 4    | 4.1%  | 4  | 2.2%  | 2  | 0.0%   | 0  | 8.0%   | 7  | 2.3%  | 2  |                |
| Good pubs, cafés or restaurants               | 0.1%  | 1   | 0.0%   | 0  | 1.1%  | 1       | 0.0%  | 0 | 0.0%   | 0 | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  |                |
| Good range of non-food shops                  | 3.4%  | 34  | 1.1%   | 1  | 2.2%  | 2       | 3.2%  | 3 | 6.2%   | 6 | 1.1%  | 1    | 11.1% | 10   | 3.1%  | 3  | 0.0%  | 0  | 0.0%   | 0  | 2.3%   | 2  | 6.8%  | 6  |                |
| Makes a change from other places              | 0.3%  | 3   | 0.0%   | 0  | 0.0%  | 0       | 0.0%  | 0 | 0.0%   | 0 | 0.0%  | 0    | 0.0%  | 0    | 1.0%  | 1  | 1.1%  | 1  | 0.0%   | 0  | 1.1%   | 1  | 0.0%  | 0  |                |
| Ouiet   | 2.6%  | 26  | 0.0%   | 0  | 4.3%  | 4       | 6.4%  | 6 | 3.1%   | 3 | 0.0%  | 0    | 3.3%  | 3    | 5.1%  | 5  | 1.1%  | 1  | 0.0%   | 0  | 2.3%   | 2  | 2.3%  | 2  |                |
| Safe and secure                               | 0.2%  | 20  | 0.0%   | 0  |       | 0       | 0.4%  | 0 | 0.0%   | 0 | 0.0%  | 0    |       | 0    | 0.0%  | 0  |       | 0  | 1.1%   | 1  | 1.1%   | 1  | 0.0%  | 0  |                |
| The market (food / farmers'                   | 0.1%  | 1   | 0.0%   | 0  |       | 0       | 0.0%  | 0 | 1.0%   | 1 |       | 0    |       | 0    | 0.0%  | 0  |       | 0  | 0.0%   | 0  |        | 0  |       | 0  |                |
| market, other markets)                        | 1 10/ | 1.1 | 0.00/  | 0  | 1.10/ |         | 1.10/ |   | 1.00/  |   | 2.20/ | 2    | 0.00/ | 0    | 2.10/ | 3  | 0.00/ | 0  | 1 10/  |    | 1 10/  |    | 1.10/ | 1  |                |
| Traditional                                   | 1.1%  | 11  | 0.0%   | 0  |       | 1       | 1.1%  | 1 | 1.0%   | 1 | 2.2%  | 2    | 0.0%  | 0    |       | _  | 0.0%  |    | 1.1%   | 1  | 1.1%   | 1  | 1.1%  |    |                |
| Traffic free shopping centre                  | 0.1%  | 1   | 0.0%   | 0  |       | 0       | 0.0%  | 0 | 0.0%   | 0 | 0.0%  | 0    |       | 0    | 1.0%  | 1  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  |                |
| Other   | 2.0%  | 20  | 1.1%   | 1  | 3.2%  | 3       | 4.3%  | 4 | 1.0%   | 1 | 3.2%  | 3    | 1.1%  | 1    | 1.0%  | 1  | 2.2%  | 2  | 3.3%   | 3  | 1.1%   | 1  | 0.0%  | 0  |                |
| A specific shop                               | 0.0%  | 0   | 0.0%   | 0  | 0.0%  | 0       | 0.0%  | 0 | 0.0%   | 0 | 0.0%  | 0    |       | 0    | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  |                |
| A specific attraction                         | 0.0%  | 0   | 0.0%   | 0  | 0.0%  | 0       | 0.0%  | 0 | 0.0%   | 0 | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  |                |
| Clean / tidy store                            | 0.6%  | 6   | 0.0%   | 0  | 0.0%  | 0       | 2.1%  | 2 | 1.0%   | 1 | 0.0%  | 0    |       | 1    | 0.0%  | 0  |       | 0  | 1.1%   | 1  | 1.1%   | 1  | 0.0%  | 0  |                |
| Familiarity / habit / always<br>shopped there | 3.5%  | 35  | 6.5%   | 6  | 3.2%  | 3       | 2.1%  | 2 | 0.0%   | 0 | 2.2%  | 2    | 3.3%  | 3    | 6.1%  | 6  | 2.2%  | 2  | 4.4%   | 4  | 3.4%   | 3  | 4.5%  | 4  |                |
| Friendly / helpful staff                      | 3.2%  | 32  | 5.4%   | 5  | 2.2%  | 2       | 3.2%  | 3 | 4.1%   | 4 | 2.2%  | 2    | 0.0%  | 0    | 3.1%  | 3  | 2.2%  | 2  | 5.5%   | 5  | 1.1%   | 1  | 5.7%  | 5  |                |
| General convenience                           | 0.8%  | 8   | 0.0%   | 0  | 0.0%  | 0       | 3.2%  | 3 | 0.0%   | 0 | 0.0%  | 0    | 2.2%  | 2    | 0.0%  | 0  | 0.0%  | 0  | 2.2%   | 2  | 0.0%   | 0  | 1.1%  | 1  |                |
| Good company ethics<br>(Fairtrade etc.)       | 0.3%  | 3   | 0.0%   | 0  | 0.0%  | 0       | 0.0%  | 0 | 1.0%   | 1 | 0.0%  | 0    | 1.1%  | 1    | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 1.1%   | 1  | 0.0%  | 0  |                |
| Good internal layout                          | 1.4%  | 14  | 1.1%   | 1  | 3.2%  | 3       | 2.1%  | 2 | 1.0%   | 1 | 0.0%  | 0    | 0.0%  | 0    | 1.0%  | 1  | 1.1%  | 1  | 1.1%   | 1  | 1.1%   | 1  | 3.4%  | 3  |                |
| Good range / choice of food products          | 7.3%  | 74  | 10.9%  | 10 |       | 7       | 7.4%  | 7 | 8.2%   | 8 | 5.4%  | 5    | 6.7%  | 6    |       | 4  |       | 4  | 5.5%   | 5  |        | 3  | 17.0% | 15 |                |
| Good range of independent shops               | 0.3%  | 3   | 0.0%   | 0  | 0.0%  | 0       | 0.0%  | 0 | 0.0%   | 0 | 1.1%  | 1    | 1.1%  | 1    | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 1.1%   | 1  | 0.0%  | 0  |                |
| Good special offers                           | 0.7%  | 7   | 1.1%   | 1  | 1.1%  | 1       | 0.0%  | 0 | 0.0%   | 0 | 0.0%  | 0    | 0.0%  | 0    | 1.0%  | 1  | 0.0%  | 0  | 2.2%   | 2  | 1.1%   | 1  | 1.1%  | 1  |                |
| Has a petrol station                          | 0.7%  | 4   | 1.1%   | 1  | 0.0%  | 0       | 0.0%  | 0 | 0.0%   | 0 | 2.2%  | 2    | 0.0%  | 0    | 0.0%  | 0  |       | 1  | 0.0%   | 0  |        | 0  |       | 0  |                |
|   | 1.0%  | 10  | 1.1%   | 1  | 1.1%  | 1       |       | 1 | 0.0%   | 0 | 2.2%  | 2    | 0.0%  | 0    | 2.0%  | 2  | 2.2%  | 2  | 0.0%   | 0  | 1.1%   | 1  | 0.0%  | 0  |                |
| Has everything I need                         |       |     |        |    |       | _       | 1.1%  | _ |        |   |       |      |       |      |       | 0  |       | _  |        |    |        | _  |       | 0  |                |
| Large / spacious store                        | 1.0%  | 10  | 1.1%   | 1  | 0.0%  | 0       | 3.2%  | 3 | 3.1%   | 3 | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | U  | 0.0%  | 0  | 0.0%   | 0  | 3.4%   | 3  | 0.0%  | U  |                |

|  | Tota  | ıl   | Zone  | 1  | Zone  | 2  | Zone  | 3  | Zone  | 4  | Zone  | 5  | Zone  | 6  | Zone ' | 7  | Zone  | 8  | Zone 9 | 9  | Zone : | 10 | Zone  | 11 |
|--|-------|------|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|--------|----|-------|----|--------|----|--------|----|-------|----|
|  |       |      |       |    |       |    |       |    |       |    |       |    |       |    |        |    |       |    |        |    |        |    |       |    |
| Lower prices                               | 11.3% | 114  | 13.0% |    | 11.8% | 11 | 7.4%  | 7  | 18.6% | 18 | 5.4%  |    | 11.1% | 10 | 8.2%   | 8  | 7.8%  | 7  |        | 15 | 6.9%   | 6  |       | 15 |
| Loyalty card scheme                        | 0.8%  | 8    | 0.0%  | 0  | 1.1%  | 1  | 1.1%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 2.2%  | 2  |        | 0  | 2.3%   | 2  |       | 2  |
| Not too big / crowded                      | 0.8%  | 8    | 2.2%  | 2  | 2.2%  | 2  | 1.1%  | 1  | 0.0%  | 0  | 1.1%  | 1  | 1.1%  | 1  | 0.0%   | 0  | 0.0%  | 0  | 1.1%   | 1  | 0.0%   | 0  | 0.0%  | 0  |
| Preference for the retailer                | 1.8%  | 18   | 2.2%  | 2  | 3.2%  | 3  | 2.1%  | 2  | 0.0%  | 0  | 1.1%  | 1  | 0.0%  | 0  | 2.0%   | 2  | 2.2%  | 2  | 3.3%   | 3  | 2.3%   | 2  |       | 1  |
| Quality of food products                   | 6.1%  | 62   | 8.7%  | 8  | 4.3%  | 4  | 8.5%  | 8  |       | 10 | 2.2%  | 2  | 5.6%  | 5  | 5.1%   | 5  | 4.4%  | 4  | 6.6%   | 6  | 4.6%   | 4  | 6.8%  | 6  |
| Value for money                            | 2.2%  | 22   | 3.3%  | 3  | 3.2%  | 3  | 3.2%  | 3  | 1.0%  | 1  | 1.1%  | 1  | 1.1%  | 1  | 2.0%   | 2  | 2.2%  | 2  | 4.4%   | 4  | 0.0%   | 0  | 2.3%  | 2  |
| Work there / staff discount                | 0.9%  | 9    | 2.2%  | 2  | 0.0%  | 0  | 2.1%  | 2  | 1.0%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 1.1%  | 1  | 2.2%   | 2  | 0.0%   | 0  |       | 1  |
| (Don't know)                               | 1.5%  | 15   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 2.1%  | 2  | 2.2%  | 2  | 1.1%  | 1  | 1.0%   | 1  | 4.4%  | 4  | 2.2%   | 2  | 2.3%   | 2  | 1.1%  | 1  |
| Base:                                      |       | 1013 |       | 92 |       | 93 |       | 94 |       | 97 |       | 93 |       | 90 |        | 98 |       | 90 |        | 91 |        | 87 |       | 88 |
| Q03 How do you norma Excluding those who d | -     | -    |       |    |       |    | •     |    |       |    |       |    |       |    |        |    |       |    |        |    |        |    |       |    |
| Car / van (as driver)                      | 77.2% | 782  | 87.0% | 80 | 89.2% | 83 | 71.3% | 67 | 50.5% | 49 | 72.0% | 67 | 83.3% | 75 | 82.7%  | 81 | 74.4% | 67 | 81.3%  | 74 | 72.4%  | 63 | 86.4% | 76 |
| Car / van (as passenger)                   | 13.4% | 136  | 9.8%  | 9  | 7.5%  | 7  | 16.0% | 15 | 21.6% | 21 | 9.7%  | 9  | 10.0% | 9  | 12.2%  | 12 | 13.3% | 12 | 18.7%  | 17 | 19.5%  | 17 | 9.1%  | 8  |
| Bus, minibus or coach                      | 1.5%  | 15   | 2.2%  | 2  | 2.2%  | 2  | 7.4%  | 7  | 0.0%  | 0  | 1.1%  | 1  | 0.0%  | 0  | 1.0%   | 1  | 1.1%  | 1  | 0.0%   | 0  | 1.1%   | 1  | 0.0%  | 0  |
| Using park & ride facility                 | 0.0%  | 0    | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  |
| Motorcycle, scooter or moped               | 0.0%  | 0    | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  |
| Walk                                       | 6.9%  | 70   | 0.0%  | 0  | 1.1%  | 1  | 4.3%  | 4  | 25.8% | 25 | 15.1% | 14 | 5.6%  | 5  | 4.1%   | 4  | 10.0% | 9  | 0.0%   | 0  | 5.7%   | 5  | 3.4%  | 3  |
| Taxi                                       | 0.5%  | 5    | 0.0%  | 0  | 0.0%  | 0  | 1.1%  | 1  | 2.1%  | 2  | 0.0%  | 0  | 1.1%  | 1  | 0.0%   | 0  |       | 0  |        | 0  | 1.1%   | 1  | 0.0%  | 0  |
| Train                                      | 0.0%  | 0    | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  |
| Bicycle                                    | 0.4%  | 4    | 1.1%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 2.2%  | 2  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 1.1%  | 1  |
| Mobility scooter / wheelchair              |       | 0    | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  |       | 0  |
| Other                                      | 0.0%  | 0    | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  |       | 0  |
| (Don't know / varies)                      | 0.1%  | 1    | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | Ö  | 0.0%  | 0  | 0.0%   | 0  | 1.1%  | 1  | 0.0%   | 0  | 0.0%   | 0  |       | 0  |
| Base:                                      |       | 1013 |       | 92 |       | 93 |       | 94 |       | 97 |       | 93 |       | 90 |        | 98 |       | 90 |        | 91 |        | 87 |       | 88 |

#### Babergh & Mid Suffolk Household Survey For Carter Jonas

Total Zone 1 Zone 2 Zone 3 Zone 4 Zone 5 Zone 6 Zone 7 Zone 8 Zone 9 Zone 10 Zone 11

Q04 When you visit (STORE MENTIONED AT Q01) for your main food shopping, do you combine your shopping with other activities (for example non-food shopping, leisure / entertainment, visiting restaurants, bars, banks, etc.)? [MR]

Excluding those who do their main food shopping via the Internet at 001:

| Excluding those who d  | to their mo | un food | d shoppin | g via t | he Intern | et at Q | 901:  |    |       |    |       |    |       |    |       |    |       |    |       |    |       |    |       |    |
|--|-------------|---------|-----------|---------|-----------|---------|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|
| Yes - non-food shopping  | 21.8%       | 221     | 26.1%     | 24      | 31.2%     | 29      | 27.7% | 26 | 21.6% | 21 | 19.4% | 18 | 15.6% | 14 | 11.2% | 11 | 18.9% | 17 | 20.9% | 19 | 24.1% | 21 | 23.9% | 21 |
| Yes - other food shopping  | 14.5%       | 147     | 18.5%     | 17      | 18.3%     | 17      |       | 11 | 22.7% | 22 | 7.5%  | 7  | 6.7%  | 6  | 3.1%  | 3  | 12.2% | 11 | 12.1% | 11 | 26.4% | 23 | 21.6% | 19 |
| Yes - bars / pubs  | 0.3%        | 3       | 1.1%      | 1       | 0.0%      | 0       | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.1%  | 1  | 1.1%  | 1  | 0.0%  | 0  |
| Yes - bingo  | 0.0%        | 0       | 0.0%      | 0       | 0.0%      | 0       | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Yes - cafés  | 3.2%        | 32      | 3.3%      | 3       | 7.5%      | 7       | 1.1%  | 1  | 3.1%  | 3  | 3.2%  | 3  | 6.7%  | 6  | 1.0%  | 1  | 0.0%  | 0  | 3.3%  | 3  | 3.4%  | 3  | 2.3%  | 2  |
| Yes - cinemas  | 0.1%        | 1       | 0.0%      | 0       | 0.0%      | 0       | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.1%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Yes - get petrol   | 8.3%        | 84      | 12.0%     | 11      | 6.5%      | 6       | 8.5%  | 8  | 1.0%  | 1  | 14.0% | 13 | 5.6%  | 5  | 8.2%  | 8  | 13.3% | 12 | 8.8%  | 8  | 12.6% | 11 | 1.1%  | 1  |
| Yes - go to park   | 0.1%        | 1       | 0.0%      | 0       | 0.0%      | 0       | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.1%  | 1  | 0.0%  | 0  |
| Yes - gyms / health and fitness  | 0.8%        | 8       | 0.0%      | 0       | 2.2%      | 2       | 1.1%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 3.3%  | 3  | 1.1%  | 1  | 1.1%  | 1  |
| Yes - library  | 0.5%        | 5       | 0.0%      | 0       | 1.1%      | 1       | 0.0%  | 0  | 1.0%  | 1  | 2.2%  | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.1%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Yes - markets  | 0.7%        | 7       | 0.0%      | 0       | 1.1%      | 1       | 0.0%  | 0  | 2.1%  | 2  | 0.0%  | 0  | 0.0%  | 0  | 2.0%  | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 2.3%  | 2  |
| Yes - meeting family   | 2.2%        | 22      | 4.3%      | 4       | 2.2%      | 2       | 2.1%  | 2  | 0.0%  | 0  | 1.1%  | 1  | 2.2%  | 2  | 4.1%  | 4  | 1.1%  | 1  | 3.3%  | 3  | 1.1%  | 1  | 2.3%  | 2  |
| Yes - meeting friends  | 0.9%        | 9       | 3.3%      | 3       | 1.1%      | 1       | 1.1%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 1.1%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 2.2%  | 2  | 0.0%  | 0  | 1.1%  | 1  |
| Yes - museums / art gallery  | 0.2%        | 2       | 0.0%      | 0       | 0.0%      | 0       | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.1%  | 1  | 1.1%  | 1  | 0.0%  | 0  |
| Yes - other service (e.g. travel agent, estate agent etc.)                   | 0.9%        | 9       | 1.1%      | 1       | 1.1%      | 1       | 0.0%  | 0  | 2.1%  | 2  | 1.1%  | 1  | 0.0%  | 0  | 2.0%  | 2  | 0.0%  | 0  | 1.1%  | 1  | 1.1%  | 1  | 0.0%  | 0  |
| Yes - personal service (e.g. hairdressers, beauty salon etc.)                | 1.3%        | 13      | 3.3%      | 3       | 1.1%      | 1       | 1.1%  | 1  | 1.0%  | 1  | 1.1%  | 1  | 0.0%  | 0  | 1.0%  | 1  | 1.1%  | 1  | 1.1%  | 1  | 1.1%  | 1  | 2.3%  | 2  |
| Yes - restaurants  | 0.5%        | 5       | 0.0%      | 0       | 1.1%      | 1       | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 2.0%  | 2  | 0.0%  | 0  | 1.1%  | 1  | 0.0%  | 0  | 1.1%  | 1  |
| Yes - swimming   | 0.6%        | 6       | 0.0%      | 0       | 1.1%      | 1       | 1.1%  | 1  | 1.0%  | 1  | 1.1%  | 1  | 0.0%  | 0  | 1.0%  | 1  | 0.0%  | 0  | 1.1%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Yes - theatre  | 0.0%        | 0       | 0.0%      | 0       | 0.0%      | 0       | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Yes - visiting services such<br>as banks and other<br>financial institutions | 9.3%        | 94      | 7.6%      | 7       | 10.8%     | 10      | 10.6% | 10 | 3.1%  | 3  | 18.3% | 17 | 4.4%  | 4  | 2.0%  | 2  | 11.1% | 10 | 5.5%  | 5  | 19.5% | 17 | 10.2% | 9  |
| Yes - work   | 3.2%        | 32      | 3.3%      | 3       | 6.5%      | 6       | 3.2%  | 3  | 4.1%  | 4  | 0.0%  | 0  | 4.4%  | 4  | 6.1%  | 6  | 2.2%  | 2  | 4.4%  | 4  | 0.0%  | 0  | 0.0%  | 0  |
| Yes - other  | 0.8%        | 8       | 0.0%      | 0       | 1.1%      | 1       | 1.1%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.0%  | 1  | 0.0%  | 0  | 1.1%  | 1  | 2.3%  | 2  | 2.3%  | 2  |
| No   | 51.6%       | 523     | 50.0%     | 46      | 36.6%     | 34      | 47.9% | 45 | 58.8% | 57 | 50.5% | 47 | 64.4% | 58 | 63.3% | 62 | 58.9% | 53 | 48.4% | 44 | 42.5% | 37 | 45.5% | 40 |
| Yes - medical appointment<br>(doctor, dentist, optician<br>etc.)             | 0.3%        | 3       | 1.1%      | 1       | 0.0%      | 0       | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.0%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.1%  | 1  |
| (Don't know)   | 0.5%        | 5       | 0.0%      | 0       | 0.0%      | 0       | 0.0%  | 0  | 0.0%  | 0  | 2.2%  | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.1%  | 1  | 0.0%  | 0  | 2.3%  | 2  |
| Base:  |             | 1013    |           | 92      |           | 93      |       | 94 |       | 97 |       | 93 |       | 90 |       | 98 |       | 90 |       | 91 |       | 87 |       | 88 |

#### **Babergh & Mid Suffolk Household Survey For Carter Jonas**

Zone 2 Zone 7 Total Zone 1 Zone 3 Zone 4 Zone 5 Zone 6 Zone 8 Zone 9 Zone 10 Zone 11

|  | 1 ota         | L       | Zone         | 1  | Zone         | 2  | Zone .       | 3  | Zone 4       | •   | Zone         | 5       | Zone         | 0       | Zone         | 7        | Zone         | 8     | Zone         | 9     | Zone 1        | U  | Zone 1       | ı  |
|--|---------------|---------|--------------|----|--------------|----|--------------|----|--------------|-----|--------------|---------|--------------|---------|--------------|----------|--------------|-------|--------------|-------|---------------|----|--------------|----|
| Q05 When you combinate Those who combinate The Company of the Comp | , ,           |         |              |    | •            |    | •            | •  |              | who | do their r   | nain fa | and shape    | nina vi | a the Inte   | ornet at | • 001)• A    | ND Fr | el Nulls 2   | & SFT |               |    |              |    |
|  | ,             | ou sne  |              | •  |              | •  | ~ ~          |    | Ü            |     |              |         | • • •        |         |              |          | ~ /          |       |              |       |               |    |              |    |
| Bramford   | 0.2%          | 1       | 0.0%         | 0  |              | 0  | 0.0%         | 0  | 0.0%         | 0   |              | 0       |              | 0       | 0.0%         | 0        | 0.0%         | 0     |              | 0     | 2.2%          | 1  | 0.0%         | 0  |
| Bury St. Edmunds   | 17.0%         | 80      | 2.2%         | 1  | 69.5%        | 41 | 6.1%         | 3  | 5.0%         | 2   | 0.0%         | 0       |              | 0       | 0.0%         | 0        |              |       | 54.3%        | 25    | 8.7%          | 4  | 0.0%         | 0  |
| Capel St. Mary   | 0.6%          | 3       | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0   | 0.0%         |         | 10.0%        | 3       | 0.0%         | 0        | 0.0%         | 0     | 0.0%         | 0     | 0.0%          | 0  | 0.0%         | 0  |
| Colchester   | 2.1%          | 10      | 13.3%        | 6  |              | 0  | 2.0%         | 1  | 0.0%         | 0   | 0.0%         |         | 10.0%        | 3       | 0.0%         | 0        | 0.0%         | 0     | 0.0%         | 0     | 0.0%          | 0  | 0.0%         | 0  |
| Copdock Mill   | 0.6%          | 3       | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0   | 0.0%         |         | 10.0%        | 3       | 0.0%         | 0        | 0.0%         | 0     | 0.0%         | 0     | 0.0%          | 0  | 0.0%         | 0  |
| Debenham   | 0.4%          | 2       | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0   | 0.0%         | 0       |              | 0       | 5.7%         | 2        | 0.0%         | 0     | 0.0%         | 0     | 0.0%          | 0  | 0.0%         | 0  |
| Eye  | 0.6%          | 3       | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0   | 0.0%         | 0       |              | 0       | 0.0%         | 0        | 0.0%         | 0     | 0.0%         | 0     | 6.5%          | 3  | 0.0%         | 0  |
| Hadleigh   | 7.0%          | 33      | 0.0%         | 0  | 0.0%         | 0  | 4.1%         | 2  | 0.0%         | 0   | 62.8%        | 27      | 10.0%        | 3       | 2.9%         | 1        | 0.0%         | 0     | 0.0%         | 0     | 0.0%          | 0  | 0.0%         | 0  |
| Halstead   | 0.2%          | 1       | 2.2%         | 1  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0   | 0.0%         | 0       |              | 0       | 0.0%         | 0        | 0.0%         | 0     | 0.0%         | 0     | 0.0%          | 0  | 0.0%         | 0  |
| Haverhill  | 1.1%          | 5       | 8.9%         | 4  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0   | 0.0%         | 0       | 0.0%         | 0       | 0.0%         | 0        | 0.0%         | 0     | 2.2%         | 1     | 0.0%          | 0  | 0.0%         | 0  |
| Ipswich  | 8.9%          | 42      | 0.0%         | 0  | 0.0%         | 0  | 2.0%         | 1  | 2.5%         | 1   | 16.3%        |         | 46.7%        | 14      | 42.9%        | 15       | 6.3%         | 2     | 4.3%         | 2     | 0.0%          | 0  | 0.0%         | 0  |
| Lavenham   | 0.4%          | 2       | 0.0%         | 0  | 1.7%         | 1  | 2.0%         | 1  | 0.0%         | 0   | 0.0%         | 0       | 0.0%         | 0       | 0.0%         | 0        | 0.0%         | 0     | 0.0%         | 0     | 0.0%          | 0  | 0.0%         | 0  |
| Manningtree  | 0.4%          | 2       | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0   | 0.0%         | 0       | 6.7%         | 2       | 0.0%         | 0        | 0.0%         | 0     | 0.0%         | 0     | 0.0%          | 0  | 0.0%         | 0  |
| Needham Market   | 0.2%          | 1       | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0   | 0.0%         | 0       | 0.0%         | 0       | 0.0%         | 0        | 0.0%         | 0     | 0.0%         | 0     | 0.0%          | 0  | 2.2%         | 1  |
| Stowmarket   | 13.2%         | 62      | 0.0%         | 0  |              | 7  | 0.0%         | 0  | 0.0%         | 0   | 9.3%         | 4       | 0.0%         | 0       | 31.4%        | 11       |              | 24    | 30.4%        | 14    | 2.2%          | 1  | 2.2%         | 1  |
| Sudbury  | 25.7%         | 121     | 66.7%        | 30 |              | 9  | 83.7%        | 41 | 92.5%        | 37  | 9.3%         | 4       | 0.0%         | 0       | 0.0%         | 0        | 0.0%         | 0     | 0.0%         | 0     | 0.0%          | 0  | 0.0%         | 0  |
| Barham   | 0.2%          | 1       | 0.0%         | 0  |              | 0  | 0.0%         | 0  | 0.0%         | 0   | 0.0%         | 0       | 0.0%         | 0       | 2.9%         | 1        | 0.0%         | 0     | 0.0%         | 0     | 0.0%          | 0  | 0.0%         | 0  |
| Beccles  | 0.4%          | 2       | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0   | 0.0%         | 0       | 0.0%         | 0       | 0.0%         | 0        | 0.0%         | 0     | 0.0%         | 0     | 0.0%          | 0  | 4.3%         | 0  |
| Botesdale  | 0.2%          | 1       | 0.0%         |    | 0.0%         | 0  | 0.0%         |    | 0.0%         | -   | 0.0%         | 0       | 0.0%         |         | 0.0%         | 0        | 0.0%         |       | 0.0%         |       | 2.2%          | 1  | 0.0%         |    |
| Bungay   | 0.4%          | 2       | 0.0%<br>2.2% | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0   | 0.0%         | 0       | 0.0%         | 0       | 0.0%         | 0        | 0.0%<br>0.0% | 0     | 0.0%         | 0     | 0.0%          | 0  | 4.3%<br>0.0% | 2  |
| Clare  | 0.2%<br>0.4%  | 2       |              | 0  | 0.0%         | 0  | 0.0%<br>0.0% | 0  | 0.0%<br>0.0% | 0   | 0.0%<br>0.0% |         | 0.0%         |         | 0.0%         | 2        | 0.0%         | 0     | 0.0%<br>0.0% | -     | 0.0%          | 0  | 0.0%         | 0  |
| Claydon<br>Diss  | 0.4%<br>14.7% | 2<br>69 | 0.0%<br>0.0% | 0  | 0.0%<br>0.0% | 0  | 0.0%         | 0  | 0.0%         | 0   | 0.0%         | 0       | 0.0%<br>0.0% | 0       | 5.7%<br>5.7% | 2        | 6.3%         | 2     | 4.3%         | 0 2   | 0.0%<br>69.6% | 32 | 67.4%        | 31 |
| Felixstowe   | 0.2%          | 09      | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0   | 0.0%         | 0       | 3.3%         | 1       | 0.0%         | 0        | 0.5%         | 0     | 0.0%         | 0     | 0.0%          | 0  | 0.0%         | 0  |
|  |               | 3       |              | 0  |              | 0  | 0.0%         | 0  | 0.0%         | 0   | 0.0%         | 0       |              | 0       | 2.9%         | 1        | 0.0%         | 0     | 0.0%         | 0     | 2.2%          | 1  | 2.2%         | 1  |
| Framlingham<br>Halesworth  | 0.6%<br>0.2%  | 1       | 0.0%<br>0.0% | 0  | 0.0%<br>0.0% | 0  | 0.0%         | 0  | 0.0%         | 0   | 0.0%         | 0       | 0.0%<br>0.0% | 0       | 0.0%         | 0        | 0.0%         | 0     | 0.0%         | 0     | 0.0%          | 0  | 2.2%         | 1  |
| Harleston  | 0.2%          | 4       | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0   | 0.0%         | 0       | 0.0%         | 0       | 0.0%         | 0        | 0.0%         | 0     | 0.0%         | 0     | 0.0%          | 0  | 8.7%         | 1  |
| Holbrook   | 0.8%          | 1       | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0   | 0.0%         | 0       | 3.3%         | 1       | 0.0%         | 0        | 0.0%         | 0     | 0.0%         | 0     | 0.0%          | 0  | 0.0%         | 0  |
| Leyton   | 0.2%          | 1       | 2.2%         | 1  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0   | 0.0%         | 0       | 0.0%         | 0       | 0.0%         | 0        | 0.0%         | 0     | 0.0%         | 0     | 0.0%          | 0  | 0.0%         | 0  |
| Newmarket  | 0.2%          | 1       | 0.0%         | 0  | 1.7%         | 1  | 0.0%         | 0  | 0.0%         | 0   | 0.0%         | 0       | 0.0%         | 0       | 0.0%         | 0        | 0.0%         | 0     | 0.0%         | 0     | 0.0%          | 0  | 0.0%         | 0  |
| Norwich  | 0.2%          | 4       | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0   | 0.0%         | 0       | 0.0%         | 0       | 0.0%         | 0        | 0.0%         | 0     | 2.2%         | 1     | 2.2%          | 1  | 4.3%         | 2  |
| Rickinghall  | 0.2%          | 1       | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0   | 0.0%         | 0       | 0.0%         | 0       | 0.0%         | 0        | 0.0%         | 0     | 0.0%         | 0     | 2.2%          | 1  | 0.0%         | 0  |
| Semer  | 0.2%          | 1       | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0   | 2.3%         | 1       | 0.0%         | 0       | 0.0%         | 0        | 0.0%         | 0     | 0.0%         | 0     | 0.0%          | 0  | 0.0%         | 0  |
| Thetford   | 0.2%          | 1       | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0   | 0.0%         | 0       | 0.0%         | 0       | 0.0%         | 0        | 0.0%         | 0     | 0.0%         | 0     | 2.2%          | 1  | 0.0%         | 0  |
| Tolgate  | 0.2%          | 1       | 2.2%         | 1  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0   | 0.0%         | 0       | 0.0%         | 0       | 0.0%         | 0        | 0.0%         | 0     | 0.0%         | 0     | 0.0%          | 0  | 0.0%         | 0  |
| Walsham  | 0.2%          | 1       | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0   | 0.0%         | 0       | 0.0%         | 0       | 0.0%         | 0        | 0.0%         | 0     | 2.2%         | 1     | 0.0%          | 0  | 0.0%         | 0  |
| Woodbridge   | 0.2%          | 1       | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0   | 0.0%         | 0       | 0.0%         | 0       | 0.0%         | 0        | 0.0%         | 0     | 0.0%         | 0     | 0.0%          | 0  | 2.2%         | 1  |
| e  | 0.270         | 471     | 0.070        |    | 0.070        |    | 0.070        |    | 0.070        | -   | 0.070        |         | 0.070        |         | 0.070        |          | 0.070        |       | 0.070        | Ü     | 0.070         | -  | 2.270        | 16 |
| Base:  |               | 471     |              | 45 |              | 59 |              | 49 |              | 40  |              | 43      |              | 30      |              | 35       |              | 32    |              | 46    |               | 46 |              | 46 |

|  |       |    | Tor Carter somas |   |        |   |        |    |        |    |        |    |        |   |        |   |        |    |        | reditially 201 |         |    |         |   |  |
|--|-------|----|------------------|---|--------|---|--------|----|--------|----|--------|----|--------|---|--------|---|--------|----|--------|----------------|---------|----|---------|---|--|
|  | Total |    | Zone 1           |   | Zone 2 |   | Zone 3 |    | Zone 4 |    | Zone 5 |    | Zone 6 |   | Zone 7 |   | Zone 8 |    | Zone 9 |                | Zone 10 |    | Zone 11 |   |  |
| 206 In addition to (STORE MENTIONED AT Q01), is there any other store that you regularly use for your main-food shopping? [MR]  Excl Nulls & SFT |       |    |                  |   |        |   |        |    |        |    |        |    |        |   |        |   |        |    |        |                |         |    |         |   |  |
| Aldi, 84 London Road,<br>COLCHESTER  | 0.5%  | 3  | 3.5%             | 2 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0              | 2.0%    | 1  | 0.0%    | 0 |  |
| Aldi, Gipping Way,<br>STOWMARKET   | 0.2%  | 1  | 0.0%             | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 1.9%   | 1  | 0.0%   | 0              | 0.0%    | 0  | 0.0%    | 0 |  |
| Aldi, Girling Street,<br>SUDBURY   | 5.7%  | 37 | 14.0%            | 8 | 3.2%   | 2 | 20.0%  | 14 | 20.0%  | 11 | 2.9%   | 2  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0              | 0.0%    | 0  | 0.0%    | 0 |  |
| Aldi, HAVERHILL  | 0.5%  | 3  | 3.5%             | 2 | 1.6%   | 1 | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0              | 0.0%    | 0  | 0.0%    | 0 |  |
| Asda Superstore, Meadow<br>Centre, Wilkes Way,<br>STOWMARKET   | 3.2%  | 21 | 0.0%             | 0 | 1.6%   | 1 | 0.0%   | 0  | 0.0%   | 0  | 2.9%   | 2  | 0.0%   | 0 | 3.8%   | 2 | 11.1%  | 6  | 13.3%  | 8              | 3.9%    | 2  | 0.0%    | 0 |  |
| Asda superstore, Turner<br>Rise, COLCHESTER  | 0.6%  | 4  | 3.5%             | 2 | 1.6%   | 1 | 0.0%   | 0  | 1.8%   | 1  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 |        | 0  | 0.0%   | 0              | 0.0%    | 0  | 0.0%    | 0 |  |
| Co op, Church Street, EYE  | 0.8%  | 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              | 7.8%    | 4  | 1.7%    | 1 |  |
| Co-op, 100 East Street,<br>SUDBURY   | 0.9%  | 6  | 0.0%             | 0 | 0.0%   | 0 | 2.9%   | 2  | 5.5%   | 3  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0              | 0.0%    | 0  | 1.7%    | 1 |  |
| Co-op, 2 High Street,<br>LAVENHAM  | 0.2%  | 1  | 0.0%             | 0 | 0.0%   | 0 | 1.4%   | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0              | 0.0%    | 0  | 0.0%    | 0 |  |
| Co-op, 72 High Street,<br>HADLEIGH   | 3.4%  | 22 | 0.0%             | 0 | 0.0%   | 0 | 1.4%   | 1  | 0.0%   | 0  | 29.0%  | 20 | 1.7%   | 1 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0              | 0.0%    | 0  | 0.0%    | 0 |  |
| Co-op, 80A High Street,<br>LAVENHAM  | 0.2%  | 1  | 0.0%             | 0 | 1.6%   | 1 | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0              | 0.0%    | 0  | 0.0%    | 0 |  |
| Co-op, Hall Street, LONG<br>MELFORD  | 0.2%  | 1  | 0.0%             | 0 | 1.6%   | 1 | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0              | 0.0%    | 0  | 0.0%    | 0 |  |
| Co-op, HALSTEAD  | 0.2%  | 1  | 1.8%             | 1 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0              | 0.0%    | 0  | 0.0%    | 0 |  |
| Co-op, MANNINGTREE   | 0.2%  | 1  | 0.0%             | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 1.7%   | 1 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0              | 0.0%    | 0  | 0.0%    | 0 |  |
| Co-op, NEEDHAM<br>MARKET   | 0.3%  | 2  | 0.0%             | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 | 3.8%   | 2 | 0.0%   | 0  | 0.0%   | 0              | 0.0%    | 0  | 0.0%    | 0 |  |
| Co-op, The Street, CAPEL ST MARY   | 0.3%  | 2  | 0.0%             | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 3.4%   | 2 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0              | 0.0%    | 0  | 0.0%    | 0 |  |
| Farmfoods Freezer Centres,<br>Unit 3a, Sudbury Retail<br>Park, Northern Road,<br>Newton Road, SUDBURY  | 0.5%  | 3  | 1.8%             | 1 | 0.0%   | 0 | 1.4%   | 1  | 1.8%   | 1  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0              | 0.0%    | 0  | 0.0%    | 0 |  |
| Lidl, Bury Road,<br>STOWMARKET   | 3.5%  | 23 | 0.0%             | 0 | 1.6%   | 1 | 0.0%   | 0  | 0.0%   | 0  | 1.4%   | 1  | 0.0%   | 0 | 7.5%   | 4 | 20.4%  | 11 | 6.7%   | 4              | 2.0%    | 1  | 1.7%    | 1 |  |
| Morrisons, 175 London<br>Road, HADLEIGH  | 4.3%  | 28 | 0.0%             | 0 | 0.0%   | 0 | 8.6%   | 6  | 1.8%   | 1  | 26.1%  | 18 | 5.2%   | 3 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0              | 0.0%    | 0  | 0.0%    | 0 |  |
| Morrisons, DISS  | 4.8%  | 31 | 0.0%             | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 | 7.5%   | 4 | 5.6%   | 3  | 0.0%   | 0              | 31.4%   | 16 | 13.8%   | 8 |  |
| Morrisons, Sheringham<br>Court, Milton Road South,<br>STOWMARKET   | 2.8%  | 18 | 0.0%             | 0 | 1.6%   | 1 | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 | 7.5%   | 4 | 22.2%  | 12 | 1.7%   | 1              | 0.0%    | 0  | 0.0%    | 0 |  |
| Morrisons, Sproughton<br>Road, IPSWICH   | 1.5%  | 10 | 0.0%             | 0 | 1.6%   | 1 | 0.0%   | 0  | 1.8%   | 1  | 0.0%   | 0  | 6.9%   | 4 | 7.5%   | 4 | 0.0%   | 0  | 0.0%   | 0              | 0.0%    | 0  | 0.0%    | 0 |  |
| Roys of Wroxham, Great   | 0.3%  | 2  | 0.0%             | 0 | 0.0%   | 0 | 1.4%   | 1  | 1.8%   | 1  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0              | 0.0%    | 0  | 0.0%    | 0 |  |
|  |       |    |                  |   |        |   |        |    |        |    |        |    |        |   |        |   |        |    |        |                |         |    |         |   |  |

|  |       |    |        |   |        |    |       |    |       | T, | oi Ca  | ши | ı Jui | ias |        |   |       |    |        |    |        |   |         |   | February 2015 |
|--|-------|----|--------|---|--------|----|-------|----|-------|----|--------|----|-------|-----|--------|---|-------|----|--------|----|--------|---|---------|---|---------------|
|  | Total |    | Zone 1 |   | Zone 2 |    | Zone  | 3  | Zone  | 4  | Zone 5 | í  | Zone  | 6   | Zone ' | 7 | Zone  | 8  | Zone 9 | ı  | Zone 1 | 0 | Zone 11 | l |               |
| Eastern Road, SUDBURY  |       |    |        |   |        |    |       |    |       |    |        |    |       |     |        |   |       |    |        |    |        |   |         |   |               |
| Sainsbury's Superstore,<br>11-14 Priory Walk,<br>COLCHESTER      | 0.8%  | 5  | 5.3%   | 3 | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.4%   | 1  | 1.7%  | 1   | 0.0%   | 0 | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%    | 0 |               |
| Sainsbury's, Cornard Road,<br>SUDBURY                            | 8.2%  | 53 | 12.3%  | 7 | 3.2%   | 2  | 37.1% | 26 | 21.8% | 12 | 7.2%   | 5  | 0.0%  | 0   | 0.0%   | 0 | 0.0%  | 0  | 1.7%   | 1  | 0.0%   | 0 | 0.0%    | 0 |               |
| Sainsbury's, Hadleigh Road,<br>IPSWICH                           | 2.6%  | 17 | 0.0%   | 0 | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 4.3%   | 3  | 13.8% | 8   | 9.4%   | 5 | 1.9%  | 1  | 0.0%   | 0  | 0.0%   | 0 | 0.0%    | 0 |               |
| Sainsbury's, HAVERHILL   | 0.6%  | 4  | 7.0%   | 4 | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0   | 0.0%   | 0 | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%    | 0 |               |
| Sainsbury's, MILDENHALL  | 0.3%  | 2  | 0.0%   | 0 | 1.6%   | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0   | 0.0%   | 0 | 0.0%  | 0  | 1.7%   | 1  | 0.0%   | 0 | 0.0%    | 0 |               |
| Tesco Express, Crouch<br>Street, COLCHESTER                      | 0.2%  | 1  |        | 1 |        | 0  |       | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0   |        | 0 |       | 0  |        | 0  | 0.0%   | 0 |         | 0 |               |
| Tesco Metro, Kesgrave, IPSWICH                                   | 0.6%  | 4  | 0.0%   | 0 | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.4%   | 1  | 1.7%  | 1   | 3.8%   | 2 | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%    | 0 |               |
| Tesco Superstore,<br>Bedingfeld Way, BURY<br>ST. EDMUNDS         | 0.9%  | 6  | 0.0%   | 0 | 4.8%   | 3  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0   | 0.0%   | 0 | 0.0%  | 0  | 3.3%   | 2  | 2.0%   | 1 | 0.0%    | 0 |               |
| Tesco Superstore, Cedars<br>Link Road,<br>STOWMARKET             | 5.1%  | 33 | 0.0%   | 0 | 1.6%   | 1  | 0.0%  | 0  | 0.0%  | 0  | 2.9%   | 2  | 0.0%  | 0   | 11.3%  | 6 | 25.9% | 14 | 11.7%  | 7  | 5.9%   | 3 | 0.0%    | 0 |               |
| Tesco Superstore, St<br>Saviours Interchange,<br>BURY ST EDMUNDS | 2.0%  | 13 | 1.8%   | 1 | 7.9%   | 5  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0   | 0.0%   | 0 | 0.0%  | 0  | 11.7%  | 7  | 0.0%   | 0 | 0.0%    | 0 |               |
| Tesco, BRAINTREE   | 0.2%  | 1  | 0.0%   | 0 | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.4%   | 1  | 0.0%  | 0   | 0.0%   | 0 | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%    | 0 |               |
| Tesco, Greenstead Road,<br>COLCHESTER                            | 0.3%  | 2  | 0.0%   | 0 | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 3.4%  | 2   | 0.0%   | 0 | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%    | 0 |               |
| Tesco, Woodhall Business<br>Park, Springlands Way,<br>SUDBURY    | 7.3%  | 47 | 15.8%  | 9 | 9.5%   | 6  | 22.9% | 16 | 27.3% | 15 | 1.4%   | 1  | 0.0%  | 0   | 0.0%   | 0 | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%    | 0 |               |
| Waitrose, Robert Boby Way,<br>BURY ST EDMUNDS                    | 3.9%  | 25 | 1.8%   | 1 | 15.9%  | 10 | 0.0%  | 0  | 0.0%  | 0  | 1.4%   | 1  | 0.0%  | 0   | 0.0%   | 0 | 1.9%  | 1  | 16.7%  | 10 | 3.9%   | 2 | 0.0%    | 0 |               |
| Waitrose, Station Road,<br>SUDBURY                               | 8.0%  | 52 | 15.8%  | 9 | 3.2%   | 2  | 24.3% | 17 | 27.3% | 15 | 11.6%  | 8  | 1.7%  | 1   | 0.0%   | 0 | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%    | 0 |               |
| Bury St. Edmunds   | 0.6%  | 4  | 0.0%   | 0 | 1.6%   | 1  | 1.4%  | 1  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0   | 0.0%   | 0 | 0.0%  | 0  |        | 2  | 0.0%   | 0 | 0.0%    | 0 |               |
| Cedars Park  | 0.2%  | 1  | 0.0%   | 0 | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0   | 0.0%   | 0 | 0.0%  | 0  | 0.0%   | 0  | 2.0%   | 1 | 0.0%    | 0 |               |
| Colchester   | 0.3%  | 2  | 1.8%   | 1 | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 1.7%  | 1   | 0.0%   | 0 | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%    | 0 |               |
| Copdock Mill   | 0.2%  | 1  | 0.0%   | 0 | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 1.7%  | 1   | 0.0%   | 0 | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%    | 0 |               |
| Debenham   | 0.5%  | 3  | 0.0%   | 0 | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0   | 3.8%   | 2 | 0.0%  | 0  | 0.0%   | 0  | 2.0%   | 1 | 0.0%    | 0 |               |
| Dedham   | 0.2%  | 1  | 0.0%   | 0 | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 1.7%  | 1   | 0.0%   | 0 | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%    | 0 |               |
| Eye  | 0.2%  | 1  | 0.0%   | 0 | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0   | 0.0%   | 0 | 0.0%  | 0  | 0.0%   | 0  | 2.0%   | 1 | 0.0%    | 0 |               |
| Hadleigh   | 0.5%  | 3  | 0.0%   | 0 | 0.0%   | 0  |       | 0  | 0.0%  | 0  | 2.9%   | 2  | 1.7%  | 1   | 0.0%   | 0 |       | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%    | 0 |               |
| Haverhill  | 0.2%  | 1  | 1.8%   | 1 | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0   | 0.0%   | 0 | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%    | 0 |               |
| Ipswich  | 1.5%  | 10 | 0.0%   | 0 | 0.0%   | 0  |       | 0  | 0.0%  | 0  | 1.4%   | 1  | 5.2%  | 3   | 5.7%   | 3 |       | 0  | 0.0%   | 0  | 5.9%   | 3 | 0.0%    | 0 |               |
| Lavenham   | 0.2%  | 1  | 0.0%   | 0 | 1.6%   | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0   | 0.0%   | 0 |       | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%    | 0 |               |
| Manningtree  | 0.2%  | 1  | 0.0%   | 0 | 0.0%   | 0  |       | 0  | 0.0%  | 0  | 0.0%   | 0  | 1.7%  | 1   | 0.0%   | 0 |       | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%    | 0 |               |
| Needham Market   | 0.3%  | 2  | 0.0%   | 0 | 1.6%   | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0   |        | 1 | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%    | 0 |               |
| Sudbury  | 0.8%  | 5  |        | 1 | 0.0%   | 0  |       | 1  | 5.5%  | 3  | 0.0%   | 0  | 0.0%  | 0   |        | 0 |       | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%    | 0 |               |
| Sadoury  | 0.070 | J  | 1.070  | 1 | 0.070  | V  | 1.77  | 1  | 5.570 | 5  | 0.070  | Ü  | 0.070 | 3   | 0.070  | J | 0.070 | J  | 0.070  | U  | 0.070  | Ü | 0.070   | Ü |               |

|   |       |     |        |   |        |   |        |   |        | - | or Cu  | 11 11 | 1 00 | iias |      |   |     |       |   |        |   |         |   |         |   | rebluary 2015 |
|---|-------|-----|--------|---|--------|---|--------|---|--------|---|--------|-------|------|------|------|---|-----|-------|---|--------|---|---------|---|---------|---|---------------|
|   | Total |     | Zone 1 |   | Zone 2 |   | Zone 3 |   | Zone 4 |   | Zone 5 | 5     | Zone | 6    | Zone | 7 | Z   | one 8 |   | Zone 9 |   | Zone 10 | ) | Zone 11 |   |               |
| Stowmarket  | 0.5%  | 3 2 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0     | 0.0% | 0    |      | 0 |     | 7%    | 2 | 1.7%   | 1 | 0.0%    | 0 | 0.0%    | 0 |               |
| Street / Farmers' Markets in<br>Stowmarket                                    | 0.3%  |     | 0.0%   | 0 |        | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0     | 0.0% | 0    |      | 0 |     | 9%    | 1 | 0.0%   | 0 | 0.0%    | 0 |         | 0 |               |
| Street / Farmers' Markets in<br>Sudbury                                       | 0.8%  | 5   | 0.0%   | 0 |        | 0 | 2.9%   | 2 | 5.5%   | 3 | 0.0%   | 0     | 0.0% | 0    |      | 0 |     | 0%    | 0 | 0.0%   | 0 | 0.0%    | 0 |         | 0 |               |
| Aldi, Mere Street, Diss   | 2.3%  | 15  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0     | 0.0% | 0    |      | 0 |     | 0%    | 0 | 0.0%   |   | 15.7%   |   | 12.1%   | 7 |               |
| Aldi, Meredith Road,<br>Ipswich   | 0.2%  | 1   | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0     | 0.0% | 0    | 1.9% | 1 | 0.0 | 0%    | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |               |
| Aldi, Newmarket Road,<br>Dettingen Way, Bury St.<br>Edmunds                   | 2.0%  | 13  | 0.0%   | 0 | 11.1%  | 7 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0     | 0.0% | 0    | 0.0% | 0 | 0.0 | 0%    | 0 | 8.3%   | 5 | 2.0%    | 1 | 0.0%    | 0 |               |
| Andrews Quality Butchers,<br>High Street, Hadleigh                            | 0.5%  | 3   | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 4.3%   | 3     | 0.0% | 0    | 0.0% | 0 | 0.0 | 0%    | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |               |
| Asda Superstore, Acle New<br>Road, Runham Vauxhall,<br>Great Yarmouth         | 0.2%  | 1   | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0     | 0.0% | 0    | 0.0% | 0 | 0.0 | 0%    | 0 | 0.0%   | 0 | 0.0%    | 0 | 1.7%    | 1 |               |
| Asda Superstore, Stoke Park<br>Drive, Ipswich                                 | 0.6%  | 4   | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0     | 5.2% | 3    | 1.9% | 1 | 0.0 | 0%    | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |               |
| Asda Superstore, Western Way, Bury St. Edmunds                                | 1.5%  | 10  | 0.0%   | 0 | 9.5%   | 6 | 0.0%   | 0 | 1.8%   | 1 | 0.0%   | 0     | 0.0% | 0    | 0.0% | 0 | 0.0 | 0%    | 0 | 5.0%   | 3 | 0.0%    | 0 | 0.0%    | 0 |               |
| Asda Superstore,<br>Whitehouse Industrial<br>Estate, Goddard Road,<br>Ipswich | 1.2%  | 8   | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 2.9%   | 2     | 3.4% | 2    | 5.7% | 3 | 0.0 | 0%    | 0 | 0.0%   | 0 | 0.0%    | 0 | 1.7%    | 1 |               |
| Budgens, Bullock Fair Close,<br>Harleston                                     | 0.9%  | 6   | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0     | 0.0% | 0    | 0.0% | 0 | 0.0 | 0%    | 0 | 0.0%   | 0 | 0.0%    | 0 | 10.3%   | 6 |               |
| Co-op, Broad Street, Eye  | 0.3%  | 2   | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0     | 0.0% | 0    |      | 0 |     | 0%    | 0 | 0.0%   | 0 | 2.0%    | 1 | 1.7%    | 1 |               |
| Co-op, Fiveways Retail Park,<br>Peartree Road, Stanway,<br>Colchester         | 0.2%  | 1   | 1.8%   | 1 |        | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0     | 0.0% | 0    |      | 0 |     |       | 0 | 0.0%   | 0 | 0.0%    | 0 |         | 0 |               |
| Co-op, High Street, Earls<br>Colne  | 0.2%  | 1   | 1.8%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0     | 0.0% | 0    | 0.0% | 0 | 0.0 | 0%    | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |               |
| Co-op, Market Hill, Clare   | 0.2%  | 1   | 1.8%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0     | 0.0% | 0    |      | 0 |     | 0%    | 0 | 0.0%   | 0 | 0.0%    | 0 |         | 0 |               |
| Co-op, Market Hill,<br>Framlingham  | 0.3%  | 2   | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0     | 0.0% | 0    | 1.9% | 1 | 0.0 | 0%    | 0 | 0.0%   | 0 | 0.0%    | 0 | 1.7%    | 1 |               |
| Co-op, Sheldrake Drive,<br>Ipswich  | 0.2%  | 1   | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0     | 1.7% | 1    | 0.0% | 0 | 0.0 | 0%    | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |               |
| Co-op, The Street, Holbrook   | 0.2%  | 1   | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0     | 1.7% | 1    | 0.0% | 0 |     | 0%    | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |               |
| Co-op, The Street,<br>Rickinghall, Diss                                       | 0.3%  | 2   | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0     | 0.0% | 0    | 0.0% | 0 | 0.0 | 0%    | 0 | 0.0%   | 0 | 3.9%    | 2 | 0.0%    | 0 |               |
| Hollow Trees Farm Shop,<br>Semer, Ipswich                                     | 0.2%  | 1   | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 1.4%   | 1     | 0.0% | 0    | 0.0% | 0 | 0.0 | 0%    | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |               |
| Iceland, North Street,<br>Sudbury   | 1.4%  | 9   | 0.0%   | 0 | 1.6%   | 1 | 2.9%   | 2 | 9.1%   | 5 | 1.4%   | 1     | 0.0% | 0    | 0.0% | 0 | 0.0 | 0%    | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |               |
| Lidl, Copenhagen Way,<br>Norwich  | 0.2%  | 1   | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0     | 0.0% | 0    | 0.0% | 0 | 0.0 | 0%    | 0 | 0.0%   | 0 | 0.0%    | 0 | 1.7%    | 1 |               |
| Lidl, Handford Road,  | 0.2%  | 1   | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0     | 1.7% | 1    | 0.0% | 0 | 0.0 | 0%    | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |               |

|  |      |    |        |   |        |    |        |   |        | _ | <b>01 0</b> |   | 000   |   |        |   |      |   |        |   |        |   |        |   | repruiry 2010 |
|--|------|----|--------|---|--------|----|--------|---|--------|---|-------------|---|-------|---|--------|---|------|---|--------|---|--------|---|--------|---|---------------|
|  | Tota | l  | Zone 1 |   | Zone 2 | 2  | Zone 3 | 1 | Zone 4 |   | Zone        | 5 | Zone  | 6 | Zone ' | 7 | Zone | 8 | Zone 9 |   | Zone 1 | 0 | Zone 1 | 1 |               |
| Torresiele   |      |    |        |   |        |    |        |   |        |   |             |   |       |   |        |   |      |   |        |   |        |   |        |   |               |
| Ipswich<br>Lidl, Holt Road, Cromer                           | 0.2% | 1  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%        | 0 | 0.0%  | 0 | 0.0%   | 0 | 0.0% | 0 | 0.0%   | 0 | 0.0%   | 0 | 1.7%   | 1 |               |
| Lidl, London Road, Ipswich                                   | 0.5% | 3  |        | 0 |        | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%        | 0 |       | 2 |        | 1 | 0.0% | 0 | 0.0%   | 0 | 0.0%   | 0 |        | 0 |               |
| Local shops, Beccles   | 0.5% | 3  | 0.0%   | 0 |        | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%        | 0 | 0.0%  | 0 |        | 0 |      | 0 | 0.0%   | 0 | 0.0%   | 0 | 5.2%   | 3 |               |
| Local shops, Diss  | 0.3% | 2  |        | 0 |        | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%        | 0 |       | 0 |        | 2 |      | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |               |
| Local shops, Earls Colne                                     | 0.2% | 1  | 1.8%   | 1 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%        | 0 | 0.0%  | 0 |        | 0 | 0.0% | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |               |
| Local shops, East Bergholt                                   | 0.3% | 2  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%        | 0 | 3.4%  | 2 | 0.0%   | 0 | 0.0% | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |               |
| Local shops, Harleston                                       | 0.2% | 1  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%        | 0 | 0.0%  | 0 | 0.0%   | 0 | 0.0% | 0 | 0.0%   | 0 | 0.0%   | 0 | 1.7%   | 1 |               |
| Local shops, Mundesley                                       | 0.2% | 1  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 1.4%        | 1 | 0.0%  | 0 | 0.0%   | 0 | 0.0% | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |               |
| Local shops, Norwich   | 0.2% | 1  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%        | 0 | 0.0%  | 0 | 0.0%   | 0 | 0.0% | 0 | 0.0%   | 0 | 2.0%   | 1 | 0.0%   | 0 |               |
| Local shops, Shotley   | 0.2% | 1  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%        | 0 | 1.7%  | 1 | 0.0%   | 0 | 0.0% | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |               |
| Local shops, Stowupland                                      | 0.2% | 1  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%        | 0 | 0.0%  | 0 | 0.0%   | 0 | 0.0% | 0 | 1.7%   | 1 | 0.0%   | 0 | 0.0%   | 0 |               |
| Local shops, Tharston  | 0.2% | 1  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%        | 0 | 0.0%  | 0 | 0.0%   | 0 | 0.0% | 0 | 1.7%   | 1 | 0.0%   | 0 | 0.0%   | 0 |               |
| Local shops,<br>Walsham-le-Willows                           | 0.2% | 1  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%        | 0 | 0.0%  | 0 | 0.0%   | 0 | 0.0% | 0 | 1.7%   | 1 | 0.0%   | 0 | 0.0%   | 0 |               |
| Local shops, Woodbridge                                      | 0.2% | 1  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%        | 0 | 0.0%  | 0 | 0.0%   | 0 | 0.0% | 0 | 0.0%   | 0 | 0.0%   | 0 | 1.7%   | 1 |               |
| Marks & Spencer,<br>Buttermarket, Bury St.                   | 0.8% | 5  | 1.8%   | 1 | 4.8%   | 3  | 0.0%   | 0 | 0.0%   | 0 | 0.0%        | 0 | 0.0%  | 0 | 0.0%   | 0 | 0.0% | 0 | 1.7%   | 1 | 0.0%   | 0 | 0.0%   | 0 |               |
| Edmunds<br>Marks & Spencer,<br>Martlesham Heath Retail       | 0.2% | 1  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%        | 0 | 0.0%  | 0 | 0.0%   | 0 | 0.0% | 0 | 0.0%   | 0 | 0.0%   | 0 | 1.7%   | 1 |               |
| Park, Beardmore Park,<br>Ipswich                             |      |    |        |   |        |    |        |   |        |   |             |   |       |   |        |   |      |   |        |   |        |   |        |   |               |
| Marks & Spencer, Westgate<br>Street, Ipswich                 | 0.2% | 1  | 0.0%   | 0 |        | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%        | 0 |       | 0 |        | 1 | 0.0% | 0 | 0.0%   | 0 |        | 0 |        | 0 |               |
| Morrisons, Iconfield Park,<br>Garland Road, Harwich          | 0.2% | 1  | 0.0%   |   | 0.0%   | 0  | 0.0%   | 0 |        | 0 | 0.0%        | 0 |       | 1 |        | 0 |      | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |               |
| Sainsbury's, Bedingfeld<br>Way, Bury St. Edmunds             | 3.5% | 23 | 0.0%   |   | 15.9%  | 10 | 0.0%   | 0 |        | 0 | 0.0%        | 0 |       | 0 |        | 0 |      |   | 13.3%  | 8 | 2.0%   | 1 | 0.0%   | 0 |               |
| Sainsbury's, Brazen Gate,<br>Norwich                         | 0.5% | 3  |        | 0 |        | 0  | 0.0%   | 0 |        | 0 | 0.0%        | 0 |       | 0 |        | 0 |      | 0 | 0.0%   | 0 | 3.9%   | 2 |        | 1 |               |
| Sainsbury's, Felixstowe<br>Road, Ipswich                     | 0.9% | 6  |        | 0 | 0.10,1 | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%        | 0 |       | 3 |        | 2 |      | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |               |
| Sainsbury's, Forest Retail<br>Park, London Road,<br>Thetford | 0.2% | 1  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%        | 0 | 0.0%  | 0 | 0.0%   | 0 | 0.0% | 0 | 0.0%   | 0 | 2.0%   | 1 | 0.0%   | 0 |               |
| Sainsbury's, High Street,<br>Halstead                        | 0.2% | 1  | 1.8%   | 1 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%        | 0 | 0.0%  | 0 | 0.0%   | 0 | 0.0% | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |               |
| Sainsbury's, Pound Lane,<br>Norwich                          | 0.2% | 1  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%        | 0 | 0.0%  | 0 | 0.0%   | 0 | 0.0% | 0 | 0.0%   | 0 | 0.0%   | 0 | 1.7%   | 1 |               |
| Sainsbury's, Western<br>Approach, Stanway,<br>Colchester     | 0.6% | 4  | 3.5%   | 2 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%        | 0 | 3.4%  | 2 | 0.0%   | 0 | 0.0% | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |               |
| Tesco Extra, Copdock<br>Interchange, Ipswich                 | 2.8% | 18 | 1.8%   | 1 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 2.9%        | 2 | 12.1% | 7 | 13.2%  | 7 | 1.9% | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |               |
| Tesco Extra, Highwoods<br>Square, Colchester                 | 0.2% | 1  | 1.8%   | 1 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%        | 0 | 0.0%  | 0 | 0.0%   | 0 | 0.0% | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |               |
|  |      |    |        |   |        |    |        |   |        |   |             |   |       |   |        |   |      |   |        |   |        |   |        |   |               |

### **Babergh & Mid Suffolk Household Survey For Carter Jonas**

|   | Total          |     | Zone 1         | _  | Zone 2        |    | Zone 3       | 3  | Zone 4       | ļ    | Zone : | 5   | Zone         | 6  | Zone 7         | ,      | Zone 8        | 3      | Zone 9       |    | Zone 1        | 0  | Zone 1       | 1  |  |
|---|----------------|-----|----------------|----|---------------|----|--------------|----|--------------|------|--------|-----|--------------|----|----------------|--------|---------------|--------|--------------|----|---------------|----|--------------|----|--|
| Tesco Superstore, Cangle  | 0.3%           | 2   | 1.8%           | 1  | 0.0%          | 0  | 0.0%         | 0  | 0.0%         | 0    | 0.0%   | 0   | 1.7%         | 1  | 0.0%           | 0      | 0.0%          | 0      | 0.0%         | 0  | 0.0%          | 0  | 0.0%         | 0  |  |
| Road, Haverhill Tesco Superstore, George                            | 0.2%           | 1   | 0.0%           | 0  | 0.0%          | 0  | 0.0%         | 0  | 0.0%         | 0    | 0.0%   | 0   | 0.0%         | 0  | 0.0%           | 0      | 0.0%          | 0      | 0.0%         | 0  | 0.0%          | 0  | 1.7%         | 1  |  |
| Westwood Way, Beccles<br>Tesco Superstore, Ipswich<br>Road, Norwich | 0.5%           | 3   | 0.0%           | 0  | 0.0%          | 0  | 0.0%         | 0  | 0.0%         | 0    | 0.0%   | 0   | 0.0%         | 0  | 0.0%           | 0      | 0.0%          | 0      | 0.0%         | 0  | 2.0%          | 1  | 3.4%         | 2  |  |
| Tesco Superstore, Victoria<br>Road, Diss                            | 4.2%           | 27  | 0.0%           | 0  | 0.0%          | 0  | 0.0%         | 0  | 0.0%         | 0    | 0.0%   | 0   | 0.0%         | 0  | 3.8%           | 2      | 0.0%          | 0      | 1.7%         | 1  | 19.6%         | 10 | 24.1%        | 14 |  |
| Waitrose, Church Street,<br>Saxmundham                              | 0.2%           | 1   | 0.0%           | 0  | 0.0%          | 0  | 0.0%         | 0  | 0.0%         | 0    | 0.0%   | 0   | 0.0%         | 0  | 0.0%           | 0      | 0.0%          | 0      | 0.0%         | 0  | 0.0%          | 0  | 1.7%         | 1  |  |
| Waitrose, Eaton Centre,<br>Church Lane, Eaton,<br>Norwich           | 0.3%           | 2   | 0.0%           | 0  | 0.0%          | 0  | 0.0%         | 0  | 0.0%         | 0    | 0.0%   | 0   | 0.0%         | 0  | 0.0%           | 0      | 0.0%          | 0      | 0.0%         | 0  | 0.0%          | 0  | 3.4%         | 2  |  |
| Waitrose, Futura Park, Crane<br>Boulevard, Ipswich                  | 0.3%           | 2   | 0.0%           | 0  | 0.0%          | 0  | 0.0%         | 0  | 0.0%         | 0    | 1.4%   | 1   | 0.0%         | 0  | 1.9%           | 1      | 0.0%          | 0      | 0.0%         | 0  | 0.0%          | 0  | 0.0%         | 0  |  |
| Waitrose, Norwich Road,<br>Wymondham                                | 0.2%           | 1   | 0.0%           | 0  | 0.0%          | 0  | 0.0%         | 0  | 0.0%         | 0    | 0.0%   | 0   | 0.0%         | 0  | 0.0%           | 0      | 0.0%          | 0      | 0.0%         | 0  | 0.0%          | 0  | 1.7%         | 1  |  |
| Waitrose, St. Andrews<br>Avenue, Colchester                         | 0.2%           | 1   | 0.0%           | 0  | 0.0%          | 0  | 0.0%         | 0  | 0.0%         | 0    | 0.0%   | 0   | 1.7%         | 1  | 0.0%           | 0      | 0.0%          | 0      | 0.0%         | 0  | 0.0%          | 0  | 0.0%         | 0  |  |
| Base:   |                | 648 |                | 57 |               | 63 |              | 70 |              | 55   |        | 69  |              | 58 |                | 53     |               | 54     |              | 60 |               | 51 |              | 58 |  |
| Q06AWhich internet / hon<br>Those who do their main                 |                |     |                |    |               |    |              |    |              | ing? |        |     |              |    |                |        |               |        |              |    |               |    |              |    |  |
| Asda  | 11.8%          | 2   | 0.0%           |    | 0.0%          | 0  | 0.0%         | 0  | 0.0%         | 0    | 0.0%   | 0   | 0.0%         |    | 0.0%           | 0      | 50.0%         | 1      | 0.0%         |    | 20.0%         | 1  | 0.0%         | 0  |  |
| Sainsbury's<br>Tesco  | 17.6%<br>41.2% |     | 0.0%<br>100.0% | 3  | 33.3%<br>0.0% | 1  | 0.0%<br>0.0% | 0  | 0.0%<br>0.0% |      | 100.0% | 0 2 | 0.0%<br>0.0% | 0  | 50.0%<br>50.0% | 1<br>1 | 0.0%<br>50.0% | 0<br>1 | 0.0%<br>0.0% | 0  | 20.0%<br>0.0% | 1  | 0.0%<br>0.0% | 0  |  |
| Waitrose / Ocado  | 29.4%          | 5   | 0.0%           |    | 66.7%         | 2  | 0.0%         | 0  | 0.0%         |      | 0.0%   | 0   | 0.0%         | 0  | 0.0%           | 0      | 0.0%          | 0      | 0.0%         |    | 60.0%         | 3  | 0.0%         | 0  |  |
| Base:   |                | 17  |                | 3  |               | 3  |              | 0  |              | 0    |        | 2   |              | 0  |                | 2      |               | 2      |              | 0  |               | 5  |              | 0  |  |

Total Zone 1 Zone 2 Zone 9 Zone 10 Zone 11 Zone 3 Zone 4 Zone 5 Zone 6 Zone 7 Zone 8 Q07 In addition to your main food shopping, where do you normally do most of your household's small scale top-up food shopping (i.e. the store you visit regularly (2+ times a week to buy bread, milk, etc., on a day-to-day basis)? Excl Nulls & SFT Aldi, 84 London Road, 0.1% 1 0.0% 0 0.0% 0 1.3% 1 0.0% 0.0% 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0 COLCHESTER 20 0 0 Aldi, Girling Street, 2.8% 3.0% 0.0% 0 6.7% 5 19.4% 13 0.0% 0 0.0% 0.0% 0.0% 0 0.0% 0.0% 0 0.0% SUDBURY Aldi, HAVERHILL 0.1% 1 1.5% 1 0.0% 0 0.0% 0.0% 0.0% 0 0.0% 0 0.0% 0.0% 0.0% 0.0% 0 0.0% 0 Asda Superstore, Meadow 2.4% 17 0.0% 0 1.7% 1 1.3% 1 0.0% 0 1.4% 1 1.4% 1 3.6% 2 20.4% 11 0.0% 0.0% 0 0.0% 0 Centre, Wilkes Way. STOWMARKET Asda superstore, Turner 2 0.0% 0 0 0.6% 4 3.0% 0.0% 0 2.7% 2 0.0% 0.0% 0 0.0% 0.0% 0 0.0% 0.0% 0 0.0% Rise, COLCHESTER Co op, Church Street, EYE 2.2% 16 1.5% 0.0% 0.0% 0.0% 0.0% 0.0% 0 0.0% 0 1.9% 0.0% 0 24.1% 14 0.0% 0 Co-op, 100 East Street, 1.3% 9 0.0% 0 0.0% 0 0.0% 0 13.4% 9 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 SUDBURY 0 Co-op. 2 High Street. 0.8% 0.0% 0 1.7% 1 6.7% 5 0.0% 0.0% 0 0.0% 0 0.0% 0.0% 0.0% 0.0% 0 0.0% LAVENHAM Co-op, 4 & 5 Acacia Court, 0.6% 0.0% 0 0.0% 0.0% 0 0.0% 0.0% 0 5.5% 0.0% 0.0% 0.0% 0.0% 0 0.0% 0 4 **BRANTHAM** 3.8% Co-op, 72 High Street, 27 0.0% 0 0.0% 0 1.3% 1 0.0% 0 33.8% 25 1.4% 0.0% 0.0% 0.0% 0.0% 0 0.0% 0 HADLEIGH Co-op, 80A High Street, 0.4% 3 0.0% 0 3.4% 2 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 1.6% LAVENHAM Co-op, Hall Street, LONG 0.0% 2.0% 14 4.5% 3 1.7% 1 13.3% 10 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0.0% 0 0.0% 0 MELFORD Co-op, MANNINGTREE 0.8% 0.0% 6 0.0% 0 0 0.0% 0 0.0% 0.0% 0 8.2% 6 0.0% 0 0.0% 0.0% 0.0% 0 0.0% 0 8 0 0.0% 0 Co-op, Mildenhall Road, 1.1% 0.0% 0 1.7% 1 0.0% 0 0.0% 0.0% 0.0% 0 0 0.0% 0 10.4% 7 0.0% 0 0.0% **BURY ST EDMUNDS** Co-op, NEEDHAM 0.8% 0.0% 0 0.0% 0.0% 0.0% 0 8.9% 5 0.0% 0 0.0% 0 0.0% 0 6 0.0% 0 0 0 1.4% 0.0% MARKET Co-op, The Drift, Canhams 0.6% 4 0.0% 0 0.0% 0 5.3% 4 0.0% 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0.0% 0 0.0% 0 Road, GREAT **CORNARD** Co-op, The Street. 0.7% 5 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 1.4% 7.1% 4 0.0% 0.0% 0.0% 0 0.0% 0 BRAMFORD Co-op, The Street, CAPEL 1.8% 0.0% 0 0.0% 0.0% 0.0% 0.0% 0 17.8% 13 0.0% 0.0% 0.0% 0 0.0% 0 0.0% 0 13 0 0 0 ST MARY Co-op Local, DEDHAM 1.0% 7 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 4.1% 3 7.1% 4 0.0% 0.0% 0.0% 0 0.0% 0 Farmfoods Freezer Centres, 0.8% 6 0.0% 0 0.0% 0 4.0% 3 1.5% 1 1.4% 1 0.0% 0 0.0% 0 0.0% 0 1.5% 1 0.0% 0 0.0% 0 Unit 3a, Sudbury Retail Park, Northern Road, Newton Road, SUDBURY Lidl, Bury Road, 1.3% 9 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0.0% 0 0.0% 0 13.0% 3.0% 2 0.0% 0 0.0% 0 STOWMARKET McColls.19 Market Hill 0.1% 1 0.0% 0 0.0% 0.0% 0 1.5% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0.0% 0 0.0% 0

|  |       |    |        |   |        |   |        |    |       | T, | or C  | ai ic | JU   | nas |      |   |       |    |        |    |        |   |        |   | February 2015 |
|--|-------|----|--------|---|--------|---|--------|----|-------|----|-------|-------|------|-----|------|---|-------|----|--------|----|--------|---|--------|---|---------------|
|  | Total | l  | Zone 1 |   | Zone 2 |   | Zone 3 | 3  | Zone  | 4  | Zone  | 5     | Zone | 6   | Zone | 7 | Zone  | 8  | Zone 9 | )  | Zone 1 | 0 | Zone 1 | 1 |               |
| SUDBURY  |       |    |        |   |        |   |        |    |       |    |       |       |      |     |      |   |       |    |        |    |        |   |        |   |               |
| Morrisons, 175 London<br>Road, HADLEIGH                          | 3.5%  | 25 | 0.0%   | 0 | 0.0%   | 0 | 4.0%   | 3  | 0.0%  | 0  | 29.7% | 22    | 0.0% | 0   | 0.0% | 0 | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 |               |
| Morrisons, DISS  | 1.3%  | 9  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0     | 0.0% | 0   | 0.0% | 0 | 1.9%  | 1  | 0.0%   | 0  | 3.4%   | 2 | 9.4%   | 6 |               |
| Morrisons, Sheringham<br>Court, Milton Road South,<br>STOWMARKET | 0.7%  | 5  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0     | 0.0% | 0   | 0.0% | 0 | 7.4%  | 4  | 0.0%   | 0  | 1.7%   | 1 | 0.0%   | 0 |               |
| Morrisons, Sproughton<br>Road, IPSWICH                           | 0.4%  | 3  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0     | 1.4% | 1   | 3.6% | 2 | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 |               |
| Roys of Wroxham, Great<br>Eastern Road, SUDBURY                  | 0.4%  | 3  | 1.5%   | 1 | 0.0%   | 0 | 1.3%   | 1  | 1.5%  | 1  | 0.0%  | 0     | 0.0% | 0   | 0.0% | 0 | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 |               |
| Sainsbury's Superstore,<br>11-14 Priory Walk,<br>COLCHESTER      | 0.4%  | 3  | 3.0%   | 2 | 0.0%   | 0 | 0.0%   | 0  | 0.0%  | 0  | 1.4%  | 1     | 0.0% | 0   | 0.0% | 0 | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 |               |
| Sainsbury's, Cornard Road, SUDBURY                               | 2.4%  | 17 | 3.0%   | 2 | 1.7%   | 1 | 9.3%   | 7  | 10.4% | 7  | 0.0%  | 0     | 0.0% | 0   | 0.0% | 0 | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 |               |
| Sainsbury's, Hadleigh Road, IPSWICH                              | 1.1%  | 8  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0     | 5.5% | 4   | 5.4% | 3 | 1.9%  | 1  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 |               |
| Sainsbury's, HAVERHILL   | 0.3%  | 2  | 3.0%   | 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 |               |
| Tesco Metro, Kesgrave, IPSWICH                                   | 0.3%  | 2  |        | 0 | 0.0%   | 0 |        | 0  |       | 0  |       | 0     | 2.7% | 2   |      | 0 |       | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 |               |
| Tesco Superstore, Bedingfeld Way, BURY ST. EDMUNDS               | 0.1%  | 1  | 0.0%   | 0 | 1.7%   | 1 | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0     | 0.0% | 0   | 0.0% | 0 | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 |               |
| Tesco Superstore, Cedars<br>Link Road,<br>STOWMARKET             | 2.1%  | 15 | 0.0%   | 0 | 1.7%   | 1 | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0     | 0.0% | 0   | 1.8% | 1 | 20.4% | 11 | 3.0%   | 2  | 0.0%   | 0 | 0.0%   | 0 |               |
| Tesco Superstore, St<br>Saviours Interchange,<br>BURY ST EDMUNDS | 0.8%  | 6  | 0.0%   | 0 | 5.2%   | 3 | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0     | 0.0% | 0   | 0.0% | 0 | 0.0%  | 0  | 4.5%   | 3  | 0.0%   | 0 | 0.0%   | 0 |               |
| Tesco, BRAINTREE   | 0.1%  | 1  | 1.5%   | 1 | 0.0%   | 0 | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0     | 0.0% | 0   | 0.0% | 0 | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 |               |
| Tesco, Greenstead Road,<br>COLCHESTER                            | 0.1%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0     | 1.4% | 1   | 0.0% | 0 | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 |               |
| Tesco, Woodhall Business<br>Park, Springlands Way,<br>SUDBURY    | 3.6%  | 26 | 7.5%   | 5 | 6.9%   | 4 | 6.7%   | 5  | 17.9% | 12 | 0.0%  | 0     | 0.0% | 0   | 0.0% | 0 | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 |               |
| Waitrose, Robert Boby Way,<br>BURY ST EDMUNDS                    | 1.3%  | 9  | 0.0%   | 0 | 10.3%  | 6 | 1.3%   | 1  | 0.0%  | 0  | 0.0%  | 0     | 0.0% | 0   | 0.0% | 0 | 0.0%  | 0  | 3.0%   | 2  | 0.0%   | 0 | 0.0%   | 0 |               |
| Waitrose, Station Road,<br>SUDBURY                               | 3.9%  | 28 | 3.0%   | 2 | 1.7%   | 1 | 17.3%  | 13 | 17.9% | 12 | 0.0%  | 0     | 0.0% | 0   | 0.0% | 0 | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 |               |
| Bury St. Edmunds   | 2.5%  | 18 | 0.0%   | 0 | 6.9%   | 4 | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0     | 0.0% | 0   | 0.0% | 0 |       | 0  | 17.9%  | 12 | 1.7%   | 1 | 1.6%   | 1 |               |
| Debenham   | 0.7%  | 5  | 0.0%   | 0 |        | 0 | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0     | 0.0% | 0   | 5.4% | 3 |       | 0  | 0.0%   | 0  | 3.4%   | 2 | 0.0%   | 0 |               |
| Dedham   | 0.4%  | 3  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0     | 4.1% | 3   | 0.0% | 0 | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 |               |
| Eye  | 0.3%  | 2  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0     | 0.0% | 0   | 0.0% | 0 | 0.0%  | 0  | 0.0%   | 0  | 3.4%   | 2 | 0.0%   | 0 |               |
| Hadleigh   | 1.8%  | 13 | 0.0%   | 0 | 0.0%   | 0 | 1.3%   | 1  | 0.0%  | 0  | 14.9% | 11    | 1.4% | 1   | 0.0% | 0 | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 |               |
| Halstead   | 0.7%  | 5  | 4.5%   | 3 | 0.0%   | 0 | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0     | 0.0% | 0   | 0.0% | 0 | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0 | 3.1%   | 2 |               |
| Ipswich  | 1.3%  | 9  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%  | 0  | 2.7%  | 2     | 5.5% | 4   | 5.4% | 3 | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 |               |
|  |       |    |        |   |        |   |        |    |       |    |       |       |      |     |      |   |       |    |        |    |        |   |        |   |               |

|   |       |    |        |   |        |   |        |   |        | 1 | or Ca  | 111 | 1 901 | iias |       |   |       |   |       |    |        |    |        |    | February 2013 |
|---|-------|----|--------|---|--------|---|--------|---|--------|---|--------|-----|-------|------|-------|---|-------|---|-------|----|--------|----|--------|----|---------------|
|   | Total |    | Zone 1 |   | Zone 2 |   | Zone 3 |   | Zone 4 |   | Zone 5 |     | Zone  | 6    | Zone  | 7 | Zone  | 8 | Zone  | 9  | Zone 1 | .0 | Zone 1 | 1  |               |
|   | 0.404 |    | 0.004  |   | 0.004  |   | 4.004  |   | 0.004  |   | 0.004  |     | 0.004 |      | 0.004 |   | 0.004 |   | 0.004 |    | 0.004  |    | 0.004  |    |               |
| Lavenham  | 0.1%  | 1  | 0.0%   | 0 |        | 0 | 1.3%   | 1 | 0.0%   | 0 | 0.0%   | 0   | 0.0%  | 0    |       | 0 |       | 0 | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  |               |
| Long Melford  | 0.3%  | 2  | 3.0%   | 2 |        | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0   | 0.0%  | 0    |       | 0 |       | 0 | 0.0%  | 0  | 0.0%   | 0  |        | 0  |               |
| Manningtree   | 0.3%  | 2  | 0.0%   | 0 |        | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0   | 2.7%  | 2    | 0.0%  | 0 |       | 0 | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  |               |
| Needham Market  | 0.6%  | 4  | 0.0%   | 0 |        | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0   | 0.0%  | 0    |       | 4 | 0.0%  | 0 | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  |               |
| Sudbury   | 1.5%  | 11 | 0.0%   | 0 |        | 0 | 5.3%   |   | 10.4%  | 7 | 0.0%   | 0   | 0.0%  | 0    |       | 0 |       | 0 | 0.0%  | 0  | 0.0%   | 0  |        | 0  |               |
| Stowmarket  | 1.3%  | 9  | 0.0%   | 0 |        | 2 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0   | 0.0%  | 0    |       |   | 13.0% | 7 | 0.0%  | 0  | 0.0%   | 0  |        | 0  |               |
| Street / Farmers' Markets in<br>Stowmarket                                    | 0.1%  | 1  | 0.0%   | 0 |        | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0   | 0.0%  | 0    |       | 0 |       | 1 | 0.0%  | 0  | 0.0%   | 0  |        | 0  |               |
| Street / Farmers' Markets in<br>Sudbury                                       | 0.4%  | 3  | 0.0%   | 0 | 0.0%   | 0 | 1.3%   | 1 | 3.0%   | 2 | 0.0%   | 0   | 0.0%  | 0    | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  |               |
| Aldi, Hines Road, Ipswich   | 0.1%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 1.4%   | 1   | 0.0%  | 0    | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  |               |
| Aldi, Mere Street, Diss   | 0.4%  | 3  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0   | 0.0%  | 0    | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 3.4%   | 2  | 1.6%   | 1  |               |
| Aldi, Newmarket Road,<br>Dettingen Way, Bury St.<br>Edmunds                   | 0.7%  | 5  | 0.0%   | 0 | 6.9%   | 4 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0   | 0.0%  | 0    | 0.0%  | 0 | 1.9%  | 1 | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  |               |
| Andrews Quality Butchers,<br>High Street, Hadleigh                            | 0.1%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 1.4%   | 1   | 0.0%  | 0    | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  |               |
| Asda Superstore, Stoke Park<br>Drive, Ipswich                                 | 0.3%  | 2  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0   | 2.7%  | 2    | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  |               |
| Asda Superstore, Western<br>Way, Bury St. Edmunds                             | 0.4%  | 3  | 0.0%   | 0 | 5.2%   | 3 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0   | 0.0%  | 0    | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  |               |
| Asda Superstore,<br>Whitehouse Industrial<br>Estate, Goddard Road,<br>Ipswich | 0.6%  | 4  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0   | 0.0%  | 0    | 7.1%  | 4 | 0.0%  | 0 | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  |               |
| Budgens, Bullock Fair Close,<br>Harleston                                     | 1.8%  | 13 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0   | 0.0%  | 0    | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%   | 0  | 20.3%  | 13 |               |
| Budgens, The Street, East<br>Bergholt   | 0.1%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0   | 1.4%  | 1    | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  |               |
| Co-op, Ashfield Road,<br>Elmswell   | 2.0%  | 14 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0   | 0.0%  | 0    | 0.0%  | 0 | 1.9%  | 1 | 19.4% | 13 | 0.0%   | 0  | 0.0%   | 0  |               |
| Co-op, Broad Street, Eye  | 0.4%  | 3  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0   | 0.0%  | 0    | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 5.2%   | 3  | 0.0%   | 0  |               |
| Co-op, Chancery Lane,   | 0.7%  | 5  | 0.0%   | 0 |        | 0 | 0.0%   | 0 | 0.0%   | 0 |        | 0   | 0.0%  | 0    |       | 4 |       | 0 |       | 0  | 1.7%   | 1  | 0.0%   | 0  |               |
| Debenham  |       |    |        |   |        |   |        |   |        |   |        |     |       |      |       |   |       |   |       |    |        |    |        |    |               |
| Co-op, Chapel Road, West<br>Bergholt  | 0.7%  | 5  | 7.5%   | 5 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0   | 0.0%  | 0    | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  |               |
| Co-op, Colchester Road,<br>Ipswich  | 0.1%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0   | 0.0%  | 0    | 1.8%  | 1 | 0.0%  | 0 | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  |               |
| Co-op, Combs Lane, Combs<br>Ford, Stowmarket                                  | 0.1%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0   | 0.0%  | 0    | 0.0%  | 0 | 1.9%  | 1 | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  |               |
| Co-op, Fircroft Road, Ipswich   | 0.1%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0   | 0.0%  | 0    | 1.8%  | 1 | 0.0%  | 0 | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  |               |
| Co-op, Fiveways Retail Park,<br>Peartree Road, Stanway,<br>Colchester         | 0.1%  | 1  | 1.5%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0   | 0.0%  | 0    | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  |               |
| Co-op, Greenways<br>Neighbourhood Centre,                                     | 0.1%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0   | 0.0%  | 0    | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%   | 0  | 1.6%   | 1  |               |
|   |       |    |        |   |        |   |        |   |        |   |        |     |       |      |       |   |       |   |       |    |        |    |        |    |               |

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|---|-------|----|--------|----|--------|---|--------|---|--------|---|------|-------|-------|-----|--------|---|--------|---|--------|---|--------|----|--------|---|-----------------|
|   | Total |    | Zone 1 | L  | Zone 2 | 2 | Zone 3 | } | Zone 4 | ı | Zone | 5     | Zone  | 6   | Zone 7 | 7 | Zone 8 | 3 | Zone 9 |   | Zone 1 | 0  | Zone 1 | 1 |                 |
| Ravenswood, Ipswich                             |       |    |        |    |        |   |        |   |        |   |      |       |       |     |        |   |        |   |        |   |        |    |        |   |                 |
| Co-op, High Street, Earls<br>Colne              | 0.7%  | 5  | 6.0%   | 4  | 0.0%   | 0 | 0.0%   | 0 | 1.5%   | 1 | 0.0% | 0     | 0.0%  | 0   | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 |                 |
| Co-op, High Street, Laxfield                    | 0.3%  | 2  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0% | 0     | 0.0%  | 0   | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 3.1%   | 2 |                 |
| Co-op, Hillside Road East,<br>Bungay            | 0.1%  | 1  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0% | 0     | 0.0%  | 0   | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 1.6%   | 1 |                 |
| Co-op, London Road,<br>Harleston                | 0.3%  | 2  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0% | 0     | 0.0%  | 0   | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 3.1%   | 2 |                 |
| Co-op, Market Hill, Clare                       | 1.4%  | 10 | 14.9%  | 10 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0% | 0     | 0.0%  | 0   | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 |                 |
| Co-op, Market Hill,<br>Framlingham              | 0.6%  | 4  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0% | 0     | 0.0%  | 0   | 1.8%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 4.7%   | 3 |                 |
| Co-op, Market Place,<br>Harleston               | 0.3%  | 2  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0% | 0     | 0.0%  | 0   | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 3.1%   | 2 |                 |
| Co-op, Norwich Road,<br>Barham, Claydon         | 1.0%  | 7  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0% | 0     | 0.0%  | 0   | 12.5%  | 7 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 |                 |
| Co-op, Old Street, Haughley                     | 0.6%  | 4  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0% | 0     | 0.0%  | 0   | 0.0%   | 0 | 0.0%   | 0 | 6.0%   | 4 | 0.0%   | 0  | 0.0%   | 0 |                 |
| Co-op, Selkirk Road,<br>Ipswich                 | 0.1%  | 1  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0% | 0     | 0.0%  | 0   | 1.8%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 |                 |
| Co-op, Sprites Lane,<br>Laburnam Close, Ipswich | 0.3%  | 2  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0% | 0     | 2.7%  | 2   | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 |                 |
| Co-op, The Street, Holbrook                     | 0.7%  | 5  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0% | 0     | 6.8%  | 5   | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 |                 |
| Co-op, The Street, Long<br>Stratton             | 0.1%  | 1  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0% | 0     | 0.0%  | 0   | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 1.6%   | 1 |                 |
| Co-op, The Street,<br>Rickinghall, Diss         | 2.4%  | 17 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0% | 0     | 0.0%  | 0   | 0.0%   | 0 | 0.0%   | 0 | 1.5%   | 1 | 27.6%  | 16 | 0.0%   | 0 |                 |
| Co-op, The Street,<br>Wherstead, Holbrook       | 0.3%  | 2  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0% | 0     | 2.7%  | 2   | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 |                 |
| Co-op, The Street, Woolpit                      | 1.1%  | 8  | 0.0%   | 0  | 1.7%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0% | 0     | 0.0%  | 0   | 0.0%   | 0 | 0.0%   | 0 | 10.4%  | 7 | 0.0%   | 0  | 0.0%   | 0 |                 |
| Co-op, Thoroughfare,<br>Woodbridge              | 0.1%  | 1  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0% | 0     | 0.0%  | 0   | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 1.6%   | 1 |                 |
| Hollow Trees Farm Shop,<br>Semer, Ipswich       | 0.4%  | 3  | 0.0%   | 0  | 0.0%   | 0 | 1.3%   | 1 | 0.0%   | 0 | 2.7% | 2     | 0.0%  | 0   | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 |                 |
| Iceland, Cornhill, Bury St.<br>Edmunds          | 0.1%  | 1  | 0.0%   | 0  | 1.7%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0% | 0     | 0.0%  | 0   | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 |                 |
| Iceland, High Street,<br>Haverhill              | 0.1%  | 1  | 1.5%   | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0% | 0     | 0.0%  | 0   | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 |                 |
| Iceland, North Street,<br>Sudbury               | 0.4%  | 3  | 0.0%   | 0  | 0.0%   | 0 | 2.7%   | 2 | 1.5%   | 1 | 0.0% | 0     | 0.0%  | 0   | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 |                 |
| Lidl, Handford Road,<br>Ipswich                 | 0.3%  | 2  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0% | 0     | 1.4%  | 1   | 1.8%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 |                 |
| Lidl, London Road, Ipswich                      | 0.1%  | 1  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0% | 0     | 1.4%  | 1   | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 |                 |
| Local shops, Bacton                             | 0.3%  | 2  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0% | 0     | 0.0%  | 0   | 0.0%   | 0 | 3.7%   | 2 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 |                 |
| Local shops, Beccles                            | 0.4%  | 3  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0% | 0     | 0.0%  | 0   | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 4.7%   | 3 |                 |
| Local shops, Bildeston                          | 0.4%  | 3  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 4.1% | 3     | 0.0%  | 0   | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 |                 |
| Local shops, Boxford                            | 0.3%  | 2  | 0.0%   | 0  | 0.0%   | 0 | 2.7%   | 2 | 0.0%   | 0 | 0.0% | 0     | 0.0%  | 0   | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 |                 |
| Local shops, Cavendish                          | 0.1%  | 1  | 1.5%   | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0% | 0     | 0.0%  | 0   | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 |                 |
| Local shops, Chelmondiston                      | 0.1%  | 1  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0% | 0     | 1.4%  | 1   | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 |                 |
|   |       |    |        |    |        |   |        |   |        |   |      |       |       |     |        |   |        |   |        |   |        |    |        |   |                 |

|   |              |        |              |    |              |   |              |   |              | _ | 01 00        |   | - 001        |        |              |     |   |        |   |              |   |              |   |              |        | 1 cordary 2012 |
|---|--------------|--------|--------------|----|--------------|---|--------------|---|--------------|---|--------------|---|--------------|--------|--------------|-----|---|--------|---|--------------|---|--------------|---|--------------|--------|----------------|
|   | Total        |        | Zone 1       |    | Zone 2       |   | Zone 3       |   | Zone 4       |   | Zone 5       | ; | Zone 6       | 6      | Zon          | e 7 |   | Zone 8 |   | Zone 9       |   | Zone 1       | 0 | Zone 1       | 1      |                |
|   | 0.407        | 2      | 0.004        |    | ·            | 2 | 0.004        |   | 0.004        |   | 0.004        |   | 0.004        |        | 0.00         |     |   | 0.004  |   | 0.004        |   | 0.004        |   | 0.007        | ^      |                |
| Local shops, Cockfield                              | 0.4%         | 3      | 0.0%         | 0  |              | 3 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0      |              |     |   | 0.0%   | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0      |                |
| Local shops, Combs Ford                             | 0.1%         | 1      | 0.0%         | 0  |              | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0      |              |     |   | 1.9%   | 1 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0<br>1 |                |
| Local shops, Dickleburgh                            | 0.1%         | 1      | 0.0%         | 0  |              | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0      |              |     |   | 0.0%   | 0 | 0.0%         | 0 | 0.0%         | 0 | 1.6%         | 3      |                |
| Local shops, Diss                                   | 0.8%<br>0.6% | 6<br>4 | 0.0%<br>0.0% | 0  | 0.0%<br>0.0% | 0 | 0.0%<br>0.0% | 0 | 0.0%<br>0.0% | 0 | 0.0%<br>0.0% | 0 | 0.0%<br>5.5% | 0<br>4 | 0.0%<br>0.0% |     |   | 0.0%   | 0 | 0.0%<br>0.0% | 0 | 5.2%<br>0.0% | 3 | 4.7%<br>0.0% | 0      |                |
| Local shops, East Bergholt<br>Local shops, Elmswell | 0.6%         | 4      | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0      | 0.0%         |     |   | 0.0%   | 0 | 6.0%         | 4 | 0.0%         | 0 | 0.0%         | 0      |                |
| Local shops, Fressingfield                          | 0.0%         | 1      | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0      |              |     |   | 0.0%   | 0 | 0.0%         | 0 | 0.0%         | 0 | 1.6%         | 1      |                |
| Local shops, Gislingham                             | 0.1%         | 1      | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0      | 0.0%         |     |   | 0.0%   | 0 | 0.0%         | 0 | 1.7%         | 1 | 0.0%         | 0      |                |
| Local shops, Glemsford                              | 1.4%         | 10     |              | 10 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0      | 0.0%         |     |   | 0.0%   | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0      |                |
| Local shops, Harleston                              | 1.5%         | 11     | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0      |              |     |   | 0.0%   | 0 | 0.0%         | 0 | 0.0%         | 0 | 17.2%        | 11     |                |
| Local shops, Hitcham                                | 0.1%         | 1      | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 1.4%         | 1 | 0.0%         | 0      |              |     |   | 0.0%   | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0      |                |
| Local shops, Holbrook                               | 0.1%         | 1      | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 1.4%         | 1      | 0.0%         |     |   | 0.0%   | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0      |                |
| Local shops, Horley                                 | 0.1%         | î      | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0      | 0.0%         |     |   | 1.9%   | 1 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | ő      |                |
| Local shops, Hoxne                                  | 0.1%         | 1      | 0.0%         | 0  |              | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0      |              |     |   | 0.0%   | 0 | 0.0%         | 0 | 0.0%         | 0 | 1.6%         | 1      |                |
| Local shops, Lawshall                               | 0.6%         | 4      | 0.0%         | 0  |              | 4 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0      | 0.0%         |     |   | 0.0%   | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0      |                |
| Local shops, Mendlesham                             | 0.3%         | 2      | 0.0%         | 0  |              | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0      |              |     |   | 3.7%   | 2 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | Ö      |                |
| Local shops, Metfield                               | 0.1%         | 1      | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0      | 0.0%         | 0   | ) | 0.0%   | 0 | 0.0%         | 0 | 0.0%         | 0 | 1.6%         | 1      |                |
| Local shops, Monks Eleigh                           | 0.1%         | 1      | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 1.4%         | 1 | 0.0%         | 0      | 0.0%         |     |   | 0.0%   | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0      |                |
| Local shops, Mundesley                              | 0.1%         | 1      | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 1.4%         | 1 | 0.0%         | 0      | 0.0%         | 0   |   | 0.0%   | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0      |                |
| Local shops, Norton                                 | 0.1%         | 1      | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0      | 0.0%         | 0   |   | 0.0%   | 0 | 1.5%         | 1 | 0.0%         | 0 | 0.0%         | 0      |                |
| Local shops, Otley                                  | 0.1%         | 1      | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0      | 1.8%         | 1   |   | 0.0%   | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0      |                |
| Local shops, Rattlesden                             | 0.1%         | 1      | 0.0%         | 0  | 1.7%         | 1 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0      | 0.0%         | 0   | ) | 0.0%   | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0      |                |
| Local shops, Redgrave                               | 0.3%         | 2      | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0      | 0.0%         | 0   | ) | 0.0%   | 0 | 0.0%         | 0 | 3.4%         | 2 | 0.0%         | 0      |                |
| Local shops, Rickinghall                            | 0.1%         | 1      | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0      | 0.0%         | 0   | ) | 0.0%   | 0 | 0.0%         | 0 | 1.7%         | 1 | 0.0%         | 0      |                |
| Local shops, Rougham                                | 0.1%         | 1      | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0      | 0.0%         | 0   | ) | 0.0%   | 0 | 1.5%         | 1 | 0.0%         | 0 | 0.0%         | 0      |                |
| Local shops, Sicklesmere                            | 0.3%         | 2      | 0.0%         | 0  | 3.4%         | 2 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0      | 0.0%         | 0   | ) | 0.0%   | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0      |                |
| Local shops, Stanton                                | 0.1%         | 1      | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0      | 0.0%         | 0   | ) | 0.0%   | 0 | 0.0%         | 0 | 0.0%         | 0 | 1.6%         | 1      |                |
| Local shops, Stradbroke                             | 0.4%         | 3      | 0.0%         | 0  |              | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0      |              |     |   | 0.0%   | 0 | 0.0%         | 0 | 1.7%         | 1 | 3.1%         | 2      |                |
| Local shops, Tharston                               | 0.1%         | 1      | 0.0%         | 0  |              | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0      | 0.0%         |     |   | 0.0%   | 0 | 1.5%         | 1 | 0.0%         | 0 | 0.0%         | 0      |                |
| Local shops, Thorndon                               | 0.3%         | 2      | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0      |              |     |   | 0.0%   | 0 | 0.0%         | 0 | 3.4%         | 2 | 0.0%         | 0      |                |
| Local shops,  | 0.1%         | 1      | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0      | 0.0%         | 0   | ) | 0.0%   | 0 | 1.5%         | 1 | 0.0%         | 0 | 0.0%         | 0      |                |
| Walsham-le-Willows                                  |              |        |              |    |              |   |              |   |              |   |              |   |              |        |              |     |   |        |   |              |   |              |   |              |        |                |
| Local shops, Westley                                | 0.1%         | 1      | 0.0%         | 0  |              | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 1.4%         | 1      | 0.0%         |     |   | 0.0%   | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0      |                |
| Local shops, Woodbridge                             | 0.1%         | 1      | 0.0%         | 0  |              | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0      |              |     |   | 0.0%   | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0      |                |
| Local shops, Woolpit                                | 0.3%         | 2      |              | 0  |              | 1 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0      |              |     |   | 0.0%   | 0 | 1.5%         | 1 | 0.0%         | 0 | 0.0%         | 0      |                |
| Marks & Spencer,                                    | 0.3%         | 2      | 0.0%         | 0  | 1.7%         | 1 | 1.3%         | 1 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0      | 0.0%         | 0   | ) | 0.0%   | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0      |                |
| Buttermarket, Bury St.                              |              |        |              |    |              |   |              |   |              |   |              |   |              |        |              |     |   |        |   |              |   |              |   |              |        |                |
| Edmunds   | 0.20/        | 2      | 0.00/        |    | 0.00/        |   | 0.00/        |   | 0.00/        | 0 | 0.00/        |   | 1 40/        |        | 1.00/        |     |   | 0.00/  |   | 0.00/        | 0 | 0.00/        |   | 0.00/        | 0      |                |
| Marks & Spencer, Westgate                           | 0.3%         | 2      | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 1.4%         | 1      | 1.8%         | 1   |   | 0.0%   | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0      |                |
| Street, Ipswich                                     | 0.10/        |        | 0.00/        | 0  | 0.00/        | 0 | 0.00/        |   | 0.00/        | 0 | 0.00/        |   | 0.00/        |        | 1.00/        |     |   | 0.00/  |   | 0.00/        | 0 | 0.00/        |   | 0.00/        | 0      |                |
| Morrisons, Iconfield Park,                          | 0.1%         | 1      | 0.0%         | Ü  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0      | 1.8%         | 1   |   | 0.0%   | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0      |                |
| Garland Road, Harwich                               | 1.50/        | 1.1    | 0.00/        |    | 10.10/       | 7 | 0.00/        | ^ | 0.00/        |   | 0.00/        | 0 | 0.00/        |        | 0.004        | ^   |   | 0.004  | ^ | C 00/        | 4 | 0.00/        | 0 | 0.00/        | ^      |                |
| Sainsbury's, Bedingfeld                             | 1.5%         | 11     | 0.0%         | U  | 12.1%        | 7 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0      | 0.0%         | 0   | , | 0.0%   | 0 | 6.0%         | 4 | 0.0%         | 0 | 0.0%         | 0      |                |
| Way, Bury St. Edmunds                               | 0.40/        | 2      | 4.50/        | 2  | 0.00/        | 0 | 0.00/        | ^ | 0.00/        | 0 | 0.00/        | 0 | 0.00/        | 0      | 0.004        | ^   |   | 0.00/  | ^ | 0.00/        | 0 | 0.00/        | 0 | 0.00/        | ^      |                |
| Sainsbury's, High Street,                           | 0.4%         | 3      | 4.5%         | 3  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0      | 0.0%         | 0   | , | 0.0%   | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0      |                |
| Halstead  | 0.1%         | 1      | 1.5%         | 1  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0      | 0.0%         | 0   |   | 0.0%   | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.00/        | 0      |                |
| Sainsbury's, Western                                | 0.1%         | 1      | 1.3%         | 1  | 0.0%         | U | 0.0%         | U | 0.0%         | U | 0.0%         | U | 0.0%         | U      | 0.0%         | U   | , | 0.070  | U | 0.0%         | U | 0.0%         | U | 0.0%         | U      |                |
|   |              |        |              |    |              |   |              |   |              |   |              |   |              |        |              |     |   |        |   |              |   |              |   |              |        |                |

|   | Total |     | Zone 1 |    | Zone 2 |    | Zone 3 | 3  | Zone 4 | l      | Zone | 5  | Zone | 6  | Zone 7 | 7  | Zone 8 | 3  | Zone 9 | 1  | Zone 10 | )  | Zone 1 | 1  |  |
|---|-------|-----|--------|----|--------|----|--------|----|--------|--------|------|----|------|----|--------|----|--------|----|--------|----|---------|----|--------|----|--|
| Approach, Stanway,<br>Colchester                    |       |     |        |    |        |    |        |    |        |        |      |    |      |    |        |    |        |    |        |    |         |    |        |    |  |
| Spar, Bells Lane, Glemsford                         | 0.1%  | 1   | 1.5%   | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0      | 0.0% | 0  | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0  | 0.0%   | 0  |  |
| Spar, Church Street,<br>Stradbroke, Eye             | 0.3%  | 2   | 0.0%   | 0  |        | 0  | 0.0%   | 0  |        | 0      |      | 0  | 0.0% | 0  |        | 0  | 0.0%   | 0  | 0.00   | 0  | 0.0%    | 0  |        | 2  |  |
| Spar, High Street,<br>Mundesley                     | 0.1%  | 1   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0      | 0.0% | 0  | 0.0% | 0  | 0.0%   | 0  | 1.9%   | 1  | 0.0%   | 0  | 0.0%    | 0  | 0.0%   | 0  |  |
| Street / Farmers' Markets in<br>Woodbridge          | 0.1%  | 1   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0      | 0.0% | 0  | 0.0% | 0  | 1.8%   | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0  | 0.0%   | 0  |  |
| Tesco Extra, Copdock<br>Interchange, Ipswich        | 0.3%  | 2   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0      | 0.0% | 0  | 2.7% | 2  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0  | 0.0%   | 0  |  |
| Tesco Superstore, Cangle<br>Road, Haverhill         | 0.1%  | 1   | 1.5%   | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0      | 0.0% | 0  | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0  | 0.0%   | 0  |  |
| Tesco Superstore, Ipswich<br>Road, Norwich          | 0.1%  | 1   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0      | 0.0% | 0  | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0  | 1.6%   | 1  |  |
| Tesco Superstore, Victoria<br>Road, Diss            | 0.6%  | 4   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0      | 0.0% | 0  | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 6.9%    | 4  | 0.0%   | 0  |  |
| Waitrose, Corn Exchange,<br>Ipswich                 | 0.1%  | 1   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0      | 0.0% | 0  | 1.4% | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0  | 0.0%   | 0  |  |
| Waitrose, Fred Archer Way,<br>Newmarket             | 0.1%  | 1   | 0.0%   | 0  | 1.7%   | 1  | 0.0%   | 0  | 0.0%   | 0      | 0.0% | 0  | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0  | 0.0%   | 0  |  |
| Waitrose, Futura Park, Crane<br>Boulevard, Ipswich  | 0.1%  | 1   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0      | 0.0% | 0  | 1.4% | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0  | 0.0%   | 0  |  |
| Base:   |       | 713 |        | 67 |        | 58 |        | 75 |        | 67     |      | 74 |      | 73 |        | 56 |        | 54 |        | 67 |         | 58 |        | 64 |  |
| Q07AWhich retailer do yo<br>Those who do their top- | •     | •   |        | •  |        |    |        | •  |        | ng fro | om?  |    |      |    |        |    |        |    |        |    |         |    |        |    |  |
| Asda  | 50.0% | 1   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0      | 0.0% | 0  | 0.0% | 0  | 0.0%   | 0  | 100.0% | 1  | 0.0%   | 0  | 0.0%    | 0  | 0.0%   | 0  |  |
| Other   | 50.0% | 1   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0      | 0.0% | 0  | 0.0% | 0  | 100.0% | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0  | 0.0%   | 0  |  |
| Base:   |       | 2   |        | 0  |        | 0  |        | 0  |        | 0      |      | 0  |      | 0  |        | 1  |        | 1  |        | 0  |         | 0  |        | 0  |  |
|   |       |     |        |    |        |    |        |    |        |        |      |    |      |    |        |    |        |    |        |    |         |    |        |    |  |

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|                    | Tota  | al    | Zone  | e 1   | Zone   | 2      | Zone   | 3     | Zone     | 4      | Zone     | 5      | Zone   | e 6    | Zone  | e 7   | Zone  | 8     | Zone  | 9     | Zone  | 10    | Zone  | 11    |
|--------------------|-------|-------|-------|-------|--------|--------|--------|-------|----------|--------|----------|--------|--------|--------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| Q08 Of all the mor |       | -     |       | n and | top-up | food s | hoppin | g, wh | at share | e goes | s to you | r mair | food s | shoppi | ing?  |       |       |       |       |       |       |       |       |       |
| 1% - 5%            | 0.0%  | 0     | 0.0%  | 0     | 0.0%   | 0      | 0.0%   | 0     | 0.0%     | 0      | 0.0%     | 0      | 0.0%   | 0      | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     |
| 6% - 10%           | 0.0%  | 0     | 0.0%  | 0     | 0.0%   | 0      | 0.0%   | 0     | 0.0%     | 0      | 0.0%     | 0      | 0.0%   | 0      | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     |
| 11% - 15%          | 0.0%  | 0     | 0.0%  | 0     | 0.0%   | 0      | 0.0%   | 0     | 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% - 20%          | 0.4%  | 3     | 0.0%  | 0     | 0.0%   | 0      | 0.0%   | 0     | 0.0%     | 0      | 0.0%     | 0      | 0.0%   | 0      | 0.0%  | 0     | 1.6%  | 1     | 1.4%  | 1     | 0.0%  | 0     | 1.5%  | 1     |
| 21% - 25%          | 0.3%  | 2     | 0.0%  | 0     | 0.0%   | 0      | 0.0%   | 0     | 0.0%     | 0      | 0.0%     | 0      | 0.0%   | 0      | 1.7%  | 1     | 1.6%  | 1     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     |
| 26% - 30%          | 0.8%  | 6     | 0.0%  | 0     | 0.0%   | 0      | 1.3%   | 1     | 1.5%     | 1      | 0.0%     | 0      | 1.3%   | 1      | 3.4%  | 2     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 1.5%  | 1     |
| 31% - 35%          | 0.0%  | 0     | 0.0%  | 0     | 0.0%   | 0      | 0.0%   | 0     | 0.0%     | 0      | 0.0%     | 0      | 0.0%   | 0      | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     |
| 36% - 40%          | 0.8%  | 6     | 0.0%  | 0     | 1.6%   | 1      | 0.0%   | 0     | 1.5%     | 1      | 1.4%     | 1      | 0.0%   | 0      | 1.7%  | 1     | 1.6%  | 1     | 1.4%  | 1     | 0.0%  | 0     | 0.0%  | 0     |
| 41% - 45%          | 0.0%  | 0     | 0.0%  | 0     | 0.0%   | 0      | 0.0%   | 0     | 0.0%     | 0      | 0.0%     | 0      | 0.0%   | 0      | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     |
| 46% - 50%          | 7.7%  | 57    | 10.4% | 7     | 9.7%   | 6      | 9.3%   | 7     | 9.0%     | 6      | 13.5%    | 10     | 9.1%   | 7      | 5.1%  | 3     | 1.6%  | 1     | 1.4%  | 1     | 11.3% | 7     | 3.0%  | 2     |
| 51% - 55%          | 0.0%  | 0     | 0.0%  | 0     | 0.0%   | 0      | 0.0%   | 0     | 0.0%     | 0      | 0.0%     | 0      | 0.0%   | 0      | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     |
| 56% - 60%          | 8.1%  | 60    | 9.0%  | 6     |        | 2      | 10.7%  | 8     | 6.0%     | 4      | 17.6%    | 13     | 6.5%   | 5      | 8.5%  | 5     | 6.5%  | 4     | 5.6%  | 4     | 4.8%  | 3     | 9.1%  | 6     |
| 61% - 65%          | 0.8%  | 6     | 1.5%  | 1     | 0.0%   | 0      | 1.3%   | 1     | 1.5%     | 1      | 0.0%     | 0      | 0.0%   | 0      |       | 0     | 1.6%  | 1     | 1.4%  | 1     | 1.6%  | 1     | 0.0%  | 0     |
| 66% - 70%          | 11.3% | 84    |       | 9     | 6.5%   | 4      | 13.3%  | 10    | 11.9%    | 8      |          | 6      |        | 16     |       | 4     | 8.1%  | 5     | 15.3% | 11    | 6.5%  | 4     | 10.6% | 7     |
| 71% - 75%          | 9.6%  |       | 10.4% | 7     | 9.7%   | 6      | 5.3%   | 4     | 6.0%     |        | 14.9%    | 11     | 9.1%   | 7      | 8.5%  |       | 9.7%  |       | 12.5% | 9     | 9.7%  | 6     | 9.1%  | 6     |
| 76% - 80%          | 23.4% | 174   |       |       | 22.6%  |        | 29.3%  | 22    | 29.9%    | 20     | 17.6%    | 13     |        |        | 32.2% |       |       | 11    | 15.3% | 11    | 25.8% | 16    |       | 17    |
| 81% - 85%          | 3.5%  | 26    |       | 3     |        | 3      | 1.3%   | 1     | 4.5%     | 3      | 2.7%     | 2      | 3.9%   | 3      |       |       | 6.5%  | 4     | 6.9%  | 5     |       | 2     |       | 0     |
| 86% - 90%          | 15.7% |       | 17.9% | 12    |        | 13     | 9.3%   | 7     | 9.0%     | 6      | 9.5%     | 7      | 15.6%  |        | 13.6% |       | 17.7% | 11    | 19.4% | 14    | 17.7% | 11    | 24.2% | 16    |
| 91% - 95%          | 5.1%  | 38    |       | 1     | 9.7%   | 6      | 4.0%   | 3     | 4.5%     | 3      | 4.1%     | 3      | 3.9%   | 3      |       |       | 8.1%  | 5     | 5.6%  | 4     | 6.5%  | 4     | 4.5%  | 3     |
| 96% - 100%         | 2.2%  | 16    |       | 2     |        | 2      | 5.3%   | 4     |          | 0      | 2.7%     | 2      | 0.0%   | 0      |       | 1     | 1.6%  | 1     | 2.8%  | 2     | 3.2%  | 2     |       | 0     |
| (Don't know)       | 10.0% | 74    | 9.0%  | 6     |        | 5      | 8.0%   | 6     | 14.9%    | 10     | 8.1%     | 6      | 5.2%   | 4      | 11.9% | 7     | 16.1% | 10    | 9.7%  | 7     | 9.7%  | 6     |       | 7     |
| (Refused)          | 0.4%  | 3     | 0.0%  | 0     | 0.0%   | 0      | 1.3%   | 1     | 0.0%     | 0      | 0.0%     | 0      | 1.3%   | 1      | 0.0%  | 0     | 0.0%  | 0     | 1.4%  | 1     | 0.0%  | 0     | 0.0%  | 0     |
| Mean:              |       | 75.67 |       | 75.33 |        | 79.04  |        | 74.66 |          | 73.95  |          | 71.84  |        | 74.79  |       | 74.10 |       | 77.33 |       | 78.00 |       | 77.54 |       | 76.75 |
| Base:              |       | 743   |       | 67    |        | 62     |        | 75    |          | 67     |          | 74     |        | 77     |       | 59    |       | 62    |       | 72    |       | 62    |       | 66    |

|  | Total |    | Zone 1 |   | Zone 2 |       | Zone 3    |      | Zone 4   |       | Zone 5    |      | Zone     | 5     | Zone 7  | 7      | Zone 8    | 3     | Zone 9   |          | Zone 1 | 0 | Zone 1 | 1 |
|--|-------|----|--------|---|--------|-------|-----------|------|----------|-------|-----------|------|----------|-------|---------|--------|-----------|-------|----------|----------|--------|---|--------|---|
| 209 In addition to (STOR<br>Those who do top-up sh   |       |    |        |   |        | y otł | ner store | that | you regi | ulari | y use for | youi | r housel | old's | small s | cale 1 | top-up fo | ood s | hopping? | <b>,</b> |        |   |        |   |
| Aldi, Girling Street,<br>SUDBURY   | 3.5%  | 10 | 14.8%  | 4 | 0.0%   | 0     | 4.9%      | 2    | 10.3%    | 4     | 0.0%      | 0    | 0.0%     | 0     | 0.0%    | 0      | 0.0%      | 0     | 0.0%     | 0        | 0.0%   | 0 | 0.0%   | 0 |
| Aldi, HAVERHILL  | 0.4%  | 1  | 3.7%   | 1 | 0.0%   | 0     | 0.0%      | 0    | 0.0%     | 0     | 0.0%      | 0    | 0.0%     | 0     | 0.0%    | 0      | 0.0%      | 0     | 0.0%     | 0        | 0.0%   | 0 | 0.0%   | 0 |
| Asda Superstore, Meadow<br>Centre, Wilkes Way,<br>STOWMARKET   | 2.1%  | 6  | 0.0%   | 0 | 0.0%   | 0     | 0.0%      | 0    | 0.0%     | 0     | 0.0%      | 0    | 0.0%     | 0     | 0.0%    | 0      | 10.0%     | 3     | 5.3%     | 1        | 9.1%   | 2 | 0.0%   | 0 |
| Asda superstore, Turner<br>Rise, COLCHESTER  | 0.4%  | 1  | 3.7%   | 1 | 0.0%   | 0     | 0.0%      | 0    | 0.0%     | 0     | 0.0%      | 0    | 0.0%     | 0     | 0.0%    | 0      | 0.0%      | 0     | 0.0%     | 0        | 0.0%   | 0 | 0.0%   | 0 |
| o op, Church Street, EYE   | 0.4%  | 1  | 0.0%   | 0 | 0.0%   | 0     | 0.0%      | 0    | 0.0%     | 0     | 0.0%      | 0    | 0.0%     | 0     | 0.0%    | 0      | 0.0%      | 0     | 0.0%     | 0        | 4.5%   | 1 | 0.0%   | 0 |
| o-op, 100 East Street,<br>SUDBURY  | 2.8%  | 8  | 0.0%   | 0 | 0.0%   | 0     | 9.8%      | 4    | 10.3%    | 4     | 0.0%      | 0    | 0.0%     | 0     | 0.0%    | 0      | 0.0%      | 0     | 0.0%     | 0        | 0.0%   | 0 | 0.0%   | 0 |
| o-op, 2 High Street,<br>LAVENHAM   | 0.7%  | 2  | 0.0%   | 0 | 5.0%   | 1     | 2.4%      | 1    | 0.0%     | 0     | 0.0%      | 0    | 0.0%     | 0     | 0.0%    | 0      | 0.0%      | 0     | 0.0%     | 0        | 0.0%   | 0 | 0.0%   | 0 |
| o-op, 4 & 5 Acacia Court,<br>BRANTHAM  | 0.4%  | 1  | 0.0%   | 0 | 0.0%   | 0     | 0.0%      | 0    | 0.0%     | 0     | 0.0%      | 0    | 4.5%     | 1     | 0.0%    | 0      | 0.0%      | 0     | 0.0%     | 0        | 0.0%   | 0 | 0.0%   | 0 |
| o-op, 72 High Street,<br>HADLEIGH  | 2.5%  | 7  | 0.0%   | 0 | 0.0%   | 0     | 2.4%      | 1    | 0.0%     | 0     | 20.7%     | 6    | 0.0%     | 0     | 0.0%    | 0      | 0.0%      | 0     | 0.0%     | 0        | 0.0%   | 0 | 0.0%   | 0 |
| o-op, 80A High Street,<br>LAVENHAM   | 0.4%  | 1  | 0.0%   | 0 | 5.0%   | 1     | 0.0%      | 0    | 0.0%     | 0     | 0.0%      | 0    | 0.0%     | 0     | 0.0%    | 0      | 0.0%      | 0     | 0.0%     | 0        | 0.0%   | 0 | 0.0%   | 0 |
| o-op, Hall Street, LONG<br>MELFORD   | 0.4%  | 1  | 3.7%   | 1 | 0.0%   | 0     | 0.0%      | 0    | 0.0%     | 0     | 0.0%      | 0    | 0.0%     | 0     | 0.0%    | 0      | 0.0%      | 0     | 0.0%     | 0        | 0.0%   | 0 | 0.0%   | 0 |
| o-op, HALSTEAD   | 0.7%  | 2  | 3.7%   | 1 | 0.0%   | 0     | 0.0%      | 0    | 0.0%     | 0     | 0.0%      | 0    | 0.0%     | 0     | 0.0%    | 0      | 0.0%      | 0     | 0.0%     | 0        | 0.0%   | 0 | 5.0%   | 1 |
| o-op, MANNINGTREE  | 0.4%  | 1  | 0.0%   | 0 | 0.0%   | 0     | 0.0%      | 0    | 0.0%     | 0     | 0.0%      | 0    | 4.5%     | 1     | 0.0%    | 0      | 0.0%      | 0     | 0.0%     | 0        | 0.0%   | 0 | 0.0%   | 0 |
| o-op, Mildenhall Road,<br>BURY ST EDMUNDS  | 0.4%  | 1  | 0.0%   | 0 | 0.0%   | 0     | 0.0%      | 0    | 0.0%     | 0     | 0.0%      | 0    | 0.0%     | 0     | 0.0%    | 0      | 0.0%      | 0     | 5.3%     | 1        | 0.0%   | 0 | 0.0%   | 0 |
| o-op, The Street,<br>BRAMFORD  | 0.4%  | 1  | 0.0%   | 0 | 0.0%   | 0     | 0.0%      | 0    | 0.0%     | 0     | 0.0%      | 0    | 4.5%     | 1     | 0.0%    | 0      | 0.0%      | 0     | 0.0%     | 0        | 0.0%   | 0 | 0.0%   | 0 |
| o-op, The Street, CAPEL<br>ST MARY   | 0.4%  | 1  | 0.0%   | 0 | 0.0%   | 0     | 0.0%      | 0    | 0.0%     | 0     | 0.0%      | 0    | 4.5%     | 1     | 0.0%    | 0      | 0.0%      | 0     | 0.0%     | 0        | 0.0%   | 0 | 0.0%   | 0 |
| o-op Local, DEDHAM   | 0.4%  | 1  | 0.0%   | 0 | 0.0%   | 0     | 0.0%      | 0    | 0.0%     | 0     | 0.0%      | 0    | 0.0%     | 0     | 7.1%    | 1      | 0.0%      | 0     | 0.0%     | 0        | 0.0%   | 0 | 0.0%   | 0 |
| armfoods Freezer Centres,<br>Unit 3a, Sudbury Retail<br>Park, Northern Road,<br>Newton Road, SUDBURY | 1.8%  | 5  |        | 0 |        | 1     | 7.3%      | 3    | 2.6%     | 1     |           | 0    | 0.0%     | 0     | 0.0%    | 0      |           | 0     | 0.0%     | 0        | 0.0%   | 0 | 0.0%   | 0 |
| idl, Bury Road,<br>STOWMARKET  | 1.4%  | 4  | 0.0%   | 0 | 0.0%   | 0     | 0.0%      | 0    | 0.0%     | 0     | 0.0%      | 0    | 0.0%     | 0     | 7.1%    | 1      | 6.7%      | 2     | 5.3%     | 1        | 0.0%   | 0 | 0.0%   | 0 |
| orrisons, 175 London<br>Road, HADLEIGH   | 1.8%  | 5  | 0.0%   | 0 | 0.0%   | 0     | 2.4%      | 1    | 0.0%     | 0     | 10.3%     | 3    | 4.5%     | 1     | 0.0%    | 0      | 0.0%      | 0     | 0.0%     | 0        | 0.0%   | 0 | 0.0%   | 0 |
| forrisons, DISS  | 1.4%  | 4  | 0.0%   | 0 | 0.0%   | 0     | 0.0%      | 0    | 0.0%     | 0     | 0.0%      | 0    | 0.0%     | 0     | 0.0%    | 0      | 0.0%      | 0     | 0.0%     | 0        | 13.6%  | 3 | 5.0%   | 1 |
| orrisons, Sheringham<br>Court, Milton Road South,  | 2.1%  | 6  | 0.0%   | 0 | 0.0%   | 0     | 0.0%      | 0    | 2.6%     | 1     | 0.0%      | 0    | 0.0%     | 0     | 0.0%    | 0      | 16.7%     | 5     | 0.0%     | 0        | 0.0%   | 0 | 0.0%   | 0 |
| STOWMARKET<br>Iorrisons, Sproughton<br>Road, IPSWICH   | 0.4%  | 1  | 0.0%   | 0 | 5.0%   | 1     | 0.0%      | 0    | 0.0%     | 0     | 0.0%      | 0    | 0.0%     | 0     | 0.0%    | 0      | 0.0%      | 0     | 0.0%     | 0        | 0.0%   | 0 | 0.0%   | 0 |

|  |       |    |        |   |        |   |        |   |        |   |        |   |        |   |        |   |        |   |        |   |         |   |         |   | • |
|--|-------|----|--------|---|--------|---|--------|---|--------|---|--------|---|--------|---|--------|---|--------|---|--------|---|---------|---|---------|---|---|
|  | Total |    | Zone 1 |   | Zone 2 |   | Zone 3 |   | Zone 4 |   | Zone 5 |   | Zone 6 |   | Zone 7 |   | Zone 8 |   | Zone 9 |   | Zone 10 |   | Zone 11 |   |   |
| D GW 1 G 4   | 0.70/ | 2  | 2.70/  |   | 0.00/  | 0 | 0.00/  | 0 | 2.60/  |   | 0.00/  | 0 | 0.00/  | 0 | 0.00/  | 0 | 0.00/  | 0 | 0.00/  | 0 | 0.00/   | 0 | 0.00/   | 0 |   |
| Roys of Wroxham, Great<br>Eastern Road, SUDBURY                  | 0.7%  | 2  | 3.7%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 2.6%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |   |
| Sainsbury's Superstore,<br>11-14 Priory Walk,<br>COLCHESTER      | 0.4%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 2.4%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |   |
| Sainsbury's, Cornard Road,<br>SUDBURY                            | 3.9%  | 11 | 0.0%   | 0 | 0.0%   | 0 | 17.1%  | 7 | 10.3%  | 4 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |   |
| Sainsbury's, Hadleigh Road, IPSWICH                              | 2.1%  | 6  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 3.4%   | 1 | 13.6%  | 3 | 7.1%   | 1 | 3.3%   | 1 | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |   |
| Sainsbury's, HAVERHILL   | 0.4%  | 1  | 3.7%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |   |
| Tesco Express, Bromley<br>Road, COLCHESTER                       | 0.4%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 2.4%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |   |
| Tesco Express, St Johns,<br>COLCHESTER                           | 0.4%  | 1  | 3.7%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |   |
| Tesco Metro, Kesgrave,<br>IPSWICH                                | 0.4%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 3.4%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |   |
| Tesco Superstore, Cedars<br>Link Road,<br>STOWMARKET             | 0.4%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 7.1%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |   |
| Tesco Superstore, St<br>Saviours Interchange,<br>BURY ST EDMUNDS | 1.1%  | 3  | 3.7%   | 1 | 10.0%  | 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 |   |
| Tesco, Woodhall Business<br>Park, Springlands Way,<br>SUDBURY    | 3.9%  | 11 | 7.4%   | 2 | 5.0%   | 1 | 12.2%  | 5 | 7.7%   | 3 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |   |
| Waitrose, Robert Boby Way,<br>BURY ST EDMUNDS                    | 1.1%  | 3  | 0.0%   | 0 | 5.0%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 3.3%   | 1 | 5.3%   | 1 | 0.0%    | 0 | 0.0%    | 0 |   |
| Waitrose, Station Road,<br>SUDBURY                               | 3.9%  | 11 | 11.1%  | 3 | 0.0%   | 0 | 4.9%   | 2 | 15.4%  | 6 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |   |
| Bury St. Edmunds   | 2.5%  | 7  | 0.0%   | 0 | 10.0%  | 2 | 2.4%   | 1 | 2.6%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 15.8%  | 3 | 0.0%    | 0 | 0.0%    | 0 |   |
| Capel St. Mary   | 0.4%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 4.5%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |   |
| Debenham   | 0.4%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 4.5%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |   |
| Dedham   | 0.4%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 7.1%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |   |
| Eye  | 2.5%  | 7  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 31.8%   | 7 | 0.0%    | 0 |   |
| Hadleigh   | 4.2%  | 12 | 0.0%   | 0 | 0.0%   | 0 | 4.9%   | 2 | 0.0%   | 0 | 31.0%  | 9 | 4.5%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |   |
| Haverhill  | 0.4%  | 1  | 3.7%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |   |
| Ipswich  | 0.7%  | 2  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 4.5%   | 1 | 0.0%   | 0 | 3.3%   | 1 | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |   |
| Long Melford   | 0.7%  | 2  | 0.0%   | 0 | 0.0%   | 0 | 4.9%   | 2 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |   |
| Manningtree  | 0.7%  | 2  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 9.1%   | 2 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |   |
| Needham Market   | 0.4%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 7.1%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |   |
| Sudbury  | 5.7%  | 16 | 3.7%   | 1 | 0.0%   | 0 | 12.2%  |   | 20.5%  | 8 | 6.9%   | 2 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |   |
| Stowmarket   | 3.2%  | 9  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   |   | 30.0%  | 9 | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |   |
| Street / Farmers' Markets in<br>Sudbury                          | 1.8%  | 5  | 3.7%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 10.3%  | 4 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |   |
| Aldi, Hines Road, Ipswich  | 0.4%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 7.1%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |   |
|  | 0.407 |    | 0.00/  | _ | 0.00/  | _ | 0.00/  |   | 0.0%   | Λ | 0.00/  | 0 | 0.0%   | 0 | 0.00/  | 0 | 0.00/  | 0 | 0.0%   | 0 | 0.0%    | 0 | 5.0%    | 1 |   |
| Aldi, Mere Street, Diss  | 0.4%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | U | 0.0%   | U | 0.0%   | U | 0.0%   | U | 0.0%   | U | 0.0%    | U | 5.0%    | 1 |   |

|   |                      |             |                      |             |                      |     |                      |     |                      | -   | or Ca  | 1 11        | 1 9011               | us  |                      |     |                      |             |                      |       |                      |     |                      |             | rebluary 2015 |
|---|----------------------|-------------|----------------------|-------------|----------------------|-----|----------------------|-----|----------------------|-----|--------|-------------|----------------------|-----|----------------------|-----|----------------------|-------------|----------------------|-------|----------------------|-----|----------------------|-------------|---------------|
|   | Total                |             | Zone 1               |             | Zone 2               |     | Zone 3               |     | Zone 4               |     | Zone 5 |             | Zone 6               |     | Zone 7               |     | Zone 8               | 1           | Zone 9               |       | Zone 1               | 0   | Zone 11              | l           |               |
| Ipswich   |                      |             |                      |             |                      |     |                      |     |                      |     |        |             |                      |     |                      |     |                      |             |                      |       |                      |     |                      |             |               |
| Aldi, Newmarket Road,<br>Dettingen Way, Bury St.<br>Edmunds                   | 0.7%                 | 2           | 0.0%                 | 0           | 0.0%                 | 0   | 0.0%                 | 0   | 0.0%                 | 0   | 0.0%   | 0           | 0.0%                 | 0   | 0.0%                 | 0   | 3.3%                 | 1           | 5.3%                 | 1     | 0.0%                 | 0   | 0.0%                 | 0           |               |
| Andrews Quality Butchers,<br>High Street, Hadleigh                            | 1.1%                 | 3           | 0.0%                 | 0           | 0.0%                 | 0   | 0.0%                 | 0   | 0.0%                 | 0   | 10.3%  | 3           | 0.0%                 | 0   | 0.0%                 | 0   | 0.0%                 | 0           | 0.0%                 | 0     | 0.0%                 | 0   | 0.0%                 | 0           |               |
| Asda Superstore, Stoke Park<br>Drive, Ipswich                                 | 0.4%                 | 1           | 0.0%                 | 0           | 0.0%                 | 0   | 0.0%                 | 0   | 0.0%                 | 0   | 0.0%   | 0           | 4.5%                 | 1   | 0.0%                 | 0   | 0.0%                 | 0           | 0.0%                 | 0     | 0.0%                 | 0   | 0.0%                 | 0           |               |
| Asda Superstore, Western<br>Way, Bury St. Edmunds                             | 0.7%                 | 2           | 0.0%                 | 0           | 10.0%                | 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           |               |
| Asda Superstore,<br>Whitehouse Industrial<br>Estate, Goddard Road,<br>Ipswich | 0.4%                 | 1           | 0.0%                 | 0           | 0.0%                 | 0   | 0.0%                 | 0   | 0.0%                 | 0   | 0.0%   | 0           | 4.5%                 | 1   | 0.0%                 | 0   | 0.0%                 | 0           | 0.0%                 | 0     | 0.0%                 | 0   | 0.0%                 | 0           |               |
| Budgens, Bullock Fair Close,<br>Harleston                                     | 0.7%                 | 2           | 0.0%                 | 0           | 0.0%                 | 0   | 0.0%                 | 0   | 0.0%                 | 0   | 0.0%   | 0           | 0.0%                 | 0   | 0.0%                 | 0   | 0.0%                 | 0           | 0.0%                 | 0     | 0.0%                 | 0   | 10.0%                | 2           |               |
| Co-op, Ashfield Road,<br>Elmswell   | 0.4%                 | 1           | 0.0%                 | 0           | 5.0%                 | 1   | 0.0%                 | 0   | 0.0%                 | 0   | 0.0%   | 0           | 0.0%                 | 0   | 0.0%                 | 0   | 0.0%                 | 0           | 0.0%                 | 0     | 0.0%                 | 0   | 0.0%                 | 0           |               |
| Co-op, Combs Lane, Combs<br>Ford, Stowmarket                                  | 1.4%                 | 4           | 0.0%                 | 0           | 0.0%                 | 0   | 0.0%                 | 0   | 0.0%                 | 0   | 0.0%   | 0           | 0.0%                 | 0   | 0.0%                 | 0   | 13.3%                | 4           | 0.0%                 | 0     | 0.0%                 | 0   | 0.0%                 | 0           |               |
| Co-op, Hillside Road East,<br>Bungay  | 0.4%                 | 1           | 0.0%                 | 0           | 0.0%                 | 0   | 0.0%                 | 0   | 0.0%                 | 0   | 0.0%   | 0           | 0.0%                 | 0   | 0.0%                 | 0   | 0.0%                 | 0           | 0.0%                 | 0     | 0.0%                 | 0   | 5.0%                 | 1           |               |
| Co-op, London Road,<br>Harleston  | 0.7%                 | 2           | 0.0%                 | 0           | 0.0%                 | 0   | 0.0%                 | 0   | 0.0%                 | 0   | 0.0%   | 0           | 0.0%                 | 0   | 0.0%                 | 0   | 0.0%                 | 0           | 0.0%                 | 0     | 0.0%                 | 0   | 10.0%                | 2           |               |
| Co-op, Norwich Road,<br>Barham, Claydon                                       | 0.4%                 | 1           | 0.0%                 | 0           | 0.0%                 | 0   | 0.0%                 | 0   | 0.0%                 | 0   | 0.0%   | 0           | 0.0%                 | 0   | 7.1%                 | 1   | 0.0%                 | 0           | 0.0%                 | 0     | 0.0%                 | 0   | 0.0%                 | 0           |               |
| Co-op, Sheldrake Drive,<br>Ipswich  | 0.4%                 | 1           | 0.0%                 | 0           | 0.0%                 | 0   | 0.0%                 | 0   | 0.0%                 | 0   | 0.0%   | 0           | 0.0%                 | 0   | 7.1%                 | 1   | 0.0%                 | 0           | 0.0%                 | 0     | 0.0%                 | 0   | 0.0%                 | 0           |               |
| Co-op, The Street,<br>Rickinghall, Diss                                       | 0.4%                 | 1           | 0.0%                 | 0           | 0.0%                 | 0   | 0.0%                 | 0   | 0.0%                 | 0   | 0.0%   | 0           | 0.0%                 | 0   | 0.0%                 | 0   | 0.0%                 | 0           | 0.0%                 | 0     | 4.5%                 | 1   | 0.0%                 | 0           |               |
| Co-op, The Street, Woolpit Farmfoods, Barton Road,                            | 0.4%<br>0.7%         | 1 2         | 0.0%<br>0.0%         | 0           | 5.0%<br>10.0%        | 1 2 | 0.0%<br>0.0%         | 0   | 0.0%<br>0.0%         | 0   |        | 0           | 0.0%<br>0.0%         | 0   | 0.0%<br>0.0%         | 0   |                      | 0           | 0.0%<br>0.0%         | 0     | 0.0%<br>0.0%         | 0   | 0.0%<br>0.0%         | 0           |               |
| Bury St. Edmunds<br>Hollow Trees Farm Shop,                                   | 0.7%                 | 2           | 0.0%                 | 0           | 0.0%                 | 0   | 0.0%                 | 0   | 0.0%                 | 0   | 6.9%   | 2           | 0.0%                 | 0   | 0.0%                 | 0   | 0.0%                 | 0           | 0.0%                 | 0     | 0.0%                 | 0   | 0.0%                 | 0           |               |
| Semer, Ipswich<br>Iceland, High Street,                                       | 0.4%                 | 1           | 3.7%                 | 1           | 0.0%                 | 0   | 0.0%                 | 0   | 0.0%                 | 0   | 0.0%   | 0           | 0.0%                 | 0   | 0.0%                 | 0   | 0.0%                 | 0           | 0.0%                 | 0     | 0.0%                 | 0   | 0.0%                 | 0           |               |
| Haverhill<br>Iceland, North Street,   | 0.4%                 | 1           | 0.0%                 | 0           | 0.0%                 | 0   | 0.0%                 | 0   | 2.6%                 | 1   | 0.0%   | 0           | 0.0%                 | 0   | 0.0%                 | 0   | 0.0%                 | 0           | 0.0%                 | 0     | 0.0%                 | 0   | 0.0%                 | 0           |               |
| Sudbury Iceland, Taylors Square,  | 0.4%                 | 1           | 0.0%                 | 0           | 0.0%                 | 0   | 0.0%                 | 0   | 0.0%                 | 0   | 0.0%   | 0           | 0.0%                 | 0   | 0.0%                 | 0   | 0.0%                 | 0           | 0.0%                 | 0     | 0.0%                 | 0   | 5.0%                 | 1           |               |
| Beccles Lidl, Handford Road,  | 0.4%                 | 1           | 3.7%                 | 1           | 0.0%                 | 0   | 0.0%                 | 0   | 0.0%                 | 0   | 0.0%   | 0           | 0.0%                 | 0   | 0.0%                 | 0   | 0.0%                 | 0           | 0.0%                 | 0     | 0.0%                 | 0   | 0.0%                 | 0           |               |
| Ipswich<br>Local shops, Acton   | 0.4%                 | 1           | 0.0%                 | 0           |                      | 0   | 2.4%                 | 1   | 0.0%                 | 0   | 0.0%   | 0           | 0.0%                 | 0   | 0.0%                 | 0   | 0.0%                 | 0           | 0.0%                 | 0     | 0.0%                 | 0   | 0.0%                 | 0           |               |
| Local shops, Beccles Local shops, Bungay Local shops, Colon Engaine           | 0.4%<br>0.4%<br>0.4% | 1<br>1<br>1 | 0.0%<br>0.0%<br>3.7% | 0<br>0<br>1 | 0.0%<br>0.0%<br>0.0% | 0 0 | 0.0%<br>0.0%<br>0.0% | 0 0 | 0.0%<br>0.0%<br>0.0% | 0 0 |        | 0<br>0<br>0 | 0.0%<br>0.0%<br>0.0% | 0 0 | 0.0%<br>0.0%<br>0.0% | 0 0 | 0.0%<br>0.0%<br>0.0% | 0<br>0<br>0 | 0.0%<br>0.0%<br>0.0% | 0 0 0 | 0.0%<br>0.0%<br>0.0% | 0 0 | 5.0%<br>5.0%<br>0.0% | 1<br>1<br>0 |               |
| Local shops, Colne Engaine,   | 0.4%                 | 1           | 3.170                | 1           | 0.0%                 | U   | 0.0%                 | U   | 0.0%                 | U   | 0.0%   | U           | 0.0%                 | U   | 0.0%                 | U   | 0.0%                 | U           | 0.0%                 | U     | 0.0%                 | U   | 0.0%                 | U           |               |

|  |       |   |        |   |        |   |        |   |        | T, | or C  | ai ic | ı Ju  | lias |       |     |   |        |   |        |   |        |   |         |   | February 2015 |
|--|-------|---|--------|---|--------|---|--------|---|--------|----|-------|-------|-------|------|-------|-----|---|--------|---|--------|---|--------|---|---------|---|---------------|
|  | Total |   | Zone 1 |   | Zone 2 |   | Zone 3 |   | Zone 4 |    | Zone  | 5     | Zone  | 6    | Zon   | e 7 |   | Zone 8 | 1 | Zone 9 |   | Zone 1 | 0 | Zone 11 | Ĺ |               |
| Essex                                      |       |   |        |   |        |   |        |   |        |    |       |       |       |      |       |     |   |        |   |        |   |        |   |         |   |               |
| Local shops, Diss                          | 1.8%  | 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 | 22.7%  | 5 | 0.0%    | 0 |               |
| Local shops, East Bergholt                 | 0.7%  | 2 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%  | 0     | 9.1%  | 2    |       |     | 0 | 0.0%   | 0 |        | 0 | 0.0%   | 0 |         | 0 |               |
| Local shops, Elmswell                      | 0.7%  | 2 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%  | 0     | 0.0%  | 0    |       |     | 0 | 0.0%   |   | 10.5%  | 2 | 0.0%   | 0 |         | 0 |               |
| Local shops, Framlingham                   | 0.4%  | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%  | 0     | 0.0%  | 0    |       |     | 0 | 0.0%   | 0 |        | 0 | 0.0%   | 0 |         | 1 |               |
| Local shops, Fressingfield                 | 0.4%  | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%  | 0     | 0.0%  | 0    |       |     | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |         | 1 |               |
| Local shops, Glemsford                     | 0.7%  | 2 | 7.4%   | 2 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%  | 0     | 0.0%  | 0    |       |     | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |         | 0 |               |
| Local shops, Harleston                     | 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 | 0.0%   | 0 |         | 3 |               |
| Local shops, Ickworth                      | 0.4%  | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%  | 0     | 0.0%  | 0    | 0.0%  | )   | 0 | 0.0%   | 0 | 5.3%   | 1 | 0.0%   | 0 | 0.0%    | 0 |               |
| Local shops, Lawshall                      | 0.4%  | 1 | 0.0%   | 0 | 5.0%   | 1 | 0.0%   | 0 | 0.0%   | 0  | 0.0%  | 0     | 0.0%  | 0    | 0.0%  | )   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 |               |
| Local shops, Mendlesham                    | 0.4%  | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%  | 0     | 0.0%  | 0    | 0.0%  | ,   | 0 | 3.3%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 |               |
| Local shops, Mistley                       | 0.4%  | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%  | 0     | 4.5%  | 1    | 0.0%  | ,   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 |               |
| Local shops, Nayland                       | 0.4%  | 1 | 0.0%   | 0 | 0.0%   | 0 | 2.4%   | 1 | 0.0%   | 0  | 0.0%  | 0     | 0.0%  | 0    | 0.0%  | ,   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 |               |
| Local shops, Norwich                       | 0.4%  | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%  | 0     | 0.0%  | 0    | 7.1%  | ,   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 |               |
| Local shops, Old Newton                    | 0.4%  | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%  | 0     | 0.0%  | 0    | 0.0%  | )   | 0 | 3.3%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 |               |
| Local shops, Pulham St.                    | 0.4%  | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%  | 0     | 0.0%  | 0    | 0.0%  | )   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 5.0%    | 1 |               |
| Mary                                       |       |   |        |   |        |   |        |   |        |    |       |       |       |      |       |     |   |        |   |        |   |        |   |         |   |               |
| Local shops, Rickinghall                   | 0.7%  | 2 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%  | 0     | 0.0%  | 0    |       |     | 0 | 0.0%   | 0 | 0.0%   | 0 | 9.1%   | 2 |         | 0 |               |
| Local shops, Rougham                       | 0.4%  | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%  | 0     | 0.0%  | 0    |       |     | 0 | 0.0%   | 0 | 5.3%   | 1 | 0.0%   | 0 |         | 0 |               |
| Local shops, Semer                         | 0.4%  | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 3.4%  | 1     | 0.0%  | 0    |       |     | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |         | 0 |               |
| Local shops, Stradbroke                    | 0.7%  | 2 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%  | 0     | 0.0%  | 0    |       |     | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |         | 2 |               |
| Local shops, Thorndon                      | 0.4%  | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%  | 0     | 0.0%  | 0    |       |     | 0 | 0.0%   | 0 |        | 0 | 4.5%   | 1 | 0.0%    | 0 |               |
| Local shops, Woodbridge                    | 0.4%  | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%  | 0     | 0.0%  | 0    |       |     | 1 | 0.0%   | 0 |        | 0 | 0.0%   | 0 |         | 0 |               |
| Local shops, Woolpit                       | 0.7%  | 2 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%  | 0     | 0.0%  | 0    |       |     | 0 | 0.0%   | 0 |        | 2 | 0.0%   | 0 |         | 0 |               |
| Marks & Spencer Simply                     | 0.4%  | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%  | 0     | 0.0%  | 0    | 0.0%  | )   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 5.0%    | 1 |               |
| Food, Sweetbriar Retail                    |       |   |        |   |        |   |        |   |        |    |       |       |       |      |       |     |   |        |   |        |   |        |   |         |   |               |
| Park, Norwich                              |       |   |        |   |        |   |        |   |        |    |       |       |       |      |       |     |   |        |   |        |   |        |   |         |   |               |
| Marks & Spencer,                           | 2.1%  | 6 | 0.0%   | 0 | 5.0%   | 1 | 2.4%   | 1 | 0.0%   | 0  | 0.0%  | 0     | 0.0%  | 0    | 0.0%  | )   | 0 | 0.0%   | 0 | 21.1%  | 4 | 0.0%   | 0 | 0.0%    | 0 |               |
| Buttermarket, Bury St.                     |       |   |        |   |        |   |        |   |        |    |       |       |       |      |       |     |   |        |   |        |   |        |   |         |   |               |
| Edmunds                                    | 0.70/ | 2 | 0.00/  | 0 | 0.00/  | 0 | 0.00/  | 0 | 0.00/  | 0  | 0.00/ | 0     | 0.00/ | 0    | 0.00/ |     | 0 | 2.20/  |   | F 20/  |   | 0.00/  | 0 | 0.00/   | 0 |               |
| Sainsbury's, Bedingfeld                    | 0.7%  | 2 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%  | 0     | 0.0%  | 0    | 0.0%  | )   | 0 | 3.3%   | 1 | 5.3%   | 1 | 0.0%   | 0 | 0.0%    | 0 |               |
| Way, Bury St. Edmunds                      | 0.40/ | 1 | 2.70/  | 1 | 0.00/  | 0 | 0.00/  | 0 | 0.00/  | 0  | 0.00/ | 0     | 0.00/ | 0    | 0.00/ |     | 0 | 0.00/  | 0 | 0.00/  | 0 | 0.00/  | 0 | 0.00/   | 0 |               |
| Sainsbury's, High Street,                  | 0.4%  | 1 | 3.7%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%  | 0     | 0.0%  | 0    | 0.0%  | )   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 |               |
| Halstead                                   | 0.4%  | 1 | 3.7%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%  | 0     | 0.0%  | 0    | 0.0%  |     | Λ | 0.00/  | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.00/   | 0 |               |
| Sainsbury's, Western<br>Approach, Stanway, | 0.470 | 1 | 3.770  | 1 | 0.0%   | U | 0.0%   | 0 | 0.0%   | U  | 0.0%  | U     | 0.070 | 0    | 0.070 | )   | 0 | 0.0%   | U | 0.0%   | 0 | 0.0%   | U | 0.0%    | U |               |
| Colchester                                 |       |   |        |   |        |   |        |   |        |    |       |       |       |      |       |     |   |        |   |        |   |        |   |         |   |               |
| Tesco Express, Bramford                    | 0.4%  | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%  | 0     | 4.5%  | 1    | 0.0%  |     | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 |               |
| Road, Ipswich                              | 0.470 | 1 | 0.070  | U | 0.070  | U | 0.070  | U | 0.070  | U  | 0.070 | U     | 7.570 | 1    | 0.070 | '   | U | 0.070  | U | 0.070  | U | 0.070  | U | 0.070   | U |               |
| Tesco Express, Cornhill,                   | 0.4%  | 1 | 0.0%   | 0 | 5.0%   | 1 | 0.0%   | 0 | 0.0%   | 0  | 0.0%  | 0     | 0.0%  | 0    | 0.0%  |     | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 |               |
| Bury St. Edmunds                           | 0.470 | 1 | 0.070  | U | 3.070  | 1 | 0.070  | Ü | 0.070  | Ü  | 0.070 | O     | 0.070 | Ü    | 0.070 |     | U | 0.070  | U | 0.070  | Ü | 0.070  | Ü | 0.070   | Ü |               |
| Tesco Express, Norwich                     | 0.4%  | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%  | 0     | 0.0%  | 0    | 7.1%  | ,   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 |               |
| Road, Ipswich                              | 3.170 | • | 0.070  | J | 0.070  | 0 | 0.070  | Ü | 0.070  | 0  | 0.070 | Ü     | 3.070 | 3    | /0    |     | - | 0.070  | Ü | 0.070  | 0 | 0.070  | 0 | 0.070   | , |               |
| Tesco Express, Stamford                    | 0.4%  | 1 | 0.0%   | 0 | 5.0%   | 1 | 0.0%   | 0 | 0.0%   | 0  | 0.0%  | 0     | 0.0%  | 0    | 0.0%  | ,   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 |               |
| Court, Horringer Road,                     |       | - |        | - |        | - |        | - |        | -  |       | -     |       | ,    |       |     | - |        | - |        | - |        | _ |         | - |               |
| Bury St. Edmunds                           |       |   |        |   |        |   |        |   |        |    |       |       |       |      |       |     |   |        |   |        |   |        |   |         |   |               |
| Tesco Extra, Copdock                       | 1.1%  | 3 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 2.6%   | 1  | 0.0%  | 0     | 4.5%  | 1    | 7.1%  | ,   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 |               |
| •  |       |   |        |   |        |   |        |   |        |    |       |       |       |      |       |     |   |        |   |        |   |        |   |         |   |               |

by Zone - SFT's Filtered

# Babergh & Mid Suffolk Household Survey For Carter Jonas

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|                      | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | Zone 10 | Zone 11 |
|----------------------|-------|--------|--------|--------|--------|--------|--------|--------|--------|--------|---------|---------|
| Interchange, Ipswich |       |        |        |        |        |        |        |        |        |        |         |         |
| Base:                | 283   | 27     | 20     | 41     | 39     | 29     | 22     | 14     | 30     | 19     | 22      | 20      |

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|   | Tota  | ıl     | Zone     | 1     | Zone      | 2    | Zone   | 3    | Zone      | 4      | Zone     | 5      | Zone    | 6     | Zone     | 7     | Zone       | 3      | Zone 9  | 9     | Zone 1   | 0     | Zone 1    | 1         |                  |
|---|-------|--------|----------|-------|-----------|------|--------|------|-----------|--------|----------|--------|---------|-------|----------|-------|------------|--------|---------|-------|----------|-------|-----------|-----------|------------------|
|   |       |        |          |       |           |      |        |      |           |        |          |        |         |       |          |       |            |        |         |       |          |       |           |           |                  |
| Q10 In which ONE town<br>clothing and footw<br>Excl Nulls & SFT               |       | freest | anding s | store | or retail | park | do you | do m | ost of yo | our ho | ouseholo | d's sh | nopping | for m | ien's, w | omen' | 's, childr | en's a | and bab | y clo | thing an | d foo | twear (fa | shion ite | ems - not sports |
| Tesco Extra, Copdock<br>Interchange, Ipswich                                  | 0.4%  | 4      | 0.0%     | 0     | 0.0%      | 0    | 0.0%   | 0    | 0.0%      | 0      | 0.0%     | 0      | 4.9%    | 4     | 0.0%     | 0     | 0.0%       | 0      | 0.0%    | 0     | 0.0%     | 0     | 0.0%      | 0         |                  |
| Copdock Mill Interchange,<br>Ipswich  | 0.1%  | 1      | 0.0%     | 0     | 0.0%      | 0    | 0.0%   | 0    | 0.0%      | 0      | 1.3%     | 1      | 0.0%    | 0     | 0.0%     | 0     | 0.0%       | 0      | 0.0%    | 0     | 0.0%     | 0     | 0.0%      | 0         |                  |
| Woodhall Business Park,<br>Drury Drive, Sudbury                               | 0.1%  | 1      | 1.3%     | 1     | 0.0%      | 0    | 0.0%   | 0    | 0.0%      | 0      | 0.0%     | 0      |         | 0     | 0.0%     | 0     | 0.0%       | 0      | 0.0%    | 0     | 0.0%     | 0     | 0.0%      | 0         |                  |
| Braintree   | 1.2%  | 11     | 6.3%     | 5     | 0.0%      | 0    | 1.2%   | 1    | 2.3%      | 2      | 1.3%     | 1      | 1.2%    | 1     | 1.2%     | 1     | 0.0%       | 0      | 0.0%    | 0     | 0.0%     | 0     | 0.0%      | 0         |                  |
| Bury St Edmunds   | 32.7% | 294    | 34.2%    | 27    | 82.9%     | 68   | 44.7%  | 38   | 29.5%     |        | 11.5%    | 9      | 1.2%    | 1     | 11.9%    | 10    |            | 26     | 85.3%   | 64    | 27.2%    | 22    | 3.5%      | 3         |                  |
| Colchester  | 8.0%  | 72     |          | 22    | 0.0%      | 0    | 22.4%  | 19   | 15.9%     | 14     | 5.1%     | 4      |         | 13    | 0.0%     | 0     | 0.0%       | 0      | 0.0%    | 0     | 0.0%     | 0     | 0.0%      | 0         |                  |
| Eye   | 0.2%  | 2      |          | 0     | 0.0%      | 0    | 0.0%   | 0    | 0.0%      | 0      | 0.0%     | 0      | 0.0%    | 0     | 0.0%     | 0     | 0.0%       | 0      | 0.0%    | 0     | 2.5%     | 2     | 0.0%      | 0         |                  |
| Hadleigh  | 0.3%  | 3      | 0.0%     | 0     | 0.0%      | 0    | 0.0%   | 0    | 0.0%      | 0      | 1.3%     | 1      | 1.2%    | 1     | 1.2%     | 1     | 0.0%       | 0      | 0.0%    | 0     | 0.0%     | 0     | 0.0%      | 0         |                  |
| Halstead  | 0.1%  | 1      | 0.0%     | 0     | 0.0%      | 0    | 0.0%   | 0    | 0.0%      | 0      | 0.0%     | 0      | 0.0%    | 0     | 0.0%     | 0     | 0.0%       | 0      | 0.0%    | 0     | 0.0%     | 0     | 1.2%      | 1         |                  |
| Haverhill   | 0.1%  | 1      | 1.3%     | 1     | 0.0%      | 0    | 0.0%   | 0    | 0.0%      | 0      | 0.0%     | 0      | 0.0%    | 0     | 0.0%     | 0     | 0.0%       | 0      | 0.0%    | 0     | 0.0%     | 0     | 0.0%      | 0         |                  |
| Ipswich   | 25.7% | 231    | 0.0%     | 0     | 1.2%      | 1    | 5.9%   | 5    | 3.4%      | 3      | 70.5%    | 55     | 59.8%   | 49    | 66.7%    | 56    | 40.7%      | 33     | 1.3%    | 1     | 23.5%    | 19    | 10.6%     | 9         |                  |
| Long Melford  | 0.2%  | 2      | 0.0%     | 0     | 1.2%      | 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         |                  |
| Needham Market  | 0.1%  | 1      | 0.0%     | 0     | 0.0%      | 0    | 0.0%   | 0    | 0.0%      | 0      | 0.0%     | 0      | 0.0%    | 0     | 1.2%     | 1     | 0.0%       | 0      | 0.0%    | 0     | 0.0%     | 0     | 0.0%      | 0         |                  |
| Stowmarket  | 3.7%  | 33     | 0.0%     | 0     | 2.4%      | 2    | 0.0%   | 0    | 0.0%      | 0      | 1.3%     | 1      | 0.0%    | 0     | 4.8%     | 4     | 22.2%      | 18     | 8.0%    | 6     | 2.5%     | 2     | 0.0%      | 0         |                  |
| Sudbury   | 8.1%  | 73     | 17.7%    | 14    | 2.4%      | 2    | 20.0%  | 17   | 40.9%     | 36     | 3.8%     | 3      | 1.2%    | 1     | 0.0%     | 0     | 0.0%       | 0      | 0.0%    | 0     | 0.0%     | 0     | 0.0%      | 0         |                  |
| Street Market in Stowmarket   | 0.1%  | 1      | 0.0%     | 0     | 0.0%      | 0    | 0.0%   | 0    | 0.0%      | 0      | 0.0%     | 0      | 0.0%    | 0     | 0.0%     | 0     | 1.2%       | 1      | 0.0%    | 0     | 0.0%     | 0     | 0.0%      | 0         |                  |
| Street Market in Sudbury  | 0.2%  | 2      | 1.3%     | 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         |                  |
| Abroad  | 0.1%  | 1      | 0.0%     | 0     | 1.2%      | 1    | 0.0%   | 0    | 0.0%      | 0      | 0.0%     | 0      | 0.0%    | 0     | 0.0%     | 0     | 0.0%       | 0      | 0.0%    | 0     | 0.0%     | 0     | 0.0%      | 0         |                  |
| Asda Superstore,<br>Whitehouse Industrial<br>Estate, Goddard Road,<br>Ipswich | 0.1%  | 1      | 0.0%     | 0     | 0.0%      | 0    | 0.0%   | 0    | 0.0%      | 0      | 1.3%     | 1      | 0.0%    | 0     | 0.0%     | 0     | 0.0%       | 0      | 0.0%    | 0     | 0.0%     | 0     | 0.0%      | 0         |                  |
| Beccles   | 0.1%  | 1      | 0.0%     | 0     | 0.0%      | 0    | 0.0%   | 0    | 0.0%      | 0      | 0.0%     | 0      | 0.0%    | 0     |          | 0     | 0.0%       | 0      | 0.0%    | 0     |          | 0     | 1.2%      | 1         |                  |
| Cambridge   | 1.6%  | 14     | 3.8%     | 3     | 7.3%      | 6    | 1.2%   | 1    | 2.3%      | 2      | 0.0%     | 0      | 0.0%    | 0     | 1.2%     | 1     | 0.0%       | 0      | 1.3%    | 1     | 0.0%     | 0     | 0.0%      | 0         |                  |
| Central London  | 0.7%  | 6      |          | 0     | 0.0%      | 0    | 1.2%   | 1    | 0.0%      | 0      | 1.3%     | 1      | 2.4%    | 2     |          | 0     | 0.0%       | 0      | 0.0%    | 0     | 0.0%     | 0     | 2.4%      | 2         |                  |
| Chelmsford  | 0.3%  | 3      | 2.5%     | 2     | 0.0%      | 0    | 0.0%   | 0    | 0.0%      | 0      | 0.0%     | 0      | 1.2%    | 1     | 0.0%     | 0     | 0.0%       | 0      | 0.0%    | 0     | 0.0%     | 0     | 0.0%      | 0         |                  |
| Diss  | 1.9%  | 17     | 0.0%     | 0     | 0.0%      | 0    | 0.0%   | 0    | 0.0%      | 0      | 0.0%     | 0      | 0.0%    | 0     | 0.0%     | 0     | 0.0%       | 0      | 0.0%    | 0     |          | 9     | 9.4%      | 8         |                  |
| Exeter  | 0.1%  | 1      | 0.0%     | 0     | 0.0%      | 0    | 1.2%   | 1    | 0.0%      | 0      | 0.0%     | 0      | 0.0%    | 0     | 0.0%     | 0     | 0.0%       | 0      | 0.0%    | 0     | 0.0%     | 0     | 0.0%      | 0         |                  |
| Felixstowe  | 0.7%  | 6      |          | 0     | 0.0%      | 0    | 0.0%   | 0    | 0.0%      | 0      | 1.3%     | 1      | 4.9%    | 4     | 1.2%     | 1     | 0.0%       | 0      | 0.0%    | 0     | 0.0%     | 0     | 0.0%      | 0         |                  |
| Framlingham   | 0.1%  | 1      | 0.0%     | 0     | 0.0%      | 0    | 0.0%   | 0    | 0.0%      | 0      | 0.0%     | 0      | 0.0%    | 0     | 1.2%     | 1     | 0.0%       | 0      | 0.0%    | 0     | 0.0%     | 0     | 0.0%      | 0         |                  |
| Great Yarmouth  | 0.2%  | 2      | 0.0%     | 0     | 0.0%      | 0    | 0.0%   | 0    | 0.0%      | 0      | 0.0%     | 0      | 0.0%    | 0     | 0.0%     | 0     | 0.0%       | 0      | 0.0%    | 0     | 1.2%     | 1     | 1.2%      | 1         |                  |
| Greenhithe  | 0.1%  | 1      | 1.3%     | 1     | 0.0%      | 0    | 0.0%   | 0    | 0.0%      | 0      | 0.0%     | 0      | 0.0%    | 0     | 0.0%     | 0     | 0.0%       | 0      | 0.0%    | 0     | 0.0%     | 0     | 0.0%      | 0         |                  |
| Harleston   | 0.4%  | 4      | 0.0%     | 0     | 0.0%      | 0    | 0.0%   | 0    | 0.0%      | 0      | 0.0%     | 0      | 0.0%    | 0     | 0.0%     | 0     | 0.0%       | 0      | 0.0%    | 0     | 0.0%     | 0     | 4.7%      | 4         |                  |
| Lowestoft   | 0.2%  | 2      |          | 0     | 0.0%      | 0    | 0.0%   | 0    | 0.0%      | 0      | 0.0%     | 0      | 0.0%    | 0     | 0.0%     | 0     | 0.0%       | 0      | 0.0%    | 0     | 0.0%     | 0     | 2.4%      | 2         |                  |
| Martlesham  | 0.1%  | 1      | 0.0%     | 0     | 0.0%      | 0    | 0.0%   | 0    | 0.0%      | 0      | 0.0%     | 0      | 0.0%    | 0     | 1.2%     | 1     | 0.0%       | 0      | 0.0%    | 0     | 0.0%     | 0     | 0.0%      | 0         |                  |
| Newmarket   | 0.1%  | 1      | 0.0%     | 0     | 0.0%      | 0    | 0.0%   | 0    | 0.0%      | 0      | 0.0%     | 0      | 1.2%    | 1     | 0.0%     | 0     | 0.0%       | 0      | 0.0%    | 0     | 0.0%     | 0     | 0.0%      | 0         |                  |
| Norwich   | 10.2% | 92     | 0.0%     | 0     | 1.2%      | 1    | 0.0%   | 0    | 0.0%      | 0      | 0.0%     | 0      | 2.4%    | 2     | 6.0%     | 5     | 3.7%       | 3      | 4.0%    | 3     | 29.6%    | 24    | 63.5%     | 54        |                  |
| Ransomes Euro Retail Park,<br>Central Avenue, Ipswich                         | 0.1%  | 1      | 0.0%     | 0     | 0.0%      | 0    | 0.0%   | 0    | 0.0%      | 0      | 0.0%     | 0      | 1.2%    | 1     | 0.0%     | 0     | 0.0%       | 0      | 0.0%    | 0     | 0.0%     | 0     | 0.0%      | 0         |                  |
| Sainsbury's, Cornard Road,  | 0.3%  | 3      | 0.0%     | 0     | 0.0%      | 0    | 2.4%   | 2    | 1.1%      | 1      | 0.0%     | 0      | 0.0%    | 0     | 0.0%     | 0     | 0.0%       | 0      | 0.0%    | 0     | 0.0%     | 0     | 0.0%      | 0         |                  |

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### Babergh & Mid Suffolk Household Survey For Carter Jonas

|                            | Total |     | Zone | 1  | Zone 2 | 2  | Zone : | 3  | Zone 4 |    | Zone : | 5  | Zone 6 |    | Zone ' | 7  | Zone 8 | 3  | Zone 9 | )  | Zone 1 | 0  | Zone 1 | 1  |  |
|----------------------------|-------|-----|------|----|--------|----|--------|----|--------|----|--------|----|--------|----|--------|----|--------|----|--------|----|--------|----|--------|----|--|
|                            |       |     |      |    |        |    |        |    |        |    |        |    |        |    |        |    |        |    |        |    |        |    |        |    |  |
| Sudbury                    |       |     |      |    |        |    |        |    |        |    |        |    |        |    |        |    |        |    |        |    |        |    |        |    |  |
| Stradbroke                 | 0.1%  | 1   | 1.3% | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |  |
| Street market in Diss      | 0.1%  | 1   | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 1.2%   | 1  | 0.0%   | 0  |  |
| Tesco Superstore, Woodhall | 0.2%  | 2   | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 2.3%   | 2  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |  |
| Business Park,             |       |     |      |    |        |    |        |    |        |    |        |    |        |    |        |    |        |    |        |    |        |    |        |    |  |
| Springlands Way, Sudbury   |       |     |      |    |        |    |        |    |        |    |        |    |        |    |        |    |        |    |        |    |        |    |        |    |  |
| Thetford                   | 0.1%  | 1   | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 1.2%   | 1  | 0.0%   | 0  |  |
| West Thurrock              | 0.1%  | 1   | 1.3% | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |  |
| Voodbridge                 | 0.3%  | 3   | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 1.2%   | 1  | 2.4%   | 2  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |  |
| Base:                      |       | 900 |      | 79 |        | 82 |        | 85 |        | 88 |        | 78 |        | 82 |        | 84 |        | 81 |        | 75 |        | 81 |        | 85 |  |

Q10AWhich internet / home delivery retailer do you also use for your household's shopping for men's, women's, children's and baby clothing and footwear (fashion items - not sports clothing and footwear)?

Those who do most of their clothing and footwear via the Internet at Q10: AND Excl Nulls & SFT

| Amazon          | 6.8%  | 7   | 7.7%  | 1  | 20.0% | 1 | 0.0%  | 0 | 18.2% | 2  | 10.09 | % | 1  | 11.1% | 1 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 14.3% | 1 |
|-----------------|-------|-----|-------|----|-------|---|-------|---|-------|----|-------|---|----|-------|---|-------|---|-------|----|-------|----|-------|----|-------|---|
| Asda            | 1.0%  | 1   | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | (  | 0.09  | % | 0  | 0.0%  | 0 | 0.0%  | 0 | 10.0% | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Debenhams       | 4.9%  | 5   | 7.7%  | 1  | 0.0%  | 0 | 11.1% | 1 | 9.1%  | 1  | 10.09 | % | 1  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 10.0% | 1  | 0.0%  | 0 |
| Ebay            | 2.9%  | 3   | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | (  | 10.09 | % | 1  | 11.1% | 1 | 0.0%  | 0 | 0.0%  | 0  | 9.1%  | 1  | 0.0%  | 0  | 0.0%  | 0 |
| Ebuyer          | 1.0%  | 1   | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | (  | 0.09  | % | 0  | 0.0%  | 0 | 0.0%  | 0 | 10.0% | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| John Lewis      | 2.9%  | 3   | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 9.1%  | 1  | 0.09  | % | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 9.1%  | 1  | 10.0% | 1  | 0.0%  | 0 |
| Littlewoods     | 1.0%  | 1   | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | (  | 0.09  | % | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 10.0% | 1  | 0.0%  | 0 |
| Marks & Spencer | 16.5% | 17  | 15.4% | 2  | 0.0%  | 0 | 11.1% | 1 | 0.0%  | (  | 30.09 | % | 3  | 22.2% | 2 | 25.0% | 2 | 20.0% | 2  | 0.0%  | 0  | 40.0% | 4  | 14.3% | 1 |
| Next            | 11.7% | 12  | 0.0%  | 0  | 20.0% | 1 | 22.2% | 2 | 0.0%  | (  | 0.09  | % | 0  | 11.1% | 1 | 0.0%  | 0 | 30.0% | 3  | 18.2% | 2  | 10.0% | 1  | 28.6% | 2 |
| Sainsbury's     | 1.0%  | 1   | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | (  | 0.09  | % | 0  | 0.0%  | 0 | 12.5% | 1 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Tesco           | 1.9%  | 2   | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 9.1%  | 1  | 0.09  | % | 0  | 11.1% | 1 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Other           | 35.0% | 36  | 38.5% | 5  | 40.0% | 2 | 11.1% | 1 | 45.5% | 5  | 20.09 | % | 2  | 33.3% | 3 | 50.0% | 4 | 30.0% | 3  | 54.5% | 6  | 20.0% | 2  | 42.9% | 3 |
| Cotton Traders  | 5.8%  | 6   | 15.4% | 2  | 20.0% | 1 | 22.2% | 2 | 0.0%  | (  | 0.09  | % | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 9.1%  | 1  | 0.0%  | 0  | 0.0%  | 0 |
| Hotter Shoes    | 4.9%  | 5   | 7.7%  | 1  | 0.0%  | 0 | 11.1% | 1 | 9.1%  | 1  | 20.09 | % | 2  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Very            | 2.9%  | 3   | 7.7%  | 1  | 0.0%  | 0 | 11.1% | 1 | 0.0%  | (  | 0.09  | % | 0  | 0.0%  | 0 | 12.5% | 1 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Base:           |       | 103 |       | 13 |       | 5 |       | 9 |       | 11 |       |   | 10 |       | 9 |       | 8 |       | 10 |       | 11 |       | 10 |       | 7 |

| For Carter Jonas   |       |     |       |    |       |    |       |    |       |    |        |    |       | February 2015 |        |    |        |    |        |    |        |    |        |    |  |
|--|-------|-----|-------|----|-------|----|-------|----|-------|----|--------|----|-------|---------------|--------|----|--------|----|--------|----|--------|----|--------|----|--|
|  | Tota  | ıl  | Zone  | 1  | Zone  | 2  | Zone  | 3  | Zone  | 4  | Zone : | 5  | Zone  | 6             | Zone 7 | 7  | Zone 8 | ;  | Zone 9 | )  | Zone 1 | 0  | Zone 1 | 1  |  |
| Q11 How do you normally travel to (STORE OR CENTRE MENTIONED AT Q10)?  Those who buy clothing and footwear (excluding via the Internet) at Q10:  Cor / vor (or driver) 72.7% 654.78.5% 62.82.9% 68.71.8% 61.53.4% 47.71.8% 56.65.9% 54.77.4% 65.71.6% 58.80.0% 60.60.1% 56.78.8% 67. |       |     |       |    |       |    |       |    |       |    |        |    |       |               |        |    |        |    |        |    |        |    |        |    |  |
| Car / van (as driver)  | 72.7% | 654 | 78.5% | 62 | 82.9% | 68 | 71.8% | 61 | 53.4% | 47 | 71.8%  | 56 | 65.9% | 54            | 77.4%  | 65 | 71.6%  | 58 | 80.0%  | 60 | 69.1%  | 56 | 78.8%  | 67 |  |
| Car / van (as passenger)   | 10.3% | 93  | 7.6%  | 6  | 9.8%  | 8  | 10.6% | 9  | 11.4% | 10 | 7.7%   | 6  | 8.5%  | 7             | 7.1%   | 6  | 16.0%  | 13 | 14.7%  | 11 | 14.8%  | 12 | 5.9%   | 5  |  |
| Bus, minibus or coach  | 10.6% | 95  | 10.1% | 8  | 6.1%  | 5  | 12.9% | 11 | 13.6% | 12 | 16.7%  | 13 | 14.6% | 12            | 10.7%  | 9  | 6.2%   | 5  | 5.3%   | 4  | 12.3%  | 10 | 7.1%   | 6  |  |
| Using park & ride facility   | 2.0%  | 18  | 0.0%  | 0  | 1.2%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 2.6%   | 2  | 6.1%  | 5             | 3.6%   | 3  | 2.5%   | 2  | 0.0%   | 0  | 2.5%   | 2  | 3.5%   | 3  |  |
| Motorcycle, scooter or moped   | 0.1%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 1.2%  | 1             | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |  |
| Walk   | 3.0%  | 27  | 1.3%  | 1  | 0.0%  | 0  | 2.4%  | 2  | 21.6% | 19 | 0.0%   | 0  | 0.0%  | 0             | 0.0%   | 0  | 3.7%   | 3  | 0.0%   | 0  | 1.2%   | 1  | 1.2%   | 1  |  |
| Taxi   | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0             | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |  |
| Train  | 1.1%  | 10  | 1.3%  | 1  | 0.0%  | 0  | 2.4%  | 2  | 0.0%  | 0  | 1.3%   | 1  | 3.7%  | 3             | 1.2%   | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 2.4%   | 2  |  |
| Bicycle  | 0.2%  | 2   | 1.3%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0             | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 1.2%   | 1  |  |
| Mobility scooter / wheelchair  | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0             | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |  |
| Other  | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0             | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |  |
| (Don't know)   | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0             | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |  |
| Base:  |       | 900 |       | 79 |       | 82 |       | 85 |       | 88 |        | 78 |       | 82            |        | 84 |        | 81 |        | 75 |        | 81 |        | 85 |  |

Total Zone 2 Zone 7 Zone 9 Zone 10 Zone 11 Zone 1 Zone 3 Zone 4 Zone 5 Zone 6 Zone 8 Q12 Where do you normally do most of your household's shopping for recording media for pictures and sound (e.g. records, pre-recorded and unrecorded CDs & DVDs, unexposed films for photographic use, etc.) (Excluding video games)? Excl Nulls & SFT Currys PC World, London 0.7% 0.0% 0.0% 0.0% 2.7% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 2 0 0 0 1 5.6% 1 0 0.0% Road / Copdock Interchange, Ipswich Tesco Extra, Copdock 2.6% 7 0.0% 0 0.0% 0 0.0% 0 0.0% 0 5.6% 1 16.0% 4 9.5% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Interchange, Ipswich Woodhall Business Park. 0.7% 2 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 0.0% 0 Drury Drive, Sudbury Bury St Edmunds 28.1% 76 23.1% 6 95.8% 23 17.9% 5 18.9% 0.0% 0.0% 0 4.8% 1 16.0% 4 80.0% 24 35.3% 6 0.0% Colchester 5.6% 15 30.8% 8 0.0% 0 10.7% 0.0% 0 3 0.0% 0 0.0% 0.0% 0 0.0% 0 3 5.6% 1 12.0% 0 0 0.0% 0 0.0% 0.0% 0 Eye 0.4% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0 0.0% 0 5.9% 0.0% Hadleigh 2.2% 6 0.0% 0 0.0% 0 3.6% 0.0% 0 22.2% 4 4.0% 1 0.0% 0 0.0% 0.0% 0.0% 0 0.0% 0 0.7% 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 Haverhill 7.7% 0 0 0.0% 0 0 0 Ipswich 18.1% 49 0.0% 0 0.0% 0 0.0% 0 5.4% 2 50.0% 9 64.0% 16 57.1% 12 20.0% 0.0% 0 23.5% 4 5.3% 5 0 0 Stowmarket 10.0% 27 0.0% 0 4.2% 1 0.0% 0 0.0% 0 5.6% 1 0.0% 14.3% 3 64.0% 16 16.7% 5 5.9% 1 0.0% Sudbury 14.1% 38 26.9% 7 0.0% 0 39.3% 11 51.4% 19 5.6% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Aldi, Girling Street, Sudbury 0.4% 0.0% 0 0.0% 0.0% 2.7% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0.0% 0 0.0% 0 1 0 0 0 0 0 Asda Superstore. 0.4% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 4.0% 1 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% Whitehouse Industrial Estate, Goddard Road, Ipswich 0 0.0% 0.4% 0.0% 0.0% 0.0% 0.0% 0 0.0% 0 0.0% 0.0% 0 Beccles 1 0.0% 0 0 0 0 0.0% 0 5.3% 0 Cambridge 0.4% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 3.3% 0.0% 0 0.0% 0 3.0% 0.0% 0 0.0% 0.0% 0.0% 0 0.0% 0.0% 0.0% 5.9% 7 8 0 0 0.0% 0 0 0.0% 0 0 0 1 36.8% Diss 0 0 0 0 Martlesham 0.4% 1 0.0% 0.0% 0 0.0% 0 0.0% 0.0% 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 5.3% 1 2 0 2 0 Morrisons, Sproughton 0.7% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 9.5% 0.0% 0 0.0% 0 0.0% 0 0.0% Road, Ipswich Norwich 5.6% 15 3.8% 0.0% 0.0% 0 0.0% 0.0% 0 0.0% 0 4.8% 0.0% 0 0.0% 0 23.5% 4 47.4% 9 1 0 1 Sainsbury's, Cornard Road, 0.4% 1 0.0% 0 0.0% 0 3.6% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 Sudbury Tesco Superstore, Woodhall 3.3% 9 3.8% 0.0% 0 10.7% 3 13.5% 5 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 Business Park, Springlands Way, Sudbury Tesco, Woodhall Business 1.5% 0.0% 0 0.0% 0.0% 0 0 0 4 0 0.0% 0 14.3% 4 0.0% 0.0% 0 0.0% 0 0.0% 0.0% 0.0% Park, Springlands Way, Sudbury West Thurrock 0.4% 1 3.8% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0

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Base:

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#### Babergh & Mid Suffolk Household Survey For Carter Jonas

February 2015

Total Zone 1 Zone 2 Zone 3 Zone 4 Zone 5 Zone 6 Zone 7 Zone 8 Zone 9 Zone 10 Zone 11

Q12AWhich internet / home delivery retailer do you also use for your household's shopping for recording media for pictures and sound (e.g. records, pre-recorded and unrecorded CDs & DVDs, unexposed films for photographic use, etc.) (Excluding video games)?

Those who buy recording media products via the Internet at Q12: AND Excl Nulls & SFT

| Amazon   | 92.6% | 287 | 96.7% | 29 | 82.1% | 23 | 85.7% | 24 | 88.5% | 23 | 96.3% | 26 | 93.3% | 28 | 95.8% | 23 | 97.1% | 34 | 90.0% | 18 | 96.7% | 29 | 93.8% | 30 |
|----------|-------|-----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|
| Asda     | 0.6%  | 2   | 0.0%  | 0  | 0.0%  | 0  | 3.6%  | 1  | 0.0%  | 0  | 0.0%  | 0  |       | 0  | 0.0%  | 0  |       | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Ebay     | 1.6%  | 5   | 0.0%  | 0  | 7.1%  | 2  | 0.0%  | 0  | 3.8%  | 1  | 3.7%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 3.1%  | 1  |
| HMV      | 0.6%  | 2   | 0.0%  | 0  | 3.6%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 3.3%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Tesco    | 0.3%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 3.6%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Other    | 1.3%  | 4   | 0.0%  | 0  | 3.6%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 4.2%  | 1  | 0.0%  | 0  | 5.0%  | 1  | 0.0%  | 0  | 3.1%  | 1  |
| Itunes   | 1.3%  | 4   | 3.3%  | 1  | 0.0%  | 0  | 3.6%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 5.0%  | 1  | 3.3%  | 1  | 0.0%  | 0  |
| Play.com | 1.6%  | 5   | 0.0%  | 0  | 3.6%  | 1  | 3.6%  | 1  | 7.7%  | 2  | 0.0%  | 0  | 3.3%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Base:    |       | 310 |       | 30 |       | 28 |       | 28 |       | 26 |       | 27 |       | 30 |       | 24 |       | 35 |       | 20 |       | 30 |       | 32 |

|   | Tota      | l      | Zone      | 1     | Zone     | 2    | Zone      | 3     | Zone    | 4     | Zone     | 5      | Zone     | 6      | Zone     | 7       | Zone      | 8      | Zone 9    | )     | Zone 1 | 10     | Zone 1    | 1         |                 |
|---|-----------|--------|-----------|-------|----------|------|-----------|-------|---------|-------|----------|--------|----------|--------|----------|---------|-----------|--------|-----------|-------|--------|--------|-----------|-----------|-----------------|
| Q13 Where do you norm  Excl Nulls & SFT                                       | ally do r | nost ( | of your h | nouse | hold's s | hopp | ing for a | audio | visual, | photo | ographic | c, com | nputer i | tems ( | (such as | s stere | eos, radi | os, T\ | Vs, softw | vare, | camera | s, kin | dles, ipa | ads, tele | ephones, etc.)? |
| Currys PC World, London<br>Road / Copdock<br>Interchange, Ipswich             | 8.6%      | 54     | 0.0%      | 0     | 0.0%     | 0    | 3.3%      | 2     | 0.0%    | 0     | 38.3%    | 23     | 26.1%    | 12     | 23.7%    | 14      | 6.3%      | 3      | 0.0%      | 0     | 0.0%   | 0      | 0.0%      | 0         |                 |
| Currys, Shawlands Retail Park, Newton Road, Sudbury                           | 1.1%      | 7      | 0.0%      | 0     | 0.0%     | 0    | 1.6%      | 1     | 8.1%    | 5     | 0.0%     | 0      | 0.0%     | 0      | 1.7%     | 1       | 0.0%      | 0      | 0.0%      | 0     | 0.0%   | 0      | 0.0%      | 0         |                 |
| Feather & Black, Copdock<br>Interchange, Ipswich                              | 0.2%      | 1      | 0.0%      | 0     | 0.0%     | 0    | 0.0%      | 0     | 0.0%    | 0     | 0.0%     | 0      | 0.0%     | 0      | 0.0%     | 0       | 2.1%      | 1      | 0.0%      | 0     | 0.0%   | 0      | 0.0%      | 0         |                 |
| Tesco Extra, Copdock<br>Interchange, Ipswich                                  | 1.0%      | 6      | 0.0%      | 0     | 0.0%     | 0    | 0.0%      | 0     | 0.0%    | 0     | 3.3%     | 2      | 4.3%     | 2      | 1.7%     | 1       | 0.0%      | 0      | 0.0%      | 0     | 2.2%   | 1      | 0.0%      | 0         |                 |
| Copdock Mill Interchange,<br>Ipswich  | 2.7%      | 17     | 0.0%      | 0     | 0.0%     | 0    | 1.6%      | 1     | 3.2%    | 2     | 6.7%     | 4      | 6.5%     | 3      | 8.5%     | 5       | 0.0%      | 0      | 0.0%      | 0     | 4.3%   | 2      | 0.0%      | 0         |                 |
| Shawlands Retail Park,<br>Newton Road, Sudbury                                | 0.5%      | 3      | 1.5%      | 1     | 0.0%     | 0    | 1.6%      | 1     | 1.6%    | 1     | 0.0%     | 0      | 0.0%     | 0      | 0.0%     | 0       | 0.0%      | 0      | 0.0%      | 0     | 0.0%   | 0      | 0.0%      | 0         |                 |
| Woodhall Business Park,<br>Drury Drive, Sudbury                               | 0.5%      | 3      | 0.0%      | 0     |          | 0    | 4.9%      | 3     | 0.0%    | 0     |          | 0      | 0.0%     | 0      |          | 0       |           | 0      | 0.0%      | 0     | 0.0%   | 0      |           | 0         |                 |
| Braintree   | 0.2%      | 1      | 1.5%      | 1     | 0.0%     | 0    | 0.0%      | 0     | 0.0%    | 0     | 0.0%     | 0      | 0.0%     | 0      | 0.0%     | 0       | 0.0%      | 0      | 0.0%      | 0     | 0.0%   | 0      | 0.0%      | 0         |                 |
| Bury St Edmunds   | 22.2%     | 140    | 19.4%     | 13    | 85.7%    | 54   | 14.8%     | 9     | 11.3%   | 7     | 1.7%     | 1      | 0.0%     | 0      | 0.0%     | 0       | 10.4%     | 5      | 74.6%     | 44    | 13.0%  | 6      | 1.7%      | 1         |                 |
| Colchester  | 8.4%      | 53     | 40.3%     | 27    | 0.0%     | 0    | 23.0%     | 14    | 11.3%   | 7     | 0.0%     | 0      | 10.9%    | 5      | 0.0%     | 0       | 0.0%      | 0      | 0.0%      | 0     | 0.0%   | 0      | 0.0%      | 0         |                 |
| Debenham  | 0.2%      | 1      | 0.0%      | 0     | 0.0%     | 0    | 0.0%      | 0     | 0.0%    | 0     | 0.0%     | 0      | 0.0%     | 0      |          | 1       | 0.0%      | 0      | 0.0%      | 0     | 0.0%   | 0      | 0.0%      | 0         |                 |
| Hadleigh  | 1.3%      | 8      | 0.0%      | 0     | 0.0%     | 0    | 0.0%      | 0     | 0.0%    | 0     |          | 6      | 2.2%     | 1      |          | 1       | 0.0%      | 0      | 0.0%      | 0     | 0.0%   | 0      | 0.0%      | 0         |                 |
| Halstead  | 0.2%      | 1      | 0.0%      | 0     | 0.0%     | 0    | 1.6%      | 1     | 0.0%    | 0     |          | 0      | 0.0%     | 0      | 0.0,0    | 0       | 0.0%      | 0      | 0.0%      | 0     | 0.0%   | 0      | 0.0%      | 0         |                 |
| Haverhill   | 0.5%      | 3      | 4.5%      | 3     | 0.0%     | 0    | 0.0%      | 0     | 0.0%    | 0     | 0.0%     | 0      | 0.0%     | 0      |          | 0       | 0.0%      | 0      | 0.0%      | 0     | 0.0%   | 0      | 0.0%      | 0         |                 |
| Ipswich   | 13.8%     | 87     | 1.5%      | 1     | 0.0%     | 0    | 4.9%      | 3     | 1.6%    | 1     | 26.7%    | 16     | 47.8%    | 22     | 32.2%    | 19      | 31.3%     | 15     | 3.4%      | 2     | 15.2%  | 7      | 1.7%      | 1         |                 |
| Stowmarket  | 6.5%      | 41     | 0.0%      | 0     | 6.3%     | 4    | 0.0%      | 0     | 0.0%    | 0     | 1.7%     | 1      | 0.0%     | 0      | 13.6%    | 8       |           | 22     | 8.5%      | 5     | 2.2%   | 1      | 0.0%      | 0         |                 |
| Sudbury   | 11.9%     | 75     | 22.4%     | 15    | 3.2%     | 2    | 34.4%     |       | 54.8%   | 34    |          | 3      | 0.0%     | 0      |          | 0       | 0.0%      | 0      | 0.0%      | 0     | 0.0%   | 0      | 0.0%      | 0         |                 |
| Asda Superstore,<br>Whitehouse Industrial<br>Estate, Goddard Road,<br>Ipswich | 0.3%      | 2      | 0.0%      | 0     | 0.0%     | 0    | 0.0%      | 0     | 0.0%    | 0     | 1.7%     | 1      | 0.0%     | 0      | 1.7%     | 1       | 0.0%      | 0      | 0.0%      | 0     | 0.0%   | 0      | 0.0%      | 0         |                 |
| Botesdale   | 0.2%      | 1      | 0.0%      | 0     | 0.0%     | 0    | 0.0%      | 0     | 0.0%    | 0     | 0.0%     | 0      | 0.0%     | 0      |          | 0       |           | 0      | 0.0%      | 0     | 2.2%   | 1      | 0.0%      | 0         |                 |
| Cambridge   | 2.2%      | 14     | 7.5%      | 5     | 1.6%     | 1    | 0.0%      | 0     | 4.8%    | 3     |          | 0      | 0.0%     | 0      |          | 0       |           | 1      | 6.8%      | 4     | 0.0%   | 0      |           | 0         |                 |
| Central London  | 0.2%      | 1      | 0.0%      | 0     | 0.0%     | 0    | 1.6%      | 1     | 0.0%    | 0     |          | 0      | 0.0%     | 0      |          | 0       | 0.0%      | 0      | 0.0%      | 0     | 0.0%   | 0      | 0.0%      | 0         |                 |
| Clare   | 0.2%      | 1      | 1.5%      | 1     | 0.0%     | 0    | 0.0%      | 0     | 0.0%    | 0     | 0.0%     | 0      | 0.0%     | 0      |          | 0       | 0.0%      | 0      | 0.0%      | 0     | 0.0%   | 0      | 0.0%      | 0         |                 |
| Comet, Anglia Parkway<br>South, Bury Road, Ipswich                            | 0.2%      | 1      | 0.0%      | 0     | 0.0%     | 0    | 0.0%      | 0     | 0.0%    | 0     |          | 1      | 0.0%     | 0      | 0.0%     | 0       |           | 0      | 0.0%      | 0     | 0.0%   | 0      |           | 0         |                 |
| Diss  | 6.0%      | 38     | 0.0%      | 0     | 0.0%     | 0    | 0.0%      | 0     | 0.0%    | 0     |          | 0      | 0.0%     | 0      |          | 2       |           | 1      | 0.0%      |       | 43.5%  |        | 25.4%     | 15        |                 |
| Great Yarmouth  | 0.2%      | 1      | 0.0%      | 0     | 0.0%     | 0    | 0.0%      | 0     | 0.0%    | 0     |          | 0      | 0.0%     | 0      |          | 0       |           | 0      | 0.0%      | 0     | 0.0%   | 0      | 1.7%      | 1         |                 |
| Greenhithe  | 0.2%      | 1      | 0.0%      | 0     | 0.0%     | 0    | 1.6%      | 1     | 0.0%    | 0     |          | 0      | 0.0%     | 0      | ,.       | 0       |           | 0      | 0.0%      | 0     | 0.0%   | 0      | 0.0%      | 0         |                 |
| Halesworth  | 0.2%      | 1      | 0.0%      | 0     | 0.0%     | 0    | 0.0%      | 0     | 0.0%    | 0     |          | 0      | 0.0%     | 0      |          | 0       | 0.0%      | 0      | 0.0%      | 0     | 0.0%   | 0      | 1.7%      | 1         |                 |
| Harleston   | 0.6%      | 4      | 0.0%      | 0     | 0.0%     | 0    | 0.0%      | 0     | 0.0%    | 0     | 0.0%     | 0      | 0.0%     | 0      | 0.0%     | 0       | 0.0%      | 0      | 0.0%      | 0     | 0.0%   | 0      | 6.8%      | 4         |                 |
| John Lewis, Futura Park,<br>Ransomes Way, Crane<br>Boulevard, Ipswich         | 0.5%      | 3      | 0.0%      | 0     | 0.0%     | 0    | 1.6%      | 1     | 0.0%    | 0     | 1.7%     | 1      | 0.0%     | 0      | 1.7%     | 1       | 0.0%      | 0      | 0.0%      | 0     | 0.0%   | 0      | 0.0%      | 0         |                 |

|                            | Tota  | l   | Zone  | 1  | Zone 2 |    | Zone 3 | 3  | Zone 4 |    | Zone  | 5  | Zone  | 6  | Zoi  | ne 7 |    | Zone 8 | 3  | Zone 9 | )  | Zone ? | 10 | Zone  | 11 |
|----------------------------|-------|-----|-------|----|--------|----|--------|----|--------|----|-------|----|-------|----|------|------|----|--------|----|--------|----|--------|----|-------|----|
|                            |       |     |       |    |        |    |        |    |        |    |       |    |       |    |      |      |    |        |    |        |    |        |    |       |    |
| Lowestoft                  | 0.2%  | 1   | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.09 | 6    | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 1.7%  | 1  |
| Martlesham                 | 0.5%  | 3   | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.79 | 6    | 1  | 0.0%   | 0  | 1.7%   | 1  | 0.0%   | 0  | 1.7%  | 1  |
| Norwich                    | 7.5%  | 47  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 1.7%  | 1  | 0.0%  | 0  | 5.19 | 6    | 3  | 0.0%   | 0  | 3.4%   | 2  | 17.4%  | 8  | 55.9% | 33 |
| Ransomes Euro Retail Park, | 0.2%  | 1   | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 2.2%  | 1  | 0.09 | 6    | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  |
| Central Avenue, Ipswich    |       |     |       |    |        |    |        |    |        |    |       |    |       |    |      |      |    |        |    |        |    |        |    |       |    |
| Sainsbury's, Cornard Road, | 0.2%  | 1   | 0.0%  | 0  | 0.0%   | 0  | 1.6%   | 1  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.09 | 6    | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  |
| Sudbury                    |       |     |       |    |        |    |        |    |        |    |       |    |       |    |      |      |    |        |    |        |    |        |    |       |    |
| Tesco Superstore, Woodhall | 0.5%  | 3   | 0.0%  | 0  | 1.6%   | 1  | 0.0%   | 0  | 3.2%   | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.09 | 6    | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  |
| Business Park,             |       |     |       |    |        |    |        |    |        |    |       |    |       |    |      |      |    |        |    |        |    |        |    |       |    |
| Springlands Way, Sudbury   | 0.00  |     | 0.00/ |    | 0.004  |    | 4      |    | 0.004  |    | 0.00/ |    | 0.00/ |    |      | ,    | _  | 0.00/  |    | 0.00/  |    | 0.00/  |    | 0.00/ |    |
| Tesco, Woodhall Business   | 0.2%  | 1   | 0.0%  | 0  | 0.0%   | 0  | 1.6%   | 1  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.09 | 6    | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  |
| Park, Springlands Way,     |       |     |       |    |        |    |        |    |        |    |       |    |       |    |      |      |    |        |    |        |    |        |    |       |    |
| Sudbury                    | 0.20/ |     | 0.00/ | 0  | 0.00/  | 0  | 0.00/  | 0  | 0.00/  | 0  | 0.00/ | 0  | 0.00/ | 0  | 1.70 | ,    |    | 0.00/  | 0  | 0.00/  | 0  | 0.00/  | 0  | 0.00/ | 0  |
| Warren Heath               | 0.2%  | 1   | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.,, |      | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.070  | 0  | 0.0%  | 0  |
| Woodbridge                 | 0.2%  | 1   | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.07 |      | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 1.7%  | 1  |
| Woolpit                    | 0.3%  | 2   | 0.0%  | 0  | 1.6%   | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.09 | 6    | 0  | 0.0%   | 0  | 1.7%   | 1  | 0.0%   | 0  | 0.0%  | 0  |
| Base:                      |       | 630 |       | 67 |        | 63 |        | 61 |        | 62 |       | 60 |       | 46 |      | 5    | 59 |        | 48 |        | 59 |        | 46 |       | 59 |

Q13AWhich internet / home delivery retailer do you also use for your household's shopping for audio visual, photographic, computer items (such as stereos, radios, TVs, software, cameras, kindles, ipads, telephones, etc.)?

Those who buy audio / visual equipment via the Internet at Q13: AND Excl Nulls & SFT

| Amazon      | 51.9% | 94  | 41.7% | 5  | 52.9% | 9  | 54.5% | 12 | 57.1% | 8  | 38.5% | 5  | 65.0% | 13 | 61.1% | 11 | 55.6% | 10 | 46.2% | 6  | 36.8% | 7  | 53.3% | 8  |
|-------------|-------|-----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|
| AO.com      | 2.2%  | 4   | 8.3%  | 1  | 0.0%  | 0  | 9.1%  | 2  | 0.0%  | 0  | 0.0%  | 0  | 5.0%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Argos       | 5.0%  | 9   | 8.3%  | 1  | 5.9%  | 1  | 4.5%  | 1  | 0.0%  | 0  | 15.4% | 2  | 0.0%  | 0  | 11.1% | 2  | 5.6%  | 1  | 0.0%  | 0  | 5.3%  | 1  | 0.0%  | 0  |
| Asda        | 0.6%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 5.6%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Currys      | 10.5% | 19  | 8.3%  | 1  | 17.6% | 3  | 4.5%  | 1  | 14.3% | 2  | 23.1% | 3  | 15.0% | 3  | 5.6%  | 1  | 5.6%  | 1  | 0.0%  | 0  | 10.5% | 2  | 13.3% | 2  |
| Ebay        | 2.2%  | 4   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 7.7%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 15.4% | 2  | 0.0%  | 0  | 6.7%  | 1  |
| Ebuyer      | 0.6%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 5.6%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| John Lewis  | 16.6% | 30  | 25.0% | 3  | 17.6% | 3  | 4.5%  | 1  | 0.0%  | 0  | 15.4% | 2  | 10.0% | 2  | 11.1% | 2  | 5.6%  | 1  | 38.5% | 5  | 42.1% | 8  | 20.0% | 3  |
| Littlewoods | 1.1%  | 2   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 7.1%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 5.6%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| PC World    | 0.6%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 4.5%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Sainsbury's | 0.6%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 7.1%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Tesco       | 2.2%  | 4   | 8.3%  | 1  | 5.9%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 11.1% | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Other       | 2.8%  | 5   | 0.0%  | 0  | 0.0%  | 0  | 13.6% | 3  | 7.1%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 6.7%  | 1  |
| Apple       | 2.2%  | 4   | 0.0%  | 0  | 0.0%  | 0  | 4.5%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 5.0%  | 1  | 5.6%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 5.3%  | 1  | 0.0%  | 0  |
| Co-op       | 0.6%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 5.6%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Very        | 0.6%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 7.1%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Base:       |       | 181 |       | 12 |       | 17 |       | 22 |       | 14 |       | 13 |       | 20 |       | 18 |       | 18 |       | 13 |       | 19 |       | 15 |

| Q14 Where do you normally do most of your household's shopping for all other domestic electrical goods including small domestic electrical appliances (such as irons, kettles, fans, coffee mixers) and white goods (fridges, freezers, dishwashers) and smaller etc)?  Excl Nulls & SFT   | akers, food |
|--|-------------|
| Currys PC World, London 8.8% 65 1.4% 1 0.0% 0 1.6% 1 2.7% 2 35.3% 24 22.2% 14 22.4% 15 10.2% 6 1.2% 1 0.0% 0 1.4% 1 Road / Copdock Interchange, Ipswich  |             |
| Currys, Shawlands Retail 1.5% 11 2.7% 2 0.0% 0 6.5% 4 6.7% 5 0.0% 0 0.0% |             |
| Homebase, Waldingfield 0.1% 1 0.0% 0 0.0% 0 0.0% 0 1.3% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0%  |             |
| Tesco Extra, Copdock 1.2% 9 0.0% 0 0.0% 0 0.0% 0 0.0% 1 1.5% 1 9.5% 6 1.5% 1 0.0% 0 0.0% 0 2.1% 1 0.0% 0 Interchange, Ipswich  |             |
| Copdock Mill Interchange, 3.0% 22 0.0% 0 0.0% 0 3.2% 2 2.7% 2 4.4% 3 9.5% 6 9.0% 6 0.0% 0 1.2% 1 2.1% 1 1.4% 1 Ipswich   |             |
| Shawlands Retail Park, 0.4% 3 0.0% 0 0.0% 0 1.6% 1 2.7% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Newton Road, Sudbury  |             |
| Woodhall Business Park, 0.1% 1 0.0% 0 0.0% 0 1.6% 1 0.0% 0 |             |
| Braintree 0.1% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.5% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0  |             |
| Bury St Edmunds 20.8% 154 14.9% 11 86.5% 64 11.3% 7 9.3% 7 2.9% 2 0.0% 0 0.0% 0 6.8% 4 64.6% 53 12.8% 6 0.0% 0   |             |
| Colchester 6.7% 50 33.8% 25 0.0% 0 16.1% 10 10.7% 8 0.0% 0 11.1% 7 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0  |             |
| Debenham 0.1% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.5% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0  |             |
| Eye 0.1% 1 0.0% 0 0.0%  |             |
| Hadleigh 3.0% 22 0.0% 0 0.0% 0 0.0% 0 0.0% 0 23.5% 16 7.9% 5 1.5% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0  |             |
| Halstead 0.5% 4 2.7% 2 0.0% 0 1.6% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.4% 1   |             |
| Haverhill 0.4% 3 4.1% 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 0.0% 0 0.0% 0   |             |
| Ipswich 11.1% 82 2.7% 2 0.0% 0 1.6% 1 1.3% 1 22.1% 15 36.5% 23 34.3% 23 10.2% 6 7.3% 6 6.4% 3 2.8% 2   |             |
| Stowmarket 9.6% 71 1.4% 1 6.8% 5 0.0% 0 0.0% 0 0.0% 0 0.0% 0 14.9% 10 72.9% 43 13.4% 11 2.1% 1 0.0% 0  |             |
| Sudbury 13.5% 100 32.4% 24 2.7% 2 46.8% 29 56.0% 42 4.4% 3 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0   |             |
| Asda Superstore, 0.3% 2 0.0% 0 1.4% 1 0.0% 0 0.0% 0 1.5% 1 0.0% 0 |             |
| B&Q, Woodhall Business 0.1% 1 0.0% 0 0.0% 0 1.6% 1 0.0% 0  |             |
| Bacton 0.3% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.5% 1 0.0% 0 0.0% 0 2.1% 1 0.0% 0  |             |
| Beccles 0.1% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.4% 1  |             |
| Buckton 0.1% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 2.1% 1 0.0% 0  |             |
| Cambridge 1.1% 8 1.4% 1 2.7% 2 0.0% 0 1.3% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 4.9% 4 0.0% 0 0.0% 0  |             |
| Clare 0.1% 1 1.4% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0   |             |
| Diss 5.8% 43 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 51.1% 24 26.8% 19  |             |
| Earls Colne 0.1% 1 1.4% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0   |             |
| Framlingham 0.1% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.5% 1 0.0% 0 0.0% 0 0.0% 0  |             |
| Greenhithe 0.1% 1 0.0% 0 0.0% 0 1.6% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0  |             |

|  | Tota  | l   | Zone 1 | 1  | Zone 2 | 2  | Zone 3 | 3  | Zone 4 | ı  | Zone 5 | 5  | Zone  | 6  | Zone  | 7  | Zone  | 8  | Zone 9 | )  | Zone 1 | 10 | Zone 1 | 1   |
|--|-------|-----|--------|----|--------|----|--------|----|--------|----|--------|----|-------|----|-------|----|-------|----|--------|----|--------|----|--------|-----|
|  |       |     |        |    |        |    |        |    |        |    |        |    |       |    |       |    |       |    |        |    |        |    |        |     |
| Halesworth   | 0.1%  | 1   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 1.4%   | 1   |
| Harleston  | 1.1%  | 8   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 11.3%  | 8   |
| John Lewis, Futura Park,<br>Ransomes Way, Crane                          | 0.5%  | 4   | 0.0%   | 0  | 0.0%   | 0  | 1.6%   | 1  | 0.0%   | 0  | 1.5%   | 1  | 0.0%  | 0  | 1.5%  | 1  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 1.4%   | 1   |
| Boulevard, Ipswich   |       |     |        |    |        |    |        |    |        |    |        |    |       |    |       |    |       |    |        |    |        |    |        |     |
| Leiston  | 0.1%  | 1   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 1.4%   | 1   |
| Lowestoft  | 0.1%  | 1   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  |        | 0  |        | 1   |
| Martlesham   | 0.5%  | 4   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 3.0%  | 2  | 0.0%  | 0  | 1.2%   | 1  | 0.0%   | 0  | 1.4%   | 1   |
| Melksham   | 0.1%  | 1   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 1.5%  | 1  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0   |
| Morrisons, Sproughton<br>Road, Ipswich                                   | 0.1%  | 1   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 1.6%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0   |
| Norwich  | 6.3%  | 47  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 4.5%  | 3  | 0.0%  | 0  | 3.7%   | 3  | 17.0%  | 8  | 46.5%  | 33  |
| Ransomes Euro Retail Park,<br>Central Avenue, Ipswich                    | 0.1%  | 1   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 1.6%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  |        | 0  |        | 0   |
| Sainsbury's, Cornard Road,<br>Sudbury                                    | 0.3%  | 2   | 0.0%   | 0  | 0.0%   | 0  | 3.2%   | 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   |
| Stanton  | 0.1%  | 1   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.2%   | 1  | 0.0%   | 0  | 0.0%   | 0   |
| Tesco Superstore, Woodhall<br>Business Park,<br>Springlands Way, Sudbury | 0.7%  | 5   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 5.3%   | 4  | 1.5%   | 1  | 0.0%  | 0  | 0.0%  | 0  |       | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0   |
| Woodbridge   | 0.1%  | 1   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 1.5%  | 1  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0   |
| Woolpit  | 0.1%  | 1   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  |       | 0  | 0.0%  | 0  | 1.2%   | 1  | 0.0%   | 0  | 0.0%   | 0   |
| Base:  | 0.170 | 742 | 0.070  | 74 | 0.070  | 74 | 0.070  | 62 | 0.070  | 75 | 0.070  | 68 | 0.070 | 63 | 0.070 | 67 | 0.070 | 59 | 1.2/0  | 82 | 0.070  | 47 | 0.070  | 71  |
| Dasc.  |       | 142 |        | 74 |        | 74 |        | 02 |        | 13 |        | 00 |       | 03 |       | 07 |       | 39 |        | 02 |        | 47 |        | / 1 |

Q14AWhich internet / home delivery retailer do you also use for your household's shopping for all other domestic electrical goods including small domestic electrical appliances (such as irons, kettles, fans, coffee makers, food mixers) and white goods (fridges, freezers, dishwashers) and smaller etc)?

Those who buy domestic electrical goods via the Internet at Q14: AND Excl Nulls & SFT

| Amazon      | 26.5% | 50  | 30.8% | 4  | 15.0% | 3  | 14.8% | 4  | 33.3% | 5  | 50.0% | 3 | 38.9% | 7  | 31.6% | 6  | 25.0% | 5  | 11.1% | 1 | 25.9% | 7  | 33.3% | 5  |
|-------------|-------|-----|-------|----|-------|----|-------|----|-------|----|-------|---|-------|----|-------|----|-------|----|-------|---|-------|----|-------|----|
| AO.com      | 13.8% | 26  | 0.0%  | 0  | 10.0% | 2  | 22.2% | 6  | 13.3% | 2  | 0.0%  | 0 | 11.1% | 2  | 15.8% | 3  | 20.0% | 4  | 0.0%  | 0 | 14.8% | 4  | 20.0% | 3  |
| Argos       | 9.5%  | 18  | 23.1% | 3  | 10.0% | 2  | 14.8% | 4  | 6.7%  | 1  | 0.0%  | 0 | 0.0%  | 0  | 5.3%  | 1  | 10.0% | 2  | 22.2% | 2 | 7.4%  | 2  | 6.7%  | 1  |
| Asda        | 1.1%  | 2   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 5.0%  | 1  | 11.1% | 1 | 0.0%  | 0  | 0.0%  | 0  |
| ASOS        | 0.5%  | 1   | 0.0%  | 0  | 5.0%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| B&Q         | 0.5%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 5.6%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Boots       | 1.1%  | 2   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 6.7%  | 1  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 6.7%  | 1  |
| Currys      | 15.3% | 29  | 0.0%  | 0  | 15.0% | 3  | 14.8% | 4  | 13.3% | 2  | 16.7% | 1 | 27.8% | 5  | 21.1% | 4  | 5.0%  | 1  | 22.2% | 2 | 18.5% | 5  | 13.3% | 2  |
| Homebase    | 0.5%  | 1   | 0.0%  | 0  | 5.0%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| John Lewis  | 20.1% | 38  | 38.5% | 5  | 30.0% | 6  | 18.5% | 5  | 6.7%  | 1  | 33.3% | 2 | 0.0%  | 0  | 21.1% | 4  | 10.0% | 2  | 33.3% | 3 | 25.9% | 7  | 20.0% | 3  |
| Littlewoods | 0.5%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 3.7%  | 1  | 0.0%  | 0  |
| Sainsbury's | 1.1%  | 2   | 0.0%  | 0  | 5.0%  | 1  | 0.0%  | 0  | 6.7%  | 1  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Tesco       | 1.6%  | 3   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 6.7%  | 1  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 10.0% | 2  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Other       | 5.8%  | 11  | 7.7%  | 1  | 5.0%  | 1  | 14.8% | 4  | 6.7%  | 1  | 0.0%  | 0 | 5.6%  | 1  | 5.3%  | 1  | 5.0%  | 1  | 0.0%  | 0 | 3.7%  | 1  | 0.0%  | 0  |
| Co-op       | 2.1%  | 4   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 11.1% | 2  | 0.0%  | 0  | 10.0% | 2  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Base:       |       | 189 |       | 13 |       | 20 |       | 27 |       | 15 |       | 6 |       | 18 |       | 19 |       | 20 |       | 9 |       | 27 |       | 15 |

|   | Tota  | l   | Zone  | 1  | Zone 2   | 2    | Zone          | 3     | Zone         | 4      | Zone     | 5     | Zone    | 6      | Zone    | 7      | Zone    | 8     | Zone    | 9     | Zone 1       | 0      | Zone 1    | 1                    |        |
|---|-------|-----|-------|----|----------|------|---------------|-------|--------------|--------|----------|-------|---------|--------|---------|--------|---------|-------|---------|-------|--------------|--------|-----------|----------------------|--------|
|   |       |     |       |    |          |      |               |       |              |        |          |       |         |        |         |        |         |       |         |       |              |        |           |                      |        |
| Q15 Where do you norm pens, diaries, etc.) Excl Nulls & SFT                                   | •     |     | •     |    | hold's s | hopp | ing for       | books | incl. d      | iction | aries, e | ncycl | opaedia | s, tex | t books | , guid | lebooks | and r | nusical | score | es) and s    | statio | nary (inc | I. writing pads, env | elopes |
| Tesco Extra, Copdock<br>Interchange, Ipswich  | 1.2%  | 7   | 0.0%  | 0  | 0.0%     | 0    | 0.0%          | 0     | 0.0%         | 0      | 4.3%     | 2     | 5.3%    | 3      | 3.5%    | 2      | 0.0%    | 0     | 0.0%    | 0     | 0.0%         | 0      | 0.0%      | 0                    |        |
| Copdock Mill Interchange, Ipswich   | 0.3%  | 2   | 0.0%  | 0  | 0.0%     | 0    | 0.0%          | 0     | 0.0%         | 0      | 2.2%     | 1     | 1.8%    | 1      | 0.0%    | 0      | 0.0%    | 0     | 0.0%    | 0     | 0.0%         | 0      | 0.0%      | 0                    |        |
| Woodhall Business Park, Drury Drive, Sudbury  | 0.3%  | 2   | 0.0%  | 0  | 0.0%     | 0    | 1.8%          | 1     | 1.5%         | 1      | 0.0%     | 0     | 0.0%    | 0      | 0.0%    | 0      | 0.0%    | 0     | 0.0%    | 0     | 0.0%         | 0      | 0.0%      | 0                    |        |
| Bury St Edmunds   | 21.1% | 128 | 9.8%  | 6  | 84.9%    | 45   | 14.5%         | 8     | 7.4%         | 5      | 0.0%     | 0     | 1.8%    | 1      | 0.0%    | 0      | 14.0%   | 7     | 77.4%   | 48    | 17.8%        | 8      | 0.0%      | 0                    |        |
| Colchester  | 3.8%  | 23  | 23.0% | 14 | 0.0%     | 0    | 5.5%          | 3     | 0.0%         | 0      | 0.0%     | 0     | 10.5%   | 6      | 0.0%    | 0      |         | 0     | 0.0%    | 0     | 0.0%         | 0      | 0.0%      | 0                    |        |
| Debenham  | 0.5%  | 3   | 0.0%  | 0  | 0.0%     | 0    | 0.0%          | 0     | 0.0%         | 0      | 0.0%     | 0     | 0.0%    | 0      | 5.3%    | 3      | 0.0%    | 0     | 0.0%    | 0     | 0.0%         | 0      | 0.0%      | 0                    |        |
| Eye   | 0.2%  | 1   | 0.0%  | 0  | 0.0%     | 0    | 0.0%          | 0     | 0.0%         | 0      | 0.0%     | 0     | 0.0%    | 0      | 0.0%    | 0      |         | 0     | 0.0%    | 0     | 2.2%         | 1      | 0.0%      | 0                    |        |
| Hadleigh  | 4.5%  | 27  | 0.0%  | 0  | 0.0%     | 0    | 1.8%          | 1     | 0.0%         |        | 52.2%    | 24    | 3.5%    | 2      | 0.0%    | 0      |         | 0     | 0.0%    | 0     | 0.0%         | 0      | 0.0%      | 0                    |        |
| Halstead  | 0.2%  | 1   | 1.6%  | 1  | 0.0%     | 0    | 0.0%          | 0     | 0.0%         | 0      | 0.0%     | 0     | 0.0%    | 0      | 0.0%    | 0      |         | 0     | 0.0%    | 0     | 0.0%         | 0      | 0.0%      | 0                    |        |
| Haverhill   | 1.0%  | 6   | 9.8%  | 6  | 0.0%     | 0    | 0.0%          | 0     | 0.0%         | 0      | 0.0%     | 0     | 0.0%    | 0      | 0.0%    | 0      |         | 0     | 0.0%    | 0     | 0.0%         | 0      | 0.0%      | 0                    |        |
| Ipswich   | 15.3% | 93  | 0.0%  | 0  | 0.0%     | 0    | 3.6%          | 2     | 0.0%         | 0      | 26.1%    | 12    | 68.4%   | 39     | 50.9%   | 29     |         | 7     | 1.6%    | 1     | 4.4%         | 2      | 1.9%      | 1                    |        |
| Long Melford  | 0.3%  | 2   | 1.6%  | 1  | 0.0%     | 0    | 1.8%          | 1     | 0.0%         | 0      | 0.0%     | 0     | 0.0%    | 0      | 0.0%    | 0      |         | ó     | 0.0%    | 0     | 0.0%         | 0      | 0.0%      | 0                    |        |
| Needham Market  | 0.3%  | 1   | 0.0%  | 0  | 0.0%     | 0    | 0.0%          | 0     | 0.0%         | 0      | 0.0%     | 0     | 0.0%    | 0      | 1.8%    | 1      | 0.0%    | 0     | 0.0%    | 0     | 0.0%         | 0      | 0.0%      | 0                    |        |
| Stowmarket  | 9.7%  | 59  | 0.0%  | 0  | 3.8%     | 2    | 0.0%          | 0     | 0.0%         | 0      | 2.2%     | 1     | 0.0%    | 0      | 15.8%   | _      |         | 34    | 14.5%   | 9     | 8.9%         | 4      | 0.0%      | 0                    |        |
|   | 20.6% | 125 | 44.3% | 27 | 9.4%     | 5    |               | -     | 80.9%        | 55     | 10.9%    | 5     | 0.0%    | 0      | 0.0%    | 0      |         | 0     | 0.0%    | 0     | 0.0%         | 0      | 0.0%      | 0                    |        |
| Sudbury   | 0.2%  | 123 | 0.0%  | 0  | 0.0%     | 0    | 60.0%<br>0.0% | 0     | 1.5%         | 1      | 0.0%     | 0     | 0.0%    | 0      | 0.0%    | 0      |         | 0     | 0.0%    | 0     | 0.0%         | 0      | 0.0%      | 0                    |        |
| Street Market in Sudbury Asda Superstore, Whitehouse Industrial Estate, Goddard Road, Ipswich | 0.2%  | 2   | 0.0%  | 0  | 0.0%     | 0    | 0.0%          | 0     | 0.0%         | 0      | 0.0%     | 0     | 0.0%    | 0      | 3.5%    | 2      |         | 0     | 0.0%    | 0     | 0.0%         | 0      | 0.0%      | 0                    |        |
| Beccles   | 0.3%  | 2   | 0.0%  | 0  | 0.0%     | 0    | 0.0%          | 0     | 0.0%         | 0      | 0.0%     | 0     | 0.0%    | 0      | 0.0%    | 0      | 0.0%    | 0     | 0.0%    | 0     | 0.0%         | 0      | 3.8%      | 2                    |        |
| Bungay  | 0.3%  | 1   | 0.0%  | 0  | 0.0%     | 0    | 0.0%          | 0     | 0.0%         | 0      | 0.0%     | 0     | 0.0%    | 0      | 0.0%    | 0      |         | 0     | 0.0%    | 0     | 0.0%         | 0      | 1.9%      | 1                    |        |
| Cambridge   | 0.2%  | 5   | 3.3%  | 2  | 0.0%     | 0    | 1.8%          | 1     | 0.0%         | 0      | 0.0%     | 0     | 0.0%    | 0      | 0.0%    | 0      |         | 0     | 3.2%    | 2     | 0.0%         | 0      | 0.0%      | 0                    |        |
| Central London  | 0.5%  | 3   | 0.0%  | 0  | 0.0%     | 0    | 1.8%          | 1     | 0.0%         | 0      | 2.2%     | 1     | 0.0%    | 0      | 0.0%    | 0      |         | 0     | 0.0%    | 0     | 2.2%         | 1      | 0.0%      | 0                    |        |
| Clare   | 0.3%  | 2   | 3.3%  | 2  | 0.0%     | 0    | 0.0%          | 0     | 0.0%         | 0      | 0.0%     | 0     | 0.0%    | 0      | 0.0%    | 0      |         | 0     | 0.0%    | 0     | 0.0%         | 0      | 0.0%      | 0                    |        |
|   | 0.3%  | 1   | 0.0%  | 0  | 0.0%     | 0    | 0.0%          | 0     | 0.0%         | 0      | 0.0%     | 0     | 0.0%    | 0      | 1.8%    | 1      | 0.0%    | 0     | 0.0%    | 0     | 0.0%         | 0      | 0.0%      | 0                    |        |
| Claydon<br>Diss   | 8.4%  | 51  | 0.0%  | 0  | 0.0%     | 0    | 0.0%          | 0     | 0.0%         | 0      | 0.0%     | 0     | 0.0%    | 0      | 5.3%    | 3      | 2.0%    | 1     | 0.0%    | 0     | 46.7%        | 21     | 50.0%     | 26                   |        |
| Felixstowe  | 0.5%  | 31  | 0.0%  | 0  | 0.0%     | 0    | 0.0%          | 0     | 0.0%         | 0      | 0.0%     | 0     | 1.8%    | 1      | 3.5%    | 2      |         | 0     | 0.0%    | 0     | 0.0%         | 0      | 0.0%      | 0                    |        |
|   | 0.5%  | 1   | 0.0%  | 0  | 0.0%     | 0    | 0.0%          | 0     | 0.0%         | 0      | 0.0%     | 0     | 0.0%    | 0      | 1.8%    | 1      | 0.0%    | 0     | 0.0%    | 0     | 0.0%         | 0      | 0.0%      | 0                    |        |
| Framlingham<br>Glemsford  | 0.2%  | 1   | 1.6%  | 1  | 0.0%     | 0    | 0.0%          | 0     | 0.0%         | 0      | 0.0%     | 0     | 0.0%    | 0      | 0.0%    | 0      |         | 0     | 0.0%    | 0     | 0.0%         | 0      | 0.0%      | 0                    |        |
|   |       | 1   |       | 0  |          | 0    |               | 0     |              |        |          | 0     |         | 0      |         |        |         |       |         | 0     |              |        |           | 1                    |        |
| Halesworth  | 0.2%  | -   | 0.0%  | 0  | 0.0%     | 0    | 0.0%          | 0     | 0.0%<br>0.0% | 0      | 0.0%     | 0     | 0.0%    | 0      | 0.0%    | 0      |         | 0     | 0.0%    | 0     | 0.0%<br>0.0% | 0      | 1.9%      | •                    |        |
| Harleston   | 1.0%  | 6   | 0.0%  |    | 0.0%     |      | 0.0%          |       |              | 0      | 0.0%     |       | 0.0%    | -      | 0.0%    | 0      |         |       | 0.0%    |       |              |        | 11.5%     | 6                    |        |
| Holbrook  | 0.3%  | 2   | 0.0%  | 0  | 0.0%     | 0    | 0.0%          | 0     | 0.0%         | 0      | 0.0%     | 0     | 3.5%    | 2      | 0.0%    | 0      |         | 0     | 0.0%    | 0     | 0.0%         | 0      | 0.0%      | 0                    |        |
| Morrisons, Sproughton<br>Road, Ipswich  | 0.2%  | 1   | 0.0%  | 0  | 0.0%     | 0    | 0.0%          | 0     | 0.0%         | 0      | 0.0%     | 0     | 0.0%    | 0      | 1.8%    | 1      | 0.0%    | 0     | 0.0%    | 0     | 0.0%         | 0      | 0.0%      | 0                    |        |
| Norwich   | 3.1%  | 19  | 0.0%  | 0  | 0.0%     | 0    | 0.0%          | 0     | 0.0%         | 0      | 0.0%     | 0     | 0.0%    | 0      | 0.0%    | 0      |         | 0     | 0.0%    |       | 13.3%        |        | 25.0%     | 13                   |        |
| Ransomes Euro Retail Park,<br>Central Avenue, Ipswich   | 0.2%  | 1   | 0.0%  | 0  | 0.0%     | 0    | 0.0%          | 0     | 0.0%         | 0      | 0.0%     | 0     | 0.0%    | 0      | 0.0%    | 0      | 0.0%    | 0     | 0.0%    | 0     | 0.0%         | 0      | 1.9%      | 1                    |        |
| Rickinghall   | 0.2%  | 1   | 0.0%  | 0  | 0.0%     | 0    | 0.0%          | 0     | 0.0%         | 0      | 0.0%     | 0     | 0.0%    | 0      | 0.0%    | 0      | 0.0%    | 0     | 0.0%    | 0     | 2.2%         | 1      | 0.0%      | 0                    |        |
| Sainsbury's, Cornard Road,  | 0.3%  | 2   | 0.0%  | 0  | 0.0%     | 0    | 1.8%          | 1     | 1.5%         | 1      | 0.0%     | 0     | 0.0%    | 0      | 0.0%    | 0      | 0.0%    | 0     | 0.0%    | 0     | 0.0%         | 0      | 0.0%      | 0                    |        |

February 2015

### Babergh & Mid Suffolk Household Survey For Carter Jonas

|  | Total |     | Zone 1 | 1  | Zone 2 | 2  | Zone 3 | 3  | Zone 4 | ļ  | Zone | 5  | Zone  | 6  | Zone ' | 7  | Zone 8 | ;  | Zone 9 |    | Zone 10 | 0  | Zone 1 | l  |  |
|--|-------|-----|--------|----|--------|----|--------|----|--------|----|------|----|-------|----|--------|----|--------|----|--------|----|---------|----|--------|----|--|
|  |       |     |        |    |        |    |        |    |        |    |      |    |       |    |        |    |        |    |        |    |         |    |        |    |  |
| Sudbury  |       |     |        |    |        |    |        |    |        |    |      |    |       |    |        |    |        |    |        |    |         |    |        |    |  |
| Tesco Superstore, Woodhall                           | 1.2%  | 7   | 0.0%   | 0  | 0.0%   | 0  | 3.6%   | 2  | 7.4%   | 5  | 0.0% | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0  | 0.0%   | 0  |  |
| Business Park,                                       |       |     |        |    |        |    |        |    |        |    |      |    |       |    |        |    |        |    |        |    |         |    |        |    |  |
| Springlands Way, Sudbury<br>Tesco, Woodhall Business | 0.2%  | 1   | 0.0%   | 0  | 0.0%   | 0  | 1.8%   | 1  | 0.0%   | 0  | 0.0% | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0  | 0.0%   | 0  |  |
| Park, Springlands Way,                               | 0.270 | 1   | 0.0%   | U  | 0.0%   | U  | 1.070  | 1  | 0.0%   | U  | 0.0% | U  | 0.070 | U  | 0.0%   | U  | 0.070  | U  | 0.070  | U  | 0.070   | U  | 0.0%   | U  |  |
| Sudbury  |       |     |        |    |        |    |        |    |        |    |      |    |       |    |        |    |        |    |        |    |         |    |        |    |  |
| West Suffolk Council libary                          | 0.2%  | 1   | 0.0%   | 0  | 1.9%   | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0% | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0  | 0.0%   | 0  |  |
| van  |       |     |        |    |        |    |        |    |        |    |      |    |       |    |        |    |        |    |        |    |         |    |        |    |  |
| West Thurrock  | 0.2%  | 1   | 1.6%   | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0% | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0  | 0.0%   | 0  |  |
| Winchester   | 0.2%  | 1   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0% | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 2.2%    | 1  | 0.0%   | 0  |  |
| Woodbridge   | 1.0%  | 6   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0% | 0  | 3.5%  | 2  | 5.3%   | 3  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0  | 1.9%   | 1  |  |
| Woolpit  | 0.5%  | 3   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0% | 0  | 0.0%  | 0  | 0.0%   | 0  | 2.0%   | 1  | 3.2%   | 2  | 0.0%    | 0  | 0.0%   | 0  |  |
| Base:  |       | 606 |        | 61 |        | 53 |        | 55 |        | 68 |      | 46 |       | 57 |        | 57 |        | 50 |        | 62 |         | 45 |        | 52 |  |

Q15AWhich internet / home delivery retailer do you also use for your household's shopping for books (incl. dictionaries, encyclopaedias, text books, guidebooks and musical scores) and stationery (incl. writing pads, envelopes pens, diaries, etc.) and drawing materials?

Those who buy books and stationery via the Internet at Q15: AND Excl Nulls & SFT

| Amazon          | 89.8% | 255 | 92.3% | 24 | 86.4% | 19 | 88.9% | 24 | 100.0% | 25 | 96.0% | 24 | 96.3% | 26 | 82.1% | 23 | 96.2% | 25 | 62.5% | 10 | 96.9% | 31 | 80.0% | 24 |
|-----------------|-------|-----|-------|----|-------|----|-------|----|--------|----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|
| Ebay            | 0.7%  | 2   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 3.6%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 3.3%  | 1  |
| John Lewis      | 0.4%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 6.3%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Tesco           | 0.7%  | 2   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 3.6%  | 1  | 0.0%  | 0  | 6.3%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| WHSmith         | 0.4%  | 1   | 3.8%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Other           | 5.6%  | 16  | 0.0%  | 0  | 9.1%  | 2  | 7.4%  | 2  | 0.0%   | 0  | 4.0%  | 1  | 3.7%  | 1  | 10.7% | 3  | 3.8%  | 1  | 12.5% | 2  | 3.1%  | 1  | 10.0% | 3  |
| Play.com        | 0.4%  | 1   | 0.0%  | 0  | 4.5%  | 1  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| The Book People | 2.1%  | 6   | 3.8%  | 1  | 0.0%  | 0  | 3.7%  | 1  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 12.5% | 2  | 0.0%  | 0  | 6.7%  | 2  |
| Base:           |       | 284 |       | 26 |       | 22 |       | 27 |        | 25 |       | 25 |       | 27 |       | 28 |       | 26 |       | 16 |       | 32 |       | 30 |

|  | Total         |         | Zone 1       |      | Zone         | 2    | Zone 3        | 3    | Zone 4       | 4      | Zone 5       |     | Zone (       | 5    | Zone '       | 7    | Zone 8        | 8       | Zone 9        | •    | Zone 1       | 10      | Zone 1        | 1                |      |
|--|---------------|---------|--------------|------|--------------|------|---------------|------|--------------|--------|--------------|-----|--------------|------|--------------|------|---------------|---------|---------------|------|--------------|---------|---------------|------------------|------|
| Q16 Where do you norm<br>Excl Nulls & SFT                          | ally do m     | nost o  | of your he   | ouse | hold's s     | hopp | ing for g     | game | s & toys     | ; pets | and pet      | pro | ducts; h     | obby | items; s     | port | equipme       | ent an  | ıd campi      | ng g | oods; b      | icycle  | s; and r      | nusical instrume | ıts? |
| urrys PC World, London<br>Road / Copdock                           | 0.2%          | 1       | 0.0%         | 0    | 0.0%         | 0    | 0.0%          | 0    | 0.0%         | 0      | 0.0%         | 0   | 0.0%         | 0    | 0.0%         | 0    | 0.0%          | 0       | 0.0%          | 0    | 0.0%         | 0       | 1.8%          | 1                |      |
| Interchange, Ipswich<br>othercare, Copdock<br>Interchange, Ipswich | 0.2%          | 1       | 0.0%         | 0    | 0.0%         | 0    | 0.0%          | 0    | 0.0%         | 0      | 2.3%         | 1   | 0.0%         | 0    | 0.0%         | 0    | 0.0%          | 0       | 0.0%          | 0    | 0.0%         | 0       | 0.0%          | 0                |      |
| s at Home, Shawlands<br>Retail Park, Newton Road,<br>Sudbury       | 1.8%          | 9       | 0.0%         | 0    | 0.0%         | 0    | 7.1%          | 4    | 8.9%         | 4      | 2.3%         | 1   | 0.0%         | 0    | 0.0%         | 0    | 0.0%          | 0       | 0.0%          | 0    | 0.0%         | 0       | 0.0%          | 0                |      |
| sco Extra, Copdock<br>Interchange, Ipswich                         | 1.0%          | 5       | 0.0%         | 0    | 0.0%         | 0    | 0.0%          | 0    | 0.0%         | 0      | 0.0%         | 0   | 9.5%         | 4    | 2.6%         | 1    | 0.0%          | 0       | 0.0%          | 0    | 0.0%         | 0       | 0.0%          | 0                |      |
| bys R Us, London Road /<br>Copdock Interchange,<br>Ipswich         | 3.4%          | 17      | 0.0%         | 0    | 2.3%         | 1    | 0.0%          | 0    | 0.0%         | 0      | 9.1%         | 4   | 11.9%        | 5    | 5.1%         | 2    | 6.4%          | 3       | 2.2%          | 1    | 2.8%         | 1       | 0.0%          | 0                |      |
| pdock Mill Interchange,<br>lpswich                                 | 1.0%          | 5       | 0.0%         | 0    | 0.0%         | 0    | 0.0%          | 0    | 0.0%         | 0      | 0.0%         | 0   | 7.1%         | 3    | 0.0%         | 0    | 2.1%          | 1       | 2.2%          | 1    | 0.0%         | 0       | 0.0%          | 0                |      |
| awlands Retail Park,<br>Newton Road, Sudbury                       | 0.6%          | 3       | 2.2%         | 1    | 0.0%         | 0    | 0.0%          | 0    | 4.4%         | 2      | 0.0%         | 0   | 0.0%         | 0    | 0.0%         | 0    | 0.0%          | 0       | 0.0%          | 0    | 0.0%         | 0       | 0.0%          | 0                |      |
| oodhall Business Park,<br>Drury Drive, Sudbury                     | 0.2%          | 1       | 0.0%         | 0    | 0.0%         | 0    | 0.0%          | 0    | 0.0%         | 0      | 2.3%         | 1   | 0.0%         | 0    | 0.0%         | 0    | 0.0%          | 0       | 0.0%          | 0    | 0.0%         | 0       | 0.0%          | 0                |      |
| aintree  | 0.2%          | 1       | 0.0%         | 0    | 0.0%         | 0    | 0.0%          | 0    | 2.2%         | 1      | 0.0%         | 0   | 0.0%         | 0    | 0.0%         | 0    |               | 0       | 0.0%          | 0    | 0.0%         | 0       | 0.0%          | 0                |      |
| ry St Edmunds  | 19.4%         | 97      | 8.7%         |      | 79.5%        | 35   | 12.5%         | 7    | 8.9%         | 4      | 0.0%         | 0   | 0.0%         | 0    | 2.6%         |      | 17.0%         | 8       | 78.3%         | 36   | 5.6%         | 2       | 0.0%          | 0                |      |
| olchester  | 6.0%          |         | 28.3%        | 13   | 0.0%         | 0    | 12.5%         | 7    | 8.9%         | 4      | 2.3%         | 1   | 11.9%        | 5    | 0.0%         | 0    | 0.0%          | 0       | 0.0%          | 0    | 0.0%         | 0       | 0.0%          | 0                |      |
| pdock Mill   | 0.2%          | 1       | 0.0%         | 0    | 0.0%         | 0    | 0.0%          | 0    | 0.0%         | 0      | 0.0%         | 0   | 2.4%         | 1    | 0.0%         | 0    | 0.0%          | 0       | 0.0%          | 0    | 0.0%         | 0       | 0.0%          | 0                |      |
| ebenham  | 0.2%          | 1       | 0.0%         | 0    | 0.0%         | 0    | 0.0%          | 0    | 0.0%         | 0      | 0.0%         | 0   | 0.0%         | 0    | 2.6%         | 1    | 0.0%          | 0       | 0.0%          | 0    | 0.0%         | 0       | 0.0%          | 0                |      |
| dleigh   | 3.6%          | 18      | 0.0%         | 0    | 0.0%         | 0    | 0.0%          | 0    | 0.0%         |        | 38.6%        | 17  | 0.0%         | 0    | 2.6%         | 1    | 0.0%          | 0       | 0.0%          | 0    | 0.0%         | 0       | 0.0%          | 0                |      |
| lstead   | 0.6%          | 3       | 4.3%         | 2    | 0.0%         | 0    | 0.0%          | 0    | 0.0%         | 0      | 0.0%         | 0   | 0.0%         | 0    | 2.6%         | 1    | 0.0%          | 0       | 0.0%          | 0    | 0.0%         | 0       | 0.0%          | 0                |      |
| verhill  | 0.4%          | 2       | 4.3%         | 2    | 0.0%         | 0    | 0.0%          | 0    | 0.0%         | 0      | 0.0%         | 0   | 0.0%         | 0    | 0.0%         | 0    | 0.0%          | 0       | 0.0%          | 0    | 0.0%         | 0       | 0.0%          | 0                |      |
| swich  | 16.2%         | 81      | 0.0%         | 0    | 0.0%         | 0    | 5.4%          | 3    | 6.7%         |        | 36.4%        | 16  | 45.2%        |      | 46.2%        |      | 19.1%         | 9       | 2.2%          | 1    | 22.2%        | 8       | 7.1%          | 4                |      |
| venham   | 0.2%          | 1       | 0.0%         | 0    | 0.0%         | 0    | 1.8%          | 1    | 0.0%         | 0      | 0.0%         | 0   | 0.0%         | 0    | 0.0%         | 0    | 0.0%          | 0       | 0.0%          | 0    | 0.0%         | 0       | 0.0%          | 0                |      |
| ong Melford  | 0.2%          | 1       | 2.2%         | 0    | 0.0%         | 0    | 0.0%          | 0    | 0.0%         | 0      | 0.0%<br>0.0% | 0   | 0.0%         | 0 2  | 0.0%         | 0    | 0.0%<br>0.0%  | 0       | 0.0%          | 0    | 0.0%<br>0.0% | 0       | 0.0%          | 0                |      |
| anningtree<br>edham  | 0.4%<br>0.2%  | 2       | 0.0%<br>0.0% | 0    | 0.0%<br>0.0% | 0    | 0.0%<br>0.0%  | 0    | 0.0%<br>0.0% | 0      |              | 0   | 4.8%<br>0.0% | 0    | 0.0%<br>2.6% | 1    | 0.0%          | 0       | 0.0%<br>0.0%  | 0    | 0.0%         | 0       | 0.0%          | 0                |      |
|  |               | 4       |              |      |              |      |               | 0    |              |        | 0.0%         | 0   |              | 1    |              | 3    |               |         |               | 0    |              | 0       | 0.0%          | 0                |      |
| edham Market<br>owmarket   | 0.8%<br>7.8%  | 39      | 0.0%<br>0.0% | 0    | 0.0%<br>6.8% | 0    | 0.0%<br>0.0%  | 0    | 0.0%<br>0.0% | 0      | 0.0%<br>4.5% | 2   | 2.4%<br>0.0% | 0    | 7.7%<br>7.7% | _    | 0.0%<br>51.1% | 0<br>24 | 0.0%<br>10.9% | 5    | 0.0%<br>5.6% | 2       | 0.0%<br>0.0%  | 0                |      |
|  | 7.8%<br>14.6% |         | 39.1%        | 18   | 6.8%         | 3    |               | 26   | 57.8%        | 26     | 4.5%<br>0.0% | 0   | 0.0%         | 0    | 0.0%         | 0    | 0.0%          | 0       | 0.0%          | 0    | 0.0%         | 0       | 0.0%          | 0                |      |
| lbury<br>road  | 0.2%          | 1       | 0.0%         | 0    | 0.8%         | 0    | 46.4%<br>0.0% | 20   | 0.0%         | 0      | 0.0%         | 0   | 0.0%         | 0    | 2.6%         | 1    | 0.0%          | 0       | 0.0%          | 0    | 0.0%         | 0       | 0.0%          | 0                |      |
|  | 0.2%          | 1       | 0.0%         | 0    | 0.0%         | 0    | 0.0%          | 0    | 0.0%         | 0      | 0.0%         | 0   | 0.0%         | 0    | 0.0%         | 0    | 0.0%          | 0       | 0.0%          | 0    | 0.0%         | 0       | 1.8%          | 1                |      |
| ngay<br>mbridge  | 0.2%          | 2       | 2.2%         | 1    | 0.0%         | 0    | 0.0%          | 0    | 0.0%         | 0      | 0.0%         | 0   | 0.0%         | 0    | 0.0%         | 0    | 0.0%          | 0       | 2.2%          | 1    | 0.0%         | 0       | 0.0%          | 0                |      |
| 0  | 0.4%          | ∠<br>1  | 0.0%         | 0    | 0.0%         | 0    | 0.0%          | 0    | 0.0%         | 0      | 0.0%         | 0   | 2.4%         | 1    | 0.0%         | 0    | 0.0%          | 0       | 0.0%          | 0    | 0.0%         | 0       | 0.0%          | 0                |      |
| rterton<br>ntral London  | 0.2%          | 1       | 0.0%         | 0    | 0.0%         | 0    | 0.0%          | 0    | 0.0%         | 0      | 0.0%         | 0   | 0.0%         | 0    | 0.0%         | 0    | 0.0%          | 0       | 0.0%          | 0    | 2.8%         | 1       | 0.0%          | 0                |      |
|  | 0.2%          | 1       | 2.2%         | 1    | 0.0%         | 0    | 0.0%          | 0    |              | 0      | 0.0%         | 0   | 0.0%         | 0    | 0.0%         | 0    | 0.0%          | 0       | 0.0%          | 0    | 2.8%<br>0.0% | 0       | 0.0%          | 0                |      |
| are  |               | -       |              | _    |              |      |               | -    | 0.0%         |        |              |     |              |      |              |      |               |         |               |      |              |         |               |                  |      |
| aydon  | 0.2%<br>7.2%  | 1<br>36 | 0.0%<br>0.0% | 0    | 0.0%<br>0.0% | 0    | 0.0%<br>0.0%  | 0    | 0.0%<br>0.0% | 0      | 0.0%<br>0.0% | 0   | 0.0%<br>0.0% | 0    | 2.6%<br>2.6% | 1    | 0.0%<br>2.1%  | 0       | 0.0%<br>0.0%  | 0    | 0.0%         | 0<br>13 | 0.0%<br>37.5% | 0<br>21          |      |
| iss<br>combination   |               |         |              |      |              | -    |               | 0    |              |        |              | -   |              | 0    |              | 1    |               | 1       |               |      |              |         |               |                  |      |
| Framlingham  | 0.2%          | 1       | 0.0%         | 0    | 0.0%         | 0    | 0.0%          | 0    | 0.0%         | 0      | 0.0%         | 0   | 0.0%         | 0    | 0.0%         | 0    | 0.0%          | 0       | 0.0%          | 0    | 0.0%         | 0       | 1.8%          | 1                |      |

|  | Tota | 1   | Zone | 1  | Zone 2 | 2  | Zone 3 | 3  | Zone | 4  | Zone | 5  | Zone | 6  | Zone ' | 7  | Zone 8 | 3  | Zone 9 | )  | Zone 1 | .0 | Zone 1 | 1  |
|--|------|-----|------|----|--------|----|--------|----|------|----|------|----|------|----|--------|----|--------|----|--------|----|--------|----|--------|----|
|  |      |     |      |    |        |    |        |    |      |    |      |    |      |    |        |    |        |    |        |    |        |    |        |    |
| Great Yeldham  | 0.2% | 1   | 0.0% | 0  | 0.0.0  | 0  | 1.8%   | 1  | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  |        | 0  | 0.0%   | 0  | 0.0,0  | 0  |
| Harleston  | 1.6% | 8   | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 14.3%  | 8  |
| Harlow   | 0.2% | 1   | 2.2% | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0,0  | 0  |
| Hungerford   | 0.2% | 1   | 0.0% | 0  | 0.0%   | 0  | 1.8%   | 1  | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |        | 0  |
| Lowestoft  | 0.4% | 2   | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 3.6%   | 2  |
| Marks Tey  | 0.2% | 1   | 2.2% | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Martlesham Heath Retail  | 0.2% | 1   | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 2.8%   | 1  | 0.0%   | 0  |
| Park, Beardmore Park,<br>Ipswich   |      |     |      |    |        |    |        |    |      |    |      |    |      |    |        |    |        |    |        |    |        |    |        |    |
| Newmarket  | 0.2% | 1   | 0.0% | 0  | 2.3%   | 1  | 0.0%   | 0  | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Norwich  | 5.2% | 26  | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  | 2.6%   | 1  | 0.0%   | 0  | 0.0%   | 0  | 22.2%  | 8  | 30.4%  | 17 |
| Old Newton   | 0.2% | 1   | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  | 0.0%   | 0  | 2.1%   | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Pets at Home, Beardmore  | 0.2% | 1   | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0% | 0  | 0.0% | 0  | 2.4% | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Park, Martlesham Heath,<br>Ipswich                                       |      |     |      |    |        |    |        |    |      |    |      |    |      |    |        |    |        |    |        |    |        |    |        |    |
| Ransomes Euro Retail Park,<br>Central Avenue, Ipswich                    | 0.4% | 2   | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0% | 0  | 2.3% | 1  | 0.0% | 0  | 2.6%   | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Sainsbury's, Cornard Road,<br>Sudbury                                    | 0.2% | 1   | 0.0% | 0  | 0.0%   | 0  | 1.8%   | 1  | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Semer  | 0.2% | 1   | 0.0% | 0  | 2.3%   | 1  | 0.0%   | 0  | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Street market in Pulham  | 0.2% | 1   | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 1.8%   | 1  |
| Tesco Superstore, Woodhall<br>Business Park,<br>Springlands Way, Sudbury | 0.8% | 4   | 0.0% | 0  | 0.0%   | 0  | 5.4%   | 3  | 2.2% | 1  | 0.0% | 0  | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Tesco, Woodhall Business<br>Park, Springlands Way,<br>Sudbury            | 0.4% | 2   | 0.0% | 0  | 0.0%   | 0  | 3.6%   | 2  | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Tiptree, Essex   | 0.2% | 1   | 2.2% | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Woodbridge   | 0.4% | 2   | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  | 5.1%   | 2  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Woolpit  | 0.2% | 1   | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 2.2%   | 1  | 0.0%   | 0  | 0.0%   | 0  |
| Base:  |      | 501 |      | 46 |        | 44 |        | 56 |      | 45 |      | 44 |      | 42 |        | 39 |        | 47 |        | 46 |        | 36 |        | 56 |

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# Babergh & Mid Suffolk Household Survey For Carter Jonas

February 2015

|  | Tota  | ıl  | Zone  | 1  | Zone 2 | 2  | Zone 3 | 3  | Zone 4 | ı  | Zone : | 5  | Zone    | 6     | Zone     | 7    | Zone     | 8      | Zone 9  | 9     | Zone 1  | 10  | Zone 1  | 11      |                  |
|--|-------|-----|-------|----|--------|----|--------|----|--------|----|--------|----|---------|-------|----------|------|----------|--------|---------|-------|---------|-----|---------|---------|------------------|
| Q16AWhich internet /<br>musical instrum<br>Those who buy gan | ents? | •   |       | •  |        | •  |        |    |        |    |        |    | toys; p | ets a | nd pet p | rodu | cts; hob | by ite | ms; spo | rt eq | uipment | and | camping | g goods | s; bicycles; and |
| Amazon   | 65.6% | 107 | 57.1% | 12 | 56.3%  | 9  | 53.3%  | 8  | 70.0%  | 7  | 57.1%  | 8  | 83.3%   | 15    | 60.0%    | 9    | 76.9%    | 10     | 62.5%   | 5     | 70.0%   | 14  | 76.9%   | 10      |                  |
| Argos  | 4.3%  | 7   | 4.8%  | 1  | 18.8%  | 3  | 6.7%   | 1  | 10.0%  | 1  | 0.0%   | 0  | 0.0%    | 0     | 0.0%     | 0    | 0.0%     | 0      | 0.0%    | 0     | 5.0%    | 1   | 0.0%    | 0       |                  |
| Asda   | 1.8%  | 3   | 4.8%  | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 5.6%    | 1     | 0.0%     | 0    | 0.0%     | 0      | 0.0%    | 0     | 0.0%    | 0   | 7.7%    | 1       |                  |
| Ebay   | 8.6%  | 14  | 9.5%  | 2  | 12.5%  | 2  | 6.7%   | 1  | 10.0%  | 1  | 7.1%   | 1  | 0.0%    | 0     | 26.7%    | 4    | 7.7%     | 1      | 12.5%   | 1     | 5.0%    | 1   | 0.0%    | 0       |                  |
| John Lewis   | 0.6%  | 1   | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0     | 0.0%     | 0    | 0.0%     | 0      | 12.5%   | 1     | 0.0%    | 0   | 0.0%    | 0       |                  |
| Геѕсо  | 1.8%  | 3   | 0.0%  | 0  | 0.0%   | 0  | 6.7%   | 1  | 0.0%   | 0  | 7.1%   | 1  | 5.6%    | 1     | 0.0%     | 0    | 0.0%     | 0      | 0.0%    | 0     | 0.0%    | 0   | 0.0%    | 0       |                  |
| Γoys R Us  | 1.2%  | 2   | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 7.1%   | 1  | 0.0%    | 0     | 0.0%     | 0    | 0.0%     | 0      | 12.5%   | 1     | 0.0%    | 0   | 0.0%    | 0       |                  |
| Other  | 12.3% | 20  | 23.8% | 5  | 12.5%  | 2  | 26.7%  | 4  | 0.0%   | 0  | 7.1%   | 1  | 5.6%    | 1     | 13.3%    | 2    | 0.0%     | 0      | 0.0%    | 0     | 20.0%   | 4   | 7.7%    | 1       |                  |
| Sports Direct  | 3.7%  | 6   | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 10.0%  | 1  | 14.3%  | 2  | 0.0%    | 0     | 0.0%     | 0    | 15.4%    | 2      | 0.0%    | 0     | 0.0%    | 0   | 7.7%    | 1       |                  |
| Base:  |       | 163 |       | 21 |        | 16 |        | 15 |        | 10 |        | 14 |         | 18    |          | 15   |          | 13     |         | 8     |         | 20  |         | 13      |                  |

|   | Total     | l      | Zone      | 1     | Zone     | 2    | Zone 3    | 3      | Zone      | 4     | Zone 5    | 5     | Zone    | 6     | Zone   | 7      | Zone       | 8     | Zone 9   | )    | Zone 1    | .0     | Zone  | 11 |
|---|-----------|--------|-----------|-------|----------|------|-----------|--------|-----------|-------|-----------|-------|---------|-------|--------|--------|------------|-------|----------|------|-----------|--------|-------|----|
| Q17 Where do you norma<br>Excl Nulls & SFT            | ally do n | nost d | of your h | nouse | hold's s | hopp | ing for f | urnitı | ure, carp | oets, | other flo | or co | verings | and I | nouseh | old te | xtiles (in | clude | es beds, | sofa | s, tables | , etc) | ?     |    |
| Carpetright, Shawlands Retail Park, Newton Road,      | 3.1%      | 23     | 2.7%      | 2     | 1.4%     | 1    | 12.5%     | 8      | 13.1%     | 11    | 1.6%      | 1     | 0.0%    | 0     | 0.0%   | 0      | 0.0%       | 0     | 0.0%     | 0    | 0.0%      | 0      | 0.0%  | 0  |
| Sudbury Feather & Black, Copdock Interchange, Ipswich | 0.3%      | 2      | 0.0%      | 0     | 0.0%     | 0    | 0.0%      | 0      | 0.0%      | 0     | 1.6%      | 1     | 0.0%    | 0     | 0.0%   | 0      | 0.0%       | 0     | 0.0%     | 0    | 2.0%      | 1      | 0.0%  | 0  |
| Homebase, Waldingfield<br>Road, Sudbury               | 0.1%      | 1      | 0.0%      | 0     | 0.0%     | 0    | 0.0%      | 0      | 1.2%      | 1     | 0.0%      | 0     | 0.0%    | 0     | 0.0%   | 0      | 0.0%       | 0     | 0.0%     | 0    | 0.0%      | 0      | 0.0%  | 0  |
| Copdock Mill Interchange,<br>Ipswich                  | 3.7%      | 27     | 0.0%      | 0     | 0.0%     | 0    | 3.1%      | 2      | 0.0%      | 0     | 9.4%      | 6     | 9.1%    | 6     | 9.5%   | 6      | 3.4%       | 2     | 1.5%     | 1    | 5.9%      | 3      | 1.5%  | 1  |
| Shawlands Retail Park,<br>Newton Road, Sudbury        | 1.0%      | 7      | 1.4%      | 1     | 0.0%     | 0    | 3.1%      | 2      | 4.8%      | 4     |           | 0     | 0.0%    | 0     | 0.0%   | 0      | 0.0%       | 0     | 0.0%     | 0    | 0.0%      | 0      | 0.0%  | 0  |
| Woodhall Business Park, Drury Drive, Sudbury          | 0.5%      | 4      | 0.0%      | 0     |          | 0    | 3.1%      | 2      | 2.4%      | 2     |           | 0     | 0.0%    | 0     |        | 0      |            | 0     | 0.0%     | 0    |           | 0      | 0.0%  | 0  |
| Braintree   | 0.5%      | 4      | 1.4%      | 1     | 0.0%     | 0    | 0.0%      | 0      | 3.6%      | 3     | 0.0%      | 0     | 0.0%    | 0     | 0.0%   | 0      | 0.0%       | 0     | 0.0%     | 0    | 0.0%      | 0      | 0.0%  | 0  |
| Bramford  | 0.4%      | 3      | 0.0%      | 0     | 0.0%     | 0    | 0.0%      | 0      | 0.0%      | 0     | 0.0%      | 0     | 1.5%    | 1     | 1.6%   | 1      | 0.0%       | 0     | 0.0%     | 0    | 0.0%      | 0      | 1.5%  | 1  |
| ury St Edmunds  | 27.9%     | 204    | 31.1%     |       | 77.0%    | 57   | 28.1%     |        | 15.5%     | 13    | 4.7%      | 3     | 0.0%    | 0     | 7.9%   | 5      |            | 15    | 82.4%    | 56   | 23.5%     | 12     | 3.0%  | 2  |
| olchester   | 9.6%      | 70     | 37.8%     | 28    | 0.0%     | 0    | 20.3%     | 13     | 19.0%     | 16    | 0.0%      | 0     | 12.1%   | 8     | 4.8%   | 3      | 1.7%       | 1     | 0.0%     | 0    | 0.0%      | 0      | 1.5%  | 1  |
| ye .  | 0.5%      | 4      | 0.0%      | 0     | 0.0%     | 0    | 0.0%      | 0      | 1.2%      | 1     | 0.0%      | 0     | 0.0%    | 0     | 1.6%   | 1      | 0.0%       | 0     | 0.0%     | 0    | 3.9%      | 2      | 0.0%  | 0  |
| reat Conard   | 0.3%      | 2      | 0.0%      | 0     | 0.0%     | 0    | 1.6%      | 1      | 1.2%      | 1     | 0.0%      | 0     | 0.0%    | 0     | 0.0%   | 0      | 0.0%       | 0     | 0.0%     | 0    | 0.0%      | 0      | 0.0%  | 0  |
| adleigh   | 3.1%      | 23     | 0.0%      | 0     | 0.0%     | 0    | 0.0%      | 0      | 0.0%      | 0     | 34.4%     | 22    | 1.5%    | 1     | 0.0%   | 0      | 0.0%       | 0     | 0.0%     | 0    | 0.0%      | 0      | 0.0%  | 0  |
| swich   | 18.2%     | 133    | 0.0%      | 0     | 1.4%     | 1    | 3.1%      | 2      | 3.6%      |       | 43.8%     | 28    | 62.1%   | 41    | 42.9%  | 27     |            | 25    | 0.0%     | 0    | 7.8%      | 4      | 3.0%  | 2  |
| ong Melford   | 0.1%      | 1      | 0.0%      | 0     | 0.0%     | 0    | 1.6%      | 1      | 0.0%      | 0     |           | 0     | 0.0%    | 0     | 0.0%   | 0      | 0.0%       | 0     | 0.0%     | 0    | 0.0%      | 0      | 0.0%  | 0  |
| eedham  | 0.1%      | 1      | 0.0%      | 0     | 0.0%     | 0    | 0.0%      | 0      | 0.0%      | 0     |           | 0     | 0.0%    | 0     | 1.6%   | 1      | 0.0%       | 0     | 0.0%     | 0    | 0.0%      | 0      | 0.0%  | 0  |
| eedham Market   | 0.1%      | 2      | 0.0%      | 0     | 0.0%     | 0    | 0.0%      | 0      | 0.0%      | 0     | 0.0%      | 0     | 0.0%    | 0     | 3.2%   | 2      | 0.0%       | 0     | 0.0%     | 0    | 0.0%      | 0      | 0.0%  | 0  |
| owmarket  | 3.0%      | 22     | 0.0%      | 0     | 2.7%     | 2    | 0.0%      | 0      | 0.0%      | 0     | 0.0%      | 0     | 0.0%    | 0     | 4.8%   | 3      | 22.4%      | 13    | 4.4%     | 3    | 2.0%      | 1      | 0.0%  | 0  |
| adbury  | 7.4%      | 54     | 17.6%     | 13    | 6.8%     | 5    | 20.3%     | 13     | 26.2%     | 22    | 1.6%      | 1     | 0.0%    | 0     | 0.0%   | 0      | 0.0%       | 0     | 0.0%     | 0    | 0.0%      | 0      | 0.0%  | 0  |
| nglia Retail Park, Bury<br>Road, Ipswich              | 0.3%      | 2      | 0.0%      | 0     | 0.0%     | 0    | 0.0%      | 0      | 0.0%      | 0     | 0.0%      | 0     | 0.0%    | 0     | 3.2%   | 2      | 0.0%       | 0     | 0.0%     | 0    | 0.0%      | 0      | 0.0%  | 0  |
| Bainbridge  | 0.1%      | 1      | 0.0%      | 0     | 0.0%     | 0    | 0.0%      | 0      | 0.0%      | 0     | 0.0%      | 0     | 0.0%    | 0     | 0.0%   | 0      | 0.0%       | 0     | 1.5%     | 1    | 0.0%      | 0      | 0.0%  | 0  |
| eccles  | 0.1%      | 1      | 0.0%      | 0     | 0.0%     | 0    | 0.0%      | 0      | 0.0%      | 0     | 0.0%      | 0     | 0.0%    | 0     | 0.0%   | 0      | 0.0%       | 0     | 0.0%     | 0    | 0.0%      | 0      | 1.5%  | 1  |
| uckton  | 0.1%      | 1      | 0.0%      | 0     | 0.0%     | 0    | 0.0%      | 0      | 0.0%      | 0     | 0.0%      | 0     | 0.0%    | 0     | 0.0%   | 0      | 1.7%       | 1     | 0.0%     | 0    | 0.0%      | 0      | 0.0%  | 0  |
| ingay   | 0.4%      | 3      | 0.0%      | 0     | 0.0%     | 0    | 0.0%      | 0      | 0.0%      | 0     | 0.0%      | 0     | 0.0%    | 0     | 0.0%   | 0      | 0.0%       | 0     | 0.0%     | 0    | 0.0%      | 0      | 4.5%  | 3  |
| ambridge  | 1.1%      | 8      | 2.7%      | 2     | 2.7%     | 2    | 0.0%      | 0      | 2.4%      | 2     | 0.0%      | 0     |         | 0     | 0.0%   | 0      | 0.0%       | 0     | 2.9%     | 2    | 0.0%      | 0      | 0.0%  | 0  |
| arpetright, Anglia Parkway<br>North, Ipswich          | 0.4%      | 3      | 0.0%      | 0     | 0.0%     | 0    | 0.0%      | 0      | 0.0%      | 0     |           | 0     | 1.5%    | 1     | 3.2%   | 2      | 0.0%       | 0     | 0.0%     | 0    | 0.0%      | 0      | 0.0%  | 0  |
| Central London  | 0.4%      | 3      | 0.0%      | 0     | 2.7%     | 2    | 0.0%      | 0      | 0.0%      | 0     | 0.0%      | 0     | 1.5%    | 1     | 0.0%   | 0      | 0.0%       | 0     | 0.0%     | 0    | 0.0%      | 0      | 0.0%  | 0  |
| iss   | 6.1%      | 45     | 0.0%      | 0     | 0.0%     | 0    | 0.0%      | 0      | 0.0%      | 0     | 0.0%      | 0     | 0.0%    | 0     | 3.2%   | 2      | 0.0%       | 0     | 0.0%     | 0    | 39.2%     | 20     | 34.8% | 23 |
| arls Colne  | 0.1%      | 1      | 1.4%      | 1     | 0.0%     | 0    | 0.0%      | Õ      | 0.0%      | 0     | 0.0%      | 0     | 0.0%    | 0     | 0.0%   | 0      | 0.0%       | 0     | 0.0%     | 0    | 0.0%      | 0      | 0.0%  | 0  |
| Futura Park, Crane<br>Boulevard, Ipswich              | 0.1%      | 1      | 0.0%      | 0     | 0.0%     | 0    | 0.0%      | 0      | 0.0%      | 0     |           | 0     | 0.0%    | 0     | 0.0%   | 0      | 0.0%       | 0     | 0.0%     | 0    | 0.0%      | 0      | 1.5%  | 1  |
| Glemsford   | 0.1%      | 1      | 1.4%      | 1     | 0.0%     | 0    | 0.0%      | 0      | 0.0%      | 0     | 0.0%      | 0     | 0.0%    | 0     | 0.0%   | 0      | 0.0%       | 0     | 0.0%     | 0    | 0.0%      | 0      | 0.0%  | 0  |
| Great Yarmouth  | 0.1%      | 1      | 0.0%      | 0     | 1.4%     | 1    | 0.0%      | 0      | 0.0%      | 0     |           | 0     | 0.0%    | 0     | 0.0%   | 0      | 0.0%       | 0     | 0.0%     | 0    | 0.0%      | 0      | 0.0%  | 0  |
| Greenhithe  | 0.1%      | 1      | 0.0%      | 0     | 0.0%     | 0    | 0.0%      | 0      | 0.0%      | 0     | 0.0%      | 0     | 1.5%    | 1     | 0.0%   | 0      | 0.0%       | 0     | 0.0%     | 0    | 0.0%      | 0      | 0.0%  | 0  |
| Harleston   | 0.1%      | 1      | 0.0%      | 0     | 0.0%     | 0    | 0.0%      | 0      | 0.0%      | 0     | 0.0%      | 0     | 0.0%    | 0     | 0.0%   | 0      | 0.0%       | 0     | 0.0%     | 0    | 0.0%      | 0      | 1.5%  | -  |

February 2015

### Babergh & Mid Suffolk Household Survey For Carter Jonas

|   | Tota | ıl  | Zone | 1  | Zone 2 | 2  | Zone 3 | 3  | Zone 4 | ı  | Zone 5 |    | Zone | 6  | Zone | 7  | Zone | 8  | Zone | 9  | Zone 1 | 0  | Zone 1 | .1 |
|---|------|-----|------|----|--------|----|--------|----|--------|----|--------|----|------|----|------|----|------|----|------|----|--------|----|--------|----|
| John Lewis, Futura Park,                              | 0.1% | 1   | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 1.6%   | 1  | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Ransomes Way, Crane<br>Boulevard, Ipswich             |      |     |      |    |        |    |        |    |        |    |        |    |      |    |      |    |      |    |      |    |        |    |        |    |
| Lowestoft   | 0.4% | 3   | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  | 0.0%   | 0  | 4.5%   | 3  |
| Martlesham  | 0.4% | 3   | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 1.5% | 1  | 3.2% | 2  | 0.0% | 0  | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Mellis Village  | 0.5% | 4   | 0.0% | 0  | 0.0%   | 0  | 1.6%   | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0% | 0  | 0.0% | 0  | 1.7% | 1  | 1.5% | 1  | 0.0%   | 0  | 1.5%   | 1  |
| Newmarket   | 0.3% | 2   | 0.0% | 0  | 2.7%   | 2  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Norwich   | 5.1% | 37  | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0% | 0  | 1.6% | 1  | 0.0% | 0  | 4.4% | 3  | 15.7%  | 8  | 37.9%  | 25 |
| Onehouse  | 0.1% | 1   | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  | 1.5% | 1  | 0.0%   | 0  | 0.0%   | 0  |
| Ransomes Euro Retail Park,<br>Central Avenue, Ipswich | 0.3% | 2   | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 1.2%   | 1  | 0.0%   | 0  | 0.0% | 0  | 1.6% | 1  | 0.0% | 0  | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Sainsbury's, Cornard Road,<br>Sudbury                 | 0.1% | 1   | 0.0% | 0  | 1.4%   | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Stonham Aspal   | 0.1% | 1   | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  | 0.0%   | 0  | 1.5%   | 1  |
| Street market in Wickham                              | 0.1% | 1   | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0% | 0  | 1.6% | 1  | 0.0% | 0  | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Walton  | 0.1% | 1   | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 1.5% | 1  | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Welwyn Garden City                                    | 0.1% | 1   | 1.4% | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  |
| West Thurrock   | 1.1% | 8   | 1.4% | 1  | 0.0%   | 0  | 1.6%   | 1  | 3.6%   | 3  | 1.6%   | 1  | 3.0% | 2  | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Witham  | 0.1% | 1   | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 1.2%   | 1  | 0.0%   | 0  | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Woodbridge  | 0.7% | 5   | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 3.0% | 2  | 4.8% | 3  | 0.0% | 0  | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Base:   |      | 732 |      | 74 |        | 74 |        | 64 |        | 84 |        | 64 |      | 66 |      | 63 |      | 58 |      | 68 |        | 51 |        | 66 |

Q17AWhich internet / home delivery retailer do you also use for your household's shopping for furniture, carpets, other floor coverings and household textiles (includes beds, sofas, tables, etc)?

Those who buy furniture, carpets and other floor coverings via the Internet at Q17: AND Excl Nulls & SFT

| Amazon          | 20.8% | 10 | 0.0%  | 0 | 40.0% | 2 | 0.0%  | 0 | 0.0%  | 0 | 0.0%   | 0 | 50.0% | 1 | 33.3% | 2 | 20.0% | 1 | 20.0% | 1 | 33.3% | 2 | 25.0% | 1 |
|-----------------|-------|----|-------|---|-------|---|-------|---|-------|---|--------|---|-------|---|-------|---|-------|---|-------|---|-------|---|-------|---|
| Asda            | 2.1%  | 1  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 50.0% | 1 | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| B&Q             | 2.1%  | 1  | 0.0%  | 0 | 0.0%  | 0 | 14.3% | 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 |
| Ebay            | 12.5% | 6  | 0.0%  | 0 | 0.0%  | 0 | 14.3% | 1 | 0.0%  | 0 | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0 | 40.0% | 2 | 20.0% | 1 | 16.7% | 1 | 25.0% | 1 |
| John Lewis      | 16.7% | 8  | 20.0% | 1 | 20.0% | 1 | 14.3% | 1 | 0.0%  | 0 | 0.0%   | 0 | 50.0% | 1 | 0.0%  | 0 | 0.0%  | 0 | 40.0% | 2 | 33.3% | 2 | 0.0%  | 0 |
| Littlewoods     | 2.1%  | 1  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 16.7% | 1 | 0.0%  | 0 |
| Marks & Spencer | 2.1%  | 1  | 0.0%  | 0 | 0.0%  | 0 | 14.3% | 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 |
| Next            | 12.5% | 6  | 40.0% | 2 | 0.0%  | 0 | 28.6% | 2 | 0.0%  | 0 | 100.0% | 1 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 20.0% | 1 | 0.0%  | 0 | 0.0%  | 0 |
| Other           | 27.1% | 13 | 40.0% | 2 | 40.0% | 2 | 14.3% | 1 | 0.0%  | 0 | 0.0%   | 0 | 0.0%  | 0 | 66.7% | 4 | 40.0% | 2 | 0.0%  | 0 | 0.0%  | 0 | 50.0% | 2 |
| Very            | 2.1%  | 1  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 50.0% | 1 | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Base:           |       | 48 |       | 5 |       | 5 |       | 7 |       | 2 |        | 1 |       | 2 |       | 6 |       | 5 |       | 5 |       | 6 |       | 4 |

|  | Tota      | 1      | Zone      | 1     | Zone 2   | 2    | Zone      | 3     | Zone     | 4     | Zone     | 5     | Zone   | e 6   | Zone   | e 7     | Zone       | 8       | Zone   | 9      | Zone 1  | 0      | Zone 11   |                          |
|--|-----------|--------|-----------|-------|----------|------|-----------|-------|----------|-------|----------|-------|--------|-------|--------|---------|------------|---------|--------|--------|---------|--------|-----------|--------------------------|
|  |           |        |           |       |          |      |           |       |          |       |          |       |        |       |        |         |            |         |        |        |         |        |           |                          |
| Q18 Where do you norm<br>shrubs etc)?<br>Excl Nulls & SFT          | ally do r | nost o | of your h | nouse | hold's s | hopp | ing for I | DIY g | oods, de | ecora | ting sup | plies | and ga | arden | produc | ts (suc | ch as dril | ls, lav | wn mow | ers, h | nammers | s, hed | ge cutter | s, garden tools, plants, |
| Carpetright, Shawlands<br>Retail Park, Newton Road,<br>Sudbury     | 0.1%      | 1      | 0.0%      | 0     | 0.0%     | 0    | 0.0%      | 0     | 1.1%     | 1     | 0.0%     | 0     | 0.0%   | 0     | 0.0%   | 0       | 0.0%       | 0       | 0.0%   | 0      | 0.0%    | 0      | 0.0%      | 0                        |
| Currys PC World, London<br>Road / Copdock                          | 0.2%      | 2      | 0.0%      | 0     | 0.0%     | 0    | 0.0%      | 0     | 0.0%     | 0     | 0.0%     | 0     | 1.2%   | 1     | 0.0%   | 0       | 1.3%       | 1       | 0.0%   | 0      | 0.0%    | 0      | 0.0%      | 0                        |
| Interchange, Ipswich Feather & Black, Copdock Interchange, Ipswich | 0.1%      | 1      | 0.0%      | 0     | 0.0%     | 0    | 0.0%      | 0     | 0.0%     | 0     | 0.0%     | 0     | 0.0%   | 0     | 1.2%   | 1       | 0.0%       | 0       | 0.0%   | 0      | 0.0%    | 0      | 0.0%      | 0                        |
| Homebase, Waldingfield<br>Road, Sudbury                            | 11.0%     | 98     | 18.4%     | 16    | 6.0%     | 5    | 39.1%     | 34    | 45.5%    | 40    | 4.1%     | 3     | 0.0%   | 0     | 0.0%   | 0       | 0.0%       | 0       | 0.0%   | 0      | 0.0%    | 0      | 0.0%      | 0                        |
| Tesco Extra, Copdock<br>Interchange, Ipswich                       | 0.1%      | 1      | 0.0%      | 0     | 0.0%     | 0    | 0.0%      | 0     | 0.0%     | 0     | 1.4%     | 1     | 0.0%   | 0     | 0.0%   | 0       | 0.0%       | 0       | 0.0%   | 0      | 0.0%    | 0      | 0.0%      | 0                        |
| Toys R Us, London Road /<br>Copdock Interchange,<br>Ipswich        | 0.2%      | 2      | 0.0%      | 0     | 1.2%     | 1    | 0.0%      | 0     | 0.0%     | 0     | 1.4%     | 1     | 0.0%   | 0     | 0.0%   | 0       | 0.0%       | 0       | 0.0%   | 0      | 0.0%    | 0      | 0.0%      | 0                        |
| Copdock Mill Interchange,<br>Ipswich                               | 5.6%      | 50     | 0.0%      | 0     | 0.0%     | 0    | 0.0%      | 0     | 1.1%     | 1     | 13.5%    | 10    | 9.6%   | 8     | 14.3%  | 12      | 7.7%       | 6       | 0.0%   | 0      | 14.3%   | 10     | 3.8%      | 3                        |
| Shawlands Retail Park,<br>Newton Road, Sudbury                     | 1.9%      | 17     | 8.0%      | 7     | 0.0%     | 0    | 2.3%      | 2     | 9.1%     | 8     | 0.0%     | 0     | 0.0%   | 0     | 0.0%   | 0       | 0.0%       | 0       | 0.0%   | 0      | 0.0%    | 0      | 0.0%      | 0                        |
| Woodhall Business Park,<br>Drury Drive, Sudbury                    | 2.9%      | 26     | 2.3%      | 2     | 0.0%     | 0    | 9.2%      | 8     | 17.0%    | 15    | 1.4%     | 1     | 0.0%   | 0     | 0.0%   | 0       | 0.0%       | 0       | 0.0%   | 0      | 0.0%    | 0      | 0.0%      | 0                        |
| Bramford   | 0.1%      | 1      | 0.0%      | 0     | 0.0%     | 0    | 0.0%      | 0     | 0.0%     | 0     | 0.0%     | 0     | 0.0%   | 0     | 0.0%   | 0       | 0.0%       | 0       | 0.0%   | 0      | 0.0%    | 0      | 1.3%      | 1                        |
| Brantham   | 0.1%      | 1      | 0.0%      | 0     | 0.0%     | 0    | 0.0%      | 0     | 0.0%     | 0     | 0.0%     | 0     | 0.0%   | 0     | 0.0%   | 0       | 0.0%       | 0       | 1.3%   | 1      | 0.0%    | 0      | 0.0%      | 0                        |
| Bury St Edmunds  | 18.0%     | 161    | 2.3%      | 2     | 78.3%    | 65   | 2.3%      | 2     | 0.0%     | 0     | 0.0%     | 0     | 0.0%   | 0     | 0.0%   | 0       | 10.3%      | 8       | 90.0%  | 72     | 14.3%   | 10     | 2.5%      | 2                        |
| Capel St Mary  | 0.2%      | 2      | 0.0%      | 0     | 0.0%     | 0    | 0.0%      | 0     | 0.0%     | 0     | 1.4%     | 1     | 1.2%   | 1     | 0.0%   | 0       | 0.0%       | 0       | 0.0%   | 0      | 0.0%    | 0      | 0.0%      | 0                        |
| Colchester   | 4.4%      | 39     | 26.4%     | 23    | 0.0%     | 0    | 6.9%      | 6     | 1.1%     | 1     | 0.0%     | 0     | 10.8%  | 9     | 0.0%   | 0       | 0.0%       | 0       | 0.0%   | 0      | 0.0%    | 0      | 0.0%      | 0                        |
| Debenham   | 0.1%      | 1      | 0.0%      | 0     | 0.0%     | 0    | 0.0%      | 0     | 0.0%     | 0     | 0.0%     | 0     | 0.0%   | 0     | 1.2%   | 1       | 0.0%       | 0       | 0.0%   | 0      | 0.0%    | 0      | 0.0%      | 0                        |
| Eye  | 0.6%      | 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       | 0.0%   | 0      | 7.1%    | 5      | 0.0%      | 0                        |
| Hadleigh   | 4.3%      | 38     | 0.0%      | 0     | 2.4%     | 2    | 0.0%      | 0     | 0.0%     | 0     | 41.9%    | 31    | 4.8%   | 4     | 1.2%   | 1       | 0.0%       | 0       | 0.0%   | 0      | 0.0%    | 0      | 0.0%      | 0                        |
| Halstead   | 0.2%      | 2      | 2.3%      | 2     | 0.0%     | 0    | 0.0%      | 0     | 0.0%     | 0     | 0.0%     | 0     | 0.0%   | 0     | 0.0%   | 0       | 0.0%       | 0       | 0.0%   | 0      | 0.0%    | 0      | 0.0%      | 0                        |
| Haverhill  | 0.8%      | 7      | 8.0%      | 7     | 0.0%     | 0    | 0.0%      | 0     | 0.0%     | 0     | 0.0%     | 0     | 0.0%   | 0     | 0.0%   | 0       | 0.0%       | 0       | 0.0%   | 0      | 0.0%    | 0      | 0.0%      | 0                        |
| Ipswich  | 17.4%     | 155    | 0.0%      | 0     | 0.0%     | 0    | 0.0%      | 0     | 0.0%     | 0     | 24.3%    | 18    | 54.2%  | 45    |        | 27      | 57.7%      | 45      | 1.3%   | 1      | 17.1%   | 12     | 8.9%      | 7                        |
| Long Melford   | 0.4%      | 4      | 1.1%      | 1     | 2.4%     | 2    | 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                        |
| Manningtree  | 0.1%      | 1      | 0.0%      | 0     | 0.0%     | 0    | 0.0%      | 0     | 0.0%     | 0     | 0.0%     | 0     | 1.2%   | 1     | 0.0%   | 0       | 0.0%       | 0       | 0.0%   | 0      | 0.0%    | 0      | 0.0%      | 0                        |
| Needham  | 0.1%      | 1      | 0.0%      | 0     | 0.0%     | 0    | 0.0%      | 0     | 0.0%     | 0     | 0.0%     | 0     | 0.0%   | 0     |        | 1       | 0.0%       | 0       | 0.0%   | 0      | 0.0%    | 0      | 0.0%      | 0                        |
| Needham Market   | 0.4%      | 4      | 0.0%      | 0     | 0.0%     | 0    | 0.0%      | 0     | 0.0%     | 0     | 1.4%     | 1     | 0.0%   | 0     | 2.070  | 3       | 0.0%       | 0       | 0.0%   | 0      | 0.0%    | 0      | 0.0%      | 0                        |
| Stowmarket   | 1.7%      | 15     | 0.0%      | 0     | 4.8%     | 4    | 0.0%      | 0     | 0.0%     | 0     | 0.0%     | 0     | 0.0%   | 0     | ,      | 4       | 6.4%       | 5       | 1.3%   | 1      | 1.4%    | 1      | 0.0%      | 0                        |
| Sudbury  | 8.0%      | 71     | 25.3%     | 22    | 2.4%     | 2    | 32.2%     |       | 18.2%    | 16    |          | 3     | 0.0%   | 0     |        | 0       |            | 0       | 0.0%   | 0      | 0.0%    | 0      | 0.0%      | 0                        |
| Anglia Retail Park, Bury<br>Road, Ipswich                          | 0.9%      | 8      | 0.0%      | 0     | 0.0%     | 0    | 0.0%      | 0     | 0.0%     | 0     | 0.0%     | 0     | 0.0%   | 0     | 9.5%   | 8       | 0.0%       | 0       | 0.0%   | 0      | 0.0%    | 0      | 0.0%      | 0                        |
| B&Q, Anglia Parkway<br>South, Bury Road, Ipswich                   | 4.5%      | 40     | 0.0%      | 0     | 1.2%     | 1    | 0.0%      | 0     | 0.0%     | 0     | 5.4%     | 4     | 6.0%   | 5     | 23.8%  | 20      | 10.3%      | 8       | 1.3%   | 1      | 1.4%    | 1      | 0.0%      | 0                        |
| B&Q, The Sandlings, Euro   | 0.9%      | 8      | 0.0%      | 0     | 0.0%     | 0    | 0.0%      | 0     | 0.0%     | 0     | 0.0%     | 0     | 6.0%   | 5     | 0.0%   | 0       | 1.3%       | 1       | 0.0%   | 0      | 1.4%    | 1      | 1.3%      | 1                        |

|  | Total Zone |     | Zone 1 |    | Zone 2 |    | Zone 3 |    | Zone 4 |    | Zone 5 |    | Zone 6 |    | Zone 7 |    | Zone 8 |    | Zone 9 | )  | Zone 10 |    | Zone 1 | 11 |
|--|------------|-----|--------|----|--------|----|--------|----|--------|----|--------|----|--------|----|--------|----|--------|----|--------|----|---------|----|--------|----|
| Retail Park, Warren Heath,                                 |            |     |        |    |        |    |        |    |        |    |        |    |        |    |        |    |        |    |        |    |         |    |        |    |
| Ipswich  |            |     |        |    |        |    |        |    |        |    |        |    |        |    |        |    |        |    |        |    |         |    |        |    |
| B&Q, Woodhall Business<br>Park, Eastern Bypass,<br>Sudbury | 1.6%       | 14  | 3.4%   | 3  | 0.0%   | 0  | 6.9%   | 6  | 5.7%   | 5  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0  | 0.0%   | 0  |
| Bacton   | 0.4%       | 4   | 0.0%   | 0  | 1.2%   | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 2.6%   | 2  | 0.0%   | 0  | 1.4%    | 1  | 0.0%   | 0  |
| Badley   | 0.1%       | 1   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 1.3%   | 1  | 0.0%   | 0  | 0.0%    | 0  | 0.0%   | 0  |
| Bedford  | 0.1%       | 1   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 1.4%    | 1  | 0.0%   | 0  |
| Brettenham   | 0.1%       | 1   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0  | 1.3%   | 1  |
| Buckton  | 0.1%       | 1   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 1.3%   | 1  | 0.0%   | 0  | 0.0%    | 0  | 0.0%   | 0  |
| Chilton Industrial Estate,                                 | 0.1%       | 1   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 1.1%   | 1  | 0.0%   | Ö  | 0.0%   | Ö  | 0.0%   | Ö  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0  | 0.0%   | 0  |
| Sudbury  |            |     |        |    |        |    |        |    |        |    |        |    |        |    |        |    |        |    |        |    |         |    |        |    |
| Clare  | 0.1%       | 1   | 1.1%   | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0  | 0.0%   | 0  |
| Cotton   | 0.1%       | 1   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 1.4%    | 1  | 0.0%   | 0  |
| Diss   | 3.2%       | 29  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 1.2%   | 1  | 0.0%   | 0  | 0.0%   | 0  | 25.7%   | 18 |        | 10 |
| Framlingham  | 0.4%       | 4   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 3.6%   | 3  | 0.0%   | 0  | 0.0%   | 0  | 1.4%    | 1  | 0.0%   | 0  |
| Halesworth   | 0.2%       | 2   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0  | 2.5%   | 2  |
| Harleston  | 1.6%       | 14  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0  | 17.7%  | 14 |
| Homebase, Felixstowe Road,<br>Warren Heath, Ipswich        | 0.2%       | 2   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 1.2%   | 1  | 1.2%   | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0  | 0.0%   | 0  |
| Leyton   | 0.1%       | 1   | 1.1%   | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0  | 0.0%   | 0  |
| Lowestoft  | 0.2%       | 2   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0  | 2.5%   | 2  |
| Morrisons, Sproughton                                      | 0.1%       | 1   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 1.2%   | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0  | 0.0%   | 0  |
| Road, Ipswich  |            | •   |        | ,  |        | -  |        | -  |        | -  |        | ,  |        | -  |        | ,  |        | ,  |        | ,  |         | ,  |        | ~  |
| Mundford   | 0.1%       | 1   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 1.3%   | 1  | 0.0%    | 0  | 0.0%   | 0  |
| Norwich  | 4.5%       | 40  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 8.6%    | -  |        | 34 |
| Orwell Retail Park, Ranelagh<br>Road, Ipswich              | 0.2%       | 2   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 2.4%   | 2  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0  | 0.0%   | 0  |
| Pulham St. Mary  | 0.1%       | 1   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0  | 1.3%   | 1  |
| Rickinghall  | 0.1%       | 2   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 2.9%    | 2  | 0.0%   | 0  |
| Thetford   | 0.1%       | 1   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 1.3%   | 1  | 0.0%    | 0  | 0.0%   | 0  |
| Tostock  | 0.1%       | 1   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 1.3%   | 1  | 0.0%    | 0  | 0.0%   | 0  |
| Woodbridge   | 0.1%       | 2   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 1.2%   | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0  | 1.3%   | 1  |
| $\varepsilon$  | 0.2%       | 1   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 1.3%   | 1  | 0.0%    | 0  | 0.0%   | 0  |
| Woolpit  | 0.1%       | 1   | 0.0%   | -  | 0.0%   | -  | 0.0%   |    | 0.0%   | -  | 0.0%   | -  | 0.0%   | -  | 0.0%   |    | 0.0%   | -  | 1.5%   | 1  | 0.0%    | -  | 0.0%   |    |
| Base:  |            | 893 |        | 87 |        | 83 |        | 87 |        | 88 |        | 74 |        | 83 |        | 84 |        | 78 |        | 80 |         | 70 |        | 79 |

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# Babergh & Mid Suffolk Household Survey For Carter Jonas

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|   | Total       | Zone     | 1 | Zone 2 | Zone 3 | Zone 4   | Zone 5  | Zone 6   | Zone 7            | Zone 8    | Zone 9         | Zone 10       | Zone 11                          |
|---|-------------|----------|---|--------|--------|----------|---------|----------|-------------------|-----------|----------------|---------------|----------------------------------|
| Q18AWhich internet / h<br>garden tools, plan<br>Those who buy DIY | nts, shrubs | etc)?    | - |        |        |          |         |          | ating supplies ar | nd garden | products (such | as drills, la | wn mowers, hammers, hedge cutter |
| Amazon  | 14.3%       | 2 0.0%   | 0 | 0.0% 0 | 0.0%   | 0 0.0%   | 0 50.0% | 1 0.0%   | 0 0.0% 0          | 0.0%      | 0 0.0% 0       | 0.0%          | 0 33.3% 1                        |
| B&Q   | 28.6%       | 4 0.0%   |   | 0.0% 0 |        | 0 100.0% | 1 0.0%  | 0 100.0% |                   | 100.0%    |                | 0.0%          | 0 0.0% 0                         |
| Boots   | 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% 0       | 0.0%          | 0 33.3% 1                        |
| Currys  | 7.1%        | 1 100.0% | 1 | 0.0% 0 | 0.0%   | 0.0%     | 0 0.0%  | 0 0.0%   | 0 0.0% 0          | 0.0%      | 0 0.0% 0       | 0.0%          | 0 0.0% 0                         |
| Ebay  | 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       | 50.0%         | 1 0.0% 0                         |
| John Lewis  | 7.1%        | 1 0.0%   | 0 | 0.0% 0 | 0.0%   | 0.0%     | 0.0%    | 0 0.0%   | 0 0.0% 0          | 0.0%      | 0 100.0% 1     | 0.0%          | 0 0.0% 0                         |
| Other   | 28.6%       | 4 0.0%   | 0 | 0.0% 0 | 100.0% | 1 0.0%   | 0 50.0% | 1 0.0%   | 0 0.0% 0          | 0.0%      | 0 0.0% 0       | 50.0%         | 1 33.3% 1                        |
| Base:   |             | 14       | 1 | 0      | )      | 1        | 1       | 2        | 1 1               |           | 1 1            |               | 2 3                              |

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|   | Total | l   | Zone  | 1  | Zone  | 2  | Zone 3 | 3  | Zone 4 | Į. | Zone  | 5  | Zone  | 6  | Zone  | 7  | Zone | 8  | Zone 9   | 9      | Zone 1   | .0    | Zone 1   | 1               |          |
|---|-------|-----|-------|----|-------|----|--------|----|--------|----|-------|----|-------|----|-------|----|------|----|----------|--------|----------|-------|----------|-----------------|----------|
|   |       |     |       |    |       |    |        |    |        |    |       |    |       |    |       |    |      |    |          |        |          |       |          |                 |          |
| Q19 Where do you norm<br>non-electric applian<br>Excl Nulls & SFT |       |     |       |    |       |    |        |    |        |    |       |    |       |    |       |    |      |    | azors, h | air dr | yers, cu | rling | tongs, e | electric toothb | rishes), |
| Currys PC World, London<br>Road / Copdock<br>Interchange, Ipswich | 0.2%  | 2   | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 1.1%  | 1  | 0.0%  | 0  | 1.1%  | 1  | 0.0% | 0  | 0.0%     | 0      | 0.0%     | 0     | 0.0%     | 0               |          |
| Tesco Extra, Copdock<br>Interchange, Ipswich                      | 1.9%  | 18  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 2.2%  | 2  | 15.7% | 13 | 3.2%  | 3  | 0.0% | 0  | 0.0%     | 0      | 0.0%     | 0     | 0.0%     | 0               |          |
| Copdock Mill Interchange,<br>Ipswich                              | 0.1%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.1%  | 1  | 0.0% | 0  | 0.0%     | 0      | 0.0%     | 0     | 0.0%     | 0               |          |
| Woodhall Business Park,<br>Drury Drive, Sudbury                   | 0.3%  | 3   | 1.2%  | 1  | 0.0%  | 0  | 1.1%   | 1  | 1.1%   | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0  | 0.0%     | 0      | 0.0%     | 0     | 0.0%     | 0               |          |
| Bramford  | 0.2%  | 2   | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.1%  | 1  | 0.0% | 0  | 0.0%     | 0      | 0.0%     | 0     | 1.1%     | 1               |          |
| Bury St Edmunds   | 18.1% | 172 | 2.4%  | 2  | 81.1% | 73 | 5.5%   | 5  | 1.1%   | 1  | 4.4%  | 4  | 1.2%  | 1  | 1.1%  | 1  | 7.7% | 6  | 79.8%    | 71     | 10.7%    | 8     | 0.0%     | 0               |          |
| Capel St Mary   | 0.2%  | 2   | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 2.4%  | 2  | 0.0%  | 0  | 0.0% | 0  | 0.0%     | 0      | 0.0%     | 0     | 0.0%     | 0               |          |
| Colchester  | 3.3%  | 31  | 23.5% | 20 | 0.0%  | 0  | 5.5%   | 5  | 0.0%   | 0  | 0.0%  | 0  | 7.2%  | 6  | 0.0%  | 0  | 0.0% | 0  | 0.0%     | 0      | 0.0%     | 0     | 0.0%     | 0               |          |
| Debenham  | 0.2%  | 2   | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  |       | 0  | 1.1%  | 1  | 0.0% | 0  | 0.0%     | 0      | 1.3%     | 1     | 0.0%     | 0               |          |
| Eye   | 1.2%  | 11  | 0.0%  | 0  | 0.0%  | Õ  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0  | 0.0%     | 0      | 14.7%    | 11    | 0.0%     | 0               |          |
| Hadleigh  | 6.3%  | 60  | 0.0%  | 0  | 0.0%  | 0  | 2.2%   | 2  | 0.0%   | 0  | 59.3% | 54 | 2.4%  | 2  | 2.2%  | 2  | 0.0% | 0  | 0.0%     | 0      | 0.0%     | 0     | 0.0%     | Ö               |          |
| Halstead  | 0.4%  | 4   | 4.7%  | 4  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  |       | 0  | 0.0%  | 0  | 0.0% | 0  | 0.0%     | 0      | 0.0%     | 0     | 0.0%     | 0               |          |
| Haverhill   | 0.8%  | 8   | 9.4%  | 8  | 0.0%  | ő  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  |       | 0  | 0.0%  | ő  | 0.0% | 0  | 0.0%     | 0      | 0.0%     | 0     | 0.0%     | Ö               |          |
| Ipswich   | 12.9% | 123 | 0.0%  | 0  | 0.0%  | 0  | 3.3%   | 3  | 1.1%   | 1  | 20.9% | 19 |       | 47 | 47.3% | 44 | 5.1% | 4  | 1.1%     | 1      | 2.7%     | 2     | 2.3%     | 2               |          |
| Lavenham  | 0.2%  | 2   | 0.0%  | 0  | 1.1%  | 1  | 1.1%   | 1  | 0.0%   | 0  | 0.0%  | 0  |       | 0  | 0.0%  | 0  | 0.0% | 0  | 0.0%     | 0      | 0.0%     | 0     | 0.0%     | 0               |          |
| Manningtree   | 0.5%  | 5   | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  |       | 5  | 0.0%  | 0  | 0.0% | 0  | 0.0%     | 0      | 0.0%     | 0     | 0.0%     | 0               |          |
| Needham   | 0.1%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  |       | 0  | 1.1%  | 1  | 0.0% | 0  | 0.0%     | 0      | 0.0%     | 0     | 0.0%     | 0               |          |
| Needham Market  | 0.2%  | 2   | 0.0%  | 0  | 1.1%  | 1  | 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               |          |
| Stowmarket  | 11.8% | 112 | 0.0%  | 0  | 8.9%  | 8  | 0.0%   | 0  | 0.0%   | 0  | 4.4%  | 4  | 0.0%  | 0  | 17.2% | 16 |      | 66 | 15.7%    | 14     | 5.3%     | 4     | 0.0%     | 0               |          |
| Sudbury   | 20.3% | 193 |       | 43 | 6.7%  | 6  | 64.8%  | 59 |        | 78 | 7.7%  | 7  |       | 0  | 0.0%  | 0  | 0.0% | 0  | 0.0%     | 0      | 0.0%     | 0     | 0.0%     | 0               |          |
| Aldi, Girling Street, Sudbury                                     | 0.3%  | 3   | 0.0%  | 0  | 0.0%  | 0  | 1.1%   | 1  | 2.2%   | 2  | 0.0%  | 0  |       | 0  | 0.0%  | 0  | 0.0% | 0  | 0.0%     | 0      | 0.0%     | 0     | 0.0%     | 0               |          |
| Asda Superstore,  | 0.4%  | 4   | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  |       | 0  | 4.3%  | 4  | 0.0% | 0  | 0.0%     | 0      | 0.0%     | 0     | 0.0%     | 0               |          |
| Whitehouse Industrial<br>Estate, Goddard Road,<br>Ipswich         | 211,1 |     | ****  |    |       |    |        |    |        |    |       |    | ,     |    |       |    | **** |    |          |        | 0.0,0    |       | ****     | · ·             |          |
| Beccles   | 0.4%  | 4   | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0  | 0.0%     | 0      | 0.0%     | 0     | 4.6%     | 4               |          |
| Bishop's Stortford  | 0.1%  | 1   | 1.2%  | 1  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  |       | 0  | 0.0%  | 0  | 0.0% | 0  | 0.0%     | 0      | 0.0%     | 0     | 0.0%     | 0               |          |
| Botesdale   | 0.1%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  |       | 0  | 0.0%  | 0  | 0.0% | 0  | 0.0%     | 0      | 1.3%     | 1     | 0.0%     | 0               |          |
| Bungay  | 0.1%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  |       | 0  | 0.0%  | 0  | 0.0% | 0  | 0.0%     | 0      | 0.0%     | 0     | 1.1%     | 1               |          |
| Cambridge   | 0.2%  | 2   | 0.0%  | 0  | 1.1%  | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0  | 1.1%     | 1      | 0.0%     | 0     | 0.0%     | 0               |          |
| Central London  | 0.2%  | 2   | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 1.2%  | 1  | 1.1%  | 1  | 0.0% | 0  | 0.0%     | 0      | 0.0%     | 0     | 0.0%     | 0               |          |
| Chelmsford  | 0.1%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 1.2%  | 1  | 0.0%  | 0  | 0.0% | 0  | 0.0%     | 0      | 0.0%     | 0     | 0.0%     | 0               |          |
| Clare   | 0.1%  | 1   | 1.2%  | 1  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0  | 0.0%     | 0      | 0.0%     | 0     | 0.0%     | 0               |          |
| Diss  | 10.2% | 97  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 5.4%  | 5  | 2.6% | 2  | 2.2%     | 2      | 58.7%    | 44    | 50.6%    | 44              |          |
| Felixstowe  | 0.2%  | 2   | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 1.2%  | 1  | 1.1%  | 1  | 0.0% | 0  | 0.0%     | 0      | 0.0%     | 0     | 0.0%     | 0               |          |
| Framlingham   | 0.3%  | 3   | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 3.2%  | 3  | 0.0% | 0  | 0.0%     | 0      | 0.0%     | 0     | 0.0%     | 0               |          |
| Futura Park, Crane  | 0.1%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.1%  | 1  | 0.0% | 0  | 0.0%     | 0      | 0.0%     | 0     | 0.0%     | 0               |          |
| Boulevard, Ipswich  |       |     |       |    |       |    |        |    |        |    |       |    |       |    |       |    |      |    |          |        |          |       |          |                 |          |

#### Babergh & Mid Suffolk Household Survey For Carter Jonas

|                                | Tota  | ıl  | Zone  | 1  | Zone 2 | 2  | Zone 3       | 3  | Zone 4       | ı  | Zone         | 5  | Zone         | 6  | Zone  | 7  | Zone         | 8  | Zone  | 9  | Zone    | 10 | Zone         | 11 |
|--------------------------------|-------|-----|-------|----|--------|----|--------------|----|--------------|----|--------------|----|--------------|----|-------|----|--------------|----|-------|----|---------|----|--------------|----|
|                                |       |     |       |    |        |    |              |    |              |    |              |    |              |    |       |    |              |    |       |    |         |    |              |    |
| Halesworth                     | 0.1%  | 1   | 0.0%  | 0  | 0.0%   | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%  | 0  | 0.0%         | 0  | 0.0%  | 0  | 0.0%    | 0  | 1.1%         | 1  |
| Harleston                      | 2.0%  | 19  | 0.0%  | 0  | 0.0%   | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%  | 0  | 0.0%         | 0  | 0.0%  | 0  | 0.0%    | 0  | 21.8%        | 19 |
| Holbrook                       | 0.1%  | 1   | 0.0%  | 0  | 0.0%   | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 1.2%         | 1  | 0.0%  | 0  | 0.0%         | 0  | 0.0%  | 0  | 0.0%    | 0  | 0.0%         | 0  |
| Martlesham                     | 0.2%  | 2   | 0.0%  | 0  | 0.0%   | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 1.1%  | 1  | 0.0%         | 0  | 0.0%  | 0  | 0.0%    | 0  | 1.1%         | 1  |
| Martlesham Heath               | 0.1%  | 1   | 0.0%  | 0  | 0.0%   | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%  | 0  | 0.0%         | 0  | 0.0%  | 0  | 0.0%    | 0  | 1.1%         | 1  |
| Morrisons, Sproughton          | 0.4%  | 4   | 0.0%  | 0  | 0.0%   | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 1.2%         | 1  | 3.2%  | 3  | 0.0%         | 0  | 0.0%  | 0  | 0.0%    | 0  | 0.0%         | 0  |
| Road, Ipswich                  |       |     |       |    |        |    |              |    |              |    |              |    |              |    |       |    |              |    |       |    |         |    |              |    |
| Norwich                        | 1.8%  | 17  | 0.0%  | 0  | 0.070  | 0  | 0.0%         | 0  | 0.0%         | 0  |              | 0  | 0.0%         | 0  |       | 1  | 0.0%         | 0  | 0.0%  | 0  | - 1- 1- | 4  | 13.8%        | 12 |
| Sainsbury's, Cornard Road,     | 0.2%  | 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  | 0.0%         | 0  |
| Sudbury                        |       |     |       |    |        |    |              |    |              |    |              |    |              |    |       |    |              |    |       |    |         |    |              |    |
| Sprowston                      | 0.1%  | 1   | 0.0%  | 0  | 0.070  | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 1.2%         | 1  | 0.0%  | 0  |              | 0  | 0.0%  | 0  |         | 0  | 0.070        | 0  |
| Tesco Superstore, Woodhall     | 1.7%  | 16  | 2.4%  | 2  | 0.0%   | 0  | 7.7%         | 7  | 7.8%         | 7  | 0.0%         | 0  | 0.0%         | 0  | 0.0%  | 0  | 0.0%         | 0  | 0.0%  | 0  | 0.0%    | 0  | 0.0%         | 0  |
| Business Park,                 |       |     |       |    |        |    |              |    |              |    |              |    |              |    |       |    |              |    |       |    |         |    |              |    |
| Springlands Way, Sudbury       | 0.50/ | _   | 0.00/ | 0  | 0.00/  |    | 5.50/        | _  | 0.00/        |    | 0.00/        | 0  | 0.00/        |    | 0.00/ |    | 0.00/        |    | 0.00/ | 0  | 0.00/   | 0  | 0.00/        | 0  |
| Tesco, Woodhall Business       | 0.5%  | 5   | 0.0%  | 0  | 0.0%   | 0  | 5.5%         | 5  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%  | 0  | 0.0%         | 0  | 0.0%  | 0  | 0.0%    | 0  | 0.0%         | 0  |
| Park, Springlands Way,         |       |     |       |    |        |    |              |    |              |    |              |    |              |    |       |    |              |    |       |    |         |    |              |    |
| Sudbury<br>Tintroe Essay       | 0.1%  | 1   | 1.2%  | 1  | 0.0%   | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%  | 0  | 0.0%         | 0  | 0.0%  | 0  | 0.0%    | 0  | 0.0%         | 0  |
| Tiptree, Essex                 | 0.1%  | 1   | 1.2%  | 1  | 0.0%   | 0  |              | 0  |              | 0  |              | 0  |              | 0  |       | 0  |              | 0  | 0.0%  | 0  |         | 0  |              |    |
| West Bergholt<br>West Thurrock | 0.1%  | 1   | 1.2%  | 1  | 0.0%   | 0  | 0.0%<br>0.0% | 0  | 0.0%<br>0.0% | 0  | 0.0%<br>0.0% | 0  | 0.0%<br>0.0% | 0  | ,.    | 0  | 0.0%<br>0.0% | 0  | 0.0%  | 0  |         | 0  | 0.0%<br>0.0% | 0  |
|                                | 0.1%  | 3   | 0.0%  | 0  |        | 0  | 0.0%         | 0  | 0.0%         | 0  |              | 0  | 1.2%         | 1  | 1.1%  | 1  |              | 0  | 0.0%  | 0  |         | 0  |              | 1  |
| Woodbridge                     | 0.5%  | 9   | 0.0%  |    | 0.0%   | -  | 0.0%         | U  | 0.0%         |    | 0.0%         | U  | 1.2%         | 1  | 1.1%  | 1  | 0.0%         | -  | 0.0%  | U  | 0.0%    |    | 1.1%         | 1  |
| Base:                          |       | 952 |       | 85 |        | 90 |              | 91 |              | 90 |              | 91 |              | 83 |       | 93 |              | 78 |       | 89 |         | 75 |              | 87 |

Q19AWhich internet / home delivery retailer do you also use for your household's shopping on all goods for personal care, including electric appliances (e.g. electric razors, hair dryers, curling tongs, electric toothbrishes), non-electric appliances (e.g. scissors, hand razors, bathroom scales), cosmetics, perfume, toothpaste, aftershave, sun tan lotions, etc.

Those who buy personal care goods via the Internet at Q19: AND Excl Nulls & SFT

| Amazon      | 21.0% | 13 | 11.1% | 1 | 33.3% | 1 | 25.0% | 1 | 33.3% | 2 | 0.0%  | 0 | 50.0% | 3 | 0.0%  | 0 | 28.6% | 2 | 16.7% | 1 | 8.3%  | 1  | 20.0% | 1 |
|-------------|-------|----|-------|---|-------|---|-------|---|-------|---|-------|---|-------|---|-------|---|-------|---|-------|---|-------|----|-------|---|
| Argos       | 3.2%  | 2  | 0.0%  | 0 | 0.0%  | 0 | 25.0% | 1 | 0.0%  | 0 | 0.0%  | 0 | 16.7% | 1 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 |
| Asda        | 4.8%  | 3  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 16.7% | 1 | 0.0%  | 0 | 14.3% | 1 | 0.0%  | 0 | 0.0%  | 0  | 20.0% | 1 |
| Boots       | 9.7%  | 6  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 16.7% | 1 | 0.0%  | 0 | 0.0%  | 0 | 50.0% | 1 | 14.3% | 1 | 16.7% | 1 | 0.0%  | 0  | 40.0% | 2 |
| Debenhams   | 1.6%  | 1  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 8.3%  | 1  | 0.0%  | 0 |
| Ebay        | 3.2%  | 2  | 11.1% | 1 | 0.0%  | 0 | 0.0%  | 0 | 16.7% | 1 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 |
| John Lewis  | 4.8%  | 3  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 50.0% | 1 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 16.7% | 1 | 8.3%  | 1  | 0.0%  | 0 |
| Sainsbury's | 6.5%  | 4  | 0.0%  | 0 | 66.7% | 2 | 25.0% | 1 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 16.7% | 1 | 0.0%  | 0  | 0.0%  | 0 |
| Tesco       | 25.8% | 16 | 44.4% | 4 | 0.0%  | 0 | 25.0% | 1 | 16.7% | 1 | 0.0%  | 0 | 16.7% | 1 | 50.0% | 1 | 0.0%  | 0 | 16.7% | 1 | 50.0% | 6  | 20.0% | 1 |
| Other       | 12.9% | 8  | 22.2% | 2 | 0.0%  | 0 | 0.0%  | 0 | 16.7% | 1 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 42.9% | 3 | 16.7% | 1 | 8.3%  | 1  | 0.0%  | 0 |
| Ocado       | 3.2%  | 2  | 11.1% | 1 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 50.0% | 1 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 |
| Waitrose    | 3.2%  | 2  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 16.7% | 2  | 0.0%  | 0 |
| Base:       |       | 62 |       | 9 |       | 3 |       | 4 |       | 6 |       | 2 |       | 6 |       | 2 |       | 7 |       | 6 |       | 12 |       | 5 |

#### **Babergh & Mid Suffolk Household Survey For Carter Jonas**

Total Zone 1 Zone 2 Zone 3 Zone 4 Zone 5 Zone 6 Zone 7 Zone 8 Zone 9 Zone 10 Zone 11

| Q20 Where do you norr                        |            |         |          |         |              |       |          |         |           |         |          |         |               | other  | pharma | ceutic | al produ | cts (e  | .g. vita | mins,   | plasters | , ther  | momete       | ers, ban |
|--|------------|---------|----------|---------|--------------|-------|----------|---------|-----------|---------|----------|---------|---------------|--------|--------|--------|----------|---------|----------|---------|----------|---------|--------------|----------|
| therapeutic applian  Excl Nulls & SFT        | nces / equ | uipme   | nt (e.g. | spect   | acles, c     | ontac | t lenses | , hear  | ring aids | s, who  | eelchair | s, etc  | .)?           |        |        |        |          |         |          |         |          |         |              |          |
|  | 1.70/      | 17      | 0.00/    | 0       | 0.00/        | 0     | 0.00/    | 0       | 0.00/     | 0       | 1 10/    | 1       | 14.70/        | 1.4    | 2.10/  | 2      | 0.00/    | 0       | 0.00/    | 0       | 0.00/    | 0       | 0.0%         | 0        |
| Tesco Extra, Copdock<br>Interchange, Ipswich | 1.7%       | 17      | 0.0%     | 0       | 0.0%         | 0     | 0.0%     | 0       | 0.0%      | 0       | 1.1%     | 1       | 14.7%         | 14     | 2.1%   | 2      | 0.0%     | U       | 0.0%     | U       | 0.0%     | U       | 0.0%         | U        |
| Copdock Mill Interchange,<br>Ipswich         | 0.2%       | 2       | 0.0%     | 0       | 0.0%         | 0     | 0.0%     | 0       | 0.0%      | 0       | 1.1%     | 1       | 0.0%          | 0      | 1.0%   | 1      | 0.0%     | 0       | 0.0%     | 0       | 0.0%     | 0       | 0.0%         | 0        |
| Woodhall Business Park,                      | 0.4%       | 4       | 1.1%     | 1       | 0.0%         | 0     | 1.0%     | 1       | 2.0%      | 2       | 0.0%     | 0       | 0.0%          | 0      | 0.0%   | 0      | 0.0%     | 0       | 0.0%     | 0       | 0.0%     | 0       | 0.0%         | 0        |
| Drury Drive, Sudbury                         |            |         |          |         |              |       |          |         |           |         |          |         |               |        |        |        |          |         |          |         |          |         |              |          |
| Bramford                                     | 0.3%       | 3       | 0.0%     | 0       |              | 0     | 0.0%     | 0       | 0.0%      | 0       | 0.0%     | 0       |               | 0      | 2.1%   | 2      | 0.0%     | 0       | 0.0%     | 0       | 0.0%     | 0       | 1.1%         | 1        |
| Bury St Edmunds                              | 14.3%      | 145     | 3.3%     | 3       |              | 67    | 1.0%     | 1       | 1.0%      | 1       | 1.1%     | 1       | 1.1%          | 1      | 0.0%   | 0      | 4.5%     | 4       | 65.6%    | 59      | 7.1%     | 6       | 2.3%         | 2        |
| Capel St Mary                                | 0.6%       | 6       | 0.0%     | 0       | 0.0%         | 0     | 0.0%     | 0       | 0.0%      | 0       | 0.0%     | 0       | 6.3%          | 6      | 0.0%   | 0      | 0.0%     | 0       | 0.0%     | 0       | 0.0%     | 0       | 0.0%         | 0        |
| Colchester                                   | 2.0%       | 20      | 13.0%    | 12      | 0.0%         | 0     | 3.1%     | 3       | 0.0%      | 0       | 0.0%     | 0       | 5.3%          | 5      | 0.0%   | 0      | 0.0%     | 0       | 0.0%     | 0       | 0.0%     | 0       | 0.0%         | 0        |
| Debenham                                     | 1.2%       | 12      | 0.0%     | 0       | 0.0%         | 0     | 0.0%     | 0       | 0.0%      | 0       | 0.0%     | 0       | 0.0%          | 0      | 11.5%  | 11     | 0.0%     | 0       | 0.0%     | 0       | 1.2%     | 1       | 0.0%         | 0        |
| Dedham                                       | 0.5%       | 5       | 0.0%     | 0       | 0.0%         | 0     | 0.0%     | 0       | 0.0%      | 0       | 0.0%     | 0       | 4.2%          | 4      | 1.0%   | 1      | 0.0%     | 0       | 0.0%     | 0       | 0.0%     | 0<br>21 | 0.0%         | 0        |
| Eye  | 2.3%       | 23      | 0.0%     | 0       | 0.0%         | 0     | 0.0%     | 0       | 0.0%      | 0       | 0.0%     | 0       | 0.0%          | 0      | 0.0%   | 0      | 0.0%     | 0       | 0.0%     | 0       | 25.0%    |         | 2.3%         | 2        |
| Great Conard                                 | 0.1%       | 1       | 0.0%     | 0       | 0.0%         | 0     | 1.0%     | 1       | 0.0%      | 0       | 0.0%     |         | 0.0%          | -      | 0.0%   | 0      | 0.0%     | 0       | 0.0%     | 0       | 0.0%     | 0       | 0.0%         | 0        |
| Hadleigh                                     | 7.6%       | 77<br>7 | 0.0%     | 0<br>7  | 1.1%         | 1     | 3.1%     | 0       | 0.0%      | 0       | 72.6%    | 69<br>0 | 2.1%          | 2      | 2.1%   | 2      | 0.0%     | 0       | 0.0%     | 0       | 0.0%     | 0       | 0.0%         | 0        |
| Halstead                                     | 0.7%       |         | 7.6%     |         | 0.0%         | 0     | 0.0%     | -       | 0.0%      | 0       | 0.0%     | -       | 0.0%          |        | 0.0%   | 0      | 0.0%     |         | 0.0%     |         | 0.0%     |         | 0.0%         |          |
| Haverhill                                    | 0.6%       | 6       | 6.5%     | 6       | 0.0%         | 0     | 0.0%     | 0       | 0.0%      | 0       | 0.0%     | 0       | 0.0%          | 0      | 0.0%   | 0      | 0.0%     | 0       | 0.0%     | 0       | 0.0%     | 0       | 0.0%         | 0        |
| Ipswich                                      | 8.8%       | 89      | 0.0%     | 0       | 0.0%         | 0     | 1.0%     | 1       | 0.0%      |         | 15.8%    | 15      | 34.7%         | 33     | 36.5%  | 35     | 3.4%     | 3       | 1.1%     | 1       | 1.2%     | 1       | 0.0%         | 0        |
| Lavenham                                     | 1.0%       | 10      | 0.0%     | 0       | 3.3%         | 3     | 6.3%     | 6       | 0.0%      | 0       | 1.1%     | 1       | 0.0%          | 0      | 0.0%   | 0      | 0.0%     | 0       | 0.0%     | 0       | 0.0%     | 0       | 0.0%         | 0        |
| Long Melford                                 | 1.6%       | 16      | 3.3%     | 3       | 2.2%         | 2     | 9.4%     | 9       | 2.0%      | 2       | 0.0%     | 0       | 0.0%          | 0      | 0.0%   | 0      | 0.0%     | 0       | 0.0%     | 0       | 0.0%     | 0       | 0.0%         | 0        |
| Manningtree                                  | 1.1%       | 11<br>1 | 0.0%     | -       | 0.0%         | -     | 0.0%     | 0       | 0.0%      | 0       | 0.0%     | 0       | 11.6%<br>0.0% | 11     | 0.0%   | 0      | 0.0%     | 0       | 0.0%     | 0       | 0.0%     | 0       | 0.0%<br>0.0% | 0        |
| Needham                                      | 0.1%       | -       | 0.0%     | 0       | 0.0%         | 0     | 0.0%     | 0       | 0.0%      | 0       | 0.0%     | 1       |               | 0      | 1.0%   | -      | 0.0%     | 1       | 0.0%     | 0       | 0.0%     |         |              | 0        |
| Needham Market                               | 1.4%       | 14      | 0.0%     | 0       | 0.0%         | 0     | 0.0%     | -       | 0.0%      | 0       | 1.1%     | 1       | 0.0%          | 0      |        | 12     | 1.1%     | 70      | 0.0%     | 11      | 0.0%     | 0       | 0.0%         |          |
| Stowmarket                                   | 11.2%      | 113     | 0.0%     | 0<br>39 | 5.6%<br>7.8% | 5     | 0.0%     | 0<br>57 | 0.0%      | 0<br>89 | 3.2%     | 3       | 0.0%          | 0      | 10.4%  | 10     | 88.8%    | 79<br>0 | 12.2%    | 11<br>0 | 6.0%     | 5       | 0.0%         | 0        |
| Sudbury                                      | 19.3%      | 195     | 42.4%    |         |              | 7     | 59.4%    |         | 89.9%     |         | 3.2%     |         | 0.0%          | 0      | 0.0%   | 0      | 0.0%     |         | 0.0%     | -       | 0.0%     | 0       | 0.0%         | 0        |
| Abroad                                       | 0.1%       | 1       | 0.0%     | 0       | 1.1%         | 1     | 0.0%     | 0       | 0.0%      | 0       | 0.0%     | 0       | 0.0%          |        | 0.0%   | 0      | 0.0%     | 0       | 0.0%     | 0       | 0.0%     | 0       | 0.0%         | 0        |
| Beccles                                      | 0.1%       | 1       | 0.0%     | 0       | 0.0%         | 0     | 0.0%     | 0       | 0.0%      | 0       | 0.0%     | 0       | 0.0%          | 0      | 0.0%   | 0      | 0.0%     | 0       | 0.0%     | 0       | 0.0%     | 0       | 1.1%         | 1        |
| Bedingham                                    | 0.1%       | 7       | 0.0%     | 0       | 0.0%         | 0     | 0.0%     | 0       | 0.0%      | 0       | 0.0%     | 0       | 1.1%          | 1      | 0.0%   | 0      | 0.0%     | 0       | 0.0%     | 0       | 0.0%     | 0<br>7  | 0.0%         | 0        |
| Botesdale                                    | 0.7%       |         | 0.0%     | 0       | 0.0%         | 0     | 0.0%     | -       | 0.0%      | 0       | 0.0%     | -       | 0.0%          | 0      | 0.0%   | 0      | 0.0%     | -       | 0.0%     | 0       | 8.3%     | ,       | 0.0%         |          |
| Bungay<br>Control London                     | 0.2%       | 2<br>1  | 0.0%     | 0       | 0.0%         | 0     | 0.0%     | 0       | 0.0%      | 0       | 0.0%     | 0       | 0.0%          | 0<br>1 | 0.0%   | 0      | 0.0%     | 0       | 0.0%     | 0       | 0.0%     | 0       | 2.3%<br>0.0% | 2        |
| Central London                               | 0.1%       | 7       | 0.0%     | 0<br>7  | 0.0%         |       | 0.0%     | 0       | 0.0%      | 0       | 0.0%     |         | 1.1%          | _      | 0.0%   | 0      | 0.0%     | 0       | 0.0%     | 0       | 0.0%     | 0       |              |          |
| Clare  | 0.7%       |         | 7.6%     |         | 0.0%         | 0     | 0.0%     |         | 0.0%      | 0       | 0.0%     | 0       | 0.0%          | 0      | 0.0%   | 0      | 0.0%     | 0       | 0.0%     | 0       | 0.0%     | 0       | 0.0%<br>0.0% | 0        |
| Claydon                                      | 0.4%       | 4       | 0.0%     | 0       | 0.0%         | 0     | 0.0%     | 0       | 0.0%      | 0       | 0.0%     | -       | 0.0%          |        | 4.2%   | 4      | 0.0%     |         | 0.0%     | 0       | 0.0%     |         |              |          |
| Culford                                      | 0.1%       | 1       | 0.0%     | 0       | 1.1%         | 1     | 0.0%     | 0       | 0.0%      | 0       | 0.0%     | 0       | 0.0%          | 0      | 0.0%   | 0      | 0.0%     | 0       | 0.0%     | 1       | 0.0%     | 0       | 0.0%         | 0        |
| Diss   | 7.0%       | 71      | 0.0%     | -       | 0.0%         | -     | 0.0%     | -       | 0.0%      | 0       | 0.0%     |         | 0.0%          | -      | 4.2%   | 4      | 1.1%     | 1       | 1.1%     | 1       | 46.4%    | 39      | 29.9%        | 26       |
| Earls Colne                                  | 0.5%       | 5       | 5.4%     | 5       | 0.0%         | 0     | 0.0%     | 0       | 0.0%      | 0       | 0.0%     | 0       | 0.0%          | 0      | 0.0%   | 0      | 0.0%     | 0       | 0.0%     | 0       | 0.0%     | 0       | 0.0%         | 0        |
| East Bergholt                                | 1.0%       | 10      | 0.0%     | 0       | 0.0%         | 0     | 0.0%     | -       | 0.0%      | 0       | 0.0%     | 0       |               | 10     | 0.0%   | 0      | 0.0%     | 0       | 0.0%     | 0       | 0.0%     | 0       | 0.0%         | 0        |
| Elmswell                                     | 0.2%       | 2       | 0.0%     | 0       | 0.0%         | 0     | 0.0%     | 0       | 0.0%      | 0       | 0.0%     | 0       | 0.0%          | 0      | 0.0%   | 0      | 0.0%     | 0       | 2.2%     | 2       | 0.0%     | 0       | 0.0%         | 0        |
| Felixstowe                                   | 0.1%       | 1       | 0.0%     | 0       | 0.0%         | 0     | 0.0%     | 0       | 0.0%      | 0       | 0.0%     | 0       | 1.1%          | -      | 0.0%   | 0      | 0.0%     | 0       | 0.0%     | 0       | 0.0%     | 0       | 0.0%         | 0        |
| Framlingham                                  | 0.7%       | 7       | 0.0%     | 0       | 0.0%         | 0     | 0.0%     | 0       | 0.0%      | 0       | 0.0%     | 0       | 0.0%          | 0      | 4.2%   | 4      | 0.0%     | 0       | 0.0%     | 0       | 0.0%     | 0       | 3.4%         | 3        |
| Fressingfield                                | 0.2%       | 2       | 0.0%     | 0       | 0.0%         | 0     | 0.0%     | 0       | 0.0%      | 0       | 0.0%     | 0       | 0.0%          | 0      | 0.0%   | 0      | 0.0%     | 0       | 0.0%     | 0       | 0.0%     | 0       | 2.3%         | 2        |
| Glemsford                                    | 0.4%       | 4 2     | 3.3%     | 3       | 0.0%         | 0     | 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        |
| Great Cornard                                | 0.2%       | 2       | 0.0%     | 0       | 0.0%         | 0     | 2.1%     | 2       | 0.0%      | 0       | 0.0%     | 0       | 0.0%          | 0      | 0.0%   | 0      | 0.0%     | U       | 0.0%     | 0       | 0.0%     | 0       | 0.0%         | 0        |

#### Babergh & Mid Suffolk Household Survey For Carter Jonas

|  | Total | ı    | Zone | 1  | Zone 2 | ;  | Zone 3 | 3  | Zone 4 | ı  | Zone | 5  | Zone | 6  | Zone | 7  | Zone | 8  | Zone  | 9  | Zone 1 | 10 | Zone 1 | 1  |
|--|-------|------|------|----|--------|----|--------|----|--------|----|------|----|------|----|------|----|------|----|-------|----|--------|----|--------|----|
|  |       |      |      |    |        |    |        |    |        |    |      |    |      |    |      |    |      |    |       |    |        |    |        |    |
| Halesworth   | 0.2%  | 2    | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0% | 0  | 0.0% | 0  | 1.0% | 1  | 0.0% | 0  | 0.0%  | 0  | 0.0%   | 0  | 1.1%   | 1  |
| Harleston  | 3.2%  | 32   | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  | 0.0%  | 0  | 0.0%   | 0  | 36.8%  | 32 |
| Holbrook   | 0.5%  | 5    | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0% | 0  | 5.3% | 5  | 0.0% | 0  | 0.0% | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Hopton-on-Sea  | 0.1%  | 1    | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  | 0.0%  | 0  | 1.2%   | 1  | 0.0%   | 0  |
| Horley   | 0.1%  | 1    | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  | 1.1% | 1  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Martlesham   | 0.3%  | 3    | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0% | 0  | 0.0% | 0  | 1.0% | 1  | 0.0% | 0  | 0.0%  | 0  | 0.0%   | 0  | 2.3%   | 2  |
| Morrisons, Sproughton  | 0.3%  | 3    | 0.0% | 0  | 0.0%   | 0  | 1.0%   | 1  | 0.0%   | 0  | 0.0% | 0  | 0.0% | 0  | 2.1% | 2  | 0.0% | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Road, Ipswich  |       |      |      |    |        |    |        |    |        |    |      |    |      |    |      |    |      |    |       |    |        |    |        |    |
| Newmarket  | 0.1%  | 1    | 0.0% | 0  | 1.1%   | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0% | 0  | 0.0% | 0  |      | 0  | 0.0% | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Norwich  | 1.3%  | 13   | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  | 0.0%  | 0  | 3.6%   | 3  | 11.5%  | 10 |
| Sainsbury's, Cornard Road,<br>Sudbury                                    | 0.2%  | 2    | 0.0% | 0  | 0.0%   | 0  | 2.1%   | 2  | 0.0%   | 0  | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Stradbroke   | 0.1%  | 1    | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  | 0.0%  | 0  | 0.0%   | 0  | 1.1%   | 1  |
| Street market in Pulham  | 0.1%  | 1    | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  | 0.0%  | 0  | 0.0%   | 0  | 1.1%   | 1  |
| Street market in Wickham   | 0.1%  | 1    | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0% | 0  | 0.0% | 0  | 1.0% | 1  | 0.0% | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Tesco Superstore, Woodhall<br>Business Park,<br>Springlands Way, Sudbury | 1.1%  | 11   | 2.2% | 2  | 0.0%   | 0  | 4.2%   | 4  | 5.1%   | 5  | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Tesco, Woodhall Business<br>Park, Springlands Way,<br>Sudbury            | 0.4%  | 4    | 0.0% | 0  | 0.0%   | 0  | 4.2%   | 4  | 0.0%   | 0  | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Tharston   | 0.1%  | 1    | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  | 1.1%  | 1  | 0.0%   | 0  | 0.0%   | 0  |
| West Bergholt  | 0.4%  | 4    | 4.3% | 4  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Woodbridge   | 0.4%  | 4    | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0% | 0  | 1.1% | 1  | 2.1% | 2  | 0.0% | 0  | 0.0%  | 0  | 0.0%   | 0  | 1.1%   | 1  |
| Woolpit  | 1.7%  | 17   | 0.0% | 0  | 2.2%   | 2  | 0.0%   | 0  | 0.0%   | 0  | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  | 16.7% | 15 | 0.0%   | 0  | 0.0%   | 0  |
| Base:  |       | 1013 |      | 92 |        | 90 |        | 96 |        | 99 |      | 95 |      | 95 |      | 96 |      | 89 |       | 90 |        | 84 |        | 87 |

Q20AWhich internet / home delivery retailer do you also use for your household's shopping for medical goods (e.g. drugs, medicine), other pharmaceutical products (e.g. vitamins, plasters, thermometers, bandages, syringes); and therapeutic appliances / equipment (e.g. spectacles, contact lenses, hearing aids, wheelchairs, etc.).

Those who buy medical goods via the Internet at Q20: AND Excl Nulls & SFT

| Asda        | 6.3%  | 1 0.0%   | 0 0.0%   | 0 0.0%   | 0 0.0%   | 0 0.0% | 0 0.0%   | 0 0.0%   | 0 0.0%   | 0 0.0%  | 0 0.0%  | 0 25.0% | 1 |
|-------------|-------|----------|----------|----------|----------|--------|----------|----------|----------|---------|---------|---------|---|
| Boots       | 12.5% | 2 0.0%   | 0 0.0%   | 0 0.0%   | 0 0.0%   | 0 0.0% | 0 0.0%   | 0.0%     | 0.0%     | 0.0%    | 0 33.3% | 1 25.0% | 1 |
| Sainsbury's | 6.3%  | 1 0.0%   | 0 100.0% | 1 0.0%   | 0 0.0%   | 0 0.0% | 0 0.0%   | 0.0%     | 0.0%     | 0 0.0%  | 0.0%    | 0 0.0%  | 0 |
| Tesco       | 37.5% | 6 100.0% | 1 0.0%   | 0 100.0% | 1 100.0% | 1 0.0% | 0.0%     | 0 0.0%   | 0 0.0%   | 0 50.0% | 1 33.3% | 1 25.0% | 1 |
| Other       | 31.3% | 5 0.0%   | 0 0.0%   | 0 0.0%   | 0 0.0%   | 0 0.0% | 0 100.0% | 1 100.0% | 1 100.0% | 1 50.0% | 1 0.0%  | 0 25.0% | 1 |
| Waitrose    | 6.3%  | 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 33.3% | 1 0.0%  | 0 |
| Rase:       |       | 16       | 1        | 1        | 1        | 1      | 0        | 1        | 1        | 1       | 2       | 3       | 4 |

Total Zone 1 Zone 2 Zone 3 Zone 4 Zone 5 Zone 6 Zone 7 Zone 8 Zone 9 Zone 10 Zone 11

|   | Tota          | l      | Zone         | 1  | Zone 2       | 2      | Zone         | 3       | Zone 4       | 1      | Zone 5       | 5     | Zone         | 6      | Zone         | 7      | Zone 8       | 8     | Zone         | 9    | Zone 1       | 10     | Zone 1       | 1        |            |            |
|---|---------------|--------|--------------|----|--------------|--------|--------------|---------|--------------|--------|--------------|-------|--------------|--------|--------------|--------|--------------|-------|--------------|------|--------------|--------|--------------|----------|------------|------------|
| Q21 Where do you norm travel goods, suitca                            | •             |        | •            |    | hold's s     | shopp  | ing on a     | ıll oth | er good      | s incl | uding je     | welle | ery & wa     | itches | s; glassv    | vare,  | china, ta    | ablew | are and      | hous | ehold u      | tensil | s; and       | other pe | rsonal eff | ects (e.g. |
| Excl Nulls & SFT  | ,             | , -    |              | ,- |              |        |              |         |              |        |              |       |              |        |              |        |              |       |              |      |              |        |              |          |            |            |
| Tesco Extra, Copdock<br>Interchange, Ipswich                          | 0.4%          | 2      | 0.0%         | 0  | 0.0%         | 0      | 0.0%         | 0       | 0.0%         | 0      | 0.0%         | 0     | 4.1%         | 2      | 0.0%         | 0      | 0.0%         | 0     | 0.0%         | 0    | 0.0%         | 0      | 0.0%         | 0        |            |            |
| Copdock Mill Interchange,<br>Ipswich                                  | 0.4%          | 2      | 0.0%         | 0  | 0.0%         | 0      | 0.0%         | 0       | 0.0%         | 0      | 0.0%         | 0     | 2.0%         | 1      | 2.3%         | 1      | 0.0%         | 0     | 0.0%         | 0    | 0.0%         | 0      | 0.0%         | 0        |            |            |
| Braintree   | 0.4%          | 2      | 1.8%         | 1  | 0.0%         | 0      | 0.0%         | 0       | 0.0%         | 0      | 0.0%         | 0     | 2.0%         | 1      | 0.0%         | 0      | 0.0%         | 0     | 0.0%         | 0    | 0.0%         | 0      | 0.0%         | 0        |            |            |
| Bury St Edmunds   | 24.5%         | 135    | 24.6%        | 14 | 78.9%        | 45     | 13.1%        | 8       | 17.0%        | 9      | 4.0%         | 2     | 2.0%         | 1      | 4.5%         | 2      | 15.7%        | 8     | 76.0%        | 38   | 23.3%        | 7      | 2.0%         | 1        |            |            |
| Capel St Mary   | 0.2%          | 1      | 0.0%         | 0  | 0.0%         | 0      | 0.0%         | 0       | 0.0%         | 0      | 0.0%         | 0     | 2.0%         | 1      | 0.0%         | 0      | 0.0%         | 0     | 0.0%         | 0    | 0.0%         | 0      | 0.0%         | 0        |            |            |
| Colchester  | 8.2%          | 45     | 24.6%        | 14 | 0.0%         | 0      | 26.2%        | 16      | 9.4%         | 5      | 4.0%         | 2     | 16.3%        | 8      | 0.0%         | 0      | 0.0%         | 0     | 0.0%         | 0    | 0.0%         | 0      | 0.0%         | 0        |            |            |
| Hadleigh  | 0.9%          | 5      | 0.0%         | 0  | 0.0%         | 0      | 0.0%         | 0       | 0.0%         | 0      | 8.0%         | 4     | 2.0%         | 1      | 0.0%         | 0      | 0.0%         | 0     | 0.0%         | 0    | 0.0%         | 0      | 0.0%         | 0        |            |            |
| Haverhill   | 0.4%          | 2      | 3.5%         | 2  | 0.0%         | 0      | 0.0%         | 0       | 0.0%         | 0      | 0.0%         | 0     | 0.0%         | 0      | 0.0%         | 0      | 0.0%         | 0     | 0.0%         | 0    | 0.0%         | 0      | 0.0%         | 0        |            |            |
| Ipswich   | 19.4%         | 107    | 0.0%         | 0  | 1.8%         | 1      | 6.6%         | 4       | 3.8%         |        | 70.0%        | 35    | 57.1%        | 28     | 56.8%        |        | 11.8%        | 6     | 0.0%         | 0    |              | 3      | 6.1%         | 3        |            |            |
| 1   | 9.3%          | 51     | 0.0%         | 0  | 5.3%         | 3      | 0.0%         | 0       | 0.0%         | 0      | 2.0%         | 1     | 0.0%         | 0      | 20.5%        |        | 60.8%        | 31    | 12.0%        | 6    | 3.3%         | 1      | 0.1%         | 0        |            |            |
| Stowmarket  | 9.5%<br>15.6% |        | 33.3%        | 19 | 1.8%         | 3<br>1 | 45.9%        | -       | 67.9%        | 36     |              | 2     | 0.0%         | 0      | 0.0%         | 0      | 0.0%         | 0     | 0.0%         | 0    | 0.0%         | 0      | 0.0%         | 0        |            |            |
| Sudbury   |               | 86     |              |    |              | -      |              |         |              |        | 4.0%         |       |              |        |              |        |              |       |              |      |              |        |              |          |            |            |
| Abroad Anglia Retail Park, Bury                                       | 0.2%<br>0.2%  | 1<br>1 | 0.0%<br>0.0% | 0  | 0.0%<br>0.0% | 0      | 0.0%<br>0.0% | 0       | 0.0%<br>0.0% | 0      | 0.0%<br>0.0% | 0     | 0.0%<br>0.0% | 0      | 0.0%<br>2.3% | 0<br>1 | 0.0%<br>0.0% | 0     | 0.0%<br>0.0% | 0    | 3.3%<br>0.0% | 0      | 0.0%<br>0.0% | 0        |            |            |
| Road, Ipswich   | 0.20/         |        | 0.00/        |    | 1.00/        |        | 0.00/        | 0       | 0.00/        |        | 0.00/        | 0     | 0.00/        |        | 0.00/        |        | 0.00/        | 0     | 0.00/        |      | 0.00/        | 0      | 0.00/        | 0        |            |            |
| Billericay  | 0.2%          | 1      | 0.0%         | 0  | 1.8%         | 1      | 0.0%         | 0       | 0.0%         | 0      | 0.0%         | 0     | 0.0%         | 0      | 0.0%         | 0      | 0.0%         | 0     | 0.0%         | 0    | 0.0%         | 0      | 0.0%         | 0        |            |            |
| Cambridge   | 2.4%          | 13     | 7.0%         | 4  | 5.3%         | 3      | 1.6%         | 1       | 1.9%         | 1      | 0.0%         | 0     | 0.0%         | 0      | 0.0%         | 0      | 0.0%         | 0     | 8.0%         | 4    | 0.0%         | 0      | 0.0%         | 0        |            |            |
| Central London  | 1.1%          | 6      | 1.8%         | 1  | 1.8%         | 1      | 0.0%         | 0       | 0.0%         | 0      | 4.0%         | 2     | 4.1%         | 2      | 0.0%         | 0      | 0.0%         | 0     | 0.0%         | 0    | 0.0%         | 0      | 0.0%         | 0        |            |            |
| Diss  | 4.4%          | 24     | 0.0%         | 0  | 0.0%         | 0      | 0.0%         | 0       | 0.0%         | 0      | 0.0%         | 0     | 0.0%         | 0      | 4.5%         | 2      | 2.0%         | 1     | 0.0%         | 0    |              |        | 22.4%        | 11       |            |            |
| Felixstowe  | 0.2%          | 1      | 0.0%         | 0  | 0.0%         | 0      | 0.0%         | 0       | 0.0%         | 0      | 0.0%         | 0     | 2.0%         | 1      | 0.0%         | 0      | 0.0%         | 0     | 0.0%         | 0    | 0.0%         | 0      | 0.0%         | 0        |            |            |
| Framlingham   | 0.5%          | 3      | 0.0%         | 0  | 0.0%         | 0      | 0.0%         | 0       | 0.0%         | 0      | 0.0%         | 0     | 0.0%         | 0      | 2.3%         | 1      | 0.0%         | 0     | 0.0%         | 0    | 0.0%         | 0      | 4.1%         | 2        |            |            |
| Futura Park, Crane<br>Boulevard, Ipswich                              | 0.2%          | 1      | 0.0%         | 0  | 0.0%         | 0      | 0.0%         | 0       | 0.0%         | 0      | 0.0%         | 0     | 0.0%         | 0      | 0.0%         | 0      | 2.0%         | 1     | 0.0%         | 0    | 0.0%         | 0      | 0.0%         | 0        |            |            |
| Greenhithe  | 0.2%          | 1      | 0.0%         | 0  | 0.0%         | 0      | 1.6%         | 1       | 0.0%         | 0      | 0.0%         | 0     | 0.0%         | 0      | 0.0%         | 0      | 0.0%         | 0     | 0.0%         | 0    | 0.0%         | 0      | 0.0%         | 0        |            |            |
| Harleston   | 1.6%          | 9      | 0.0%         | 0  | 0.0%         | 0      | 0.0%         | 0       | 0.0%         | 0      | 0.0%         | 0     | 0.0%         | 0      | 0.0%         | 0      | 0.0%         | 0     | 0.0%         | 0    | 0.0%         | 0      | 18.4%        | 9        |            |            |
| Harwich   | 0.2%          | 1      | 0.0%         | 0  | 0.0%         | 0      | 0.0%         | 0       | 0.0%         | 0      | 0.0%         | 0     | 2.0%         | 1      | 0.0%         | 0      | 0.0%         | 0     | 0.0%         | 0    | 0.0%         | 0      | 0.0%         | 0        |            |            |
| John Lewis, Futura Park,<br>Ransomes Way, Crane<br>Boulevard, Ipswich | 0.2%          | 1      | 0.0%         | 0  | 0.0%         | 0      | 0.0%         | 0       | 0.0%         | 0      | 0.0%         | 0     | 0.0%         | 0      | 0.0%         | 0      | 2.0%         | 1     | 0.0%         | 0    | 0.0%         | 0      | 0.0%         | 0        |            |            |
| Lowestoft   | 0.2%          | 1      | 0.0%         | 0  | 0.0%         | 0      | 0.0%         | 0       | 0.0%         | 0      | 0.0%         | 0     | 0.0%         | 0      | 0.0%         | 0      | 0.0%         | 0     | 0.0%         | 0    | 0.0%         | 0      | 2.0%         | 1        |            |            |
| Northampton   | 0.2%          | 1      | 0.0%         | 0  | 0.0%         | 0      | 0.0%         | 0       | 0.0%         | 0      | 0.0%         | 0     | 0.0%         | 0      | 0.0%         | 0      | 2.0%         | 1     | 0.0%         | 0    | 0.0%         | 0      |              | 0        |            |            |
| Norwich   | 6.9%          | 38     | 1.8%         | 1  | 0.0%         | 0      | 0.0%         | 0       | 0.0%         | 0      | 0.0%         | 0     | 2.0%         | 1      | 4.5%         | 2      | 3.9%         | 2     | 4.0%         | 2    | 26.7%        | -      | 44.9%        | 22       |            |            |
| Ransomes Euro Retail Park,<br>Central Avenue, Ipswich                 | 0.2%          | 1      | 0.0%         | 0  | 0.0%         | 0      | 0.0%         | 0       | 0.0%         | 0      | 0.0%         | 0     | 0.0%         | 0      | 2.3%         | 1      | 0.0%         | 0     | 0.0%         | 0    | 0.0%         | 0      |              | 0        |            |            |
| Sainsbury's, Cornard Road,<br>Sudbury                                 | 0.4%          | 2      | 0.0%         | 0  | 1.8%         | 1      | 1.6%         | 1       | 0.0%         | 0      | 0.0%         | 0     | 0.0%         | 0      | 0.0%         | 0      | 0.0%         | 0     | 0.0%         | 0    | 0.0%         | 0      | 0.0%         | 0        |            |            |
| Suffolk Retail Park, London<br>Road, Ipswich                          | 0.2%          | 1      | 0.0%         | 0  | 0.0%         | 0      | 0.0%         | 0       | 0.0%         | 0      | 2.0%         | 1     | 0.0%         | 0      | 0.0%         | 0      | 0.0%         | 0     | 0.0%         | 0    | 0.0%         | 0      | 0.0%         | 0        |            |            |
| Tesco Superstore, Woodhall<br>Business Park,                          | 0.2%          | 1      | 0.0%         | 0  | 0.0%         | 0      | 1.6%         | 1       | 0.0%         | 0      | 0.0%         | 0     | 0.0%         | 0      | 0.0%         | 0      | 0.0%         | 0     | 0.0%         | 0    | 0.0%         | 0      | 0.0%         | 0        |            |            |
| Springlands Way, Sudbury<br>Tesco, Woodhall Business                  | 0.2%          | 1      | 0.0%         | 0  | 0.0%         | 0      | 1.6%         | 1       | 0.0%         | 0      | 0.0%         | 0     | 0.0%         | 0      | 0.0%         | 0      | 0.0%         | 0     | 0.0%         | 0    | 0.0%         | 0      | 0.0%         | 0        |            |            |

|   |            |       |           |       |          |       |           |      |         | F     | or Ca      | arte  | er Jon   | as    |           |        |         |       |          |       |            |       |          |            | February 2015     |
|---|------------|-------|-----------|-------|----------|-------|-----------|------|---------|-------|------------|-------|----------|-------|-----------|--------|---------|-------|----------|-------|------------|-------|----------|------------|-------------------|
|   | Total      | 1     | Zone      | 1     | Zone 2   | 2     | Zone 3    | 3    | Zone 4  | 4     | Zone :     | 5     | Zone 6   | ó     | Zone '    | 7      | Zone 8  |       | Zone 9   | )     | Zone 1     | 0     | Zone 1   | 1          |                   |
| Park, Springlands Way,<br>Sudbury<br>West Thurrock                      | 0.5%       | 3     | 1.8%      | 1     | 1.8%     | 1     | 0.0%      | 0    | 0.0%    | 0     | 2.0%       | 1     | 0.0%     | 0     | 0.0%      | 0      | 0.0%    | 0     | 0.0%     | 0     | 0.0%       | 0     | 0.0%     | 0          |                   |
| Woodbridge  | 0.2%       | 1     | 0.0%      | 0     | 0.0%     | 0     | 0.0%      | 0    | 0.0%    | 0     | 0.0%       | 0     | 2.0%     | 1     | 0.0%      | 0      | 0.0%    | 0     | 0.0%     | 0     | 0.0%       | 0     | 0.0%     | 0          |                   |
| Base:   |            | 551   |           | 57    |          | 57    |           | 61   |         | 53    |            | 50    |          | 49    |           | 44     |         | 51    |          | 50    |            | 30    |          | 49         |                   |
| Q21AWhich internet / ho<br>personal effects (e<br>Those who buy all oth | g. travel  | good  | s, suitca | ases, | prams, s | sungĺ | asses)?   |      |         | pping | g on all c | other | goods ir | nclud | ling jewe | ellery | & watch | es; g | lassware | e, ch | ina, table | eware | e and ho | usehold ut | ensils; and other |
| Amazon  | 41.4%      | 24    | 16.7%     | 1     | 66.7%    | 2     | 16.7%     | 1    | 25.0%   | 2     | 33.3%      | 1     | 40.0%    | 2     | 57.1%     | 4      | 50.0%   | 3     | 0.0%     | 0     | 60.0%      | 3     | 83.3%    | 5          |                   |
| Argos   | 12.1%      | 7     | 16.7%     | 1     | 33.3%    | 1     | 16.7%     | 1    | 25.0%   | 2     | 0.0%       | 0     | 20.0%    | 1     | 0.0%      | 0      | 0.0%    | 0     | 0.0%     | 0     | 0.0%       | 0     | 16.7%    | 1          |                   |
| Asda  | 1.7%       | 1     | 0.0%      | 0     | 0.0%     | 0     | 0.0%      | 0    | 0.0%    | 0     | 0.0%       | 0     | 0.0%     | 0     | 0.0%      | 0      | 16.7%   | 1     | 0.0%     | 0     | 0.0%       | 0     | 0.0%     | 0          |                   |
| Debenhams   | 1.7%       | 1     | 0.0%      | 0     |          | 0     |           | 0    | 0.0%    | 0     | 0.0%       | 0     | 0.0%     | 0     | 14.3%     | 1      | 0.0%    | 0     | 0.0%     | 0     | 0.0%       | 0     |          | 0          |                   |
| Ebay  | 10.3%      | 6     | 33.3%     | 2     | 0.0%     | 0     | 16.7%     | 1    | 0.0%    | 0     | 33.3%      | 1     | 20.0%    | 1     | 0.0%      | 0      | 0.0%    | 0     | 33.3%    | 1     | 0.0%       | 0     | 0.0%     | 0          |                   |
| John Lewis  | 17.2%      | 10    | 0.0%      | 0     |          | 0     | 16.7%     | 1    | 12.5%   | 1     | 33.3%      | 1     | 20.0%    | 1     | 14.3%     | 1      | 16.7%   | 1     | 66.7%    | 2     | 40.0%      | 2     | 0.0%     | 0          |                   |
| Littlewoods   | 1.7%       | 1     | 0.0%      | 0     |          | 0     |           | 0    |         | 1     | 0.0%       | 0     |          | 0     | 0.0%      | 0      |         | 0     | 0.0%     | 0     | 0.0%       | 0     |          | 0          |                   |
| Next  | 5.2%       |       |           | 1     | 0.0%     |       | 16.7%     | 1    | 0.0%    | 0     | 0.0%       | 0     |          | 0     | 14.3%     | 1      | 0.0%    | 0     | 0.0%     | 0     | 0.0%       | 0     | 0.0%     | 0          |                   |
| Other   | 8.6%       | 5     | 16.7%     | 1     | 0.0%     | 0     | 16.7%     | 1    | 25.0%   | 2     | 0.0%       | 0     | 0.0%     | 0     | 0.0%      | 0      | 16.7%   | 1     | 0.0%     | 0     | 0.0%       | 0     | 0.0%     | 0          |                   |
| Base:   |            | 58    |           | 6     |          | 3     |           | 6    |         | 8     |            | 3     |          | 5     |           | 7      |         | 6     |          | 3     |            | 5     |          | 6          |                   |
| Q22 How often do you  | or your he | ousel | nold visi | t Suc | lbury To | wn Ce | entre for | your | non foo | d sh  | opping?    | •     |          |       |           |        |         |       |          |       |            |       |          |            |                   |
| Daily   | 1.7%       | 19    | 0.0%      | 0     | 2.0%     | 2     | 3.0%      | 3    | 13.0%   | 13    | 1.0%       | 1     | 0.0%     | 0     | 0.0%      | 0      | 0.0%    | 0     | 0.0%     | 0     | 0.0%       | 0     | 0.0%     | 0          |                   |
| 4-6 days a week   | 0.9%       | 10    | 1.0%      | 1     | 0.0%     | 0     | 4.0%      | 4    | 5.0%    | 5     | 0.0%       | 0     | 0.0%     | 0     | 0.0%      | 0      | 0.0%    | 0     | 0.0%     | 0     | 0.0%       | 0     | 0.0%     | 0          |                   |
| 2-3 days a week   | 4.7%       | 52    | 5.0%      | 5     | 3.0%     | 3     | 17.0%     | 17   | 22.0%   | 22    | 3.0%       | 3     | 0.0%     | 0     | 1.0%      | 1      | 0.0%    | 0     | 0.0%     | 0     | 0.0%       | 0     | 1.0%     | 1          |                   |
| One days a week   | 10.3%      | 113   | 30.0%     | 30    | 4.0%     | 4     | 36.0%     | 36   | 36.0%   | 36    | 3.0%       | 3     | 1.0%     | 1     | 0.0%      | 0      | 0.0%    | 0     | 1.0%     | 1     | 1.0%       | 1     | 1.0%     | 1          |                   |
| Every two weeks   | 5.4%       | 59    | 16.0%     | 16    | 4.0%     | 4     | 14.0%     | 14   | 11.0%   | 11    | 9.0%       | 9     | 2.0%     | 2     | 0.0%      | 0      | 1.0%    | 1     | 2.0%     | 2     | 0.0%       | 0     | 0.0%     | 0          |                   |
| Monthly   | 6.5%       | 72    | 15.0%     | 15    | 7.0%     | 7     | 17.0%     | 17   | 10.0%   | 10    | 14.0%      | 14    | 3.0%     | 3     | 0.0%      | 0      | 1.0%    | 1     | 3.0%     | 3     | 0.0%       | 0     | 2.0%     | 2          |                   |
| Once every two months   | 2.5%       | 27    | 5.0%      | 5     | 12.0%    | 12    | 4.0%      | 4    | 0.0%    | 0     | 4.0%       | 4     | 0.0%     | 0     | 0.0%      | 0      | 1.0%    | 1     | 0.0%     | 0     | 1.0%       | 1     | 0.0%     | 0          |                   |
| Three-four times a year   | 5.1%       | 56    | 9.0%      | 9     | 11.0%    | 11    | 2.0%      | 2    | 1.0%    | 1     | 19.0%      | 19    | 6.0%     | 6     | 2.0%      | 2      | 1.0%    | 1     | 3.0%     | 3     | 2.0%       | 2     | 0.0%     | 0          |                   |
| Once a year   | 3.9%       | 43    | 3.0%      | 3     | 8.0%     | 8     | 1.0%      | 1    | 0.0%    | 0     | 4.0%       | 4     | 8.0%     | 8     | 5.0%      | 5      | 5.0%    | 5     | 3.0%     | 3     | 3.0%       | 3     | 3.0%     | 3          |                   |
| Less often  | 3.4%       | 37    | 3.0%      | 3     | 4.0%     | 4     | 0.0%      | 0    | 1.0%    | 1     | 7.0%       | 7     | 3.0%     | 3     | 2.0%      | 2      | 7.0%    | 7     | 3.0%     | 3     | 4.0%       | 4     | 3.0%     | 3          |                   |

35 76.0%

1 1.0%

100

76 90.0%

100

0.0%

90 84.0%

100

0.0%

84 89.0%

1 0.0%

100

84 84.0%

100

0 1.0%

89 90.0%

0 0.0%

100

90

100

0

Base:

(Don't know / varies)

55.2% 607 13.0%

1100

5 0.0%

0.5%

13 44.0%

100

0 1.0%

44 1.0%

1 1.0%

100

1 1.0%

1 0.0%

100

1 35.0%

0 1.0%

100

|                                  |         |        |        |        |        |      |       |    |        | _  | 01 0  | ui v | CI GOI | IUD |        |    |        |    |        |    |        |    |        |    | rebluary 2013 |
|----------------------------------|---------|--------|--------|--------|--------|------|-------|----|--------|----|-------|------|--------|-----|--------|----|--------|----|--------|----|--------|----|--------|----|---------------|
|                                  | Tota    | ıl     | Zone   | 1      | Zone   | 2    | Zone  | 3  | Zone 4 | 4  | Zone  | 5    | Zone   | 6   | Zone 7 | 7  | Zone 8 | l  | Zone 9 |    | Zone 1 | 0  | Zone 1 | L  |               |
| Q23 What do you like abo         | out Sud | bury - | Town C | entre? | ? [MR] |      |       |    |        |    |       |      |        |     |        |    |        |    |        |    |        |    |        |    |               |
| Those who visit Sudbury          |         | -      |        |        |        | Q22: |       |    |        |    |       |      |        |     |        |    |        |    |        |    |        |    |        |    |               |
| Nothing / very little            | 18.1%   | 89     | 12.6%  | 11     | 21.4%  | 12   | 15.2% | 15 | 16.2%  | 16 | 13.8% | 9    | 20.8%  | 5   | 30.0%  | 3  | 43.8%  | 7  | 37.5%  | 6  | 27.3%  | 3  | 20.0%  | 2  |               |
| 2 3                              | 14.6%   | 72     | 16.1%  | 14     | 14.3%  | 8    | 12.1% | 12 | 14.1%  | 14 | 10.8% | 7    | 20.8%  | 5   | 20.0%  | 2  |        |    | 25.0%  |    | 36.4%  |    | 20.0%  | 2  |               |
| Close to friends or relatives    | 1.8%    | 9      | 0.0%   | 0      | 8.9%   | 5    | 0.0%  | 0  | 1.0%   | 1  | 3.1%  | 2    | 0.0%   | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 9.1%   | 1  | 0.0%   | 0  |               |
| Close to home                    | 24.3%   | 120    |        | 21     | 7.1%   | 4    | 37.4% | 37 | 53.5%  | 53 | 4.6%  | 3    | 0.0%   | 0   |        | 0  | 0.0%   | 0  | 0.0%   | 0  |        | 0  |        | 2  |               |
| Close to work                    | 1.6%    | 8      | 0.0%   | 0      | 0.0%   | 0    | 3.0%  | 3  | 3.0%   | 3  | 3.1%  | 2    |        | 0   |        | 0  | 0.0%   | 0  | 0.0%   | 0  |        | 0  |        | 0  |               |
| Compact                          | 8.5%    | 42     |        | 9      | 5.4%   | 3    | 11.1% | 11 | 6.1%   | 6  | 6.2%  | 4    | 20.8%  | 5   |        | 1  | 0.0%   | 0  | 6.3%   | 1  | 9.1%   | 1  | 10.0%  | 1  |               |
| Easy to get to by bike           | 0.0%    | 0      | 0.0%   | 0      | 0.0%   | 0    | 0.0%  | 0  | 0.0%   | 0  |       | 0    |        | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |        | 0  |               |
| Easy to get to by bus            | 1.0%    | 5      | 0.0%   | 0      | 1.8%   | 1    | 2.0%  | 2  | 1.0%   | 1  | 1.5%  | 1    | 0.0%   | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |               |
| Easy to get to by car            | 1.8%    | 9      | 3.4%   | 3      | 7.1%   | 4    | 1.0%  | 1  | 0.0%   | 0  | 1.5%  | 1    | 0.0%   | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |               |
| Easy to park                     | 11.6%   | 57     | 18.4%  |        | 17.9%  | 10   | 10.1% | 10 | 5.1%   | 5  | 21.5% | 14   |        | 1   | 0.0%   | 0  | 0.0%   | 0  | 6.3%   | 1  | 0.0%   | 0  |        | 0  |               |
| Good facilities                  | 0.8%    | 4      | 2.3%   | 2      | 0.0%   | 0    | 0.0%  | 0  | 0.0%   | 0  | 1.5%  | 1    | 4.2%   | 1   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |               |
| Good food stores                 | 1.6%    | 8      | 1.1%   | 1      | 0.0%   | 0    | 1.0%  | 1  | 2.0%   | 2  | 0.0%  | 0    | 8.3%   | 2   | 10.0%  | 1  | 6.3%   | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |               |
| Good pubs, cafés or restaurants  | 2.0%    | 10     | 3.4%   | 3      | 0.0%   | 0    | 1.0%  | 1  | 2.0%   | 2  | 4.6%  | 3    | 0.0%   | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 9.1%   | 1  | 0.0%   | 0  |               |
| Good range of non-food shops     | 16.0%   | 79     | 19.5%  | 17     | 5.4%   | 3    | 13.1% | 13 | 20.2%  | 20 | 20.0% | 13   | 8.3%   | 2   | 10.0%  | 1  | 25.0%  | 4  | 12.5%  | 2  | 27.3%  | 3  | 10.0%  | 1  |               |
| Makes a change from other places | 3.4%    | 17     | 1.1%   | 1      | 8.9%   | 5    | 0.0%  | 0  | 1.0%   | 1  | 6.2%  | 4    | 12.5%  | 3   | 0.0%   | 0  | 6.3%   | 1  | 6.3%   | 1  | 9.1%   | 1  | 0.0%   | 0  |               |
| Quiet                            | 2.2%    | 11     | 1.1%   | 1      | 0.0%   | 0    | 3.0%  | 3  | 1.0%   | 1  | 6.2%  | 4    | 0.0%   | 0   | 0.0%   | 0  | 6.3%   | 1  | 6.3%   | 1  | 0.0%   | 0  | 0.0%   | 0  |               |
| Safe and secure                  | 0.4%    | 2      | 0.0%   | 0      |        | 0    | 0.0%  | 0  | 1.0%   | 1  | 1.5%  | 1    | 0.0%   | 0   | 0.070  | 0  | 0.0%   | 0  | 0.0%   | 0  |        | 0  | 0.070  | 0  |               |
| The market                       | 5.3%    | 26     | 8.0%   | 7      | 3.6%   | 2    | 5.1%  | 5  | 3.0%   | 3  | 7.7%  | 5    | 4.2%   | 1   | 0.0%   | 0  | 6.3%   | 1  | 6.3%   | 1  | 9.1%   | 1  | 0.0%   | 0  |               |
| Traditional                      | 3.2%    | 16     | 4.6%   | 4      | 3.6%   | 2    | 3.0%  | 3  | 5.1%   | 5  | 3.1%  | 2    |        | 0   |        | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |        | Ö  |               |
| Traffic free shopping centre     | 0.0%    | 0      | 0.0%   | 0      | 0.0%   | 0    | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0    |        | 0   | 0.00   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |        | Ö  |               |
| Other                            | 1.6%    | 8      | 2.3%   | 2      | 1.8%   | 1    | 2.0%  | 2  | 1.0%   | 1  | 0.0%  | 0    |        | 0   |        | 1  | 0.0%   | 0  | 0.0%   | 0  | 9.1%   | 1  | 0.0%   | 0  |               |
| A specific shop                  | 1.6%    | 8      | 2.3%   | 2      | 1.8%   | 1    | 2.0%  | 2  | 0.0%   | 0  | 4.6%  | 3    | 0.0%   | 0   |        | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |        | Ö  |               |
| A specific attraction            | 1.0%    | 5      | 0.0%   | 0      | 1.8%   | 1    | 0.0%  | 0  | 0.0%   | 0  | 1.5%  | 1    | 4.2%   | 1   | 10.0%  | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |        | 1  |               |
| Free car parking                 | 8.3%    | 41     | 12.6%  |        | 16.1%  | 9    | 18.2% | 18 | 1.0%   | 1  | 1.5%  | 1    | 4.2%   | 1   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |        | 0  |               |
| Friendly people / atmosphere     | 0.8%    | 4      | 1.1%   | 1      | 3.6%   | 2    | 1.0%  | 1  | 0.0%   | 0  | 0.0%  | 0    |        | 0   |        | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |        | 0  |               |
| Good hairdressers                | 0.6%    | 3      | 0.0%   | 0      | 0.0%   | 0    | 3.0%  | 3  | 0.0%   | 0  | 0.0%  | 0    |        | 0   |        | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |        | Ö  |               |
| Good range of independent shops  | 1.2%    | 6      | 3.4%   | 3      | 0.0%   | 0    | 1.0%  | 1  | 0.0%   | 0  |       | 1    | 0.0%   | 0   |        | 0  | 0.0%   | 0  | 6.3%   | 1  | 0.0%   | 0  |        | 0  |               |
| Has a Waitrose store             | 0.8%    | 4      | 2.3%   | 2      | 1.8%   | 1    | 0.0%  | 0  | 0.0%   | 0  | 1.5%  | 1    | 0.0%   | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |               |
| Has Wynch & Blatch Ltd.          | 1.2%    | 6      | 1.1%   | 1      | 5.4%   | 3    | 0.0%  | 0  | 0.0%   | 0  |       | 2    |        | 0   |        | 0  | 0.0%   | 0  | 0.0%   | 0  |        | 0  |        | Ö  |               |
| Unusual / quirky                 | 0.8%    | 4      | 0.0%   | 0      |        | 0    | 2.0%  | 2  | 0.0%   | 0  |       | 2    |        | 0   |        | 0  | 0.0%   | 0  | 0.0%   | 0  |        | 0  |        | 0  |               |
| (Don't know)                     | 2.6%    | 13     | 1.1%   | 1      | 1.8%   | 1    | 0.0%  | 0  | 1.0%   | 1  | 3.1%  | 2    |        | 2   |        |    |        | 2  | 6.3%   | 1  | 0.0%   | 0  |        | 1  |               |
| Base:                            |         | 493    |        | 87     |        | 56   |       | 99 |        | 99 |       | 65   |        | 24  |        | 10 |        | 16 |        | 16 |        | 11 |        | 10 |               |
|                                  |         |        |        |        |        |      |       |    |        |    |       |      |        |     |        |    |        |    |        |    |        |    |        |    |               |

|   | - m     |        |          |      |        |        |         |       |          |      |        |      |        |    |        |    |       |    |        |    |       |    |       |    |  |
|---|---------|--------|----------|------|--------|--------|---------|-------|----------|------|--------|------|--------|----|--------|----|-------|----|--------|----|-------|----|-------|----|--|
|   | Tota    | l      | Zone     | 1    | Zone   | 2      | Zone    | 3     | Zone     | 4    | Zone   | 5    | Zone 6 | i  | Zone ' | 7  | Zone  | 8  | Zone 9 | )  | Zone  | 10 | Zone  | 11 |  |
| Q24 What could be impro   | oved ab | out Sı | udbury 1 | Town | Centre | that w | vould m | ake y | ou visit | more | often? | [MR] |        |    |        |    |       |    |        |    |       |    |       |    |  |
| Nothing   | 38.7%   | 426    | 40.0%    | 40   | 42.0%  | 42     | 18.0%   | 18    | 22.0%    | 22   | 45.0%  | 45   | 40.0%  | 40 | 40.0%  | 40 | 51.0% | 51 | 59.0%  | 59 | 30.0% | 30 | 39.0% | 39 |  |
| Better access by road   | 2.9%    | 32     | 1.0%     | 1    | 2.0%   | 2      |         | 6     | 5.0%     | 5    |        | 1    | 3.0%   | 3  | 3.0%   | 3  |       | 2  |        | 4  | 4.0%  | 4  | 1.0%  | 1  |  |
| Better public transport   | 1.4%    | 15     | 2.0%     | 2    | 1.0%   | 1      | 4.0%    | 4     | 0.0%     | 0    | 1.0%   | 1    | 2.0%   | 2  | 1.0%   | 1  | 1.0%  | 1  |        | 1  | 1.0%  | 1  | 1.0%  | 1  |  |
| Better signposting  | 0.2%    | 2      | 0.0%     | 0    | 1.0%   | 1      | 0.0%    | 0     | 0.0%     | 0    | 0.0%   | 0    | 0.0%   | 0  | 0.0%   | 0  |       | 1  | 0.0%   | 0  | 0.0%  | 0  |       | 0  |  |
| Cleaner streets   | 0.8%    | 9      | 1.0%     | 1    | 0.0%   | 0      |         | 0     | 5.0%     | 5    | 0.0%   | 0    | 0.0%   | 0  | 0.0%   | 0  |       | 2  |        | 1  | 0.0%  | 0  |       | ő  |  |
| vacilities which would assist<br>you if shopping with<br>children | 0.2%    | 2      | 0.0%     | 0    |        | 0      |         | 2     | 0.0%     | 0    | 0.0%   | 0    | 0.0%   | 0  | 0.0%   | 0  |       | 0  |        | 0  | 0.0%  | 0  |       | 0  |  |
| ree car parking   | 1.5%    | 17     | 2.0%     | 2    | 1.0%   | 1      | 7.0%    | 7     | 3.0%     | 3    | 3.0%   | 3    | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 1.0%   | 1  | 0.0%  | 0  |       | 0  |  |
| ewellery / food markets /<br>other events                         | 0.0%    | 0      | 0.0%     | 0    | 0.0%   | 0      | 0.0%    | 0     | 0.0%     | 0    | 0.0%   | 0    | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  |  |
| Iore / better comparison<br>retailers (i.e. non-food<br>shops)    | 5.3%    | 58     | 8.0%     | 8    | 10.0%  | 10     | 18.0%   | 18    | 12.0%    | 12   | 5.0%   | 5    | 2.0%   | 2  | 0.0%   | 0  | 1.0%  | 1  | 1.0%   | 1  | 1.0%  | 1  | 0.0%  | 0  |  |
| fore / better entertainment / eating places                       | 0.5%    | 5      | 0.0%     | 0    | 1.0%   | 1      | 1.0%    | 1     | 3.0%     | 3    | 0.0%   | 0    | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  |  |
| ore / better food shops   | 1.5%    | 16     | 6.0%     | 6    | 1.0%   | 1      | 2.0%    | 2     | 3.0%     | 3    | 2.0%   | 2    | 1.0%   | 1  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 1.0%  | 1  | 0.0%  | 0  |  |
| ore / better parking  | 4.4%    | 48     | 6.0%     | 6    | 5.0%   | 5      | 10.0%   | 10    | 10.0%    | 10   | 5.0%   | 5    | 4.0%   | 4  | 2.0%   | 2  | 1.0%  | 1  | 3.0%   | 3  | 1.0%  | 1  | 1.0%  | 1  |  |
| fore / better pedestrianised streets                              | 0.8%    | 9      | 0.0%     | 0    | 0.0%   | 0      | 5.0%    | 5     | 3.0%     | 3    | 0.0%   | 0    | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 1.0%   | 1  | 0.0%  | 0  | 0.0%  | 0  |  |
| fore / better public conveniences                                 | 0.5%    | 5      | 0.0%     | 0    | 0.0%   | 0      | 2.0%    | 2     | 3.0%     | 3    | 0.0%   | 0    | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  |  |
| lore / better seats / flower<br>displays                          | 0.2%    | 2      | 0.0%     | 0    | 0.0%   | 0      | 0.0%    | 0     | 2.0%     | 2    | 0.0%   | 0    | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  |  |
| Iore / better services  | 0.4%    | 4      | 0.0%     | 0    | 1.0%   | 1      | 1.0%    | 1     | 0.0%     | 0    | 0.0%   | 0    | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  |        | 2  | 0.0%  | 0  | 0.0%  | 0  |  |
| Iore advertising  | 0.2%    | 2      | 0.0%     | 0    | 0.0%   | 0      |         | 0     | 0.0%     | 0    | 0.0%   | 0    | 0.0%   | 0  | 0.0%   | 0  |       | 0  |        | 0  | 0.0%  | 0  |       | 2  |  |
| Iore national multiple shops / High Street shops                  | 9.1%    | 100    | 18.0%    |      | 11.0%  | 11     | 28.0%   |       | 33.0%    | 33   | 7.0%   | 7    | 2.0%   | 2  | 0.0%   | 0  |       | 0  |        | 1  | 0.0%  | 0  |       | 0  |  |
| cotection from the weather<br>(i.e. covered shopping<br>malls)    | 0.2%    | 2      | 0.0%     | 0    | 1.0%   | 1      | 0.0%    | 0     | 0.0%     | 0    | 0.0%   | 0    | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 1.0%  | 1  |  |
| hops / services open on<br>Sundays                                | 0.1%    | 1      | 0.0%     | 0    | 1.0%   | 1      | 0.0%    | 0     | 0.0%     | 0    | 0.0%   | 0    | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  |  |
| ther  | 2.5%    | 28     | 3.0%     | 3    | 6.0%   | 6      |         | 11    |          | 5    |        | 1    | 1.0%   | 1  | 0.0%   | 0  |       | 0  |        | 1  | 0.0%  | 0  |       | 0  |  |
| uild a by-pass  | 0.5%    | 6      | 3.0%     | 3    | 0.0%   | 0      |         | 1     | 2.0%     | 2    | 0.0%   | 0    | 0.0%   | 0  | 0.0%   | 0  |       | 0  |        | 0  | 0.0%  | 0  |       | 0  |  |
| ll vacant shops   | 1.3%    | 14     | 1.0%     | 1    | 0.0%   | 0      | 4.0%    | 4     | 7.0%     | 7    | 1.0%   | 1    | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  |        | 0  | 1.0%  | 1  | 0.0%  | 0  |  |
| it was nearer   | 2.3%    | 25     | 0.0%     | 0    | 1.0%   | 1      | 0.0%    | 0     | 0.0%     | 0    | 0.0%   | 0    | 0.0%   | 0  | 3.0%   | 3  | 3.0%  | 3  |        |    | 11.0% | 11 | 6.0%  | 6  |  |
| ess charity shops   | 1.7%    | 19     | 5.0%     | 5    | 1.0%   | 1      | 8.0%    | 8     | 4.0%     | 4    | 0.0%   | 0    | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0.0  | 0  | 0.0%  | 0  |       | 1  |  |
| ess estate agents   | 0.3%    | 3      | 2.0%     | 2    | 0.0%   | 0      |         | 1     | 0.0%     | 0    | 0.0%   | 0    | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  |        | 0  | 0.0%  | 0  |       | 0  |  |
| ess traffic congestion  | 2.3%    | 25     | 4.0%     | 4    | 2.0%   | 2      |         | 4     | 8.0%     | 8    | 2.0%   | 2    | 2.0%   | 2  | 0.0%   | 0  | 0.0%  | 0  |        | 1  | 1.0%  | 1  | 1.0%  | 1  |  |
| lore clothes shops  | 0.6%    | 7      | 3.0%     | 3    | 1.0%   | 1      | 1.0%    | 1     | 1.0%     | 1    | 1.0%   | 1    | 0.0%   | 0  | 0.0%   | 0  |       | 0  |        | 0  | 0.0%  | 0  |       | 0  |  |
| Iore independent shops  | 0.5%    | 6      | 1.0%     | 1    | 1.0%   | 1      | 0.0%    | 0     | 4.0%     | 4    | 0.0%   | 0    | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  |        | 0  | 0.0%  | 0  |       | 0  |  |
| pen a cinema  | 0.3%    | 3      | 1.0%     | 1    | 0.0%   | 0      |         | 2     | 0.0%     | 0    | 0.0%   | 0    | 0.0%   | 0  | 0.0%   | 0  |       | 0  |        | 0  | 0.0%  | 0  |       | 0  |  |
| Open a Marks & Spencer  | 0.5%    | 6      | 1.0%     | 1    | 0.0%   | 0      | 0.0%    | 0     | 3.0%     | 3    | 1.0%   | 1    | 1.0%   | 1  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  |  |

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|                           | Tota      | ıl    | Zone     | 1     | Zone     | 2    | Zone     | 3      | Zone   | 4     | Zone   | 5   | Zone  | 6   | Zone  | 7   | Zone  | 8   | Zone  | 9   | Zone  | 10  | Zone  | 11  |
|---------------------------|-----------|-------|----------|-------|----------|------|----------|--------|--------|-------|--------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|
| (Don't know)              | 29.5%     | 324   | 10.0%    |       | 20.0%    | 20   | 1.0%     | 1      | 2.0%   |       | 28.0%  | 28  | 45.0% | 45  | 51.0% | 51  |       |     | 29.0% | 29  |       |     | 47.0% | 47  |
| Base:                     |           | 1100  |          | 100   |          | 100  |          | 100    |        | 100   |        | 100 |       | 100 |       | 100 |       | 100 |       | 100 |       | 100 |       | 100 |
| Q25 How often do you      | or your h | ouseh | old visi | t Had | leigh To | wn C | entre fo | r your | non-fo | od sh | opping | ?   |       |     |       |     |       |     |       |     |       |     |       |     |
| Daily                     | 1.2%      | 13    | 0.0%     | 0     | 0.0%     | 0    | 0.0%     | 0      | 0.0%   | 0     | 12.0%  | 12  | 0.0%  | 0   | 1.0%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| 4-6 days a week           | 0.8%      | 9     | 0.0%     | 0     | 0.0%     | 0    | 1.0%     | 1      | 0.0%   | 0     | 0.070  | 8   |       | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| 2-3 days a week           | 2.6%      | 29    | 0.0%     | 0     | 0.0%     | 0    | 2.0%     | 2      | 0.0%   | 0     | 24.0%  | 24  | 1.0%  | 1   | 0.0%  | 0   |       | 1   | 1.0%  | 1   | 0.0%  | 0   | 0.0%  | 0   |
| One days a week           | 4.0%      | 44    | 0.0%     | 0     | 0.0%     | 0    | 8.0%     | 8      | 1.0%   | 1     | 28.0%  | 28  |       | 4   | 2.0%  | 2   | 1.0%  | 1   | 0.0%  | 0   | 0.070 | 0   | 0.0%  | 0   |
| Every two weeks           | 2.1%      | 23    | 0.0%     | 0     | 0.0%     | 0    | 3.0%     | 3      | 2.0%   | 2     | 5.0%   | 5   | 10.0% | 10  | 2.0%  | 2   | 0.0%  | 0   |       | 0   |       | 0   | 1.0%  | 1   |
| Monthly                   | 3.5%      | 39    | 2.0%     | 2     | 5.0%     | 5    | 7.0%     | 7      | 3.0%   | 3     | 7.0%   | 7   | 8.0%  | 8   | 4.0%  | 4   | 1.0%  | 1   | 1.0%  | 1   | 1.0%  | 1   | 0.0%  | 0   |
| Once every two months     | 2.7%      | 30    | 2.0%     | 2     | 3.0%     | 3    | 4.0%     | 4      | 1.0%   | 1     | 2.0%   | 2   |       | 8   | 2.0%  | 2   | 7.0%  | 7   | 0.0%  | 0   |       | 0   | 1.0%  | 1   |
| Three - four times a year | 5.5%      | 60    | 6.0%     | 6     | 5.0%     | 5    | 7.0%     | 7      | 8.0%   | 8     | 2.0%   |     | 16.0% | 16  |       | 9   | 1.0%  | 1   | 1.0%  | 1   | 4.0%  | 4   | 1.0%  | 1   |
| Once a year               | 4.7%      | 52    | 7.0%     | 7     | 7.0%     | 7    | 2.0%     | 2      | 5.0%   | 5     | 2.0%   | 2   | 11.0% | 11  | 5.0%  | 5   | 5.0%  | 5   | 5.0%  | 5   | 2.0%  | 2   | 1.0%  | 1   |
| Less often                | 3.6%      | 40    | 4.0%     | 4     | 3.0%     | 3    | 7.0%     | 7      | 1.0%   | 1     | 4.0%   | 4   |       | 2   | 4.0%  | 4   | 5.0%  | 5   | 4.0%  | 4   | 2.0%  | 2   | 4.0%  | 4   |
| Never                     | 68.8%     | 757   | 79.0%    | 79    | 76.0%    | 76   | 59.0%    | 59     | 79.0%  | 79    | 4.0%   | 4   | 40.0% | 40  | 70.0% | 70  | 79.0% | 79  | 88.0% | 88  | 91.0% | 91  | 92.0% | 92  |
| (Don't know / varies)     | 0.4%      | 4     | 0.0%     | 0     | 1.0%     | 1    | 0.0%     | 0      | 0.0%   | 0     | 2.0%   | 2   | 0.0%  | 0   | 1.0%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Base:                     |           | 1100  |          | 100   |          | 100  |          | 100    |        | 100   |        | 100 |       | 100 |       | 100 |       | 100 |       | 100 |       | 100 |       | 100 |

|   |              |         |              |    |              |      |              |    |              | _  | 01 0         | ai c | CI UU | iius |              |     |              |     |              |    |              |   |               |        | rebluary 201 |
|---|--------------|---------|--------------|----|--------------|------|--------------|----|--------------|----|--------------|------|-------|------|--------------|-----|--------------|-----|--------------|----|--------------|---|---------------|--------|--------------|
|   | Tota         | ıl      | Zone         | 1  | Zone 2       | 2    | Zone         | 3  | Zone 4       |    | Zone         | 5    | Zone  | 6    | Zone         | 7   | Zone         | 8   | Zone 9       |    | Zone 10      | ) | Zone 11       |        |              |
| Q26 What do you like abo<br>Those who visit Hadleig |              | _       |              |    |              | Q25: |              |    |              |    |              |      |       |      |              |     |              |     |              |    |              |   |               |        |              |
| Nothing / very little                               | 10.2%        | 35      | 9.5%         |    | 12.5%        | 3    | 14.6%        | 6  | 4.8%         | 1  | 7.3%         | 7    | 8.3%  | 5    |              |     | 14.3%        | 3   | 16.7%        |    | 22.2%        | 2 |               | 1      |              |
|   | 23.3%        | 80      | 19.0%        | 4  | 16.7%        | 4    | 26.8%        | 11 | 19.0%        | 4  | 11.5%        | 11   | 26.7% | 16   | 40.0%        | 12  | 33.3%        | 7   | 41.7%        | 5  | 33.3%        | 3 | 37.5%         | 3      |              |
| place   | 2.50/        | 10      | 4.00/        |    | 4.20/        |      | 7.00/        | 2  | 0.00/        |    | 2.10/        | 2    | 1.70/ |      | 6.70/        | •   | 0.00/        |     | 0.00/        | 0  | 11 10/       |   | 0.00/         | 0      |              |
| Close to friends or relatives                       | 3.5%         | 12      | 4.8%         | 1  |              | 1    | 7.3%         | 3  | 0.0%         |    | 3.1%         | 3    |       | 1    | 6.7%         | 2   | 0.0%         | 0   | 0.0%         |    | 11.1%        | 1 | 0.0%          | 0      |              |
| Close to home                                       | 19.8%        | 68      | 0.0%         | 0  | 0.0%         | 0    | 2.4%         | 1  | 0.0%         |    | 59.4%        | 57   |       | 7    | 6.7%         | 2   |              | 0   | 0.0%         |    | 11.1%        | 1 | 0.0%          | 0      |              |
| Close to work                                       | 1.2%         | 4       | 0.0%         | 0  | 0.0%         | 0    | 2.4%         | 1  | 0.0%         | 0  |              | 2    |       | 0    |              | 1   | 0.0%         | 0   | 0.0%         | 0  | 0.0%         | 0 |               | 0      |              |
| Compact   | 5.2%         | 18      | 0.0%         | 0  | 4.2%         | 1    | 7.3%         | 3  | 0.0%         | 0  |              | 2    |       | 9    |              | 1   | 0.0%         | 0   | 16.7%        | 2  | 0.0%         | 0 |               | 0      |              |
| Easy to get to by bike                              | 0.0%         | 0       | 0.0%         | 0  | 0.0%         | 0    | 0.0%         | 0  | 0.0%         | 0  | 0.00,0       | 0    |       | 0    | 0.0,0        | 0   | 0.0%         | 0   | 0.0%         | 0  | 0.0%         | 0 |               | 0      |              |
| Easy to get to by bus                               | 0.3%         | 1       | 0.0%         | 0  | 0.0%         | 0    | 0.0%         | 0  | 0.0%         | 0  |              | 1    | 0.0%  | 0    |              | 0   | 0.0%         | 0   | 0.0%         | 0  | 0.0%         | 0 |               | 0      |              |
| Easy to get to by car                               | 2.0%         | 7       | 0.0%         | 0  | 4.2%         | 1    | 4.9%         | 2  | 0.0%         | 0  |              | 2    |       | 0    |              | 2   | 0.0%         | 0   | 0.0%         | 0  | 0.0%         | 0 |               | 0      |              |
| Easy to park  | 8.7%         | 30      | 0.0%         | 0  | 4.2%         | 1    | 9.8%         | 4  | 9.5%         |    | 12.5%        | 12   |       | 8    |              | 3   | 0.0%         | 0   | 0.0%         | 0  | 0.0%         | 0 |               | 0      |              |
| Good facilities                                     | 1.5%         | 5       | 0.0%         | 0  | 0.0%         | 0    | 0.0%         | 0  | 0.0%         | 0  |              | 4    |       | 1    | 0.0%         | 0   | 0.0%         | 0   | 0.0%         | 0  | 0.0%         | 0 |               | 0      |              |
| Good food stores                                    | 4.7%         | 16      | 0.0%         | 0  | 0.0%         | 0    | 0.0%         | 0  | 4.8%         | 1  | 3.1%         | 3    |       | 7    |              | 1   | 9.5%         | 2   | 8.3%         | 1  | 11.1%        | 1 | 0.0%          | 0      |              |
| Good pubs, cafés or restaurants                     | 1.5%         | 5       | 0.0%         | 0  | 0.0%         | 0    | 0.0%         | 0  | 0.0%         | 0  | 1.0%         | 1    | 6.7%  | 4    | 0.0%         | 0   | 0.0%         | 0   | 0.0%         | 0  | 0.0%         | 0 | 0.0%          | 0      |              |
| Good range of non-food shops                        | 21.0%        | 72      | 23.8%        | 5  | 8.3%         | 2    | 17.1%        | 7  | 19.0%        | 4  | 26.0%        | 25   | 28.3% | 17   | 10.0%        | 3   | 19.0%        | 4   | 16.7%        | 2  | 33.3%        | 3 | 0.0%          | 0      |              |
| Makes a change from other places                    | 4.7%         | 16      | 4.8%         | 1  | 8.3%         | 2    | 2.4%         | 1  | 9.5%         | 2  | 0.0%         | 0    | 8.3%  | 5    | 3.3%         | 1   | 14.3%        | 3   | 0.0%         | 0  | 11.1%        | 1 | 0.0%          | 0      |              |
| Ouiet   | 3.5%         | 12      | 4.8%         | 1  | 0.0%         | 0    | 7.3%         | 3  | 9.5%         | 2  | 1.0%         | 1    | 1.7%  | 1    | 3.3%         | 1   | 4.8%         | 1   | 8.3%         | 1  | 0.0%         | 0 | 12.5%         | 1      |              |
| Safe and secure                                     | 0.0%         | 0       | 0.0%         | 0  | 0.0%         | 0    | 0.0%         | 0  | 0.0%         | 0  |              | 0    |       | 0    |              | 0   | 0.0%         | 0   | 0.0%         | 0  |              | 0 |               | 0      |              |
| The market  | 1.5%         | 5       | 0.0%         | 0  | 0.0%         | 0    | 0.0%         | 0  | 0.0%         | 0  |              | 0    |       | 1    | 3.3%         | 1   | 9.5%         | 2   | 0.0%         | 0  |              | 1 | 0.0%          | 0      |              |
| Traditional   | 6.1%         | 21      | 9.5%         | 2  | 0.0%         | 0    | 9.8%         | 4  | 4.8%         | 1  | 3.1%         | 3    |       | 7    | 10.0%        | 3   | 0.0%         | 0   | 0.0%         |    | 11.1%        | 1 | 0.0%          | 0      |              |
| Traffic free shopping centre                        | 0.0%         | 0       | 0.0%         | 0  | 0.0%         | 0    | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0    |       | 0    |              | 0   | 0.0%         | 0   | 0.0%         | 0  |              | 0 |               | 0      |              |
| Other   | 1.7%         | 6       | 0.0%         | 0  | 0.0%         | 0    | 2.4%         | 1  | 0.0%         | 0  | 1.0%         | 1    | 1.7%  | 1    | 3.3%         | 1   | 4.8%         | 1   | 0.0%         |    | 11.1%        | 1 | 0.0%          | 0      |              |
| A specific shop                                     | 0.9%         | 3       | 0.0%         | 0  | 4.2%         | 1    | 2.4%         | 1  | 0.0%         | 0  | 0.0%         | 0    |       | 0    |              | 1   | 0.0%         | 0   | 0.0%         | 0  | 0.0%         | 0 |               | 0      |              |
| A specific attraction                               | 0.0%         | 0       | 0.0%         | 0  | 0.0%         | 0    | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0    |       | 0    |              | 0   | 0.0%         | 0   | 0.0%         | 0  | 0.0%         | 0 |               | 0      |              |
| Free car parking                                    | 2.3%         | 8       | 0.0%         | 0  | 8.3%         | 2    | 4.9%         | 2  | 0.0%         | 0  |              | 1    | 5.0%  | 3    | 0.0%         | 0   | 0.0%         | 0   | 0.0%         | 0  | 0.0%         | 0 |               | 0      |              |
| Friendly people / atmosphere                        | 0.9%         | 3       | 0.0%         | 0  | 0.0%         | 0    | 0.0%         | 0  | 0.0%         | 0  |              | 1    | 3.3%  | 2    | 0.0%         | 0   | 0.0%         | 0   | 0.0%         | 0  | 0.0%         | 0 |               | 0      |              |
| Good range of independent                           | 3.2%         | 11      | 0.0%         | 0  | 4.2%         | 1    | 4.9%         |    | 14.3%        | 3  |              | 3    | 0.0%  | 0    |              | 1   | 4.8%         | 1   | 0.0%         | 0  | 0.0%         | 0 |               | 0      |              |
| shops<br>Has a Co-op store                          | 1.2%         | 4       | 0.0%         | 0  | 4.2%         | 1    | 0.0%         | 0  | 0.0%         | 0  | 2.1%         | 2    | 0.0%  | 0    | 3.3%         | 1   | 0.0%         | 0   | 0.0%         | 0  | 0.0%         | 0 | 0.0%          | 0      |              |
| Has a Morrisons store                               | 2.3%         | 8       | 0.0%         | 0  | 8.3%         | 2    | 9.8%         | 4  | 4.8%         | 1  | 1.0%         | 1    | 0.0%  | 0    |              | 0   | 0.0%         | 0   | 0.0%         | 0  | 0.0%         | 0 |               | 0      |              |
| Has Adnam's store                                   | 1.2%         | 4       | 4.8%         | 1  | 0.0%         | 0    | 9.8%<br>2.4% | 1  | 0.0%         | 0  | 1.0%         | 1    | 1.7%  | 1    | 0.0%         | 0   | 0.0%         | 0   | 0.0%         | 0  | 0.0%         | 0 |               | 0      |              |
| Has MW Partridge & Co.                              | 8.5%         | 29      | 23.8%        | -  | 29.2%        | 7    | 9.8%         | 4  | 9.5%         | 2  |              | 7    |       | 1    |              | 2   | 0.0%         | 0   | 8.3%         | 1  | 0.0%         | 0 |               | 0      |              |
| store   | 1.20/        | 4       | 0.00/        | 0  | 0.00/        | 0    | 2 40/        | 1  | 4 90/        | 1  | 0.00/        | 0    | 1.70/ | 1    | 0.00/        | 0   | 0.00/        | 0   | 0.20/        | 1  | 0.00/        | 0 | 0.00/         | 0      |              |
| Unusual / quirky<br>(Don't know)                    | 1.2%<br>3.5% | 4<br>12 | 0.0%<br>4.8% | 0  | 0.0%<br>0.0% | 0    | 2.4%<br>4.9% | 2  | 4.8%<br>4.8% | 1  | 0.0%<br>0.0% | 0    |       | 1 0  | 0.0%<br>6.7% | 0 2 | 0.0%<br>9.5% | 0 2 | 8.3%<br>0.0% | 0  | 0.0%<br>0.0% | 0 | 0.0%<br>50.0% | 0<br>4 |              |
| •   | 5.570        |         | 1.570        | •  | 0.070        | 24   | 1.770        |    | 1.070        | •  | 0.070        |      |       | 60   |              |     | 7.570        |     | 0.070        |    | 0.070        | 9 |               | 8      |              |
| Base:   |              | 343     |              | 21 |              | 24   |              | 41 |              | 21 |              | 96   |       | 00   |              | 30  |              | 21  |              | 12 |              | 9 |               | 0      |              |

|  |         |       |         |      |        |        |         |       |          | _    | <b>01</b> C | ui v |       |     |       |     |       |     |       |     |       |     |       |     | rebruary 201. |
|--|---------|-------|---------|------|--------|--------|---------|-------|----------|------|-------------|------|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|---------------|
|  | Tota    | ıl    | Zone    | 1    | Zone   | 2      | Zone    | 3     | Zone     | 4    | Zone        | 5    | Zone  | 6   | Zone  | 7   | Zone  | 8   | Zone  | 9   | Zone  | 10  | Zone  | 11  |               |
| Q27 What could be impre  | oved ab | out H | adleigh | Town | Centre | that v | would m | ake y | ou visit | more | often?      | [MR] |       |     |       |     |       |     |       |     |       |     |       |     |               |
| Nothing  | 48.6%   | 535   | 55.0%   | 55   | 58.0%  | 58     | 40.0%   | 40    | 49.0%    | 49   | 42.0%       | 42   | 52.0% | 52  | 45.0% | 45  | 53.0% | 53  | 61.0% | 61  | 40.0% | 40  | 40.0% | 40  |               |
| Better access by road  | 0.8%    | 9     | 0.0%    | 0    | 0.0%   | 0      |         | 0     | 1.0%     | 1    | 2.0%        | 2    | 2.0%  | 2   |       | 1   | 0.0%  | 0   | 0.0%  | 0   | 2.0%  | 2   |       | 1   |               |
| Better public transport  | 0.6%    | 7     | 0.0%    | 0    | 0.0%   | 0      | 2.0%    | 2     | 1.0%     | 1    | 0.0%        | 0    | 1.0%  | 1   | 1.0%  | 1   | 2.0%  | 2   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |               |
| Better signposting   | 0.1%    | 1     | 0.0%    | 0    | 0.0%   | 0      |         | 1     | 0.0%     | 0    | 0.0%        | 0    | 0.0%  | 0   |       | 0   |       | 0   |       | 0   | 0.0%  | 0   |       | 0   |               |
| Cleaner streets  | 0.2%    | 2     |         | 0    | 0.0%   | 0      |         | 0     | 0.0%     | 0    |             | 1    | 0.0%  | 0   | 1.0%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |       | 0   |               |
| Facilities which would assist you if shopping with children    | 0.0%    | 0     | 0.0%    | 0    | 0.0%   | 0      | 0.0%    | 0     | 0.0%     | 0    | 0.0%        | 0    | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |               |
| Free car parking   | 0.7%    | 8     | 1.0%    | 1    | 1.0%   | 1      | 0.0%    | 0     | 2.0%     | 2    |             | 1    | 2.0%  | 2   |       | 0   |       | 0   |       | 1   | 0.0%  | 0   |       | 0   |               |
| Jewellery / food markets /<br>other events                     | 0.1%    | 1     | 0.0%    | 0    | 0.0%   | 0      |         | 0     | 0.0%     | 0    |             | 1    | 0.0%  | 0   |       | 0   |       | 0   |       | 0   | 0.0%  | 0   |       | 0   |               |
| More / better comparison retailers (i.e. non-food shops)       | 2.1%    | 23    | 1.0%    | 1    | 0.0%   | 0      | 1.0%    | 1     | 0.0%     | 0    | 17.0%       | 17   | 4.0%  | 4   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |               |
| More / better entertainment / eating places                    | 0.2%    | 2     | 0.0%    | 0    | 0.0%   | 0      | 0.0%    | 0     | 0.0%     | 0    | 0.0%        | 0    | 2.0%  | 2   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |               |
| More / better food shops                                       | 0.4%    | 4     | 0.0%    | 0    | 0.0%   | 0      | 0.0%    | 0     | 0.0%     | 0    | 3.0%        | 3    | 1.0%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |               |
| More / better parking  | 2.6%    | 29    | 2.0%    | 2    | 1.0%   | 1      | 2.0%    | 2     | 3.0%     | 3    | 6.0%        | 6    | 8.0%  | 8   | 3.0%  | 3   | 1.0%  | 1   | 3.0%  | 3   | 0.0%  | 0   | 0.0%  | 0   |               |
| More / better pedestrianised streets                           | 0.0%    | 0     | 0.0%    | 0    | 0.0%   | 0      | 0.0%    | 0     | 0.0%     | 0    | 0.0%        | 0    | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |               |
| More / better public conveniences                              | 0.1%    | 1     | 0.0%    | 0    | 0.0%   | 0      | 0.0%    | 0     | 0.0%     | 0    | 0.0%        | 0    | 0.0%  | 0   | 1.0%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |               |
| More / better seats / flower displays                          | 0.0%    | 0     | 0.0%    | 0    | 0.0%   | 0      | 0.0%    | 0     | 0.0%     | 0    | 0.0%        | 0    | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |               |
| More / better services   | 0.1%    | 1     | 0.0%    | 0    | 0.0%   | 0      | 0.0%    | 0     | 0.0%     | 0    | 0.0%        | 0    | 1.0%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |               |
| More advertising   | 0.2%    | 2     | 0.0%    | 0    | 0.0%   | 0      | 1.0%    | 1     | 0.0%     | 0    | 0.0%        | 0    | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 1.0%  | 1   |               |
| More national multiple shops / High Street shops               | 2.6%    | 29    | 1.0%    | 1    | 1.0%   | 1      | 5.0%    | 5     | 1.0%     | 1    | 16.0%       | 16   | 2.0%  | 2   | 2.0%  | 2   | 0.0%  | 0   | 1.0%  | 1   | 0.0%  | 0   | 0.0%  | 0   |               |
| Protection from the weather<br>(ie. covered shopping<br>malls) | 0.0%    | 0     | 0.0%    | 0    | 0.0%   | 0      | 0.0%    | 0     | 0.0%     | 0    | 0.0%        | 0    | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |               |
| Shops / services open on Sundays                               | 0.0%    | 0     | 0.0%    | 0    | 0.0%   | 0      | 0.0%    | 0     | 0.0%     | 0    | 0.0%        | 0    | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |               |
| Other  | 0.9%    | 10    | 0.0%    | 0    | 0.0%   | 0      | 0.0%    | 0     | 0.0%     | 0    | 8.0%        | 8    | 1.0%  | 1   | 0.0%  | 0   | 1.0%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |               |
| Better traffic management                                      | 0.3%    | 3     | 0.0%    | 0    | 0.0%   | 0      | 1.0%    | 1     | 0.0%     | 0    | 1.0%        | 1    | 1.0%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |               |
| Fill vacant shops  | 0.4%    | 4     | 0.0%    | 0    | 0.0%   | 0      | 1.0%    | 1     | 0.0%     | 0    | 3.0%        | 3    | 0.0%  | 0   | 0.0%  | 0   |       | 0   | 0.0%  | 0   | 0.0%  | 0   |       | 0   |               |
| If it was nearer   | 2.4%    | 26    | 0.0%    | 0    | 1.0%   | 1      | 1.0%    | 1     | 2.0%     | 2    | 0.0%        | 0    | 0.0%  | 0   | 3.0%  | 3   | 3.0%  | 3   | 0.0%  | 0   | 9.0%  | 9   | 7.0%  | 7   |               |
| More independent shops   | 0.5%    | 6     | 1.0%    | 1    | 0.0%   | 0      |         | 0     | 0.0%     | 0    | 1.0%        | 1    | 2.0%  | 2   |       | 1   |       | 1   | 0.0%  | 0   | 0.0%  | 0   |       | 0   |               |
| (Don't know)   | 37.8%   | 416   | 40.0%   | 40   | 39.0%  | 39     | 46.0%   | 46    | 42.0%    | 42   | 9.0%        | 9    | 24.0% | 24  | 42.0% | 42  | 39.0% | 39  | 35.0% | 35  | 49.0% | 49  | 51.0% | 51  |               |
| Base:  |         | 1100  |         | 100  |        | 100    |         | 100   |          | 100  |             | 100  |       | 100 |       | 100 |       | 100 |       | 100 |       | 100 |       | 100 |               |

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|                           | Tota      | al     | Zone      | 1       | Zone    | 2   | Zone     | 3     | Zone    | 4     | Zone   | 5   | Zone  | 6   | Zone  | 7   | Zone  | 8   | Zone  | 9   | Zone 1 | 10  | Zone  | 11  |
|---------------------------|-----------|--------|-----------|---------|---------|-----|----------|-------|---------|-------|--------|-----|-------|-----|-------|-----|-------|-----|-------|-----|--------|-----|-------|-----|
|                           |           |        |           |         |         |     |          |       |         |       |        |     |       |     |       |     |       |     |       |     |        |     |       |     |
| Q28 How often do you      | or your h | nousel | nold visi | it Stov | vmarket | Tow | n Centre | for y | our non | -food | shoppi | ng? |       |     |       |     |       |     |       |     |        |     |       |     |
| Daily                     | 1.2%      | 13     | 1.0%      | 1       | 1.0%    | 1   | 1.0%     | 1     | 0.0%    | 0     | 1.0%   | 1   | 0.0%  | 0   | 0.0%  | 0   | 8.0%  | 8   | 0.0%  | 0   | 1.0%   | 1   | 0.0%  | 0   |
| 4-6 days a week           | 0.5%      | 6      | 0.0%      | 0       | 0.0%    | 0   | 0.0%     | 0     | 0.0%    | 0     | 0.0%   | 0   | 0.0%  | 0   | 1.0%  | 1   | 4.0%  | 4   | 1.0%  | 1   | 0.0%   | 0   | 0.0%  | 0   |
| 2-3 days a week           | 2.5%      | 27     | 0.0%      | 0       | 1.0%    | 1   | 0.0%     | 0     | 0.0%    | 0     | 1.0%   | 1   | 0.0%  | 0   | 4.0%  | 4   | 11.0% | 11  | 8.0%  | 8   | 2.0%   | 2   | 0.0%  | 0   |
| One days a week           | 6.8%      | 75     | 0.0%      | 0       | 3.0%    | 3   | 1.0%     | 1     | 0.0%    | 0     | 2.0%   | 2   | 0.0%  | 0   | 13.0% | 13  | 34.0% | 34  | 16.0% | 16  | 6.0%   | 6   | 0.0%  | 0   |
| Every two weeks           | 4.3%      | 47     | 0.0%      | 0       | 5.0%    | 5   | 0.0%     | 0     | 1.0%    | 1     | 6.0%   | 6   | 0.0%  | 0   | 10.0% | 10  | 12.0% | 12  | 7.0%  | 7   | 5.0%   | 5   | 1.0%  | 1   |
| Monthly                   | 6.3%      | 69     | 1.0%      | 1       | 4.0%    | 4   | 1.0%     | 1     | 1.0%    | 1     | 5.0%   | 5   | 1.0%  | 1   | 13.0% | 13  | 16.0% | 16  | 15.0% | 15  | 7.0%   | 7   | 5.0%  | 5   |
| Once every two months     | 3.4%      | 37     | 0.0%      | 0       | 6.0%    | 6   | 0.0%     | 0     | 1.0%    | 1     | 1.0%   | 1   | 1.0%  | 1   | 10.0% | 10  | 7.0%  | 7   | 3.0%  | 3   | 4.0%   | 4   | 4.0%  | 4   |
| Three - four times a year | 5.8%      | 64     | 1.0%      | 1       | 3.0%    | 3   | 3.0%     | 3     | 0.0%    | 0     | 6.0%   | 6   | 5.0%  | 5   | 9.0%  | 9   | 2.0%  | 2   | 12.0% | 12  | 16.0%  | 16  | 7.0%  | 7   |
| Once a year               | 4.2%      | 46     | 0.0%      | 0       | 3.0%    | 3   | 1.0%     | 1     | 2.0%    | 2     | 6.0%   | 6   | 2.0%  | 2   | 7.0%  | 7   | 0.0%  | 0   | 4.0%  | 4   | 16.0%  | 16  | 5.0%  | 5   |
| Less often                | 4.4%      | 48     | 1.0%      | 1       | 2.0%    | 2   | 2.0%     | 2     | 2.0%    | 2     | 6.0%   | 6   | 4.0%  | 4   | 5.0%  | 5   | 1.0%  | 1   | 7.0%  | 7   | 9.0%   | 9   | 9.0%  | 9   |
| Never                     | 60.2%     | 662    | 96.0%     | 96      | 71.0%   | 71  | 91.0%    | 91    | 93.0%   | 93    | 66.0%  | 66  | 86.0% | 86  | 27.0% | 27  | 4.0%  | 4   | 26.0% | 26  | 33.0%  | 33  | 69.0% | 69  |
| (Don't know / varies)     | 0.5%      | 6      | 0.0%      | 0       | 1.0%    | 1   | 0.0%     | 0     | 0.0%    | 0     | 0.0%   | 0   | 1.0%  | 1   | 1.0%  | 1   | 1.0%  | 1   | 1.0%  | 1   | 1.0%   | 1   | 0.0%  | 0   |
| Base:                     |           | 1100   |           | 100     |         | 100 |          | 100   |         | 100   |        | 100 |       | 100 |       | 100 |       | 100 |       | 100 |        | 100 |       | 100 |

|  |               |           |               |   |               |     |                |   |                | F | or Ca          | arte    | er Jon        | as     |               |         |              |         |                |          |              |         |               |        | February 2015 |
|--|---------------|-----------|---------------|---|---------------|-----|----------------|---|----------------|---|----------------|---------|---------------|--------|---------------|---------|--------------|---------|----------------|----------|--------------|---------|---------------|--------|---------------|
|  | Total         | l         | Zone 1        | 1 | Zone 2        | 2   | Zone 3         |   | Zone 4         |   | Zone S         | 5       | Zone (        | 6      | Zone 7        | ,       | Zone 8       | 3       | Zone 9         |          | Zone 1       | 0       | Zone 11       |        |               |
| Q29 What do you like abo                               |               |           |               |   | -             | -   | 28:            |   |                |   |                |         |               |        |               |         |              |         |                |          |              |         |               |        |               |
| Nothing / very little<br>Attractive environment / nice | 29.5%<br>9.8% | 129<br>43 | 50.0%<br>0.0% |   | 20.7%<br>3.4% |     | 33.3%<br>11.1% |   | 42.9%<br>14.3% |   | 38.2%<br>11.8% | 13<br>4 | 14.3%<br>7.1% | 2<br>1 | 28.8%<br>6.8% | 21<br>5 |              |         | 27.0%<br>13.5% | 20<br>10 |              | 22<br>9 | 9.7%<br>12.9% | 3<br>4 |               |
| place<br>Close to friends or relatives                 | 2.7%          | 12        | 0.0%          | 0 | 6.9%          | 2   | 0.0%           | 0 |                | 0 |                | 0       | 0.0%          | 0      | 4.1%          | 3       |              | 1       | 1.4%           | 1        | 3.0%         | 2       |               | 3      |               |
| Close to home<br>Close to work                         | 20.3% 2.1%    | 89<br>9   | 0.0%<br>0.0%  | 0 | 17.2%<br>0.0% | 5   | 0.0%<br>0.0%   | 0 | 0.0%<br>14.3%  | 0 | 11.8%<br>0.0%  | 4       |               | 0      |               | 19<br>2 |              | 44<br>2 | 13.5%<br>2.7%  | 10<br>2  | 9.0%<br>3.0% | 6 2     |               | 1      |               |
| Compact  | 9.8%          | 43        | 0.0%          | 0 | 13.8%         | 4   | 22.2%          | 2 | 0.0%           | 0 | 2.9%           | 1       | 7.1%          | 1      | 6.8%          | 5       | 4.2%         | 4       | 18.9%          | 14       | 10.4%        | 7       | 16.1%         | 5      |               |
| Easy to get to by bike Easy to get to by bus           | 0.0%<br>0.2%  | 0<br>1    | 0.0%<br>0.0%  | 0 | 0.0%<br>0.0%  | 0   | 0.0%<br>0.0%   | 0 | 0.0%<br>0.0%   | 0 |                | 0<br>1  |               | 0      | 0.0%<br>0.0%  | 0       |              | 0       | 0.0%<br>0.0%   | 0        |              | 0       |               | 0<br>0 |               |
| Easy to get to by car<br>Easy to park                  | 3.0%<br>5.0%  | 13        | 0.0%<br>25.0% | 0 | 0.0%<br>6.9%  | 0 2 | 0.0%<br>0.0%   | 0 | 0.0%<br>0.0%   | 0 |                | 0       |               | 1      | 6.8%<br>9.6%  | 5       | 1.0%<br>0.0% | 1       | 2.7%<br>5.4%   | 2        | 6.0%<br>7.5% | 4<br>5  | 0.0%<br>0.0%  | 0      |               |
| Good facilities  | 3.0%          | 13        | 0.0%          | 0 | 0.0%          | 0   | 0.0%           | 0 | 0.0%           | 0 | 8.8%           | 3       | 0.0%          | 0      | 0.0%          | 0       | 1.0%         | 1       | 4.1%           | 3        | 6.0%         | 4       | 6.5%          | 2      |               |
| Good food stores<br>Good pubs, cafés or<br>restaurants | 2.1%<br>1.4%  | 9<br>6    | 0.0%<br>0.0%  | 0 | 0.0%<br>0.0%  | 0   | 0.0%<br>0.0%   | 0 | 0.0%<br>0.0%   | 0 |                | 1       | 7.1%<br>0.0%  | 1      | 2.7%<br>0.0%  | 0       | 3.1%<br>1.0% | 3       | 2.7%<br>2.7%   | 2        | 0.0%<br>0.0% | 0       | 0.0%<br>9.7%  | 0      |               |
| Good range of non-food<br>shops                        | 11.2%         | 49        | 0.0%          | 0 | 10.3%         | 3   | 0.0%           | 0 | 14.3%          | 1 | 2.9%           | 1       | 28.6%         | 4      | 15.1%         | 11      | 4.2%         | 4       | 14.9%          | 11       | 11.9%        | 8       | 19.4%         | 6      |               |
| Makes a change from other places                       | 2.7%          | 12        | 0.0%          | 0 | 0.0%          | 0   | 0.0%           | 0 | 0.0%           | 0 | 2.9%           | 1       | 14.3%         | 2      | 4.1%          | 3       | 0.0%         | 0       | 1.4%           | 1        | 4.5%         | 3       | 6.5%          | 2      |               |
| Quiet  | 2.7%          | 12        | 0.0%          | 0 | 0.0%          | 0   | 0.0%           | 0 | 0.0%           | 0 |                | 0       |               | 0      | 6.8%          | 5       |              | 0       |                | 4        | 3.0%         | 2       |               | 1      |               |
| Safe and secure The market                             | 0.9%<br>2.3%  | 4<br>10   | 0.0%<br>0.0%  | 0 | 0.0%<br>3.4%  | 0   | 0.0%<br>0.0%   | 0 | 0.0%<br>0.0%   | 0 |                | 0 2     |               | 0      | 1.4%<br>2.7%  | 2       | 0.0%<br>1.0% | 0       | 0.0%<br>2.7%   | 0        | 4.5%<br>3.0% | 3 2     | 0.0%<br>0.0%  | 0      |               |
| Traditional  | 2.1%          | 9         | 0.0%          | 0 | 0.0%          | -   | 11.1%          | 1 | 0.0%           | 0 |                | 0       |               | 0      | 1.4%          | 1       | 0.0%         | 0       | 0.0%           | 0        |              | 5       | 6.5%          | 2      |               |
| Traffic free shopping centre                           | 0.5%          | 2         | 0.0%          | 0 | 0.0%          | 0   | 0.0%           | 0 | 0.0%           | 0 | 0.0%           | 0       | 7.1%          | 1      | 1.4%          | 1       | 0.0%         | 0       | 0.0%           | 0        | 0.0%         | 0       | 0.0%          | 0      |               |
| Other  | 2.1%          | 9         | 0.0%          | 0 | 6.9%          | 2   | 0.0%           | 0 | 14.3%          | 1 | 5.9%           | 2       | 0.0%          | 0      | 1.4%          | 1       | 1.0%         | 1       | 1.4%           | 1        | 0.0%         | 0       | 3.2%          | 1      |               |
| A specific shop  | 1.6%          | 7         | 0.0%          | 0 | 10.3%         | 3   | 0.0%           | 0 | 0.0%           | 0 |                | 0       | 0.0%          | 0      | 1.4%          | 1       | 0.0%         | 0       | 1.4%           | 1        | 3.0%         | 2       | 0.0%          | 0      |               |
| A specific attraction                                  | 0.0%          | 0         | 0.0%          | 0 | 0.0%          | 0   | 0.0%           | 0 | 0.0%           | 0 |                | 0       |               | 0      | 0.0%          | 0       | ,.           | 0       | 0.0%           | 0        | 0.0%         | 0       |               | 0      |               |
| Cheap car parking                                      | 0.7%          | 3         | 0.0%          | 0 | 3.4%          | 1   | 0.0%           | 0 | 0.0%           | 0 |                | 0       |               | 0      | 1.4%          | 1       | 0.0%         | 0       | 1.4%           | 1        | 0.0%         | 0       |               | 0      |               |
| Friendly people / atmosphere                           | 0.9%          | 4         | 0.0%          | 0 | 3.4%          | 1   | 0.0%           | 0 | 0.0%           | 0 |                | 0       |               | 0      | 0.0%          | 0       |              | 2       | 0.0%           | 0        |              | 1       | 0.0%          | 0      |               |
| Has a Lidl store                                       | 0.7%          | 3         | 25.0%         | 1 | 0.0%          | 0   | 0.0%           | 0 | 0.0%           | 0 |                | 0       |               | 0      | 1.4%          | 1       | 0.0%         | 0       | 0.0%           | 0        | 1.5%         | 1       | 0.0%          | 0      |               |
| Has a museum   | 0.7%          | 3         | 0.0%          | 0 | 0.0%          | 0   | 0.0%           | 0 | 0.0%           | 0 |                | 0       |               | 0      | 0.0%          | 0       | 0.070        | 0       | 1.4%           | 1        | 1.5%         | 1       | 3.2%          | 1      |               |
| Has a train station                                    | 0.7%          | 3         | 0.0%          | 0 | 0.0%          | 0   | 0.0%           | 0 | 0.0%           | 0 |                | 0       |               | 0      | 0.0%          | 0       |              | 0       | 1.4%           | 1        | 0.0%         | 0       | 6.5%          | 2      |               |
| Has an Asda store                                      | 2.3%          | 10        | 0.0%          |   |               |     | 11.1%          | 1 | 0.0%           | 0 |                | 0       |               | 0      | 0.0%          | 0       |              | 0       | 0.0%           | 0        | 6.0%         | 4       | 6.5%          | 2      |               |
| (Don't know)   | 4.6%          | 20        | 0.0%          | 0 | 0.0%          | U   | 22.2%          | 2 | 0.0%           | 0 | 0.0%           | Ü       | 28.6%         | 4      | 1.4%          | 1       | 1.0%         | 1       | 5.4%           | 4        | 7.5%         | 5       | 9.7%          | 3      |               |
| Base:  |               | 438       |               | 4 |               | 29  |                | 9 |                | 7 |                | 34      |               | 14     |               | 73      |              | 96      |                | 74       |              | 67      |               | 31     |               |

|  |         |       |         |        |         |         |         |       |         | _      | <b>01</b> |       | 001   |     |       |     |       |     |        |     |       |     |       |     | rebruary 20 |
|--|---------|-------|---------|--------|---------|---------|---------|-------|---------|--------|-----------|-------|-------|-----|-------|-----|-------|-----|--------|-----|-------|-----|-------|-----|-------------|
|  | Tota    | ıl    | Zone    | 1      | Zone    | 2       | Zone    | 3     | Zone    | 4      | Zone      | 5     | Zone  | 6   | Zone  | 7   | Zone  | 8   | Zone 9 | )   | Zone  | 10  | Zone  | 11  |             |
| Q30 What could be impr   | oved ab | out S | towmarl | ket To | own Cer | ntre th | at woul | d mak | e you v | isit m | ore ofte  | n? [M | IR]   |     |       |     |       |     |        |     |       |     |       |     |             |
| Nothing  | 38.8%   | 427   | 49.0%   | 10     | 46.0%   | 46      | 26.0%   | 26    | 39.0%   | 39     | 34.0%     | 34    | 43.0% | 43  | 40.0% | 40  | 18.0% | 18  | 37.0%  | 37  | 48.0% | 48  | 47.0% | 47  |             |
| Better access by road  | 0.5%    | 6     |         | 0      |         | 0       | 3.0%    | 3     | 0.0%    | 0      |           | 1     | 1.0%  | 1   | 0.0%  | 0   |       | 1   | 0.0%   | 0   | 0.0%  | 0   |       | 0   |             |
| Better public transport  | 1.0%    | 11    | 1.0%    | 1      | 0.0%    | 0       |         | 3     | 3.0%    | 3      |           | 1     | 0.0%  | 0   |       | 1   |       | 1   | 1.0%   | 1   | 0.0%  | 0   |       | 0   |             |
| Better signposting   | 0.1%    | 1     | 0.0%    | 0      |         | 1       | 0.0%    | 0     | 0.0%    | 0      |           | 0     |       | 0   | 0.0%  | 0   |       | 0   | 0.0%   | 0   | 0.0%  | 0   |       | 0   |             |
| Cleaner streets  | 1.3%    | 14    | 0.0%    | 0      |         | 1       | 0.0%    | 0     | 1.0%    | 1      | 2.0%      | 2     |       | 0   |       | 3   |       | 0   | 5.0%   | 5   | 1.0%  | 1   | 1.0%  | 1   |             |
| Facilities which would assist you if shopping with children    | 0.3%    | 3     |         | 0      |         | 0       |         | 0     | 0.0%    | 0      |           | 0     |       | 0   |       | 0   |       | 1   | 0.0%   | 0   | 2.0%  | 2   |       | 0   |             |
| Free car parking   | 2.7%    | 30    | 0.0%    | 0      | 2.0%    | 2       | 0.0%    | 0     | 0.0%    | 0      |           | 3     | 0.0%  | 0   | 3.0%  | 3   | 17.0% | 17  | 4.0%   | 4   | 1.0%  | 1   | 0.0%  | 0   |             |
| Jewellery / food markets /<br>other events                     | 0.0%    | 0     | 0.0%    | 0      | 0.0%    | 0       | 0.0%    | 0     | 0.0%    | 0      | 0.0%      | 0     | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   |             |
| More / better comparison retailers (i.e. non-food shops)       | 8.3%    | 91    | 0.0%    | 0      | 8.0%    | 8       | 2.0%    | 2     | 0.0%    | 0      | 6.0%      | 6     | 3.0%  | 3   | 16.0% | 16  | 33.0% | 33  | 15.0%  | 15  | 6.0%  | 6   | 2.0%  | 2   |             |
| More / better entertainment / eating places                    | 0.7%    | 8     | 0.0%    | 0      | 0.0%    | 0       | 0.0%    | 0     | 0.0%    | 0      | 1.0%      | 1     | 0.0%  | 0   | 1.0%  | 1   | 1.0%  | 1   | 3.0%   | 3   | 2.0%  | 2   | 0.0%  | 0   |             |
| More / better food shops                                       | 2.6%    | 29    | 0.0%    | 0      | 4.0%    | 4       | 0.0%    | 0     | 0.0%    | 0      | 1.0%      | 1     | 1.0%  | 1   | 4.0%  | 4   | 10.0% | 10  | 4.0%   | 4   | 5.0%  | 5   | 0.0%  | 0   |             |
| More / better parking  | 3.4%    | 37    | 0.0%    | 0      | 2.0%    | 2       | 3.0%    | 3     | 0.0%    | 0      | 1.0%      | 1     | 2.0%  | 2   | 8.0%  | 8   | 9.0%  | 9   | 7.0%   | 7   | 3.0%  | 3   | 2.0%  | 2   |             |
| More / better pedestrianised streets                           | 0.3%    | 3     | 0.0%    | 0      | 0.0%    | 0       | 1.0%    | 1     | 0.0%    | 0      | 0.0%      | 0     | 0.0%  | 0   | 0.0%  | 0   | 1.0%  | 1   | 0.0%   | 0   | 1.0%  | 1   | 0.0%  | 0   |             |
| More / better public conveniences                              | 0.0%    | 0     | 0.0%    | 0      | 0.0%    | 0       | 0.0%    | 0     | 0.0%    | 0      | 0.0%      | 0     | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   |             |
| More / better seats / flower displays                          | 0.4%    | 4     | 0.0%    | 0      | 0.0%    | 0       | 0.0%    | 0     | 0.0%    | 0      | 0.0%      | 0     | 1.0%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 1.0%   | 1   | 1.0%  | 1   | 1.0%  | 1   |             |
| More / better services   | 0.5%    | 6     | 0.0%    | 0      | 1.0%    | 1       | 0.0%    | 0     | 0.0%    | 0      | 0.0%      | 0     | 0.0%  | 0   | 0.0%  | 0   | 1.0%  | 1   | 1.0%   | 1   | 3.0%  | 3   | 0.0%  | 0   |             |
| More advertising   | 0.3%    | 3     | 0.0%    | 0      | 0.0%    | 0       | 0.0%    | 0     | 1.0%    | 1      | 0.0%      | 0     | 0.0%  | 0   | 1.0%  | 1   | 0.0%  | 0   | 0.0%   | 0   | 0.0%  | 0   | 1.0%  | 1   |             |
| More national multiple shops<br>/ High Street shops            | 5.2%    | 57    | 1.0%    | 1      | 7.0%    | 7       | 3.0%    | 3     | 1.0%    | 1      | 4.0%      | 4     | 0.0%  | 0   | 14.0% | 14  | 14.0% | 14  | 8.0%   | 8   | 5.0%  | 5   | 0.0%  | 0   |             |
| Protection from the weather<br>(ie. covered shopping<br>malls) | 0.0%    | 0     | 0.0%    | 0      | 0.0%    | 0       | 0.0%    | 0     | 0.0%    | 0      | 0.0%      | 0     | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   |             |
| Shops / services open on<br>Sundays                            | 0.0%    | 0     |         | 0      | 0.0%    | 0       |         | 0     | 0.0%    | 0      | 0.0%      | 0     |       | 0   | 0.0%  | 0   |       | 0   | 0.0%   | 0   | 0.0%  | 0   |       | 0   |             |
| Other  | 2.2%    | 24    | 0.0%    | 0      | 0.0.0   | 0       |         | 1     | 0.0%    | 0      |           | 0     |       | 0   |       | 3   |       | 5   | 7.0%   | 7   | 7.0%  | 7   |       | 1   |             |
| A complete refurbishment                                       | 0.8%    | 9     | 0.0%    | 0      |         | 0       |         | 0     | 0.0%    | 0      |           | 1     | 0.0%  | 0   |       | 4   | 0.070 | 0   | 3.0%   | 3   |       | 1   | 0.0%  | 0   |             |
| If it was nearer   | 1.0%    | 11    | 0.0%    | 0      | 0.0.0   | 0       |         | 4     | 2.0%    | 2      |           | 1     | 1.0%  | 1   | 1.0%  | 1   | 0.0%  | 0   | 0.0%   | 0   | 1.0%  | 1   | 1.0%  | 1   |             |
| Less charity shops   | 1.4%    | 15    |         | 0      |         | 1       | 0.0%    | 0     | 1.0%    | 1      | 2.0%      | 2     |       | 0   |       | 0   |       | 6   | 4.0%   | 4   | 1.0%  | 1   | 0.0%  | 0   |             |
| Less estate agents   | 0.3%    | 3     | 0.0%    | 0      |         | 0       |         | 0     | 0.0%    | 0      |           | 0     |       | 0   |       | 0   |       | 3   | 0.0%   | 0   | 0.0%  | 0   |       | 0   |             |
| Less traffic congestion  | 0.3%    | 3     |         | 0      |         | 1       | 0.0%    | 0     | 0.0%    | 0      |           | 0     |       | 0   |       | 0   |       | 1   | 0.0%   | 0   | 0.0%  | 0   |       | 1   |             |
| More / better disabled parking and transportation              | 0.5%    | 5     |         | 0      | 0.00,0  | 0       |         | 0     | 0.0%    | 0      |           | 0     |       | 0   |       | 1   | 2.0%  | 2   |        | 1   | 1.0%  | 1   | 0.0%  | 0   |             |
| More independent shops   | 0.7%    | 8     | 0.0%    | 0      |         | 2       |         | 0     | 0.0%    | 0      |           | 2     |       | 0   |       | 1   |       | 1   | 2.0%   | 2   | 0.0%  | 0   |       | 0   |             |
| (Don't know)   | 35.4%   | 389   | 49.0%   | 49     | 30.0%   | 30      | 57.0%   | 57    | 52.0%   | 52     | 49.0%     | 49    | 49.0% | 49  | 14.0% | 14  | 4.0%  | 4   | 15.0%  | 15  | 26.0% | 26  | 44.0% | 44  |             |
| Base:  |         | 1100  |         | 100    |         | 100     |         | 100   |         | 100    |           | 100   |       | 100 |       | 100 |       | 100 |        | 100 |       | 100 |       | 100 |             |
|  |         |       |         |        |         |         |         |       |         |        |           |       |       |     |       |     |       |     |        |     |       |     |       |     |             |

| č   | Zone 9  | Zone     | 10  | 7 1    | 1.4 |  |
|---|---------|----------|-----|--------|-----|--|
| Bingo / casino / bookmaker 4.5% 49 2.0% 2 4.0% 4 3.0% 3 3.0% 3 4.0% 4 4.0% 4 3.0% 3 7.0% 7 Cinema 51.0% 561 54.0% 54 54.0% 54 63.0% 63 46.0% 46 47.0% 47 50.0% 50 52.0% 52 50.0% 50 4 |         |          | 10  | Zone 1 | 11  |  |
| Cinema 51.0% 561 54.0% 54 54.0% 54 63.0% 63 46.0% 46 47.0% 47 50.0% 50 52.0% 52 50.0% 50 4  |         |          |     |        |     |  |
|   | 6.0%    | 6 4.0%   | 4   | 9.0%   | 9   |  |
| Gym / health club / sports 21.0% 231 20.0% 20 17.0% 17 24.0% 24 19.0% 19 27.0% 27 16.0% 16 25.0% 25 23.0% 23 2  | 19.0% 4 | 49 48.0% | 48  | 48.0%  | 48  |  |
| facility  | .3.0% 2 | 23 24.0% | 24  | 13.0%  | 13  |  |
| Theatre/concert/music 43.5% 478 49.0% 49 37.0% 37 41.0% 41 49.0% 49 44.0% 44 52.0% 52 50.0% 50 26.0% 26 4 venue   | 2.0%    | 42 48.0% | 48  | 40.0%  | 40  |  |
| Museum / gallery or place of 35.1% 386 33.0% 33 33.0% 33 36.0% 36 38.0% 38 32.0% 32 49.0% 49 34.0% 34 32.0% 32 3 historical / cultural interest                                       | 0.0% 3  | 30 37.0% | 37  | 32.0%  | 32  |  |
| Pub/bar/nightclub 43.4% 477 37.0% 37 40.0% 40 48.0% 48 42.0% 42 45.0% 45 46.0% 46 45.0% 45 45.0% 45 4   | 1.0%    | 41 48.0% | 48  | 40.0%  | 40  |  |
| Restaurant / café 74.1% 815 74.0% 74 74.0% 74 76.0% 76 79.0% 79 70.0% 70 87.0% 87 79.0% 79 61.0% 61 7   | 5.0%    | 75 67.0% | 67  | 73.0%  | 73  |  |
| Family entertainment (e.g. 21.0% 231 22.0% 22 23.0% 23 27.0% 27 26.0% 26 18.0% 18 22.0% 22 13.0% 13 16.0% 16 1 tenpin bowling, skating rink)  | 6.0% 1  | 16 22.0% | 22  | 26.0%  | 26  |  |
| Other activity 0.5% 5 1.0% 1 2.0% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0   | 1.0%    | 1 1.0%   | 1   | 0.0%   | 0   |  |
| (None) 12.6% 139 17.0% 17 11.0% 11 9.0% 9 12.0% 12 14.0% 14 8.0% 8 12.0% 12 18.0% 18 1  | 1.0%    | 11 13.0% | 13  | 14.0%  | 14  |  |
| Bowls 0.4% 4 0.0% 0 0.0% 0 0.0% 0 0.0% 1 0.0% 0 0.0% 0 1.0% 1 0.0% 0 0.0% 0 1.0% 1  | 0.0%    | 0 2.0%   | 2   | 0.0%   | 0   |  |
| Golf 0.4% 4 0.0% 0 0.0% 0 0.0% 1 0.0% 0 0.0% 0 1.0% 1 1.0% 1  | 0.0%    | 0.0%     | 0   | 1.0%   | 1   |  |
| Base: 1100 100 100 100 100 100 100 100 100 1  | 1/      | 100      | 100 |        | 100 |  |

|   |       |    |       |   |        |      |           |     |        | -    | or Ct    |      | or Gom | ub |        |   |        |   |        |   |         |   |         |   | rebruary 2015 |
|---|-------|----|-------|---|--------|------|-----------|-----|--------|------|----------|------|--------|----|--------|---|--------|---|--------|---|---------|---|---------|---|---------------|
|   | Total | 1  | Zone  | 1 | Zone 2 | 2    | Zone 3    | 3   | Zone 4 | ļ    | Zone 5   | 5    | Zone 6 |    | Zone 7 |   | Zone 8 |   | Zone 9 |   | Zone 10 | ð | Zone 11 |   |               |
| Q32 Where do you or I   |       | •  |       |   |        | _    |           | _   |        | asin | os or bo | okma | akers? |    |        |   |        |   |        |   |         |   |         |   |               |
| Gala Bingo, Orwell Retail<br>Park, Ipswich                    | 18.8% | 9  | 0.0%  | 0 | 0.0%   | 0    | 0.0%      | 0   | 0.0%   | 0    | 66.7%    | 2    | 25.0%  | 1  | 66.7%  | 2 | 57.1%  | 4 | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |               |
| Mecca, Lloyds Avenue, Ipswich                                 | 2.1%  | 1  | 0.0%  | 0 | 0.0%   | 0    | 0.0%      | 0   | 33.3%  | 1    | 0.0%     | 0    | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |               |
| Winners Bingo & Social<br>Club, Guildhall Street,<br>Thetford | 6.3%  | 3  | 0.0%  | 0 | 50.0%  | 2    | 0.0%      | 0   | 0.0%   | 0    | 0.0%     | 0    | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 16.7%  | 1 | 0.0%    | 0 | 0.0%    | 0 |               |
| Bury St Edmunds   | 4.2%  | 2  | 0.0%  | 0 | 25.0%  | 1    | 0.0%      | 0   | 0.0%   | 0    | 0.0%     | 0    | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 16.7%  | 1 | 0.0%    | 0 | 0.0%    | 0 |               |
| Capel St Mary   | 2.1%  | 1  | 0.0%  | 0 | 0.0%   | 0    | 0.0%      | 0   | 0.0%   | 0    | 0.0%     | 0    | 25.0%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |               |
| Colchester  | 6.3%  | 3  | 50.0% | 1 | 0.0%   | 0    | 0.0%      | 0   | 33.3%  | 1    | 0.0%     | 0    | 25.0%  | 1  | 0.0%   | 0 |        | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |               |
| Eye   | 2.1%  | 1  | 0.0%  | 0 | 0.0%   | 0    | 0.0%      | 0   | 0.0%   | 0    | 0.0%     | 0    | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 25.0%   | 1 | 0.0%    | 0 |               |
| Ipswich   | 8.3%  | 4  | 0.0%  | 0 | 0.0%   | 0    | 0.0%      | 0   | 33.3%  | 1    | 0.0%     | 0    | 25.0%  | 1  | 33.3%  | 1 | 14.3%  | 1 | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |               |
| Long Melford  | 2.1%  | 1  | 0.0%  | 0 | 0.0%   | 0    | 33.3%     | 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 |               |
| Stowmarket  | 4.2%  | 2  | 0.0%  | 0 | 25.0%  | 1    | 0.0%      | 0   | 0.0%   | 0    | 0.0%     | 0    | 0.0%   | 0  | 0.0%   | 0 | 14.3%  | 1 | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |               |
| Sudbury   | 6.3%  | 3  | 50.0% | 1 | 0.0%   | 0    | 66.7%     | 2   | 0.0%   | 0    | 0.0%     | 0    | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |               |
| Central London  | 2.1%  | 1  | 0.0%  | 0 | 0.0%   | 0    | 0.0%      | 0   | 0.0%   | 0    | 0.0%     | 0    | 0.0%   | 0  | 0.0%   | 0 | 14.3%  | 1 | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |               |
| Diss  | 2.1%  | 1  | 0.0%  | 0 | 0.0%   | 0    | 0.0%      | 0   | 0.0%   | 0    | 0.0%     | 0    | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 11.1%   | 1 |               |
| Elmswell  | 6.3%  | 3  | 0.0%  | 0 | 0.0%   | 0    | 0.0%      | 0   | 0.0%   | 0    | 0.0%     | 0    | 0.0%   | 0  | 0.0%   | 0 |        | 0 | 50.0%  | 3 | 0.0%    | 0 |         | 0 |               |
| Harleston   | 8.3%  | 4  | 0.0%  | 0 | 0.0%   | 0    | 0.0%      | 0   | 0.0%   | 0    | 0.0%     | 0    | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 44.4%   | 4 |               |
| Norwich   | 4.2%  | 2  | 0.0%  | 0 | 0.0%   | 0    |           | 0   | 0.0%   | 0    |          | 0    | 0.0%   | 0  | 0.0%   | 0 |        | 0 | 0.0%   | 0 | 0.0%    | 0 |         | 2 |               |
| Portsmouth  | 2.1%  | 1  | 0.0%  | 0 | 0.0%   | 0    | 0.0%      | 0   | 0.0%   | 0    |          | 1    | 0.0%   | 0  | 0.0%   | 0 |        | 0 | 0.0%   | 0 | 0.0%    | 0 |         | 0 |               |
| Stradbroke  | 4.2%  | 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 | 22.2%   | 2 |               |
| Thetford  | 4.2%  | 2  |       | 0 | 0.0%   | 0    |           | 0   | 0.0%   | 0    |          | 0    | 0.0%   | 0  |        | 0 |        |   | 16.7%  | 1 | 25.0%   | 1 | 0.0%    | 0 |               |
| Thorndon  | 2.1%  | 1  | 0.0%  | 0 | 0.0%   | 0    |           | 0   | 0.0%   | 0    | 0.0%     | 0    | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   |   | 25.0%   | 1 | 0.0%    | 0 |               |
| Wickham Market  | 2.1%  | 1  | 0.0%  | 0 | 0.0%   | 0    | 0.0%      | 0   | 0.0%   | 0    | 0.0%     | 0    | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 25.0%   | 1 | 0.0%    | 0 |               |
| Base:   |       | 48 |       | 2 |        | 4    |           | 3   |        | 3    |          | 3    |        | 4  |        | 3 |        | 7 |        | 6 |         | 4 |         | 9 |               |
| Q32AHow often do you<br>Those who visit Bing                  |       |    |       |   |        | sino | s, or boo | kma | kers?  |      |          |      |        |    |        |   |        |   |        |   |         |   |         |   |               |
| Once a week   | 34.7% | 17 | 50.0% | 1 | 75.0%  | 3    | 100.0%    | 3   | 33.3%  | 1    | 25.0%    | 1    | 25.0%  | 1  | 33.3%  | 1 | 28.6%  | 2 | 0.0%   | 0 | 25.0%   | 1 | 33.3%   | 3 |               |
| Once a fortnight  | 8.2%  | 4  | 0.0%  | 0 | 0.0%   | 0    | 0.0%      | 0   | 0.0%   | 0    | 0.0%     | 0    | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 16.7%  | 1 | 25.0%   | 1 | 22.2%   | 2 |               |
| Once a month  | 34.7% | 17 | 0.0%  | 0 | 0.0%   | 0    | 0.0%      | 0   | 66.7%  | 2    | 25.0%    | 1    | 25.0%  | 1  | 33.3%  | 1 | 28.6%  | 2 | 83.3%  | 5 | 25.0%   | 1 | 44.4%   | 4 |               |
| Once every two months   | 12.2% | 6  | 0.0%  | 0 | 0.0%   | 0    | 0.0%      | 0   | 0.0%   | 0    | 25.0%    | 1    | 25.0%  | 1  | 33.3%  | 1 | 28.6%  | 2 | 0.0%   | 0 | 25.0%   | 1 | 0.0%    | 0 |               |
| Once every six months   | 8.2%  | 4  | 50.0% | 1 | 25.0%  | 1    | 0.0%      | 0   | 0.0%   | 0    | 0.0%     | 0    | 25.0%  | 1  | 0.0%   | 0 | 14.3%  | 1 | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |               |
| Once a year   | 2.0%  | 1  | 0.0%  | 0 | 0.0%   | 0    | 0.0%      | 0   | 0.0%   | 0    | 25.0%    | 1    | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |               |
| Less often  | 0.0%  | 0  | 0.0%  | 0 | 0.0%   | 0    | 0.0%      | 0   | 0.0%   | 0    | 0.0%     | 0    | 0.0%   | 0  | 0.0%   | 0 |        | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |               |
| (Don't know / varies)   | 0.0%  | 0  | 0.0%  | 0 | 0.0%   | 0    | 0.0%      | 0   | 0.0%   | 0    | 0.0%     | 0    | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |               |
| Base:   |       | 49 |       | 2 |        | 4    |           | 3   |        | 3    |          | 4    |        | 4  |        | 3 |        | 7 |        | 6 |         | 4 |         | 9 |               |

|   |       |     |       |    |        |        |          |      |       | F  | or C  | arte | er Jo | nas |        |    |        |    |        |    |         |    |        |    | February 2015 |
|---|-------|-----|-------|----|--------|--------|----------|------|-------|----|-------|------|-------|-----|--------|----|--------|----|--------|----|---------|----|--------|----|---------------|
|   | Tota  | ıl  | Zone  | 1  | Zone   | 2      | Zone     | 3    | Zone  | 4  | Zone  | 5    | Zone  | 6   | Zone ' | 7  | Zone 8 | 3  | Zone 9 |    | Zone 10 | )  | Zone 1 | 1  |               |
| Q33 Where do you or me<br>Those who visit Cinema                |       |     |       |    |        | y go t | o the ci | nema | ?     |    |       |      |       |     |        |    |        |    |        |    |         |    |        |    |               |
| Cineworld Cinemas -<br>Haverhill                                | 2.0%  | 11  | 18.5% | 10 | 0.0%   | 0      | 1.6%     | 1    | 0.0%  | 0  | 0.0%  | 0    | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0  | 0.0%   | 0  |               |
| Cineworld, Cardinal Park, 11<br>Grafton Way, Ipswich            | 25.8% | 144 | 1.9%  | 1  | 0.0%   | 0      | 14.3%    | 9    | 6.5%  | 3  | 72.3% | 34   | 72.0% | 36  | 67.3%  | 35 | 22.0%  | 11 | 2.1%   | 1  | 21.3%   | 10 | 8.5%   | 4  |               |
| Colchester Theatretrain, Oak<br>Tree Centre                     | 0.2%  | 1   | 0.0%  | 0  | 0.0%   | 0      | 0.0%     | 0    | 2.2%  | 1  | 0.0%  | 0    | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0  | 0.0%   | 0  |               |
| Ipswich Film Theatre, Corn<br>Exchange, King Street,<br>Ipswich | 0.7%  | 4   | 0.0%  | 0  | 0.0%   | 0      | 0.0%     | 0    | 2.2%  | 1  | 6.4%  | 3    | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0  | 0.0%   | 0  |               |
| ODEON Colchester, 29-31<br>Head St, Colchester                  | 3.2%  | 18  | 11.1% | 6  | 0.0%   | 0      | 12.7%    | 8    | 0.0%  | 0  | 0.0%  | 0    | 8.0%  | 4   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0  | 0.0%   | 0  |               |
| Regal Theatre, Ipswich<br>Street, Stowmarket                    | 7.2%  | 40  | 0.0%  | 0  | 0.0%   | 0      | 0.0%     | 0    | 0.0%  | 0  | 4.3%  | 2    | 0.0%  | 0   | 19.2%  | 10 | 46.0%  | 23 | 4.2%   | 2  | 4.3%    | 2  | 2.1%   | 1  |               |
| The Quay (Theatre), Quay Lane, Sudbury                          | 0.7%  | 4   | 0.0%  | 0  | 0.0%   | 0      | 1.6%     | 1    | 6.5%  | 3  | 0.0%  | 0    | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0  | 0.0%   | 0  |               |
| Braintree   | 5.9%  | 33  | 33.3% | 18 | 0.0%   | 0      | 7.9%     | 5    | 21.7% | 10 | 0.0%  | 0    | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0  | 0.0%   | 0  |               |
| Bury St Edmunds   | 38.9% | 217 | 29.6% | 16 | 100.0% | 54     | 58.7%    | 37   | 58.7% | 27 | 8.5%  | 4    | 0.0%  | 0   | 5.8%   | 3  | 16.0%  | 8  | 91.7%  | 44 | 44.7%   | 21 | 6.4%   | 3  |               |
| Colchester  | 0.7%  | 4   | 1.9%  | 1  | 0.0%   | 0      | 0.0%     | 0    | 2.2%  | 1  | 2.1%  | 1    | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 2.1%    | 1  | 0.0%   | 0  |               |
| Dedham  | 0.4%  | 2   | 0.0%  | 0  | 0.0%   | 0      | 0.0%     | 0    | 0.0%  | 0  | 0.0%  | 0    | 4.0%  | 2   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0  | 0.0%   | 0  |               |
| Eye   | 0.5%  | 3   | 0.0%  | 0  | 0.0%   | 0      | 0.0%     | 0    | 0.0%  | 0  | 0.0%  | 0    | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 6.4%    | 3  | 0.0%   | 0  |               |
| Hadleigh  | 0.4%  | 2   | 0.0%  | 0  | 0.0%   | 0      | 0.0%     | 0    | 0.0%  | 0  | 4.3%  | 2    | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0  | 0.0%   | 0  |               |
| Halstead  | 0.2%  | 1   | 0.0%  | 0  | 0.0%   | 0      | 1.6%     | 1    | 0.0%  | 0  | 0.0%  | 0    | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0  | 0.0%   | 0  |               |
| Haverhill   | 0.5%  | 3   | 3.7%  | 2  | 0.0%   | 0      | 1.6%     | 1    | 0.0%  | 0  | 0.0%  | 0    | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0  | 0.0%   | 0  |               |
| Ipswich   | 2.5%  | 14  | 0.0%  | 0  | 0.0%   | 0      | 0.0%     | 0    | 0.0%  | 0  | 0.0%  | 0    | 14.0% | 7   | 1.9%   | 1  | 6.0%   | 3  | 0.0%   | 0  | 2.1%    | 1  | 4.3%   | 2  |               |
| Stowmarket  | 1.4%  | 8   | 0.0%  | 0  | 0.0%   | 0      | 0.0%     | 0    | 0.0%  | 0  | 0.0%  | 0    | 0.0%  | 0   | 0.0%   | 0  | 10.0%  | 5  | 2.1%   | 1  | 2.1%    | 1  | 2.1%   | 1  |               |
| Diss  | 0.4%  | 2   | 0.0%  | 0  | 0.0%   | 0      | 0.0%     | 0    | 0.0%  | 0  | 0.0%  | 0    | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0  | 4.3%   | 2  |               |
| Halesworth  | 0.2%  | 1   | 0.0%  | 0  | 0.0%   | 0      | 0.0%     | 0    | 0.0%  | 0  | 0.0%  | 0    | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0  | 2.1%   | 1  |               |
| Harlesdon   | 0.2%  | 1   | 0.0%  | 0  | 0.0%   | 0      | 0.0%     | 0    | 0.0%  | 0  | 0.0%  | 0    | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0  | 2.1%   | 1  |               |
| Hoxne   | 0.2%  | 1   | 0.0%  | 0  | 0.0%   | 0      | 0.0%     | 0    | 0.0%  | 0  | 0.0%  | 0    | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0  | 2.1%   | 1  |               |
| Norwich   | 6.5%  | 36  | 0.0%  | 0  | 0.0%   | 0      | 0.0%     | 0    | 0.0%  | 0  | 0.0%  | 0    | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 10.6%   | 5  | 66.0%  | 31 |               |
| Woodbridge  | 1.4%  | 8   | 0.0%  | 0  | 0.0%   | 0      | 0.0%     | 0    | 0.0%  | 0  | 2.1%  | 1    | 2.0%  | 1   | 5.8%   | 3  | 0.0%   | 0  | 0.0%   | 0  | 6.4%    | 3  | 0.0%   | 0  |               |
| Base:   |       | 558 |       | 54 |        | 54     |          | 63   |       | 46 |       | 47   |       | 50  |        | 52 |        | 50 |        | 48 |         | 47 |        | 47 |               |

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| ·                     |            |       |           |        |         |    |       |    |        |    |       |    |       |    |        |    |        |    |        |    |        |    |        |    |
|-----------------------|------------|-------|-----------|--------|---------|----|-------|----|--------|----|-------|----|-------|----|--------|----|--------|----|--------|----|--------|----|--------|----|
|                       | Tota       | ıl    | Zone      | 1      | Zone 2  | 2  | Zone  | 3  | Zone 4 | 1  | Zone  | 5  | Zone  | 6  | Zone ' | 7  | Zone 8 | 3  | Zone 9 | )  | Zone 1 | 0  | Zone 1 | 1  |
|                       |            |       |           |        |         |    |       |    |        |    |       |    |       |    |        |    |        |    |        |    |        |    |        |    |
|                       |            |       |           |        |         |    |       |    |        |    |       |    |       |    |        |    |        |    |        |    |        |    |        |    |
| Q33AHow often do you  | or your h  | ousel | nold visi | it the | cinema? |    |       |    |        |    |       |    |       |    |        |    |        |    |        |    |        |    |        |    |
| Those who visit Cine  | ma at Q31: |       |           |        |         |    |       |    |        |    |       |    |       |    |        |    |        |    |        |    |        |    |        |    |
| Once a week           | 3.4%       | 19    | 1.9%      | 1      | 1.9%    | 1  | 4.8%  | 3  | 4.3%   | 2  | 2.1%  | 1  | 6.0%  | 3  | 1.9%   | 1  | 6.0%   | 3  | 6.1%   | 3  | 2.1%   | 1  | 0.0%   | 0  |
| Once a fortnight      | 7.7%       | 43    | 3.7%      | 2      | 18.5%   | 10 | 7.9%  | 5  | 8.7%   | 4  | 10.6% | 5  | 2 001 | 1  | 9.6%   | 5  | 10.0%  | 5  | 0.007  |    | 10.4%  | 5  | 2.1%   | 1  |
| Once a month          | 27.1%      | 152   | 31.5%     | 17     | 16.7%   | 9  | 20.6% | 13 | 28.3%  | 13 | 38.3% | 18 | 26.0% | 13 | 26.9%  | 14 |        | 15 | 32.7%  |    | 20.8%  | 10 |        | 14 |
| Once every two months | 32.8%      | 184   | 35.2%     | 19     | 35.2%   | 19 | 36.5% | 23 | 30.4%  | 14 | 29.8% | 14 | 32.0% | 16 | 32.7%  | 17 | 36.0%  | 18 | 32.7%  | 16 | 33.3%  | 16 | 25.0%  | 12 |
| Once every six months | 20.9%      | 117   | 20.4%     | 11     | 22.2%   | 12 | 20.6% | 13 | 15.2%  | 7  | 10.6% | 5  | 32.0% | 16 | 19.2%  | 10 | 14.0%  | 7  | 20.4%  | 10 | 27.1%  | 13 | 27.1%  | 13 |
| Once a year           | 4.3%       | 24    | 1.9%      | 1      | 5.6%    | 3  | 3.2%  | 2  | 8.7%   | 4  | 4.3%  | 2  | 0.0%  | 0  | 5.8%   | 3  | 2.0%   | 1  | 6.1%   | 3  | 4.2%   | 2  | 6.3%   | 3  |
| Less often            | 2.1%       | 12    | 3.7%      | 2      | 0.0%    | 0  | 4.8%  | 3  | 2.2%   | 1  | 2.1%  | 1  | 2.0%  | 1  | 1.9%   | 1  | 0.0%   | 0  | 0.0%   | 0  | 2.1%   | 1  | 4.2%   | 2  |
| (Don't know / varies) | 1.8%       | 10    | 1.9%      | 1      | 0.0%    | 0  | 1.6%  | 1  | 2.2%   | 1  | 2.1%  | 1  | 0.0%  | 0  | 1.9%   | 1  | 2.0%   | 1  | 2.0%   | 1  | 0.0%   | 0  | 6.3%   | 3  |
| Base:                 |            | 561   |           | 54     |         | 54 |       | 63 |        | 46 |       | 47 |       | 50 |        | 52 |        | 50 |        | 49 |        | 48 |        | 48 |

|  |       |    |        |   |        |   |        |    |           | _     | 01 00     |         | ı Jun  | ub |        |   |        |   |        |    |         |   |         | Tebr | ruary 2015 |
|--|-------|----|--------|---|--------|---|--------|----|-----------|-------|-----------|---------|--------|----|--------|---|--------|---|--------|----|---------|---|---------|------|------------|
|  | Total | l  | Zone 1 | - | Zone 2 |   | Zone 3 | }  | Zone 4    | ı     | Zone 5    | 5       | Zone 6 | í  | Zone 7 |   | Zone 8 |   | Zone 9 |    | Zone 10 |   | Zone 11 |      |            |
| Q34 Where do you or me<br>Those who visit gym / he   |       | -  |        |   | •      | _ |        |    | / healthc | lub / | sports fa | acility | ?      |    |        |   |        |   |        |    |         |   |         |      |            |
| Diss Swim & Fitness Centre,<br>Victoria Road, DISS   | 3.6%  | 8  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%      | 0     | 0.0%      | 0       | 0.0%   | 0  | 0.0%   | 0 | 4.3%   | 1 | 0.0%   | 0  | 29.2%   | 7 | 0.0%    | 0    |            |
| Every One Active,<br>Mid-Suffolk Leisure<br>Centre, Stowmarket                                   | 3.6%  | 8  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%      | 0     | 4.0%      | 1       | 0.0%   | 0  | 20.0%  | 5 | 0.0%   | 0 | 4.3%   | 1  | 4.2%    | 1 | 0.0%    | 0    |            |
| Great Cornard Sports Centre  | 0.9%  | 2  | 0.0%   | 0 | 0.0%   | 0 | 4.2%   | 1  | 5.3%      | 1     | 0.0%      | 0       | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%    | 0 | 0.0%    | 0    |            |
| Hadleigh High Leisure<br>Centre  | 1.8%  | 4  | 0.0%   | 0 |        | 0 | 0.0%   | 0  |           | 0     | 16.0%     | 4       | 0.0%   | 0  |        | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%    | 0 |         | 0    |            |
| Harleston Community<br>Leisure Facility  | 1.3%  | 3  | 5.0%   | 1 | 0.0%   | 0 | 0.0%   | 0  | 0.0%      | 0     | 0.0%      | 0       | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%    | 0 | 18.2%   | 2    |            |
| Ipswich Sports Club, Henley<br>Road, Ipswich   | 0.9%  | 2  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%      | 0     | 4.0%      | 1       | 0.0%   | 0  | 4.0%   | 1 | 0.0%   | 0 | 0.0%   | 0  | 0.0%    | 0 | 0.0%    | 0    |            |
| Kingfisher Leisure Centre,<br>Station Road, Sudbury  | 10.7% | 24 | 10.0%  | 2 | 0.0%   | 0 | 41.7%  | 10 | 52.6%     | 10    | 8.0%      | 2       | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%    | 0 | 0.0%    | 0    |            |
| LA fitness Bury St Edmunds   | 0.9%  | 2  | 5.0%   | 1 | 6.7%   | 1 | 0.0%   | 0  | 0.0%      | 0     | 0.0%      | 0       | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%    | 0 | 0.0%    | 0    |            |
| Mwah Health, Beauty and<br>Fitness Studio, Milner<br>Road, Chilton Industrial<br>Estate, Sudbury | 1.3%  | 3  | 10.0%  | 2 | 0.0%   | 0 | 0.0%   | 0  | 5.3%      | 1     | 0.0%      | 0       | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%    | 0 | 0.0%    | 0    |            |
| Northgate Sports Centre,<br>Sidegate Lane West,<br>Ipswich                                       | 0.4%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%      | 0     | 0.0%      | 0       | 0.0%   | 0  | 4.0%   | 1 | 0.0%   | 0 | 0.0%   | 0  | 0.0%    | 0 | 0.0%    | 0    |            |
| NRG Fitness Gym & Studios, Creeting Road West, Stowmarket  | 1.3%  | 3  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%      | 0     | 0.0%      | 0       | 0.0%   | 0  | 8.0%   | 2 | 4.3%   | 1 | 0.0%   | 0  | 0.0%    | 0 | 0.0%    | 0    |            |
| Stowupland Sports Centre,<br>Church Road, Stowmarket   | 1.3%  | 3  | 0.0%   | 0 | 6.7%   | 1 | 0.0%   | 0  | 0.0%      | 0     | 4.0%      | 1       | 0.0%   | 0  | 0.0%   | 0 | 4.3%   | 1 | 0.0%   | 0  | 0.0%    | 0 | 0.0%    | 0    |            |
| Stradbroke Swim & Fitness<br>Centre, Wilby Road,<br>Stradbroke                                   | 1.8%  | 4  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%      | 0     | 0.0%      | 0       | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 12.5%   | 3 | 9.1%    | 1    |            |
| Sudbury Sports Centre,<br>Tudor Road   | 1.3%  | 3  | 5.0%   | 1 | 0.0%   | 0 | 4.2%   | 1  | 5.3%      | 1     | 0.0%      | 0       | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%    | 0 | 0.0%    | 0    |            |
| The Spirit Health Club,<br>London Road, Ipswich  | 0.9%  | 2  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%      | 0     | 0.0%      | 0       | 6.3%   | 1  | 4.0%   | 1 | 0.0%   | 0 | 0.0%   | 0  | 0.0%    | 0 | 0.0%    | 0    |            |
| Zest Health and Fitness,<br>Caxton House, Chilton<br>Industrial Estate, Sudbury                  | 0.9%  | 2  | 0.0%   | 0 |        | 0 | 0.0%   |    | 10.5%     | 2     | 0.0%      | 0       | 0.0%   | 0  |        | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%    | 0 |         | 0    |            |
| Braintree  | 0.4%  | 1  | 0.0%   | 0 |        | 0 | 0.0%   | 0  |           | 1     | 0.0%      | 0       | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%    | 0 | 0.0%    | 0    |            |
| Bramford   | 0.9%  | 2  | 0.0%   | 0 |        | 0 | 0.0%   | 0  | 0.0%      | 0     | 0.0%      | 0       | 6.3%   | 1  | 4.0%   | 1 | 0.0%   | 0 | 0.0%   | 0  | 0.0%    | 0 |         | 0    |            |
| Bury St Edmunds  | 12.4% | 28 | 0.0%   |   | 53.3%  | 8 | 4.2%   | 1  | 0.0%      | 0     | 0.0%      | 0       | 0.0%   | 0  | 0.0%   |   | 13.0%  |   | 60.9%  | 14 | 8.3%    | 2 |         | 0    |            |
| Colchester   | 1.3%  |    | 10.0%  | 2 | 0.0%   | 0 | 0.0%   | 0  | 0.0%      | 0     | 4.0%      | 1       | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%    | 0 |         | 0    |            |
| Debenham   | 1.3%  | 3  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%      | 0     | 0.0%      | 0       | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   |    | 12.5%   | 3 | 0.0%    | 0    |            |
| Hadleigh   | 4.4%  | 10 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%      | 0     | 40.0%     | 10      | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%    | 0 | 0.0%    | 0    |            |
| Halstead   | 0.9%  | 2  | 10.0%  | 2 | 0.0%   | 0 | 0.0%   | 0  | 0.0%      | 0     | 0.0%      | 0       | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%    | 0 | 0.0%    | 0    |            |

|   | Total        | l   | Zone 1       |    | Zone 2       | ; | Zone 3       | 3 | Zone 4       | ı | Zone         | 5 | Zone (       | 5 | Zone 7       | 7 | Zone 8       | 8  | Zone 9       | ) | Zone 1       | 0 | Zone 11      | l |  |
|---|--------------|-----|--------------|----|--------------|---|--------------|---|--------------|---|--------------|---|--------------|---|--------------|---|--------------|----|--------------|---|--------------|---|--------------|---|--|
| Haverhill   | 0.4%         | 1   | 5.0%         | 1  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 |  |
| Ipswich   | 6.7%         | 15  | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 8.0%         | 2 | 25.0%        | 4 | 36.0%        | 9 | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 |  |
| Manningtree   | 0.4%         | 1   | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 6.3%         | 1 | 0.0%         | ó | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 |  |
| Needham Market  | 0.9%         | 2   | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 4.0%         | 1 | 0.0%         | 0 | 4.0%         | 1 | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 |  |
| Stowmarket  | 12.0%        | 27  | 0.0%         | 0  | 13.3%        | 2 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 8.0%         | 2 | 73.9%        | 17 |              | 6 | 0.0%         | 0 | 0.0%         | 0 |  |
| Sudbury   | 6.7%         | 15  | 5.0%         | 1  | 13.3%        | 2 | 37.5%        |   | 15.8%        | 3 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 |  |
| Abingdon  | 0.4%         | 1   | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0 | 4.2%         | 1 | 0.0%         | 0 |  |
| Bungay  | 0.4%         | 1   | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0 | 9.1%         | 1 |  |
| Central London  | 1.8%         | 4   | 5.0%         | 1  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 18.8%        | 3 | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 |  |
| Clare   | 0.9%         | 2   | 5.0%         | 1  | 0.0%         | 0 | 4.2%         | 1 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 |  |
| Diss  | 1.8%         | 4   | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 4.0%         | 1 | 0.0%         | 0  | 0.0%         | 0 | 12.5%        | 3 | 0.0%         | 0 |  |
| Earls Colne   | 0.9%         | 2   | 10.0%        | 2  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 |  |
| East Bergholt   | 1.8%         | 4   | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 25.0%        | 4 | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 |  |
| Felixstowe  | 0.4%         | 1   | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 6.3%         | 1 | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 |  |
| Framlingham   | 0.4%         | 1   | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0 | 9.1%         | 1 |  |
| Harleston   | 0.9%         | 2   | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0 | 18.2%        | 2 |  |
| Health and Fitness at Kersey<br>Mill, Kersey, Ipswich | 0.4%         | 1   | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 4.0%         | 1 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 |  |
| Hintlesham  | 0.4%         | 1   | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 6.3%         | 1 | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 |  |
| Leavenheath, Colchester                               | 0.4%         | 1   | 0.0%         | 0  | 0.0%         | 0 | 4.2%         | 1 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 |  |
| Long Stratton   | 0.9%         | 2   | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0 | 4.2%         | 1 | 9.1%         | 1 |  |
| Lowestoft   | 0.4%         | 1   | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0 | 9.1%         | 1 |  |
| Nedging-with-Naughton                                 | 0.4%         | 1   | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 4.0%         | 1 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 |  |
| Norwich   | 0.4%         | 1   | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0 | 4.2%         | 1 | 0.0%         | 0 |  |
| Rattlesden  | 0.4%         | 1   | 0.0%         | 0  | 6.7%         | 1 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 |  |
| Stradbroke  | 1.8%         | 4   | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0 | 8.3%         | 2 | 18.2%        | 2 |  |
| The Gainsborough Health<br>Club & Spa, Cavendish,     | 0.4%         | 1   | 5.0%         | 1  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 |  |
| Sudbury<br>West Bergholt                              | 0.4%         | 1   | 5.0%         | 1  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.00/        | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 |  |
| Witham  | 0.4%         | 1   | 5.0%         | 1  | 0.0%         | 0 |              | 0 |              | 0 |              | 0 |              |   |              | 0 | 0.0%<br>0.0% | 0  |              | 0 |              | 0 | 0.0%         | 0 |  |
|   |              | 1   |              | 1  |              |   | 0.0%         |   | 0.0%         |   | 0.0%         | - | 0.0%         | 0 | 0.0%         |   |              |    |              | - | 0.0%         |   |              |   |  |
| Woodbridge<br>Woolpit                                 | 0.4%<br>0.9% | 2   | 0.0%<br>0.0% | 0  | 0.0%<br>0.0% | 0 | 0.0%<br>0.0% | 0 | 0.0%<br>0.0% | 0 | 0.0%<br>0.0% | 0 | 0.0%<br>0.0% | 0 | 4.0%<br>0.0% | 1 | 0.0%<br>0.0% | 0  | 0.0%<br>8.7% | 0 | 0.0%<br>0.0% | 0 | 0.0%<br>0.0% | 0 |  |
|   |              | 225 |              | 20 |              |   |              |   |              |   |              |   |              |   |              |   |              |    |              |   |              |   |              |   |  |

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|   |       |     |       |    |       |       |          |        |          | F  | or C  | arto | er Jo | nas |        |    |       |    |        |    |        |    |        |    | February 2015 |
|---|-------|-----|-------|----|-------|-------|----------|--------|----------|----|-------|------|-------|-----|--------|----|-------|----|--------|----|--------|----|--------|----|---------------|
|   | Tota  | ıl  | Zone  | 1  | Zone  | 2     | Zone     | 3      | Zone     | 4  | Zone  | 5    | Zone  | 6   | Zone ' | 7  | Zone  | 3  | Zone 9 | )  | Zone 1 | .0 | Zone 1 | 1  |               |
| Q34AHow often do you<br>Those who visit gym | •     |     |       |    |       | althc | lub / sp | orts f | acility? |    |       |      |       |     |        |    |       |    |        |    |        |    |        |    |               |
| Once a week                                 | 81.4% | 188 | 90.0% | 18 | 82.4% | 14    | 70.8%    | 17     | 84.2%    | 16 | 74.1% | 20   | 87.5% | 14  | 80.0%  | 20 | 78.3% | 18 | 82.6%  | 19 | 87.5%  | 21 | 84.6%  | 11 |               |
| Once a fortnight                            | 3.9%  | 9   | 5.0%  | 1  | 0.0%  | 0     | 4.2%     | 1      | 0.0%     | 0  | 0.0%  | 0    | 6.3%  | 1   | 4.0%   | 1  | 8.7%  | 2  | 8.7%   | 2  | 4.2%   | 1  | 0.0%   | 0  |               |
| Once a month                                | 6.5%  | 15  | 0.0%  | 0  | 0.0%  | 0     | 16.7%    | 4      | 5.3%     | 1  | 18.5% | 5    | 0.0%  | 0   | 8.0%   | 2  | 8.7%  | 2  | 4.3%   | 1  | 0.0%   | 0  | 0.0%   | 0  |               |
| Once every two months                       | 2.6%  | 6   | 0.0%  | 0  | 5.9%  | 1     | 4.2%     | 1      | 0.0%     | 0  | 3.7%  | 1    | 0.0%  | 0   | 8.0%   | 2  | 4.3%  | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |               |
| Once every six months                       | 2.6%  | 6   | 0.0%  | 0  | 0.0%  | 0     | 0.0%     | 0      | 5.3%     | 1  | 3.7%  | 1    | 6.3%  | 1   | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 8.3%   | 2  | 7.7%   | 1  |               |
| Once a year                                 | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0     | 0.0%     | 0      | 0.0%     | 0  | 0.0%  | 0    | 0.0%  | 0   | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |               |
| Less often                                  | 0.4%  | 1   | 0.0%  | 0  | 0.0%  | 0     | 0.0%     | 0      | 5.3%     | 1  | 0.0%  | 0    | 0.0%  | 0   | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |               |
| (Don't know / varies)                       | 2.6%  | 6   | 5.0%  | 1  | 11.8% | 2     | 4.2%     | 1      | 0.0%     | 0  | 0.0%  | 0    | 0.0%  | 0   | 0.0%   | 0  | 0.0%  | 0  | 4.3%   | 1  | 0.0%   | 0  | 7.7%   | 1  |               |
| Base:                                       |       | 231 |       | 20 |       | 17    |          | 24     |          | 19 |       | 27   |       | 16  |        | 25 |       | 23 |        | 23 |        | 24 |        | 13 |               |

|   |       |     |        |    |        |    |        |    |        |       | 01 0     | ui v    | i oo     | iius |       |    |        |    |       |    |       |    |        |    | rebruary 2015 |
|---|-------|-----|--------|----|--------|----|--------|----|--------|-------|----------|---------|----------|------|-------|----|--------|----|-------|----|-------|----|--------|----|---------------|
|   | Tota  | ıl  | Zone 1 | 1  | Zone 2 | ,  | Zone 3 | 3  | Zone 4 | ļ     | Zone     | 5       | Zone     | 6    | Zone  | 7  | Zone 8 | 3  | Zone  | 9  | Zone  | 10 | Zone 1 | 11 |               |
| Q35 Where do you or me<br>Those who visit the thee              |       | -   |        |    |        | _  |        |    | •      | tch a | ı concer | rt or w | atch liv | e mu | sic?  |    |        |    |       |    |       |    |        |    |               |
| Colchester Theatretrain, Oak<br>Tree Centre                     | 0.9%  | 4   | 0.0%   | 0  | 0.0%   | 0  | 2.4%   | 1  | 4.3%   | 2     | 0.0%     | 0       | 2.0%     | 1    | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  |               |
| Ipswich Film Theatre, Corn<br>Exchange, King Street,<br>Ipswich | 1.5%  | 7   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0     | 2.3%     | 1       | 0.0%     | 0    | 2.1%  | 1  | 0.0%   | 0  | 0.0%  | 0  | 9.3%  | 4  | 2.6%   | 1  |               |
| Ipswich Regent, 3 Saint<br>Helen's Street, Ipswich              | 6.1%  | 28  | 4.3%   | 2  | 2.8%   | 1  | 0.0%   | 0  | 4.3%   | 2     | 4.7%     | 2       | 16.3%    | 8    | 10.4% | 5  | 16.0%  | 4  | 4.9%  | 2  | 4.7%  | 2  | 0.0%   | 0  |               |
| New Wolsey Theatre, Civic<br>Drive, Ipswich                     | 13.1% | 60  | 0.0%   | 0  | 2.8%   | 1  | 9.8%   | 4  | 0.0%   | 0     | 51.2%    | 22      | 24.5%    | 12   | 31.3% | 15 | 12.0%  | 3  | 0.0%  | 0  | 4.7%  | 2  | 2.6%   | 1  |               |
| Regal Theatre, Ipswich<br>Street, Stowmarket                    | 2.4%  | 11  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0     | 2.3%     | 1       | 6.1%     | 3    | 4.2%  | 2  | 12.0%  | 3  | 4.9%  | 2  | 0.0%  | 0  | 0.0%   | 0  |               |
| The Corn Exchange, King<br>Street, Ipswich                      | 0.9%  | 4   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0     | 0.0%     | 0       | 2.0%     | 1    | 2.1%  | 1  | 4.0%   | 1  | 0.0%  | 0  | 2.3%  | 1  | 0.0%   | 0  |               |
| The Quay (Theatre), Quay<br>Lane, Sudbury                       | 5.5%  | 25  | 4.3%   | 2  | 2.8%   | 1  | 17.1%  | 7  | 29.8%  | 14    | 2.3%     | 1       | 0.0%     | 0    | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  |               |
| Bury St Edmunds   | 20.8% | 95  | 21.7%  | 10 | 61.1%  | 22 | 17.1%  | 7  | 14.9%  | 7     | 7.0%     | 3       | 4.1%     | 2    | 6.3%  | 3  | 12.0%  | 3  | 78.0% | 32 | 14.0% | 6  | 0.0%   | 0  |               |
| Cambridge   | 0.4%  | 2   | 4.3%   | 2  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0     | 0.0%     | 0       | 0.0%     | 0    | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  |               |
| Colchester  | 4.6%  | 21  | 23.9%  | 11 | 0.0%   | 0  | 7.3%   | 3  | 0.0%   | 0     | 4.7%     | 2       | 8.2%     | 4    | 2.1%  | 1  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  |               |
| Halstead  | 0.2%  | 1   | 0.0%   | 0  | 0.0%   | 0  | 2.4%   | 1  | 0.0%   | 0     | 0.0%     | 0       | 0.0%     | 0    | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  |               |
| Haverhill   | 0.4%  | 2   | 2.2%   | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0     | 0.0%     | 0       | 0.0%     | 0    | 0.0%  | 0  | 0.0%   | 0  | 2.4%  | 1  | 0.0%  | 0  | 0.0%   | 0  |               |
| Ipswich   | 6.3%  | 29  | 6.5%   | 3  | 2.8%   | 1  | 12.2%  | 5  | 4.3%   | 2     | 9.3%     | 4       | 12.2%    | 6    | 4.2%  | 2  | 8.0%   | 2  | 2.4%  | 1  | 4.7%  | 2  | 2.6%   | 1  |               |
| Long Melford  | 0.2%  | 1   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 2.1%   | 1     | 0.0%     | 0       | 0.0%     | 0    | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  |               |
| Sudbury   | 0.7%  | 3   | 2.2%   | 1  | 0.0%   | 0  | 2.4%   | 1  | 2.1%   | 1     | 0.0%     | 0       | 0.0%     | 0    |       | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  |               |
| Brighton  | 0.2%  | 1   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0     | 0.0%     | 0       | 2.0%     | 1    | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  |               |
| Bungay  | 0.2%  | 1   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0     | 0.0%     | 0       | 0.0%     | 0    | 2.1%  | 1  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  |               |
| Diss  | 0.7%  | 3   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0     | 0.0%     | 0       | 0.0%     | 0    |       | 1  | 0.0%   | 0  | 0.0%  | 0  | 2.3%  | 1  | 2.6%   | 1  |               |
| Framlingham   | 0.2%  | 1   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0     | 0.0%     | 0       | 0.0%     | 0    |       | 1  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  |               |
| Lowestoft   | 0.2%  | 1   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0     | 0.0%     | 0       | 0.0%     | 0    | 0.070 | 0  | 0.0%   | 0  | 0.0%  | 0  |       | 0  | 2.6%   | 1  |               |
| Metfield  | 0.2%  | 1   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0     | 0.0%     | 0       | 0.0%     | 0    |       | 0  |        | 0  | 0.0%  | 0  | 0.0%  | 0  | 2.6%   | 1  |               |
| Norwich   | 9.0%  | 41  | 0.0%   | 0  | 5.6%   | 2  | 0.0%   | 0  | 0.0%   | 0     | 0.0%     | 0       | 0.0%     | 0    | 2.1%  | 1  | 4.0%   | 1  | 2.4%  | 1  | 34.9% | 15 | 55.3%  | 21 |               |
| Sir John Mills Theatre,<br>Gatacre Road, Ipswich                | 0.2%  | 1   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0     |          | 0       | 0.0%     | 0    |       | 1  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  |               |
| Snape   | 0.2%  | 1   | 0.0%   | 0  |        | 0  | 0.0%   | 0  | 0.0%   | 0     |          | 0       | 0.0%     | 0    |       | 0  |        | 0  | 0.0%  | 0  |       | 1  | 0.0%   | 0  |               |
| West End / Central London                                       | 23.9% | 109 | 30.4%  |    | 22.2%  | 8  | 29.3%  |    | 38.3%  |       | 16.3%    | 7       | 22.4%    |      | 25.0% | 12 | 32.0%  | 8  | 2.4%  | 1  | 20.9% |    | 23.7%  | 9  |               |
| Woodbridge  | 0.9%  | 4   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0     | 0.0%     | 0       | 0.0%     | 0    | 2.1%  | 1  | 0.0%   | 0  | 2.4%  | 1  | 0.0%  | 0  | 5.3%   | 2  |               |
| Base:   |       | 457 |        | 46 |        | 36 |        | 41 |        | 47    |          | 43      |          | 49   |       | 48 |        | 25 |       | 41 |       | 43 |        | 38 |               |

|  |            |        |          |          |            |         |            |        |          | -      | or C      | ui u | 00       | iias    |           |         |       |    |        |    |        |    |        |    | rebluary 2013 |
|--|------------|--------|----------|----------|------------|---------|------------|--------|----------|--------|-----------|------|----------|---------|-----------|---------|-------|----|--------|----|--------|----|--------|----|---------------|
|  | Tota       | ıl     | Zone     | 1        | Zone       | 2       | Zone       | 3      | Zone     | 4      | Zone      | 5    | Zone     | 6       | Zone      | 7       | Zone  | 8  | Zone 9 | )  | Zone 1 | 10 | Zone 1 | 11 |               |
| Q35AHow often do you o                               |            |        |          |          |            |         | n a conc   | ert oı | watch l  | live m | nusic?    |      |          |         |           |         |       |    |        |    |        |    |        |    |               |
| Once a week  | 0.8%       | 4      | 0.0%     | 0        | 0.0%       | 0       | 0.0%       | 0      | 4.1%     | 2      | 0.0%      | 0    | 1.9%     | 1       | 0.0%      | 0       | 0.0%  | 0  | 0.0%   | 0  | 2.1%   | 1  | 0.0%   | 0  |               |
| Once a fortnight                                     | 1.5%       | 7      | 4.1%     | 2        | 2.7%       | 1       | 0.0%       | 0      | 2.0%     | 1      | 2.3%      | 1    | 1.9%     | 1       | 0.0%      | 0       | 0.0%  | 0  | 0.0%   | 0  | 2.1%   | 1  | 0.0%   | 0  |               |
| Once a month   | 7.5%       | 36     | 4.1%     | 2        | 0.0%       | 0       | 9.8%       | 4      | 6.1%     | 3      | 6.8%      | 3    | 7.7%     | 4       | 8.0%      | 4       | 7.7%  | 2  | 11.9%  | 5  | 4.2%   | 2  | 17.5%  | 7  |               |
| Once every two months                                | 27.4%      | 131    |          |          | 35.1%      | 13      | 26.8%      | 11     | 26.5%    | 13     |           | 15   |          | 12      |           | 14      | 23.1% |    | 23.8%  |    | 25.0%  |    | 22.5%  | 9  |               |
| Once every six months                                | 41.6%      | 199    |          |          | 56.8%      | 21      | 43.9%      | 18     | 44.9%    | 22     |           | 18   | 48.1%    |         | 40.0%     | 20      | 42.3% | 11 | 23.8%  | 10 | 43.8%  | 21 | 30.0%  | 12 |               |
| Once a year  | 13.8%      | 66     |          | 6        |            | 2       | 14.6%      |        | 10.2%    | 5      |           | 4    | 7.7%     | 4       |           |         | 23.1% |    | 16.7%  |    | 18.8%  | 9  |        | 9  |               |
| Less often   | 2.7%       | 13     | 0.0%     | 0        | 0.0%       | 0       | 4.9%       | 2      | 4.1%     | 2      |           | 0    | 5.8%     | 3       |           | 1       |       | 0  | 4.8%   | 2  |        | 1  |        | 2  |               |
| (Don't know / varies)                                | 4.6%       | 22     | 4.1%     | 2        |            | 0       | 0.0%       | 0      | 2.0%     | 1      | 6.8%      | 3    |          | 2       |           | 3       |       | 1  |        | 8  | 2.1%   | 1  |        | 1  |               |
| Base:  |            | 478    |          | 49       |            | 37      |            | 41     |          | 49     |           | 44   |          | 52      |           | 50      |       | 26 |        | 42 |        | 48 |        | 40 |               |
|  |            |        |          |          |            |         |            |        |          |        |           |      |          |         |           |         |       |    |        |    |        |    |        |    |               |
| Q36 Where do you or m                                |            |        |          |          |            |         |            |        |          |        |           |      | historic | al / cu | Itural in | iterest | t?    |    |        |    |        |    |        |    |               |
| Those who visit museu                                | m, gallery | or oth | er place | of histe | orical / c | ultural | interest a | ıt Q31 | : AND Ex | cel Nu | lls & SFT | ŗ    |          |         |           |         |       |    |        |    |        |    |        |    |               |
| Ipswich Museum                                       | 10.3%      | 32     | 4.3%     | 1        | 0.0%       | 0       | 0.0%       | 0      | 2.9%     | 1      | 24.1%     | 7    | 21.7%    | 10      | 32.0%     | 8       | 0.0%  | 0  | 0.0%   | 0  | 20.0%  | 5  | 0.0%   | 0  |               |
| Moyse's Hall Museum,<br>Cornhill, Bury St<br>Edmunds | 1.9%       | 6      | 0.0%     | 0        | 13.8%      | 4       | 0.0%       | 0      | 0.0%     | 0      |           | 0    |          | 0       |           | 0       |       | 0  |        | 2  |        | 0  |        | 0  |               |
| Museum Of East Anglian Life, Iliffe Way, Stowmarket  | 4.5%       | 14     | 0.0%     | 0        | 0.0%       | 0       | 0.0%       | 0      | 0.0%     | 0      | 6.9%      | 2    | 2.2%     | 1       | 0.0%      | 0       | 26.9% | 7  | 13.6%  | 3  | 4.0%   | 1  | 0.0%   | 0  |               |
| Norfolk and Suffolk<br>Aviation Museum               | 0.6%       | 2      | 0.0%     | 0        | 0.0%       | 0       | 0.0%       | 0      | 0.0%     | 0      | 0.0%      | 0    | 2.2%     | 1       | 0.0%      | 0       | 0.0%  | 0  | 0.0%   | 0  | 4.0%   | 1  | 0.0%   | 0  |               |
| Bramford   | 0.6%       | 2      | 4.3%     | 1        | 3.4%       | 1       | 0.0%       | 0      | 0.0%     | 0      | 0.0%      | 0    | 0.0%     | 0       | 0.0%      | 0       | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |               |
| Bury St Edmunds                                      | 5.1%       | 16     | 0.0%     | 0        | 10.3%      | 3       | 4.2%       | 1      | 5.9%     | 2      | 0.0%      | 0    | 0.0%     | 0       | 0.0%      | 0       | 11.5% | 3  | 18.2%  | 4  | 4.0%   | 1  | 6.9%   | 2  |               |
| Cambridge  | 5.1%       | 16     | 17.4%    | 4        | 10.3%      | 3       | 4.2%       | 1      | 2.9%     | 1      | 3.4%      | 1    | 0.0%     | 0       | 0.0%      | 0       | 0.0%  |    | 18.2%  | 4  | 8.0%   | 2  | 0.0%   | 0  |               |
| Colchester   | 6.7%       | 21     | 17.4%    | 4        | 0.0%       | 0       | 12.5%      | 3      | 8.8%     | 3      | 3.4%      | 1    | 19.6%    | 9       | 0.0%      | 0       | 0.0%  | 0  | 0.0%   | 0  | 4.0%   | 1  | 0.0%   | 0  |               |
| Ipswich  | 6.7%       | 21     | 0.0%     | 0        | 0.0%       | 0       | 4.2%       | 1      | 0.0%     | 0      | 10.3%     | 3    | 19.6%    | 9       | 16.0%     | 4       | 3.8%  | 1  | 4.5%   | 1  | 8.0%   | 2  | 0.0%   | 0  |               |
| Lavenham   | 0.6%       | 2      | 0.0%     | 0        | 0.0%       | 0       | 8.3%       | 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  |               |
| Long Melford   | 0.3%       | 1      | 0.0%     | 0        | 3.4%       | 1       | 0.0%       | 0      | 0.0%     | 0      | 0.0%      | 0    | 0.0%     | 0       | 0.0%      | 0       | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |               |
| Stowmarket   | 1.3%       | 4      | 0.0%     | 0        | 3.4%       | 1       | 0.0%       | 0      | 0.0%     | 0      | 0.0%      | 0    | 0.0%     | 0       | 0.0%      | 0       | 3.8%  | 1  | 0.0%   | 0  | 4.0%   | 1  | 3.4%   | 1  |               |
| Sudbury  | 1.0%       | 3      | 0.0%     | 0        | 0.0%       | 0       | 8.3%       | 2      | 2.9%     | 1      | 0.0%      | 0    |          | 0       | 0.0%      | 0       |       | 0  | 0.0%   | 0  | 0.0%   | 0  |        | 0  |               |
| Abroad   | 1.0%       | 3      | 4.3%     | 1        | 3.4%       | 1       | 0.0%       | 0      | 0.0%     | 0      | 0.0%      | 0    |          | 0       |           | 0       |       | 0  | 4.5%   | 1  | 0.0%   | 0  |        | 0  |               |
| Chester-le-Street                                    | 0.3%       | 1      | 0.0%     | 0        |            | 0       | 4.2%       | 1      | 0.0%     | 0      | 0.0%      | 0    |          | 0       | 0.0%      | 0       |       | 0  | 0.0%   | 0  | 0.0%   | 0  |        | 0  |               |
| Norwich  | 6.1%       | 19     | 4.3%     | 1        | 0.0%       | 0       | 4.2%       | 1      | 0.0%     | 0      |           | 0    |          | 2       | 0.0%      | 0       |       | 2  | 4.5%   | 1  | 8.0%   | 2  |        | 10 |               |
| Portsmouth   | 0.3%       | 1      | 0.0%     | 0        |            | 0       | 0.0%       | 0      | 0.0%     | 0      | 0.0%      | 0    |          | 0       |           | 0       |       | 0  | 0.0%   | 0  |        | 0  |        | 1  |               |
| Ross-on-Wye  | 0.3%       | 1      | 0.0%     | 0        |            | 0       | 0.0%       | 0      | 0.0%     | 0      |           | 0    |          | 0       |           | 0       |       | 1  | 0.0%   | 0  |        | 0  |        | 0  |               |
| Salisbury  | 0.3%       | 1      | 0.0%     | 0        |            | 1       | 0.0%       | 0      | 0.0%     | 0      |           | 0    |          | 0       |           | 0       |       | 0  | 0.0%   | 0  |        | 0  |        | 0  |               |
| Snape  | 0.3%       | 1      | 0.0%     | 0        |            | 0       | 0.0%       | 0      | 0.0%     | 0      |           | 0    |          | 0       |           | 0       |       | 0  | 0.0%   | 0  |        | 0  |        | 1  |               |
| West End / Central London                            | 45.8%      | 143    | 47.8%    | 11       | 48.3%      | 14      | 50.0%      | 12     | 76.5%    | 26     | 51.7%     | 15   |          | 14      |           | 12      | 42.3% | 11 | 22.7%  | 5  |        | 9  |        | 14 |               |
| York   | 0.6%       | 2      | 0.0%     | 0        |            | 0       | 0.0%       | 0      | 0.0%     | 0      |           | 0    |          | 0       |           | 1       |       | 0  | 4.5%   | 1  | 0.0%   | 0  |        | 0  |               |
| Base:  | /0         | 312    |          | 23       | /0         | 29      | ~-~,*      | 24     | ~-~,*    | 34     | ,0        | 29   |          | 46      |           | 25      | ~-~.* | 26 |        | 22 |        | 25 |        | 29 |               |
|  |            |        |          |          |            |         |            |        |          | ٠.     |           |      |          | .5      |           |         |       |    |        |    |        |    |        |    |               |

|   | Tota  | al  | Zone  | 1  | Zone  | 2  | Zone  | 3  | Zone  | 4      | Zone       | 5       | Zone     | 6  | Zone  | 7  | Zone  | 8  | Zone  | 9  | Zone 1 | 10 | Zone 1 | 1  |
|---|-------|-----|-------|----|-------|----|-------|----|-------|--------|------------|---------|----------|----|-------|----|-------|----|-------|----|--------|----|--------|----|
| Q36AHow often do you  Those who visit mus | •     |     |       |    |       | -  | •     | •  |       | istori | cal / cult | tural i | interest | ?  |       |    |       |    |       |    |        |    |        |    |
| Once a week                               | 0.5%  | 2   | 0.0%  | 0  | 3.0%  | 1  | 0.0%  | 0  | 0.0%  | 0      | 0.0%       | 0       | 0.0%     | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 2.7%   | 1  | 0.0%   | 0  |
| Once a fortnight                          | 1.3%  | 5   | 3.0%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0      | 0.0%       | 0       | 2.0%     | 1  | 0.0%  | 0  | 3.1%  | 1  | 0.0%  | 0  | 5.4%   | 2  | 0.0%   | 0  |
| Once a month                              | 9.1%  | 35  | 12.1% | 4  | 21.2% | 7  | 13.9% | 5  | 7.9%  | 3      | 6.3%       | 2       | 0.0%     | 0  | 0.0%  | 0  | 6.3%  | 2  | 16.7% | 5  | 10.8%  | 4  | 9.4%   | 3  |
| Once every two months                     | 22.8% | 88  | 27.3% | 9  | 24.2% | 8  | 25.0% | 9  | 21.1% | 8      | 28.1%      | 9       | 28.6%    | 14 | 23.5% | 8  | 18.8% | 6  | 16.7% | 5  | 8.1%   | 3  | 28.1%  | 9  |
| Once every six months                     | 38.6% | 149 | 21.2% | 7  | 33.3% | 11 | 36.1% | 13 | 44.7% | 17     | 43.8%      | 14      | 44.9%    | 22 | 35.3% | 12 | 46.9% | 15 | 33.3% | 10 | 43.2%  | 16 | 37.5%  | 12 |
| Once a year                               | 18.7% | 72  | 24.2% | 8  | 12.1% | 4  | 11.1% | 4  | 23.7% | 9      | 18.8%      | 6       | 14.3%    | 7  | 29.4% | 10 | 21.9% | 7  | 16.7% | 5  | 18.9%  | 7  | 15.6%  | 5  |
| Less often                                | 5.7%  | 22  | 12.1% | 4  | 0.0%  | 0  | 11.1% | 4  | 2.6%  | 1      | 0.0%       | 0       | 8.2%     | 4  | 2.9%  | 1  | 0.0%  | 0  | 3.3%  | 1  | 10.8%  | 4  | 9.4%   | 3  |
| (Don't know / varies)                     | 3.4%  | 13  | 0.0%  | 0  | 6.1%  | 2  | 2.8%  | 1  | 0.0%  | 0      | 3.1%       | 1       | 2.0%     | 1  | 8.8%  | 3  | 3.1%  | 1  | 13.3% | 4  | 0.0%   | 0  | 0.0%   | 0  |
| Base:                                     |       | 386 |       | 33 |       | 33 |       | 36 |       | 38     |            | 32      |          | 49 |       | 34 |       | 32 |       | 30 |        | 37 |        | 32 |

|  | Total | l  | Zone 1 |   | Zone  | 2      | Zone 3 | 3 | Zone      | 4      | Zone    | 5     | Zone 6 |    | Zone 7 | 7  | Zone 8 |    | Zone 9 |   | Zone 1 | 0  | Zone 11 |   |  |
|--|-------|----|--------|---|-------|--------|--------|---|-----------|--------|---------|-------|--------|----|--------|----|--------|----|--------|---|--------|----|---------|---|--|
| Q37 Where do you or<br>Those who visit pub |       | •  |        |   |       |        | •      |   | / nightcl | ub / r | nusic v | enue? |        |    |        |    |        |    |        |   |        |    |         |   |  |
| Braintree                                  | 0.5%  | 2  | 2.9%   | 1 | 0.0%  | 0      | 0.0%   | 0 | 0.0%      | 0      | 0.0%    | 0     | 2.4%   | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0%    | 0 |  |
| Bramford                                   | 0.7%  | 3  | 0.0%   | 0 | 0.0%  | 0      | 0.0%   | 0 | 0.0%      | 0      | 0.0%    | 0     | 0.0%   | 0  | 7.7%   | 3  | 0.0%   | ő  | 0.0%   | 0 | 0.0%   | 0  | 0.0%    | 0 |  |
| Brantham                                   | 0.2%  | 1  | 0.0%   | 0 | 0.0%  | 0      | 0.0%   | 0 | 0.0%      | 0      | 0.0%    | 0     | 2.4%   | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0%    | 0 |  |
| Bury St Edmunds                            | 10.4% | 44 | 0.0%   | - | 45.0% | 18     | 2.1%   | 1 | 2.4%      | 1      | 2.4%    | 1     | 0.0%   | 0  | 0.0%   | 0  | 2.4%   | 1  | 45.5%  |   | 17.6%  | 6  | 3.1%    | 1 |  |
| Colchester                                 | 1.7%  | 7  | 2.9%   | 1 | 0.0%  | 0      | 6.4%   | 3 | 2.4%      | 1      | 0.0%    | 0     | 4.9%   | 2  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0%    | 0 |  |
| Copdock Mill                               | 0.2%  | 1  | 0.0%   | 0 | 0.0%  | 0      | 0.0%   | 0 | 0.0%      | 0      | 0.0%    | 0     | 2.4%   | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0%    | 0 |  |
| Debenham                                   | 1.2%  | 5  | 0.0%   | 0 | 0.0%  | 0      | 0.0%   | 0 | 0.0%      | 0      | 0.0%    | 0     | 0.0%   | 0  | 12.8%  | 5  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0%    | 0 |  |
| Dedham                                     | 0.7%  | 3  | 0.0%   | 0 | 0.0%  | 0      | 0.0%   | 0 | 0.0%      | 0      | 0.0%    | 0     | 7.3%   | 3  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0%    | 0 |  |
| ye   | 2.8%  | 12 | 0.0%   | 0 | 0.0%  | 0      | 0.0%   | 0 | 0.0%      | 0      | 0.0%    | 0     | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 | 35.3%  | 12 | 0.0%    | 0 |  |
| reat Conard                                | 0.5%  | 2  | 0.0%   | 0 | 0.0%  | 0      | 4.3%   | 2 | 0.0%      | 0      | 0.0%    | 0     | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0%    | 0 |  |
| ladleigh                                   | 7.8%  | 33 | 0.0%   | 0 | 0.0%  | 0      | 2.1%   | 1 | 0.0%      | 0      | 78.0%   | 32    | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0%    | 0 |  |
| lalstead                                   | 0.2%  | 1  | 0.0%   | 0 | 0.0%  | 0      | 0.0%   | 0 | 0.0%      | 0      | 0.0%    | 0     | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0  | 3.1%    | 1 |  |
| laistead<br>Iaverhill                      | 0.2%  | 1  | 2.9%   | 1 | 0.0%  | 0      | 0.0%   | 0 | 0.0%      | 0      | 0.0%    | 0     | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0%    | 0 |  |
| oswich                                     | 8.7%  | 37 | 0.0%   | 0 | 0.0%  | 0      | 0.0%   | 0 | 0.0%      | 0      | 12.2%   | 5     | 34.1%  | 14 | 30.8%  | 12 |        | 5  | 0.0%   | 0 | 0.0%   | 0  | 3.1%    | 1 |  |
|  | 1.9%  | 8  | 2.9%   | 1 | 7.5%  | 3      |        | 4 | 0.0%      | 0      | 0.0%    | 0     | 0.0%   | 0  |        | 0  |        | 0  | 0.0%   | 0 |        | 0  | 0.0%    | 0 |  |
| avenham                                    |       |    |        | 8 |       | 3<br>1 | 8.5%   | 7 |           | 0      |         | 0     |        |    | 0.0%   | 0  |        | 0  |        | 0 | 0.0%   | 0  |         | 0 |  |
| ong Melford                                | 3.8%  | 16 |        |   | 2.5%  | -      | 14.9%  | 0 | 0.0%      |        | 0.0%    | 0     | 0.0%   | 0  | 0.0%   |    | 0.0%   |    | 0.0%   | 0 | 0.0%   |    | 0.0%    | 0 |  |
| Ianningtree                                | 1.4%  | 6  | 0.0%   | 0 | 0.0%  | 0      | 0.0%   | - | 0.0%      | 0      | 0.0%    | -     | 14.6%  | 6  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   |   | 0.0%   | 0  | 0.0%    | 0 |  |
| eedham                                     | 0.2%  | 1  | 0.0%   | 0 | 0.0%  | 0      | 0.0%   | 0 | 0.0%      | 0      | 0.0%    | 0     | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0  | 3.1%    | 1 |  |
| eedham Market                              | 0.9%  | 4  | 0.0%   | 0 | 0.0%  | 0      | 0.0%   | 0 | 0.0%      | 0      | 2.4%    | 1     | 0.0%   | 0  | 7.7%   | 3  |        | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0%    | 0 |  |
| towmarket                                  | 10.1% | 43 | 0.0%   | 0 | 5.0%  | 2      | 0.0%   | 0 | 0.0%      | 0      | 2.4%    | 1     | 0.0%   | 0  | 7.7%   |    |        | 33 | 9.1%   | 3 | 2.9%   | 1  | 0.0%    | 0 |  |
| udbury                                     | 17.2% | 73 |        | 9 | 7.5%  | 3      | 48.9%  |   | 92.7%     | 38     | 0.0%    | 0     | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0%    | 0 |  |
| cton                                       | 0.2%  | 1  | 0.0%   | 0 | 0.0%  | 0      | 2.1%   | 1 | 0.0%      | 0      | 0.0%    | 0     | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0%    | 0 |  |
| Aldham                                     | 0.2%  | 1  | 2.9%   | 1 | 0.0%  | 0      | 0.0%   | 0 | 0.0%      | 0      | 0.0%    | 0     | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0%    | 0 |  |
| Sacton                                     | 0.2%  | 1  | 0.0%   | 0 | 0.0%  | 0      | 0.0%   | 0 | 0.0%      | 0      | 0.0%    | 0     | 0.0%   | 0  | 0.0%   | 0  | 2.4%   | 1  | 0.0%   | 0 | 0.0%   | 0  | 0.0%    | 0 |  |
| Badingham                                  | 0.2%  | 1  | 0.0%   | 0 | 0.0%  | 0      | 0.0%   | 0 | 0.0%      | 0      | 0.0%    | 0     | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0  | 3.1%    | 1 |  |
| Sarham                                     | 0.2%  | 1  | 0.0%   | 0 | 0.0%  | 0      | 0.0%   | 0 | 0.0%      | 0      | 0.0%    | 0     | 0.0%   | 0  | 2.6%   | 1  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0%    | 0 |  |
| entley                                     | 0.7%  | 3  | 0.0%   | 0 | 0.0%  | 0      | 0.0%   | 0 | 0.0%      | 0      | 0.0%    | 0     | 7.3%   | 3  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0%    | 0 |  |
| eyton                                      | 0.2%  | 1  | 0.0%   | 0 | 0.0%  | 0      | 0.0%   | 0 | 0.0%      | 0      | 0.0%    | 0     | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 3.0%   | 1 | 0.0%   | 0  | 0.0%    | 0 |  |
| otesdale                                   | 0.5%  | 2  | 0.0%   | 0 | 0.0%  | 0      | 0.0%   | 0 | 0.0%      | 0      | 0.0%    | 0     | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 | 5.9%   | 2  | 0.0%    | 0 |  |
| oxford                                     | 0.5%  | 2  | 0.0%   | 0 | 0.0%  | 0      | 4.3%   | 2 | 0.0%      | 0      | 0.0%    | 0     | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0%    | 0 |  |
| radfield St. George                        | 0.2%  | 1  | 0.0%   | 0 | 2.5%  | 1      | 0.0%   | 0 | 0.0%      | 0      | 0.0%    | 0     | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0%    | 0 |  |
| rockley                                    | 0.2%  | 1  | 0.0%   | 0 | 2.5%  | 1      | 0.0%   | 0 | 0.0%      | 0      | 0.0%    | 0     | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0%    | 0 |  |
| ungay                                      | 0.2%  | 1  | 0.0%   | 0 | 0.0%  | 0      | 0.0%   | 0 | 0.0%      | 0      | 0.0%    | 0     | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0  | 3.1%    | 1 |  |
| ambridge                                   | 0.2%  | 1  | 0.0%   | 0 | 0.0%  | 0      | 0.0%   | 0 | 2.4%      | 1      | 0.0%    | 0     | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0%    | 0 |  |
| entral London                              | 0.2%  | 1  | 0.0%   | 0 | 0.0%  | 0      | 0.0%   | 0 | 0.0%      | 0      | 0.0%    | 0     | 0.0%   | 0  | 2.6%   | 1  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0%    | 0 |  |
| helmondiston                               | 0.2%  | 1  | 0.0%   | 0 | 0.0%  | 0      | 0.0%   | 0 | 0.0%      | 0      | 0.0%    | 0     | 2.4%   | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0%    | 0 |  |
| helmsford                                  | 0.2%  | 1  | 2.9%   | 1 | 0.0%  | 0      | 0.0%   | 0 | 0.0%      | 0      | 0.0%    | 0     | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0%    | 0 |  |
| hevington                                  | 0.2%  | 1  | 0.0%   | 0 | 2.5%  | 1      | 0.0%   | 0 | 0.0%      | 0      | 0.0%    | 0     | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0%    | 0 |  |
| lare                                       | 0.2%  | 1  | 2.9%   | 1 | 0.0%  | 0      | 0.0%   | 0 | 0.0%      | 0      | 0.0%    | 0     | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0%    | 0 |  |
| laydon                                     | 0.2%  | 1  | 0.0%   | 0 | 0.0%  | 0      | 0.0%   | 0 | 0.0%      | 0      | 0.0%    | 0     | 0.0%   | 0  | 2.6%   | 1  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0%    | 0 |  |
| ockfield                                   | 0.5%  | 2  | 0.0%   | 0 | 5.0%  | 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 |  |
| oddenham                                   | 0.2%  | 1  | 0.0%   | 0 | 0.0%  | 0      | 0.0%   | 0 | 0.0%      | 0      | 0.0%    | 0     | 0.0%   | 0  | 2.6%   | 1  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0%    | 0 |  |
| olne Engaine                               | 0.2%  | 1  | 2.9%   | 1 | 0.0%  | 0      | 0.0%   | 0 | 0.0%      | 0      | 0.0%    | 0     | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0%    | 0 |  |
| Cotton                                     | 0.2%  | 1  | 0.0%   | 0 | 0.0%  | 0      | 0.0%   | 0 | 0.0%      | 0      | 0.0%    | 0     | 0.0%   | 0  | 0.0%   | 0  |        | 1  | 0.0%   | 0 | 0.0%   | 0  | 0.0%    | 0 |  |

|                                    |              |     |         |     |              |     |              |    |              | _  | ŭ- Ŭ.        |    |              |    |              |    |              |    |              |    |              |    |              |    | residury 2012 |
|------------------------------------|--------------|-----|---------|-----|--------------|-----|--------------|----|--------------|----|--------------|----|--------------|----|--------------|----|--------------|----|--------------|----|--------------|----|--------------|----|---------------|
|                                    | Tota         | ıl  | Zon     | e 1 | Zone         | 2   | Zone 3       | 3  | Zone         | 4  | Zone         | 5  | Zone         | 6  | Zone '       | 7  | Zone         | 8  | Zone 9       | )  | Zone 1       | 0  | Zone 1       | 1  |               |
|                                    |              |     |         |     |              |     |              |    |              |    |              |    |              |    |              |    |              |    |              |    |              |    |              |    |               |
| Dennington                         | 0.5%         | 2   |         | 0   |              | 0   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  |              | 1  | 0.0%         | 0  | 0.0%         | 0  |              | 0  | 3.1%         | 1  |               |
| Diss                               | 1.7%         | 7   |         | 0   |              | 0   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  |              | 0  | 0.0%         | 0  | 0.0%         |    | 17.6%        | 6  | 3.1%         | 1  |               |
| Earl Soham                         | 0.2%         | 1   |         | 0   |              | 0   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  |              | 1  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  |               |
| Earls Colne                        | 0.5%         | 2   |         | 2   |              | 0   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  |              | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  |               |
| East Bergholt                      | 0.7%         | 3   |         | 0   |              | 0   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 7.3%         | 3  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  |               |
| Elmswell                           | 0.5%         | 2   |         | 0   |              | 0 2 | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 6.1%         | 2  | 0.0%<br>0.0% | 0  | 0.0%         | 0  |               |
| Felsham<br>Fordham, Cambridgeshire | 0.5%<br>0.2% | 1   |         | 1   | 5.0%<br>0.0% | 0   | 0.0%<br>0.0% | 0  | 0.0%<br>0.0% | 0  | 0.0%<br>0.0% | 0  | 0.0%<br>0.0% | 0  | 0.0%<br>0.0% | 0  | 0.0%<br>0.0% | 0  | 0.0%<br>0.0% | 0  | 0.0%         | 0  | 0.0%<br>0.0% | 0  |               |
| Framlingham                        | 0.2%         | 1   |         | 0   |              | 0   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  |              | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 3.1%         | 1  |               |
| Fressingfield                      | 0.5%         | 2   |         | 0   |              | 0   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 6.3%         | 2  |               |
| Glemsford                          | 1.2%         |     | 5 14.7% | 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  | 0.3%         | 0  |               |
| Great Finborough                   | 0.2%         | 1   |         | 0   |              | 0   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 2.4%         | 1  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  |               |
| Groton                             | 0.2%         | 1   |         | 0   |              | 0   | 2.1%         | 1  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  |               |
| Harleston                          | 0.2%         | 2   |         | 0   |              | 0   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 12.5%        | 4  |               |
| Hessett                            | 0.2%         | 1   | 0.070   | 0   |              | 0   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  |              | 0  | 0.0%         | 0  | 3.0%         | 1  | 0.0%         | 0  | 0.0%         | 0  |               |
| Hintlesham                         | 0.2%         | 1   |         | 0   |              | 0   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 2.4%         | 1  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  |               |
| Holbrook                           | 0.2%         | 1   |         | 0   |              | 0   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 2.4%         | 1  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  |               |
| Holton                             | 0.2%         | 1   |         | 0   |              | 0   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  |              | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 3.1%         | 1  |               |
| Hoxne                              | 0.5%         | 2   |         | 0   |              | 0   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  |              | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 6.3%         | 2  |               |
| Kersey                             | 0.2%         | 1   |         | ő   |              | 0   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 2.4%         | 1  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  |               |
| Lawshall                           | 0.5%         | 2   |         | 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%         | ő  |               |
| Laxfield                           | 0.2%         | 1   |         | 0   |              | 0   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 3.1%         | 1  |               |
| Leavenheath                        | 0.5%         | 2   | 0.0%    | 0   | 0.0%         | 0   | 4.3%         | 2  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  |               |
| Mendham                            | 0.2%         | 1   |         | 0   | 0.0%         | 0   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 3.1%         | 1  |               |
| Monks Eleigh                       | 0.2%         | 1   | 0.0%    | 0   | 0.0%         | 0   | 0.0%         | 0  | 0.0%         | 0  | 2.4%         | 1  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  |               |
| North Walsham                      | 0.2%         | 1   | 0.0%    | 0   | 0.0%         | 0   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 3.0%         | 1  | 0.0%         | 0  | 0.0%         | 0  |               |
| Norton                             | 0.9%         | 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  | 12.1%        | 4  | 0.0%         | 0  | 0.0%         | 0  |               |
| Norwich                            | 2.1%         | 9   | 0.0%    | 0   | 0.0%         | 0   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 5.1%         | 2  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 21.9%        | 7  |               |
| Rattlesden                         | 0.5%         | 2   | 0.0%    | 0   | 5.0%         | 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  |               |
| Redgrave                           | 0.2%         | 1   | 0.0%    | 0   | 0.0%         | 0   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 2.9%         | 1  | 0.0%         | 0  |               |
| Rickinghall                        | 0.9%         | 4   | 0.0%    | 0   | 0.0%         | 0   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 11.8%        | 4  | 0.0%         | 0  |               |
| Shotley                            | 0.2%         | 1   |         | 0   |              | 0   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 2.4%         | 1  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  |               |
| Sicklesmere                        | 0.5%         | 2   | 0.0%    | 0   | 5.0%         | 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  |               |
| Southwold                          | 0.2%         | 1   | 0.070   | 0   |              | 0   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 3.1%         | 1  |               |
| Stradbroke                         | 0.9%         | 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  | 12.5%        | 4  |               |
| Stratford St. Mary                 | 0.2%         | 1   | 0.070   | 0   |              | 0   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 2.4%         | 1  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  |               |
| Stutton                            | 0.2%         | 1   | 0.0%    | 0   |              | 0   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  |              | 1  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  |               |
| Tharston                           | 0.5%         | 2   |         | 0   |              | 0   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0,0        | 0  | 0.0%         | 0  | 6.1%         | 2  | 0.0%         | 0  | 0.0%         | 0  |               |
| Tostock                            | 0.7%         | 3   |         | 0   |              | 0   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  |              | 0  | 0.0%         | 0  | 9.1%         | 3  | 0.0%         | 0  | 0.0%         | 0  |               |
| Waldringfield                      | 0.2%         | 1   |         | 0   |              | 0   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 2.4%         | 1  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  |               |
| Washbrook                          | 0.2%         | 1   | 0.070   | 0   |              | 0   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  |              | 1  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  |               |
| West Bergholt                      | 0.2%         | 1   |         | 1   | 0.0%         | 0   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  |              | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  |               |
| Woodbridge                         | 0.9%         | 4   |         | 0   |              | 0   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  |              | 3  | 0.0%         | 0  | 0.0%         | 0  | 2.9%         | 1  | 0.0%         | 0  |               |
| Woolpit                            | 0.2%         | 1   |         | 0   |              | 0   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 3.0%         | 1  | 0.0%         | 0  | 0.0%         | 0  |               |
| Yaxley                             | 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  | 2.9%         | 1  | 0.0%         | 0  |               |
| Base:                              |              | 424 | ļ.      | 34  |              | 40  |              | 47 |              | 41 |              | 41 |              | 41 |              | 39 |              | 42 |              | 33 |              | 34 |              | 32 |               |

| February 2015 |  |
|---------------|--|
|               |  |

|                       | Tota       | ıl       | Zone      | 1       | Zone       | 2       | Zone      | 3     | Zone    | 1  | Zone  | 5  | Zone  | 6  | Zone  | 7  | Zone  | 8  | Zone 9 | 9  | Zone 1 | .0 | Zone 1 | 1  |
|-----------------------|------------|----------|-----------|---------|------------|---------|-----------|-------|---------|----|-------|----|-------|----|-------|----|-------|----|--------|----|--------|----|--------|----|
|                       |            |          |           |         |            |         |           |       |         |    |       |    |       |    |       |    |       |    |        |    |        |    |        |    |
| Q37AHow often do you  | or your b  | ousok    | old visi  | it a nu | ıb / bar / | niaht   | club / m  | usic  | vonuo?  |    |       |    |       |    |       |    |       |    |        |    |        |    |        |    |
| Those who visit pub / | •          |          |           | •       |            | iligili | CIUD / II | iusic | venue : |    |       |    |       |    |       |    |       |    |        |    |        |    |        |    |
| Those who visit puo   | burs / mgn | iiciuo / | music ver | inc ai  | 231.       |         |           |       |         |    |       |    |       |    |       |    |       |    |        |    |        |    |        |    |
| Once a week           | 31.9%      | 152      | 32.4%     | 12      | 40.0%      | 16      | 35.4%     | 17    | 33.3%   | 14 | 42.2% | 19 | 30.4% | 14 | 33.3% | 15 | 24.4% | 11 | 24.4%  | 10 | 22.9%  | 11 | 32.5%  | 13 |
| Once a fortnight      | 19.9%      | 95       | 16.2%     | 6       | 32.5%      | 13      | 16.7%     | 8     | 21.4%   | 9  | 24.4% | 11 | 21.7% | 10 | 15.6% | 7  | 28.9% | 13 | 7.3%   | 3  | 27.1%  | 13 | 5.0%   | 2  |
| Once a month          | 30.0%      | 143      | 24.3%     | 9       | 12.5%      | 5       | 35.4%     | 17    | 35.7%   | 15 | 24.4% | 11 | 21.7% | 10 | 31.1% | 14 | 31.1% | 14 | 43.9%  | 18 | 33.3%  | 16 | 35.0%  | 14 |
| Once every two months | 10.5%      | 50       | 10.8%     | 4       | 12.5%      | 5       | 8.3%      | 4     | 9.5%    | 4  | 2.2%  | 1  | 13.0% | 6  | 13.3% | 6  | 11.1% | 5  | 17.1%  | 7  | 8.3%   | 4  | 10.0%  | 4  |
| Once every six months | 4.4%       | 21       | 8.1%      | 3       | 0.0%       | 0       | 4.2%      | 2     | 0.0%    | 0  | 4.4%  | 2  | 4.3%  | 2  | 4.4%  | 2  | 2.2%  | 1  | 4.9%   | 2  | 4.2%   | 2  | 12.5%  | 5  |
| Once a year           | 0.6%       | 3        | 0.0%      | 0       | 2.5%       | 1       | 0.0%      | 0     | 0.0%    | 0  | 2.2%  | 1  | 2.2%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Less often            | 0.4%       | 2        | 5.4%      | 2       | 0.0%       | 0       | 0.0%      | 0     | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| (Don't know / varies) | 2.3%       | 11       | 2.7%      | 1       | 0.0%       | 0       | 0.0%      | 0     | 0.0%    | 0  | 0.0%  | 0  | 6.5%  | 3  | 2.2%  | 1  | 2.2%  | 1  | 2.4%   | 1  | 4.2%   | 2  | 5.0%   | 2  |
| Base:                 |            | 477      |           | 37      |            | 40      |           | 48    |         | 42 |       | 45 |       | 46 | i     | 45 |       | 45 |        | 41 |        | 48 |        | 40 |

|                                      | Tota         | 1   | Zone         | 1  | Zone  | 2      | Zone 3       | 1    | Zone 4       |    | Zone         | 5  | Zone 6       |     | Zone 7       | 7  | Zone 8       | 3  | Zone 9       |    | Zone 10      | 0  | Zone 11      | L  |  |
|--------------------------------------|--------------|-----|--------------|----|-------|--------|--------------|------|--------------|----|--------------|----|--------------|-----|--------------|----|--------------|----|--------------|----|--------------|----|--------------|----|--|
| 338 Where do you or mo               |              | •   |              |    |       | y go t | o a resta    | uran | t?           |    |              |    |              |     |              |    |              |    |              |    |              |    |              |    |  |
| Braintree                            | 0.6%         | 4   | 4.8%         | 3  | 0.0%  | 0      | 0.0%         | 0    | 1.3%         | 1  | 0.0%         | 0  | 0.0%         | 0   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  |  |
| Bramford                             | 0.3%         | 2   | 0.0%         | 0  | 0.0%  | 0      | 0.0%         | 0    | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0   | 3.0%         | 2  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  |  |
| Bury St Edmunds                      | 21.5%        | 153 | 3.2%         | 2  | 69.4% | 50     | 12.7%        | 9    | 9.1%         | 7  | 5.0%         | 3  | 0.0%         | 0   | 3.0%         | 2  | 24.5%        | 13 | 79.4%        | 50 | 29.6%        | 16 | 1.7%         | 1  |  |
| Colchester                           | 2.4%         | 17  | 9.5%         | 6  | 0.0%  | 0      | 4.2%         | 3    | 0.0%         | 0  | 1.7%         | 1  | 8.1%         | 6   | 1.5%         | 1  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  |  |
| opdock Mill                          | 0.3%         | 2   | 0.0%         | 0  | 0.0%  | 0      | 0.0%         | 0    | 0.0%         | 0  | 0.0%         | 0  | 2.7%         | 2   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  |  |
| Debenham                             | 0.6%         | 4   | 0.0%         | 0  | 0.0%  | 0      | 0.0%         | 0    | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0   | 4.5%         | 3  | 0.0%         | 0  | 0.0%         | 0  | 1.9%         | 1  | 0.0%         | 0  |  |
| Dedham                               | 0.4%         | 3   | 0.0%         | 0  | 0.0%  | 0      | 0.0%         | 0    | 0.0%         | 0  | 0.0%         | 0  | 4.1%         | 3   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  |  |
| Lye                                  | 2.5%         | 18  | 0.0%         | 0  | 0.0%  | 0      | 0.0%         | 0    | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0   | 3.0%         | 2  | 0.0%         | 0  | 0.0%         | 0  | 25.9%        | 14 | 3.3%         | 2  |  |
| Great Conard                         | 0.1%         | 1   | 0.0%         | 0  | 0.0%  | 0      | 1.4%         | 1    | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  |  |
| Iadleigh                             | 5.3%         | 38  | 0.0%         | 0  | 0.0%  | 0      | 2.8%         | 2    | 0.0%         | 0  | 56.7%        | 34 | 2.7%         | 2   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  |  |
| Ialstead                             | 0.6%         | 4   | 3.2%         | 2  | 0.0%  | 0      | 0.0%         | 0    | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0   | 0.0%         | 0  | 0.0%         | 0  | 1.6%         | 1  | 0.0%         | 0  | 1.7%         | 1  |  |
| Iaverhill                            | 0.4%         | 3   | 4.8%         | 3  | 0.0%  | 0      | 0.0%         | 0    | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  |  |
| pswich                               | 14.4%        | 103 | 0.0%         | 0  | 0.0%  | 0      | 0.0%         | 0    | 2.6%         | 2  | 23.3%        | 14 | 47.3%        | 35  | 47.0%        | 31 | 22.6%        | 12 | 4.8%         | 3  | 3.7%         | 2  | 6.7%         | 4  |  |
| avenham                              | 2.2%         | 16  | 3.2%         | 2  | 5.6%  | 4      | 7.0%         | 5    | 1.3%         | 1  | 5.0%         | 3  | 1.4%         | 1   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  |  |
| ong Melford                          | 4.1%         | 29  | 11.1%        | 7  | 2.8%  | 2      | 14.1%        | 10   | 11.7%        | 9  | 1.7%         | 1  | 0.0%         | 0   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  |  |
| 1anningtree                          | 1.1%         | 8   | 0.0%         | 0  | 0.0%  | 0      | 0.0%         | 0    | 0.0%         | 0  | 0.0%         | 0  | 10.8%        | 8   | 0.0%         | 0  |              | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  |  |
| leedham                              | 0.3%         | 2   | 0.0%         | 0  | 0.0%  | 0      | 0.0%         | 0    | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0   | 1.5%         | 1  | 1.9%         | 1  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  |  |
| leedham Market                       | 0.4%         | 3   | 0.0%         | 0  | 0.0%  | 0      | 0.0%         | 0    | 0.0%         | 0  | 1.7%         | 1  | 0.0%         | 0   | 1.5%         | 1  | 1.9%         | 1  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  |  |
| towmarket                            | 5.5%         | 39  | 0.0%         | 0  | 1.4%  | 1      | 0.0%         | 0    | 0.0%         | 0  | 1.7%         | 1  | 0.0%         | 0   | 12.1%        | 8  |              | 24 | 6.3%         | 4  | 1.9%         | 1  | 0.0%         | 0  |  |
| udbury                               | 17.0%        | 121 | 36.5%        | 23 | 4.2%  | 3      | 52.1%        | 37   | 74.0%        | 57 | 0.0%         | 0  | 0.0%         | 0   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 1.9%         | 1  | 0.0%         | 0  |  |
| broad                                | 0.1%         | 1   | 0.0%         | 0  | 1.4%  | 1      | 0.0%         | 0    | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  |  |
| ldeburgh                             | 0.1%         | 1   | 0.0%         | 0  | 0.0%  | 0      | 0.0%         | 0    | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0   | 1.5%         | 1  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  |  |
| ssington                             | 0.1%         | 1   | 1.6%         | 1  | 0.0%  | 0      | 0.0%         | 0    | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  |  |
| Badingham                            | 0.1%         | 1   | 0.0%         | 0  | 0.0%  | 0      | 0.0%         | 0    | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 1.7%         | 1  |  |
| Basildon                             | 0.1%         | 1   | 1.6%         | 1  | 0.0%  | 0      | 0.0%         | 0    | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  |  |
| Beccles                              | 0.3%         | 2   | 0.0%         | 0  | 0.0%  | 0      | 0.0%         | 0    | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 3.3%         | 2  |  |
| eyton                                | 0.1%         | 1   | 0.0%         | 0  | 1.4%  | 1      | 0.0%         | 0    | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  |  |
| ildeston                             | 0.1%         | 1   | 0.0%         | 0  | 0.0%  | 0      | 0.0%         | 0    | 0.0%         | 0  | 1.7%         | 1  | 0.0%         | 0   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | Õ  | 0.0%         | 0  | 0.0%         | 0  |  |
| oxford                               | 0.1%         | 1   | 0.0%         | 0  | 0.0%  | 0      | 0.0%         | 0    | 0.0%         | 0  | 1.7%         | 1  | 0.0%         | 0   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | Ö  |  |
| radfield St. Clare                   | 0.1%         | 1   | 0.0%         | 0  | 1.4%  | 1      | 0.0%         | 0    | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | ő  | 0.0%         | 0  |  |
| ungay                                | 0.1%         | 1   | 0.0%         | 0  | 0.0%  | 0      | 0.0%         | 0    | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 1.7%         | 1  |  |
| ambridge                             | 0.1%         | 1   | 1.6%         | 1  | 0.0%  | 0      | 0.0%         | 0    | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  |  |
| avendish                             | 0.3%         | 2   | 3.2%         | 2  | 0.0%  | 0      | 0.0%         | 0    | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  |  |
| entral London                        | 0.8%         | 6   | 0.0%         | 0  | 1.4%  | 1      | 0.0%         | 0    | 0.0%         | 0  | 0.0%         | 0  | 2.7%         | 2   | 0.0%         | 0  | 0.0%         | 0  | 1.6%         | 1  | 1.9%         | 1  | 1.7%         | 1  |  |
| helmondiston                         | 0.1%         | 1   | 0.0%         | 0  | 0.0%  | 0      | 0.0%         | 0    | 0.0%         | 0  | 0.0%         | 0  | 1.4%         | 1   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  |  |
| lare                                 | 0.3%         | 2   | 3.2%         | 2  | 0.0%  | 0      | 0.0%         | 0    | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  |  |
| laydon                               | 0.3%         | 2   | 0.0%         | 0  | 0.0%  | 0      | 0.0%         | 0    | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0   | 3.0%         | 2  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  |  |
| ockfield                             | 0.3%         | 2   | 0.0%         | 0  | 1.4%  | 1      | 1.4%         | 1    | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  |  |
| olne Engaine                         | 0.1%         | 1   | 1.6%         | 1  | 0.0%  | 0      | 0.0%         | 0    | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  |  |
| otton                                | 0.1%         | 1   | 0.0%         | 0  | 0.0%  | 0      | 0.0%         | 0    | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0   | 0.0%         | 0  |              | 1  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  |  |
| Otton                                | 4.3%         | 31  | 0.0%         | 0  | 0.0%  | 0      | 0.0%         | 0    | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0   | 4.5%         | 3  | 1.9%         | 1  | 0.0%         | 0  | 27.8%        | 15 | 20.0%        | 12 |  |
| icc                                  | T.J/0        | J 1 | 0.070        | U  | 0.070 |        |              |      |              |    |              | -  |              | -   |              |    |              | -  |              | -  |              |    |              |    |  |
|                                      | 0.4%         | 3   | 4 8%         | 3  | 0.0%  | Ω      | U U%         | Λ    | () (1%       | () | () ()%       | () | () ()%       | ()  | () ()%       | () | () (1%       | () | () ()%       | () | () (1%       | () | () ()%       | Ω  |  |
| Diss<br>Earls Colne<br>East Bergholt | 0.4%<br>0.3% | 3 2 | 4.8%<br>0.0% | 3  | 0.0%  | 0      | 0.0%<br>0.0% | 0    | 0.0%<br>0.0% | 0  | 0.0%<br>0.0% | 0  | 0.0%<br>2.7% | 0 2 | 0.0%<br>0.0% | 0  | 0.0%<br>0.0% | 0  | 0.0%<br>0.0% | 0  | 0.0%<br>0.0% | 0  | 0.0%<br>0.0% | 0  |  |

|                     | Total |     | Zone 1 |    | Zone 2 | ,  | Zone 3 | 3  | Zone 4 | ļ  | Zone | 5  | Zone | 6  | Zone ' | 7  | Zone | 8  | Zone 9 | )  | Zone 1 | .0 | Zone 1 | 1  |  |
|---------------------|-------|-----|--------|----|--------|----|--------|----|--------|----|------|----|------|----|--------|----|------|----|--------|----|--------|----|--------|----|--|
| Felixstowe          | 0.3%  | 2   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0% | 0  | 1.4% | 1  | 1.5%   | 1  | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |  |
| Felsham             | 0.1%  | 1   | 0.0%   | 0  | 1.4%   | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0% | 0  | 0.0% | 0  | 0.0%   | 0  | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |  |
| Framlingham         | 0.1%  | 1   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0% | 0  | 0.0% | 0  | 1.5%   | 1  | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |  |
| Fressingfield       | 0.1%  | 1   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0% | 0  | 0.0% | 0  | 0.0%   | 0  | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 1.7%   | 1  |  |
| Glemsford           | 0.1%  | 1   | 1.6%   | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0% | 0  | 0.0% | 0  | 0.0%   | 0  | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |  |
| Great Yarmouth      | 0.3%  | 2   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0% | 0  | 0.0% | 0  | 0.0%   | 0  | 0.0% | 0  | 0.0%   | 0  | 1.9%   | 1  | 1.7%   | 1  |  |
| Halesworth          | 0.1%  | 1   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0% | 0  | 0.0% | 0  | 0.0%   | 0  | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 1.7%   | 1  |  |
| Harleston           | 1.5%  | 11  | 0.0%   | 0  | 2.8%   | 2  | 0.0%   | 0  | 0.0%   | 0  | 0.0% | 0  | 0.0% | 0  | 0.0%   | 0  | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 15.0%  | 9  |  |
| Hintlesham          | 0.1%  | 1   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0% | 0  | 1.4% | 1  | 0.0%   | 0  | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |  |
| Holbrook            | 0.1%  | 1   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0% | 0  | 1.4% | 1  | 0.0%   | 0  | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |  |
| Kedington           | 0.1%  | 1   | 1.6%   | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0% | 0  | 0.0% | 0  | 0.0%   | 0  | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |  |
| Kersey              | 0.1%  | 1   | 0.0%   | 0  | 0.0%   | 0  | 1.4%   | 1  | 0.0%   | 0  | 0.0% | 0  | 0.0% | 0  | 0.0%   | 0  | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |  |
| Kesgrave            | 0.1%  | 1   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0% | 0  | 1.4% | 1  | 0.0%   | 0  | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |  |
| Lawshall            | 0.1%  | 1   | 0.0%   | 0  | 1.4%   | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0% | 0  | 0.0% | 0  | 0.0%   | 0  | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |  |
| Leavenheath         | 0.1%  | 1   | 0.0%   | 0  | 0.0%   | 0  | 1.4%   | 1  | 0.0%   | 0  | 0.0% | 0  | 0.0% | 0  | 0.0%   | 0  | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |  |
| Little Waldingfield | 0.1%  | 1   | 0.0%   | 0  | 1.4%   | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0% | 0  | 0.0% | 0  | 0.0%   | 0  | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |  |
| Lowestoft           | 0.1%  | 1   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0% | 0  | 0.0% | 0  | 0.0%   | 0  | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 1.7%   | 1  |  |
| Melton              | 0.1%  | 1   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0% | 0  | 1.4% | 1  | 0.0%   | 0  | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |  |
| Monks Eleigh        | 0.1%  | 1   | 0.0%   | 0  | 0.0%   | 0  | 1.4%   | 1  | 0.0%   | 0  | 0.0% | 0  | 0.0% | 0  | 0.0%   | 0  | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |  |
| North Walsham       | 0.3%  | 2   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0% | 0  | 0.0% | 0  | 0.0%   | 0  | 0.0% | 0  | 1.6%   | 1  | 0.0%   | 0  | 1.7%   | 1  |  |
| Norwich             | 2.2%  | 16  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0% | 0  | 0.0% | 0  | 1.5%   | 1  | 0.0% | 0  | 0.0%   | 0  | 1.9%   | 1  | 23.3%  | 14 |  |
| Pin Mill            | 0.1%  | 1   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0% | 0  | 1.4% | 1  | 0.0%   | 0  | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |  |
| Rattlesden          | 0.1%  | 1   | 0.0%   | 0  | 1.4%   | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0% | 0  | 0.0% | 0  | 0.0%   | 0  | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |  |
| Rede                | 0.1%  | 1   | 0.0%   | 0  | 1.4%   | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0% | 0  | 0.0% | 0  | 0.0%   | 0  | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |  |
| Shepreth            | 0.1%  | 1   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0% | 0  | 0.0% | 0  | 0.0%   | 0  | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 1.7%   | 1  |  |
| Shotley             | 0.3%  | 2   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0% | 0  | 2.7% | 2  | 0.0%   | 0  | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |  |
| Sicklesmere         | 0.1%  | 1   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0% | 0  | 0.0% | 0  | 0.0%   | 0  | 0.0% | 0  | 1.6%   | 1  | 0.0%   | 0  | 0.0%   | 0  |  |
| Snape               | 0.1%  | 1   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0% | 0  | 1.4% | 1  | 0.0%   | 0  | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |  |
| Southwold           | 0.3%  | 2   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0% | 0  | 1.4% | 1  | 0.0%   | 0  | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 1.7%   | 1  |  |
| Stradbroke          | 0.3%  | 2   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0% | 0  | 0.0% | 0  | 0.0%   | 0  | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 3.3%   | 2  |  |
| Stutton             | 0.1%  | 1   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0% | 0  | 1.4% | 1  | 0.0%   | 0  | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |  |
| Thetford            | 0.1%  | 1   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0% | 0  | 0.0% | 0  | 0.0%   | 0  | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 1.7%   | 1  |  |
| Thorndon            | 0.1%  | 1   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0% | 0  | 0.0% | 0  | 0.0%   | 0  | 0.0% | 0  | 0.0%   | 0  | 1.9%   | 1  | 0.0%   | 0  |  |
| Tuddenham           | 0.1%  | 1   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0% | 0  | 0.0% | 0  | 1.5%   | 1  | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |  |
| West Bergholt       | 0.3%  | 2   | 3.2%   | 2  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0% | 0  | 0.0% | 0  | 0.0%   | 0  | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |  |
| Woodbridge          | 1.1%  | 8   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0% | 0  | 1.4% | 1  | 7.6%   | 5  | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 3.3%   | 2  |  |
| Base:               |       | 713 |        | 63 |        | 72 |        | 71 |        | 77 |      | 60 |      | 74 |        | 66 |      | 53 |        | 63 |        | 54 |        | 60 |  |

|  |       |     |           |        |          |    |       |    |       | F  | or Ca  | art | er Jon | as |        |    |        |    |        |    |        |    |        |    | February 2015 |
|--|-------|-----|-----------|--------|----------|----|-------|----|-------|----|--------|-----|--------|----|--------|----|--------|----|--------|----|--------|----|--------|----|---------------|
|  | Tota  | ıl  | Zone      | 1      | Zone 2   | 2  | Zone  | 3  | Zone  | 1  | Zone : | 5   | Zone 6 | í  | Zone 7 | 7  | Zone 8 | 3  | Zone 9 | )  | Zone 1 | .0 | Zone 1 | 1  |               |
| Q38AHow often do you<br>Those who visit rest |       |     | nold visi | t a re | staurant | ?  |       |    |       |    |        |     |        |    |        |    |        |    |        |    |        |    |        |    |               |
| Once a week                                  | 18.5% | 151 | 14.9%     | 11     | 8.1%     | 6  | 26.3% | 20 | 24.1% | 19 | 30.0%  | 21  | 12.6%  | 11 | 17.7%  | 14 | 21.3%  | 13 | 16.0%  | 12 | 17.9%  | 12 | 16.4%  | 12 |               |
| Once a fortnight                             | 18.8% | 153 | 13.5%     | 10     | 20.3%    | 15 | 19.7% | 15 | 22.8% | 18 | 14.3%  | 10  | 23.0%  | 20 | 17.7%  | 14 | 23.0%  | 14 | 16.0%  | 12 | 23.9%  | 16 | 12.3%  | 9  |               |
| Once a month                                 | 32.3% | 263 | 28.4%     | 21     | 39.2%    | 29 | 35.5% | 27 | 30.4% |    | 37.1%  |     | 21.8%  | 19 | 30.4%  | 24 | 31.1%  | 19 | 30.7%  | 23 | 26.9%  | 18 | 45.2%  | 33 |               |
| Once every two months                        | 18.2% | 148 | 27.0%     | 20     | 23.0%    | 17 | 7.9%  | 6  | 16.5% | 13 | 15.7%  | 11  | 25.3%  | 22 | 20.3%  | 16 | 11.5%  | 7  | 21.3%  | 16 | 13.4%  | 9  | 15.1%  | 11 |               |
| Once every six months                        | 8.7%  | 71  | 12.2%     | 9      | 9.5%     | 7  | 7.9%  | 6  | 5.1%  | 4  | 1.4%   | 1   | 12.6%  | 11 | 10.1%  | 8  | 9.8%   | 6  | 9.3%   | 7  | 10.4%  | 7  | 6.8%   | 5  |               |
| Once a year                                  | 0.4%  | 3   | 0.0%      | 0      | 0.0%     | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0   | 2.3%   | 2  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 1.4%   | 1  |               |
| Less often                                   | 0.6%  | 5   | 1.4%      | 1      | 0.0%     | 0  | 1.3%  | 1  | 0.0%  | 0  | 0.0%   | 0   | 1.1%   | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 3.0%   | 2  | 0.0%   | 0  |               |
| (Don't know / varies)                        | 2.6%  | 21  | 2.7%      | 2      | 0.0%     | 0  | 1.3%  | 1  | 1.3%  | 1  | 1.4%   | 1   | 1.1%   | 1  | 3.8%   | 3  | 3.3%   | 2  | 6.7%   | 5  | 4.5%   | 3  | 2.7%   | 2  |               |
| Base:  |       | 815 |           | 74     |          | 74 |       | 76 |       | 79 |        | 70  |        | 87 |        | 79 |        | 61 |        | 75 |        | 67 |        | 73 |               |

|   |               |          |              |    |               |         |              |     |              | _   | 01 0          | <i>~</i> 1 · · · | <b></b> |    |               |     |              |        |               |    |                |        |               |    | rebruary 2013 |
|---|---------------|----------|--------------|----|---------------|---------|--------------|-----|--------------|-----|---------------|------------------|---------|----|---------------|-----|--------------|--------|---------------|----|----------------|--------|---------------|----|---------------|
|   | Total         | l        | Zone         | 1  | Zone 2        | 2       | Zone         | 3   | Zone 4       | 1   | Zone          | 5                | Zone    | 6  | Zone          | 7   | Zone 8       | 8      | Zone 9        |    | Zone 1         | 0      | Zone 1        | 1  |               |
| Q39 Where do you or me<br>Those who partake in fa                                       |               |          |              |    |               |         |              |     | ertainme     | nt? |               |                  |         |    |               |     |              |        |               |    |                |        |               |    |               |
| Bowlsworld, Ipswich<br>Bury Bowl, The Autopark,<br>Eastgate Street, Bury St.<br>Edmunds | 8.5%<br>12.8% | 18<br>27 | 0.0%<br>0.0% | 0  | 0.0%<br>52.2% | 0<br>12 | 3.8%<br>7.7% | 1 2 | 0.0%<br>0.0% | 0   | 12.5%<br>0.0% | 2<br>0           |         | 3  | 33.3%<br>0.0% | 4 0 | 6.7%<br>6.7% | 1<br>1 | 0.0%<br>40.0% |    | 23.8%<br>23.8% | 5<br>5 | 10.0%<br>5.0% | 2  |               |
| Demon Xtreme Sports, D7<br>Cowdray Centre, Cowdray<br>Avenue, Colchester                | 0.9%          | 2        | 0.0%         | 0  | 0.0%          | 0       | 0.0%         | 0   | 4.2%         | 1   | 0.0%          | 0                | 5.3%    | 1  | 0.0%          | 0   | 0.0%         | 0      | 0.0%          | 0  | 0.0%           | 0      | 0.0%          | 0  |               |
| Namco Fun Scape Ltd,<br>Sproughton Road, Ipswich  | 5.2%          | 11       | 0.0%         | 0  | 0.0%          | 0       | 0.0%         | 0   | 0.0%         | 0   | 6.3%          | 1                | 10.5%   | 2  | 33.3%         | 4   | 20.0%        | 3      | 0.0%          | 0  | 4.8%           | 1      | 0.0%          | 0  |               |
| Rollerworld, Eastgate<br>Industrial Estate Moorside,<br>Colchester                      | 1.4%          | 3        | 5.0%         | 1  | 0.0%          | 0       | 7.7%         | 2   | 0.0%         | 0   | 0.0%          | 0                | 0.0%    | 0  | 0.0%          | 0   | 0.0%         | 0      | 0.0%          | 0  | 0.0%           | 0      | 0.0%          | 0  |               |
| Tenpin Colchester   | 6.6%          | 14       | 25.0%        | 5  | 0.0%          | 0       | 3.8%         | 1   | 12.5%        | 3   | 0.0%          | 0                | 26.3%   | 5  | 0.0%          | 0   | 0.0%         | 0      | 0.0%          | 0  | 0.0%           | 0      | 0.0%          | 0  |               |
| Braintree   | 1.9%          | 4        | 20.0%        | 4  | 0.0%          | 0       | 0.0%         | 0   | 0.0%         | 0   | 0.0%          | 0                | 0.0%    | 0  | 0.0%          | 0   | 0.0%         | 0      | 0.0%          | 0  | 0.0%           | 0      | 0.0%          | 0  |               |
| Bury St Edmunds   | 6.6%          | 14       | 5.0%         | 1  | 13.0%         | 3       | 3.8%         | 1   | 0.0%         | 0   | 0.0%          | 0                | 0.0%    | 0  | 0.0%          | 0   | 0.0%         | 0      | 40.0%         | 6  | 9.5%           | 2      | 5.0%          | 1  |               |
| Colchester  | 0.5%          | 1        | 5.0%         | 1  | 0.0%          | 0       | 0.0%         | 0   | 0.0%         | 0   | 0.0%          | 0                | 0.0%    | 0  | 0.0%          | 0   | 0.0%         | 0      | 0.0%          | 0  | 0.0%           | 0      | 0.0%          | 0  |               |
| Debenham  | 0.5%          | 1        | 0.0%         | 0  | 0.0%          | 0       | 0.0%         | 0   | 0.0%         | 0   | 0.0%          | 0                | 0.0%    | 0  | 0.0%          | 0   | 0.0%         | 0      | 0.0%          | 0  | 4.8%           | 1      | 0.0%          | 0  |               |
| Ipswich   | 16.6%         | 35       | 0.0%         | 0  | 4.3%          | 1       | 3.8%         | 1   | 0.0%         | 0   | 43.8%         | 7                | 42.1%   | 8  | 0.0%          | 0   | 60.0%        | 9      | 13.3%         | 2  | 23.8%          | 5      | 10.0%         | 2  |               |
| Stowmarket  | 2.4%          | 5        | 0.0%         | 0  | 8.7%          | 2       | 0.0%         | 0   | 0.0%         | 0   | 0.0%          | 0                | 0.0%    | 0  | 8.3%          | 1   | 6.7%         | 1      | 6.7%          | 1  | 0.0%           | 0      | 0.0%          | 0  |               |
| Sudbury   | 21.8%         | 46       | 35.0%        | 7  | 8.7%          | 2       | 57.7%        | 15  | 75.0%        | 18  | 25.0%         | 4                | 0.0%    | 0  | 0.0%          | 0   | 0.0%         | 0      | 0.0%          | 0  | 0.0%           | 0      | 0.0%          | 0  |               |
| Central London  | 0.5%          | 1        | 0.0%         | 0  | 0.0%          | 0       | 3.8%         | 1   | 0.0%         | 0   | 0.0%          | 0                | 0.0%    | 0  | 0.0%          | 0   | 0.0%         | 0      | 0.0%          | 0  | 0.0%           | 0      | 0.0%          | 0  |               |
| Chelmsford  | 0.5%          | 1        | 0.0%         | 0  | 0.0%          | 0       | 0.0%         | 0   | 4.2%         | 1   | 0.0%          | 0                | 0.0%    | 0  | 0.0%          | 0   | 0.0%         | 0      | 0.0%          | 0  | 0.0%           | 0      | 0.0%          | 0  |               |
| Edinburgh   | 0.5%          | 1        | 0.0%         | 0  | 4.3%          | 1       | 0.0%         | 0   | 0.0%         | 0   | 0.0%          | 0                | 0.0%    | 0  | 0.0%          | 0   | 0.0%         | 0      | 0.0%          | 0  | 0.0%           | 0      | 0.0%          | 0  |               |
| Great Whelnetham  | 0.5%          | 1        | 0.0%         | 0  | 4.3%          | 1       | 0.0%         | 0   | 0.0%         | 0   | 0.0%          | 0                | 0.0%    | 0  | 0.0%          | 0   | 0.0%         | 0      | 0.0%          | 0  | 0.0%           | 0      | 0.0%          | 0  |               |
| King Pin, Gloster Road,<br>Martlesham Heath,<br>Ipswich                                 | 0.5%          | 1        | 0.0%         | 0  | 0.0%          | 0       | 0.0%         | 0   | 0.0%         | 0   | 0.0%          | 0                | 0.0%    | 0  | 0.0%          | 0   | 0.0%         | 0      | 0.0%          | 0  | 4.8%           | 1      | 0.0%          | 0  |               |
| Martlesham  | 1.9%          | 4        | 0.0%         | 0  | 0.0%          | 0       | 0.0%         | 0   | 0.0%         | 0   | 0.0%          | 0                | 0.0%    | 0  | 16.7%         | 2   | 0.0%         | 0      | 0.0%          | 0  | 0.0%           | 0      | 10.0%         | 2  |               |
| Norwich   | 6.2%          | 13       | 0.0%         | 0  | 0.0%          | 0       | 0.0%         | 0   | 0.0%         | 0   | 0.0%          | 0                |         | 0  |               | 0   | 0.0%         | 0      | 0.0%          | 0  | 4.8%           | 1      | 60.0%         | 12 |               |
| Sproughton  | 1.4%          | 3        | 0.0%         | 0  | 0.0%          | 0       | 0.0%         | 0   | 0.0%         | -   | 12.5%         | 2                |         | 0  |               | 1   | 0.0%         | 0      | 0.0%          | 0  | 0.0%           | 0      |               | 0  |               |
| Strikes, Byford Road,<br>Sudbury  | 2.4%          | 5        | 5.0%         | 1  | 4.3%          | 1       | 7.7%         | 2   | 4.2%         | 1   | 0.0%          | 0                |         | 0  |               | 0   | 0.0%         | 0      | 0.0%          | 0  |                | 0      |               | Ö  |               |
| Base:   |               | 211      |              | 20 |               | 23      |              | 26  |              | 24  |               | 16               |         | 19 |               | 12  |              | 15     |               | 15 |                | 21     |               | 20 |               |

|  |       |     |        |    |            |        |            |       |            |        |           |     |        |    |        |    |        |     |        |     |        |    |        |    | • |
|--|-------|-----|--------|----|------------|--------|------------|-------|------------|--------|-----------|-----|--------|----|--------|----|--------|-----|--------|-----|--------|----|--------|----|---|
|  | Total | l   | Zone 1 | 1  | Zone 2     | 2      | Zone 3     | 3     | Zone 4     | ļ      | Zone 5    |     | Zone 6 |    | Zone 7 | •  | Zone 8 |     | Zone 9 |     | Zone 1 | 0  | Zone 1 | 1  |   |
| Q39AHow often do you<br>Those who partake in | •     |     |        |    | •          | terta  | inment?    |       |            |        |           |     |        |    |        |    |        |     |        |     |        |    |        |    |   |
| Once a week                                  | 4.8%  | 11  | 0.0%   | 0  | 8.7%       | 2      | 0.0%       | 0     | 11.5%      | 3      | 5.6%      | 1   | 9.1%   | 2  | 7.7%   | 1  | 0.0%   | 0   | 6.3%   | 1   | 0.0%   | 0  | 3.8%   | 1  |   |
| Once a fortnight                             | 3.9%  | 9   | 0.0%   | 0  | 0.0%       | 0      | 7.4%       | 2     | 0.0%       | 0      | 0.0%      | 0   | 4.5%   | 1  | 7.7%   | 1  | 12.5%  | 2   | 0.0%   | 0   | 4.5%   | 1  | 7.7%   | 2  |   |
| nce a month                                  | 13.9% | 32  | 13.6%  | 3  | 8.7%       | 2      | 14.8%      | 4     | 15.4%      | 4      | 16.7%     | 3   | 13.6%  | 3  | 23.1%  | 3  | 12.5%  | 2   | 25.0%  | 4   | 4.5%   | 1  | 11.5%  | 3  |   |
| nce every two months                         | 26.0% | 60  | 31.8%  | 7  | 26.1%      | 6      | 33.3%      | 9     | 26.9%      | 7      | 16.7%     | 3   | 22.7%  | 5  | 15.4%  | 2  | 43.8%  | 7   | 18.8%  | 3   | 31.8%  | 7  | 15.4%  | 4  |   |
| nce every six months                         | 28.6% | 66  | 27.3%  | 6  | 26.1%      | 6      | 33.3%      | 9     | 26.9%      | 7      | 44.4%     | 8   | 13.6%  | 3  | 38.5%  | 5  | 25.0%  | 4   | 25.0%  | 4   | 18.2%  | 4  | 38.5%  | 10 |   |
| nce a year                                   | 14.7% | 34  | 13.6%  | 3  | 30.4%      | 7      | 7.4%       | 2     | 11.5%      | 3      | 5.6%      | 1   | 22.7%  | 5  | 7.7%   | 1  | 6.3%   | 1   | 12.5%  | 2   | 27.3%  | 6  | 11.5%  | 3  |   |
| ess often                                    | 6.1%  | 14  | 9.1%   | 2  | 0.0%       | 0      | 3.7%       | 1     | 3.8%       | 1      | 11.1%     | 2   |        | 2  | 0.0%   | 0  |        |     | 12.5%  | 2   | 9.1%   | 2  |        | 2  |   |
| Oon't know / varies)                         | 2.2%  | 5   | 4.5%   | 1  | 0.0%       | 0      | 0.0%       | 0     | 3.8%       | 1      | 0.0%      | 0   | 4.5%   | 1  | 0.0%   | 0  | 0.0%   | 0   | 0.0%   | 0   | 4.5%   | 1  | 3.8%   | 1  |   |
| ase:   |       | 231 |        | 22 |            | 23     |            | 27    |            | 26     |           | 18  |        | 22 |        | 13 |        | 16  |        | 16  |        | 22 |        | 26 |   |
| Where do you or Those who go to other        |       |     |        |    |            |        |            | leisu | re activit | ties ı | not menti | one | d?     |    |        |    |        |     |        |     |        |    |        |    |   |
| raintree                                     | 25.0% | 1   | 100.0% | 1  | 0.0%       | 0      | 0.0%       | 0     | 0.0%       | 0      | 0.0%      | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0  | 0.0%   | 0  |   |
| Sury St Edmunds                              | 25.0% | 1   | 0.0%   | 0  | 100.0%     | 1      | 0.0%       | 0     | 0.0%       | 0      | 0.0%      | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0  | 0.0%   | 0  |   |
| ye   | 25.0% | 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 | .00.0% | 1  | 0.0%   | 0  |   |
| Vorwich                                      | 25.0% | 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 | 100.0% | 1   | 0.0%   | 0  | 0.0%   | 0  |   |
| ase:   |       | 4   |        | 1  |            | 1      |            | 0     |            | 0      |           | 0   |        | 0  |        | 0  |        | 0   |        | 1   |        | 1  |        | 0  |   |
| Q40AHow often do you<br>Those who go to oth  | •     |     |        |    | other leis | sure a | activities | not   | mentione   | ed?    |           |     |        |    |        |    |        |     |        |     |        |    |        |    |   |
| nce a week                                   | 60.0% | 3   | 0.0%   | 0  | 50.0%      | 1      | 0.0%       | 0     | 0.0%       | 0      | 0.0%      | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 1 | 100.0% | 1 1 | 00.0%  | 1  | 0.0%   | 0  |   |
| nce a fortnight                              | 20.0% | 1   | 0.0%   | 0  | 50.0%      | 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  |   |
| nce a month                                  | 20.0% | 1   | 100.0% | 1  | 0.0%       | 0      | 0.0%       | 0     | 0.0%       | 0      | 0.0%      | 0   | 0.0%   | 0  | 0.0%   | 0  |        | 0   | 0.0%   | 0   | 0.0%   | 0  |        | 0  |   |
| nce every two months                         | 0.0%  | 0   | 0.0%   | 0  | 0.0%       | 0      | 0.0%       | 0     | 0.0%       | 0      | 0.0%      | 0   |        | 0  | 0.0%   | 0  |        | 0   | 0.0%   | 0   | 0.0%   | 0  |        | 0  |   |
| nce every six months                         | 0.0%  | 0   | 0.0%   | 0  | 0.0%       | 0      | 0.0%       | 0     | 0.0%       | 0      | 0.0%      | 0   | 0.0%   | 0  | 0.0%   | 0  |        | 0   | 0.0%   | 0   | 0.0%   | 0  |        | 0  |   |
| nce a year                                   | 0.0%  | 0   | 0.0%   | 0  | 0.0%       | 0      | 0.0%       | 0     | 0.0%       | 0      | 0.0%      | 0   |        | 0  | 0.0%   | 0  |        | 0   | 0.0%   | 0   | 0.0%   | 0  |        | 0  |   |
| ess often                                    | 0.0%  | 0   | 0.0%   | 0  | 0.0%       | 0      | 0.0%       | 0     | 0.0%       | 0      | 0.0%      | 0   | 0.0.0  | 0  | 0.0%   | 0  |        | 0   | 0.0%   | 0   | 0.0%   | 0  |        | 0  |   |
| Don't know / varies)                         | 0.0%  | 0   | 0.0%   | 0  | 0.0%       | 0      | 0.0%       | 0     | 0.0%       | 0      | 0.0%      | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0  | 0.0%   | 0  |   |
| ase:   |       | 5   |        | 1  |            | 2      |            | 0     |            | 0      |           | 0   |        | 0  |        | 0  |        | 0   |        | 1   |        | 1  |        | 0  |   |
|  |       |     |        |    |            |        |            |       |            |        |           |     |        |    |        |    |        |     |        |     |        |    |        |    |   |

|   | Tota    | l     | Zone     | 1     | Zone    | 2     | Zone      | 3     | Zone      | 4    | Zone   | 5     | Zone       | 5    | Zone      | 7      | Zone      | 8      | Zone 9   | )   | Zone  | 10 | Zone  | 11 |  |
|---|---------|-------|----------|-------|---------|-------|-----------|-------|-----------|------|--------|-------|------------|------|-----------|--------|-----------|--------|----------|-----|-------|----|-------|----|--|
| Q41 What improvements                           | could b | oe ma | de to Ba | bergl | n & Mid | Suffo | lk's leis | ure o | ffer that | woul | d make | you v | isit / par | take | in leisuı | e acti | ivities m | nore c | ften? [M | IR] |       |    |       |    |  |
| Nothing   | 44.2%   | 486   | 36.0%    | 36    | 53.0%   | 53    | 27.0%     | 27    | 39.0%     | 39   | 45.0%  | 45    | 50.0%      | 50   | 44.0%     | 44     | 45.0%     | 45     | 54.0%    | 54  | 49.0% | 49 | 44.0% | 44 |  |
| A casino  | 0.0%    | 0     | 0.0%     | 0     | 0.0%    | 0     | 0.0%      | 0     | 0.0%      | 0    | 0.0%   | 0     | 0.0%       | 0    | 0.0%      | 0      |           | 0      | 0.0%     | 0   | 0.0%  | 0  |       | 0  |  |
| A swimming pool                                 | 4.3%    | 47    | 1.0%     | 1     | 2.0%    | 2     | 6.0%      | 6     | 5.0%      | 5    | 7.0%   | 7     | 7.0%       | 7    | 4.0%      | 4      | 4.0%      | 4      | 3.0%     | 3   | 6.0%  | 6  |       | 2  |  |
| A theatre                                       | 0.4%    | 4     | 2.0%     | 2     | 1.0%    | 1     | 0.0%      | 0     | 0.0%      | 0    | 1.0%   | 1     | 0.0%       | 0    | 0.0%      | 0      | 0.0%      | 0      | 0.0%     | 0   | 0.0%  | 0  | 0.0%  | 0  |  |
| An art house cinema                             | 1.2%    | 13    | 4.0%     | 4     | 0.0%    | 0     | 1.0%      | 1     | 4.0%      | 4    | 1.0%   | 1     | 0.0%       | 0    | 0.0%      | 0      | 0.0%      | 0      | 0.0%     | 0   | 2.0%  | 2  | 1.0%  | 1  |  |
| etter cinema provision e.g.<br>new multi-screen | 4.7%    | 52    |          | 7     | 0.0%    | 0     |           | 11    | 27.0%     | 27   | 1.0%   | 1     | 0.0%       | 0    | 0.0%      | 0      |           | 2      | 0.0%     | 0   | 2.0%  | 2  |       | 2  |  |
| Bingo   | 0.0%    | 0     | 0.0%     | 0     | 0.0%    | 0     | 0.0%      | 0     | 0.0%      | 0    | 0.0%   | 0     | 0.0%       | 0    | 0.0%      | 0      | 0.0%      | 0      | 0.0%     | 0   | 0.0%  | 0  | 0.0%  | 0  |  |
| heaper prices                                   | 4.5%    | 49    | 2.0%     | 2     | 7.0%    | 7     | 8.0%      | 8     | 3.0%      | 3    | 3.0%   | 3     | 6.0%       | 6    |           | 3      |           | 7      | 4.0%     | 4   | 5.0%  | 5  |       | 1  |  |
| nproved access by foot and cycle                | 0.6%    | 7     | 0.0%     | 0     | 2.0%    | 2     | 2.0%      | 2     | 0.0%      | 0    | 0.0%   | 0     | 1.0%       | 1    | 0.0%      | 0      | 0.0%      | 0      | 0.0%     | 0   | 1.0%  | 1  | 1.0%  | 1  |  |
| nproved public transport                        | 2.4%    | 26    | 5.0%     | 5     | 5.0%    | 5     | 1.0%      | 1     | 2.0%      | 2    | 2.0%   | 2     | 1.0%       | 1    | 3.0%      | 3      | 4.0%      | 4      | 2.0%     | 2   | 1.0%  | 1  | 0.0%  | 0  |  |
| nproved security / CCTV                         | 0.0%    | 0     | 0.0%     | 0     | 0.0%    | 0     | 0.0%      | 0     | 0.0%      | 0    | 0.0%   | 0     | 0.0%       | 0    | 0.0%      | 0      | 0.0%      | 0      | 0.0%     | 0   | 0.0%  | 0  | 0.0%  | 0  |  |
| proved street furniture                         | 0.2%    | 2     | 0.0%     | 0     | 0.0%    | 0     | 0.0%      | 0     | 1.0%      | 1    | 0.0%   | 0     | 0.0%       | 0    | 0.0%      | 0      |           | 1      | 0.0%     | 0   | 0.0%  | 0  | 0.0%  | 0  |  |
| aprovements in the built environment            | 0.9%    | 10    | 0.0%     | 0     | 0.0%    | 0     | 2.0%      | 2     | 1.0%      | 1    | 1.0%   | 1     | 0.0%       | 0    | 1.0%      | 1      | 1.0%      | 1      | 1.0%     | 1   | 2.0%  | 2  |       | 1  |  |
| ore / better car parking                        | 2.0%    | 22    | 2.0%     | 2     | 3.0%    | 3     | 3.0%      | 3     | 2.0%      | 2    | 2.0%   | 2     | 3.0%       | 3    | 4.0%      | 4      | 1.0%      | 1      | 1.0%     | 1   | 1.0%  | 1  | 0.0%  | 0  |  |
| ore / better cultural<br>Facilities             | 0.7%    | 8     | 3.0%     | 3     | 2.0%    | 2     | 0.0%      | 0     | 1.0%      | 1    | 0.0%   | 0     | 0.0%       | 0    | 0.0%      | 0      | 1.0%      | 1      | 1.0%     | 1   | 0.0%  | 0  | 0.0%  | 0  |  |
| ore / better disabled access                    | 0.4%    | 4     | 0.0%     | 0     | 0.0%    | 0     | 0.0%      | 0     | 0.0%      | 0    | 0.0%   | 0     | 0.0%       | 0    | 0.0%      | 0      | 2.0%      | 2      | 1.0%     | 1   | 1.0%  | 1  | 0.0%  | 0  |  |
| ore / better health clubs /                     | 0.7%    | 8     | 2.0%     | 2     | 0.0%    | 0     | 1.0%      | 1     | 0.0%      | 0    | 1.0%   | 1     | 1.0%       | 1    | 0.0%      | 0      | 1.0%      | 1      | 1.0%     | 1   | 1.0%  | 1  | 0.0%  | 0  |  |
| fore / better policing                          | 0.2%    | 2     | 0.0%     | 0     | 0.0%    | 0     | 0.0%      | 0     | 0.0%      | 0    | 1.0%   | 1     | 0.0%       | 0    | 1.0%      | 1      | 0.0%      | 0      | 0.0%     | 0   | 0.0%  | 0  | 0.0%  | 0  |  |
| ore / better public houses                      | 0.4%    | 4     | 1.0%     | 1     | 0.0%    | 0     | 0.0%      | 0     | 0.0%      | 0    | 0.0%   | 0     | 0.0%       | 0    | 0.0%      | 0      |           | 1      | 1.0%     | 1   | 0.0%  | 0  | 1.0%  | 1  |  |
| ore / better seats                              | 0.2%    | 2     | 0.0%     | 0     | 0.0%    | 0     | 0.0%      | 0     | 0.0%      | 0    | 1.0%   | 1     | 0.0%       | 0    | 0.0%      | 0      | 0.0%      | 0      | 0.0%     | 0   | 1.0%  | 1  | 0.0%  | 0  |  |
| ore / better signposting and information        | 0.6%    | 7     | 0.0%     | 0     | 0.0%    | 0     | 3.0%      | 3     | 1.0%      | 1    | 0.0%   | 0     | 1.0%       | 1    | 1.0%      | 1      | 1.0%      | 1      | 0.0%     | 0   | 0.0%  | 0  |       | 0  |  |
| ore better parks / green spaces                 | 0.3%    | 3     | 0.0%     | 0     | 1.0%    | 1     | 1.0%      | 1     | 1.0%      | 1    | 0.0%   | 0     | 0.0%       | 0    | 0.0%      | 0      | 0.0%      | 0      | 0.0%     | 0   | 0.0%  | 0  | 0.0%  | 0  |  |
| fore for children and teenagers                 | 3.5%    | 38    | 3.0%     | 3     | 3.0%    | 3     | 5.0%      | 5     | 4.0%      | 4    | 7.0%   | 7     | 2.0%       | 2    | 4.0%      | 4      | 4.0%      | 4      | 3.0%     | 3   | 1.0%  | 1  | 2.0%  | 2  |  |
| ore local sports & recreation facilities        | 1.6%    | 18    | 1.0%     | 1     | 0.0%    | 0     | 7.0%      | 7     | 5.0%      | 5    | 2.0%   | 2     | 0.0%       | 0    | 1.0%      | 1      | 0.0%      | 0      | 0.0%     | 0   | 1.0%  | 1  | 1.0%  | 1  |  |
| ore nightclubs                                  | 0.0%    | 0     | 0.0%     | 0     | 0.0%    | 0     | 0.0%      | 0     | 0.0%      | 0    | 0.0%   | 0     | 0.0%       | 0    | 0.0%      | 0      | 0.0%      | 0      | 0.0%     | 0   | 0.0%  | 0  | 0.0%  | 0  |  |
| ore pavement cafés                              | 0.0%    | 0     | 0.0%     | 0     | 0.0%    | 0     | 0.0%      | 0     | 0.0%      | 0    | 0.0%   | 0     | 0.0%       | 0    | 0.0%      | 0      | 0.0%      | 0      | 0.0%     | 0   | 0.0%  | 0  | 0.0%  | 0  |  |
| ore quality restaurants                         | 0.5%    | 6     | 0.0%     | 0     | 1.0%    | 1     | 1.0%      | 1     | 2.0%      | 2    | 0.0%   | 0     | 0.0%       | 0    | 0.0%      | 0      |           | 1      | 0.0%     | 0   | 0.0%  | 0  |       | 1  |  |
| re street cleaning                              | 0.3%    | 3     | 0.0%     | 0     | 1.0%    | 1     | 0.0%      | 0     | 0.0%      | 0    | 0.0%   | 0     | 0.0%       | 0    | 1.0%      | 1      | 1.0%      | 1      | 0.0%     | 0   | 0.0%  | 0  | 0.0%  | 0  |  |
| vision of public toilets                        | 0.1%    | 1     | 0.0%     | 0     | 0.0%    | 0     | 0.0%      | 0     | 0.0%      | 0    | 0.0%   | 0     | 0.0%       | 0    | 0.0%      | 0      | 0.0%      | 0      | 1.0%     | 1   | 0.0%  | 0  | 0.0%  | 0  |  |
| n-pin bowling                                   | 0.3%    | 3     | 0.0%     | 0     | 0.0%    | 0     | 0.0%      | 0     | 0.0%      | 0    | 0.0%   | 0     | 2.0%       | 2    | 0.0%      | 0      | 0.0%      | 0      | 0.0%     | 0   | 1.0%  | 1  | 0.0%  | 0  |  |
| ner   | 1.3%    | 14    | 0.0%     | 0     | 1.0%    | 1     | 0.0%      | 0     | 3.0%      | 3    | 1.0%   | 1     | 1.0%       | 1    | 0.0%      | 0      | 1.0%      | 1      | 2.0%     | 2   | 2.0%  | 2  | 3.0%  | 3  |  |
| community centre / hall                         | 0.5%    | 5     | 1.0%     | 1     | 0.0%    | 0     | 0.0%      | 0     | 0.0%      | 0    | 0.0%   | 0     | 0.0%       | 0    | 2.0%      | 2      | 2.0%      | 2      | 0.0%     | 0   | 0.0%  | 0  | 0.0%  | 0  |  |
| ice-skating rink                                | 0.5%    | 5     | 0.0%     | 0     | 1.0%    | 1     | 0.0%      | 0     | 0.0%      | 0    | 0.0%   | 0     | 0.0%       | 0    | 0.0%      | 0      | 0.0%      | 0      | 2.0%     | 2   | 1.0%  | 1  | 1.0%  | 1  |  |
| etter advertising                               | 0.5%    | 5     | 2.0%     | 2     | 0.0%    | 0     | 0.0%      | 0     | 0.0%      | 0    | 0.0%   | 0     | 1.0%       | 1    | 0.0%      | 0      | 1.0%      | 1      | 1.0%     | 1   | 0.0%  | 0  | 0.0%  | 0  |  |
| neaper parking                                  | 0.4%    | 4     | 0.0%     | 0     | 3.0%    | 3     | 0.0%      | 0     | 0.0%      | 0    | 0.0%   | 0     | 0.0%       | 0    | 0.0%      | 0      | 0.0%      | 0      | 0.0%     | 0   | 1.0%  | 1  | 0.0%  | 0  |  |
| onger opening hours                             | 0.4%    | 4     | 1.0%     | 1     | 0.0%    | 0     | 0.0%      | 0     | 1.0%      | 1    | 0.0%   | 0     | 0.0%       | 0    | 1.0%      | 1      | 0.0%      | 0      | 1.0%     | 1   | 0.0%  | 0  | 0.0%  | 0  |  |

|  |          |       |           |        |        |       |          |       |          | _    | ·- ·    |        | - 0 0.   |        |        |         |       |         |         |     |       |     |        |         | rebruary 2013 |
|--|----------|-------|-----------|--------|--------|-------|----------|-------|----------|------|---------|--------|----------|--------|--------|---------|-------|---------|---------|-----|-------|-----|--------|---------|---------------|
|  | Tota     | ıl    | Zone      | 1      | Zone   | 2     | Zone     | 3     | Zone     | 4    | Zone    | 5      | Zone     | 6      | Zone   | 7       | Zone  | 8       | Zone    | 9   | Zone  | 10  | Zone   | 11      |               |
|  |          | _     |           |        |        |       |          |       |          |      |         |        |          |        |        |         |       |         |         |     |       |     |        |         |               |
| More / better activities for the elderly | 0.5%     | 5     | 1.0%      | 1      | 1.0%   | 1     | 1.0%     | 1     | 1.0%     | 1    | 0.0%    | 0      | 0.0%     | 0      | 0.0%   | 0       | 0.0%  | 0       | 0.0%    | 0   | 0.0%  | 0   | 1.0%   | 1       |               |
| More / better facilities in general      | 1.0%     | 11    | 0.0%      | 0      | 1.0%   | 1     | 0.0%     | 0     | 0.0%     | 0    | 0.0%    | 0      | 2.0%     | 2      | 2.0%   | 2       | 0.0%  | 0       | 2.0%    | 2   | 1.0%  | 1   | 3.0%   | 3       |               |
| More adult evening classes               | 0.5%     | 5     | 1.0%      | 1      | 0.0%   | 0     | 1.0%     | 1     | 1.0%     | 1    | 0.0%    | 0      | 0.0%     | 0      | 0.0%   | 0       | 2.0%  | 2       | 0.0%    | 0   | 0.0%  | 0   | 0.0%   | 0       |               |
| Squash / tennis courts                   | 0.5%     | 5     | 1.0%      | 1      | 0.0%   | 0     | 0.0%     | 0     | 0.0%     | 0    | 1.0%    | 1      | 0.0%     | 0      | 0.0%   | 0       | 0.0%  | 0       | 0.0%    | 0   | 3.0%  | 3   | 0.0%   | 0       |               |
| (Don't do leisure activities)            | 12.6%    | 139   | 14.0%     | 14     | 8.0%   | 8     | 20.0%    | 20    | 5.0%     | 5    | 15.0%   | 15     | 9.0%     | 9      | 20.0%  | 20      | 11.0% | 11      | 13.0%   | 13  | 13.0% | 13  | 11.0%  | 11      |               |
| (Don't know)                             | 14.9%    | 164   | 19.0%     | 19     | 9.0%   | 9     | 12.0%    | 12    | 11.0%    | 11   | 15.0%   | 15     | 18.0%    | 18     | 11.0%  | 11      | 15.0% | 15      | 13.0%   | 13  | 14.0% | 14  | 27.0%  | 27      |               |
| Base:                                    |          | 1100  |           | 100    |        | 100   |          | 100   |          | 100  |         | 100    |          | 100    |        | 100     |       | 100     |         | 100 |       | 100 |        | 100     |               |
| GEN Gender of responde                   | ent:     |       |           |        |        |       |          |       |          |      |         |        |          |        |        |         |       |         |         |     |       |     |        |         |               |
| Male                                     | 32.0%    | 352   | 30.0%     | 30     | 40.0%  | 40    | 26.0%    | 26    | 38.0%    | 38   | 34.0%   | 34     | 36.0%    | 36     | 37.0%  | 37      | 28.0% | 28      | 28.0%   | 28  | 26.0% | 26  | 29.0%  | 29      |               |
| Female                                   | 68.0%    | 748   |           |        | 60.0%  |       | 74.0%    |       | 62.0%    |      | 66.0%   |        | 64.0%    |        | 63.0%  |         | 72.0% |         | 72.0%   |     | 74.0% |     | 71.0%  | 71      |               |
| Base:                                    | 00.070   | 1100  | 70.070    | 100    | 00.070 | 100   | ,, ,     | 100   | 02.070   | 100  | 00.070  | 100    | 0        | 100    | 02.070 | 100     |       | 100     | , 2.0,0 | 100 | ,,    | 100 | 711070 | 100     |               |
| AGE Can I ask how old y                  | ou are p | lease | ?         |        |        |       |          |       |          |      |         |        |          |        |        |         |       |         |         |     |       |     |        |         |               |
| 18-24                                    | 0.4%     | 4     | 0.0%      | 0      | 0.0%   | 0     | 0.0%     | 0     | 0.0%     | 0    | 2.0%    | 2      | 0.0%     | 0      | 1.0%   | 1       | 0.0%  | 0       | 0.0%    | 0   | 0.0%  | 0   | 1.0%   | 1       |               |
| 25-34                                    | 3.5%     | 38    | 1.0%      | 1      | 3.0%   | 3     |          | 7     | 5.0%     | 5    | 4.0%    | 4      | 2.0%     | 2      | 2.0%   | 2       |       | 6       |         | 4   | 0.0%  | 0   |        | 4       |               |
| 35-44                                    | 10.8%    | 119   | 8.0%      | 8      | 10.0%  | 10    |          | 14    | 12.0%    | 12   | 8.0%    | 8      | 10.0%    | 10     | 10.0%  |         | 16.0% | 16      |         | 8   |       |     | 13.0%  | 13      |               |
| 45-54                                    | 22.6%    | 249   | 34.0%     | 34     | 20.0%  | 20    | 26.0%    | 26    | 21.0%    | 21   | 16.0%   | 16     | 27.0%    | 27     | 21.0%  | 21      | 25.0% | 25      | 14.0%   | 14  | 22.0% | 22  | 23.0%  | 23      |               |
| 55-64                                    | 18.5%    | 203   | 17.0%     |        | 30.0%  | 30    | 14.0%    | 14    | 13.0%    |      | 19.0%   | 19     | 18.0%    |        |        |         | 20.0% | 20      | 18.0%   | 18  | 18.0% | 18  | 16.0%  | 16      |               |
| 65+                                      | 42.1%    | 463   |           |        | 35.0%  |       |          |       | 47.0%    |      | 49.0%   |        |          | 41     | 42.0%  |         | 32.0% |         |         |     |       | 48  |        | 40      |               |
| (Refused)                                | 2.2%     | 24    | 2.0%      | 2      |        | 2     |          | 2     | 2.0%     | 2    | 2.0%    | 2      | 2.0%     | 2      | 4.0%   | 4       |       | 1       | 2.0%    | 2   |       | 2   |        | 3       |               |
| Base:                                    |          | 1100  |           | 100    |        | 100   |          | 100   |          | 100  |         | 100    |          | 100    |        | 100     |       | 100     |         | 100 |       | 100 |        | 100     |               |
| EMP Which of the follow                  | ing best | desci | ribes the | e chie | f wage | earne | r of you | r hou | sehold's | curr | ent emp | oloymo | ent situ | ation? | ? [PR] |         |       |         |         |     |       |     |        |         |               |
| Working full time                        | 38.5%    | 424   | 36.0%     | 26     | 39.0%  | 39    | 40.0%    | 40    | 37.0%    | 27   | 37.0%   | 37     | 41.0%    | 41     | 38.0%  | 20      | 45.0% | 15      | 31.0%   | 31  | 41.0% | 41  | 39.0%  | 39      |               |
| Working full time Working part time      | 7.2%     | 79    | 5.0%      | 5      |        | 6     | 7.0%     |       | 11.0%    | 11   | 9.0%    | 9      | 7.0%     | 7      | 7.0%   | 30<br>7 |       | 43<br>7 | 7.0%    | 7   | 6.0%  | 6   |        | 39<br>7 |               |
| Unemployed                               | 1.5%     | 16    |           | 0      | 3.0%   | 3     | 1.0%     | 1     | 2.0%     | 2    |         | 1      | 3.0%     | 3      | 0.0%   | 0       |       | 2       |         | 2   | 1.0%  | 1   | 1.0%   | 1       |               |
| Retired                                  | 45.3%    | 498   |           |        | 43.0%  | 43    | 46.0%    | -     | 44.0%    | 44   | 50.0%   | 50     |          | 46     | 45.0%  |         | 40.0% |         | 57.0%   | 57  | 44.0% | 44  |        | 40      |               |
| A housewife                              | 0.6%     | 7     | 0.0%      | 0      | 0.0%   | 0     | 0.0%     | 0     | 1.0%     | 1    | 0.0%    | 0      | 1.0%     | 1      | 1.0%   | 1       |       | 1       |         | 1   | 0.0%  | 0   |        | 2       |               |
| A student                                | 0.0%     | 2     |           | 0      | 0.0%   | 0     | 1.0%     | 1     | 1.0%     | 1    | 0.0%    | 0      | 0.0%     | 0      | 0.0%   | 0       |       | 0       |         | 0   | 0.0%  | 0   |        | 0       |               |
| Self employed                            | 3.5%     | 39    |           | 12     | 7.0%   | 7     | 1.0%     | 1     | 2.0%     | 2    |         | 2      | 0.0%     | 0      | 5.0%   | 5       |       | 2       |         | 1   | 2.0%  | 2   |        | 5       |               |
| Sick / disabled                          | 1.0%     | 11    |           | 1      | 1.0%   | 1     | 1.0%     | 1     | 0.0%     | 0    | 0.0%    | 0      | 1.0%     | 1      | 0.0%   | 0       |       | 2       | 0.0%    | 0   | 4.0%  | 4   | 1.0%   | 1       |               |
| Other                                    | 0.0%     | 0     |           | 0      | 0.0%   | 0     | 0.0%     | 0     | 0.0%     | 0    | 0.0%    | 0      | 0.0%     | 0      | 0.0%   | 0       |       | 0       | 0.0%    | 0   | 0.0%  | 0   |        | 0       |               |
| (Refused)                                | 2.2%     | 24    | 3.0%      | 3      | 1.0%   | 1     | 3.0%     | 3     | 2.0%     | 2    | 1.0%    | 1      | 1.0%     | 1      | 4.0%   | 4       |       | 1       | 1.0%    | 1   | 2.0%  | 2   |        | 5       |               |
| Base:                                    | 2.270    | 1100  | 2.070     | 100    | 2.0,0  | 100   | 2.070    | 100   | 2.070    | 100  | 2.070   | 100    | 2.070    | 100    |        | 100     |       | 100     | 1.0,0   | 100 | 2.070 | 100 | 2.0,0  | 100     |               |

|                    | Total Zone 1  |         | 1       | Zone 2 Zone |          |        | 3 Zone 4   |       |       | Zone 5 |       | Zone 6 |       | Zone 7 |       | Zone 8 |       | Zone 9 |       | Zone 10 |       | Zone 11 |       |     |
|--------------------|---------------|---------|---------|-------------|----------|--------|------------|-------|-------|--------|-------|--------|-------|--------|-------|--------|-------|--------|-------|---------|-------|---------|-------|-----|
|                    |               |         |         |             |          |        |            |       |       |        |       |        |       |        |       |        |       |        |       |         |       |         |       |     |
| HOM How many peop  | le live in yo | our ho  | me incl | uding       | yoursel  | f and  | childre    | 1?    |       |        |       |        |       |        |       |        |       |        |       |         |       |         |       |     |
| One                | 19.4%         | 213     | 17.0%   | 17          | 16.0%    | 16     | 13.0%      | 13    | 24.0% | 24     | 25.0% | 25     | 18.0% | 18     | 20.0% | 20     | 18.0% | 18     | 20.0% | 20      | 27.0% | 27      | 15.0% | 15  |
| Two                | 42.9%         | 472     | 40.0%   | 40          | 41.0%    | 41     | 40.0%      | 40    | 41.0% | 41     | 46.0% | 46     | 47.0% | 47     | 43.0% | 43     | 39.0% | 39     | 56.0% | 56      | 37.0% | 37      | 42.0% | 42  |
| Three              | 14.0%         | 154     | 15.0%   | 15          | 22.0%    | 22     | 23.0%      | 23    | 17.0% | 17     | 12.0% | 12     | 9.0%  | 9      | 12.0% | 12     | 11.0% | 11     | 8.0%  | 8       | 13.0% | 13      | 12.0% | 12  |
| Four               | 14.7%         | 162     | 15.0%   | 15          | 15.0%    | 15     | 10.0%      | 10    | 11.0% | 11     | 12.0% | 12     | 16.0% | 16     | 16.0% | 16     | 22.0% | 22     | 13.0% | 13      | 15.0% | 15      | 17.0% | 17  |
| Five               | 5.0%          | 55      | 7.0%    | 7           | 2.0%     | 2      | 10.0%      | 10    | 3.0%  | 3      | 4.0%  | 4      | 5.0%  | 5      | 3.0%  | 3      | 6.0%  | 6      | 2.0%  | 2       | 5.0%  | 5       | 8.0%  | 8   |
| Six                | 1.3%          | 14      | 1.0%    | 1           | 2.0%     | 2      | 1.0%       | 1     | 2.0%  | 2      | 0.0%  | 0      | 1.0%  | 1      | 1.0%  | 1      | 2.0%  | 2      | 1.0%  | 1       | 1.0%  | 1       | 2.0%  | 2   |
| Seven or more      | 0.3%          | 3       | 0.0%    | 0           | 0.0%     | 0      | 0.0%       | 0     | 0.0%  | 0      | 0.0%  | 0      | 1.0%  | 1      | 0.0%  | 0      | 1.0%  | 1      | 0.0%  | 0       | 1.0%  | 1       | 0.0%  | 0   |
| (Refused)          | 2.5%          | 27      | 5.0%    | 5           | 2.0%     | 2      | 3.0%       | 3     | 2.0%  | 2      | 1.0%  | 1      | 3.0%  | 3      | 5.0%  | 5      | 1.0%  | 1      | 0.0%  | 0       | 1.0%  | 1       | 4.0%  | 4   |
| Base:              |               | 1100    |         | 100         |          | 100    |            | 100   |       | 100    |       | 100    |       | 100    |       | 100    |       | 100    |       | 100     |       | 100     |       | 100 |
| ADU How many adult | s aged 16 y   | years a | and ove | r, incl     | uding y  | ourse  | lf, live i | n you | house | hold?  |       |        |       |        |       |        |       |        |       |         |       |         |       |     |
| One                | 21.1%         | 232     | 17.0%   | 17          | 19.0%    | 19     | 16.0%      | 16    | 25.0% | 25     | 24.0% | 24     | 19.0% | 19     | 20.0% | 20     | 24.0% | 24     | 22.0% | 22      | 28.0% | 28      | 18.0% | 18  |
| Two                | 55.2%         | 607     | 56.0%   | 56          | 50.0%    | 50     | 54.0%      | 54    | 53.0% | 53     | 60.0% | 60     | 57.0% | 57     | 56.0% | 56     | 53.0% | 53     | 64.0% | 64      | 50.0% | 50      | 54.0% | 54  |
| Three              | 14.2%         | 156     | 17.0%   | 17          | 22.0%    | 22     | 20.0%      | 20    | 14.0% | 14     | 11.0% | 11     | 12.0% | 12     | 14.0% | 14     | 12.0% | 12     | 9.0%  | 9       | 10.0% | 10      | 15.0% | 15  |
| Four or more       | 7.1%          | 78      | 5.0%    | 5           | 7.0%     | 7      | 7.0%       | 7     | 6.0%  | 6      | 4.0%  | 4      | 9.0%  | 9      | 5.0%  | 5      | 10.0% | 10     | 5.0%  | 5       | 11.0% | 11      | 9.0%  | 9   |
| (Refused)          | 2.5%          | 27      | 5.0%    | 5           | 2.0%     | 2      | 3.0%       | 3     | 2.0%  | 2      | 1.0%  | 1      | 3.0%  | 3      | 5.0%  | 5      | 1.0%  | 1      | 0.0%  | 0       | 1.0%  | 1       | 4.0%  | 4   |
| Base:              |               | 1100    |         | 100         |          | 100    |            | 100   |       | 100    |       | 100    |       | 100    |       | 100    |       | 100    |       | 100     |       | 100     |       | 100 |
| CHI How many child | ren aged 1    | 5 year  | s and u | nder, l     | ive in y | our he | ousehol    | d?    |       |        |       |        |       |        |       |        |       |        |       |         |       |         |       |     |
| None               | 77.5%         | 852     | 72.0%   | 72          | 81.0%    | 81     | 70.0%      | 70    | 80.0% | 80     | 83.0% | 83     | 78.0% | 78     | 75.0% | 75     | 72.0% | 72     | 86.0% | 86      | 82.0% | 82      | 73.0% | 73  |
| One                | 7.5%          | 82      | 8.0%    | 8           | 8.0%     | 8      | 12.0%      | 12    | 9.0%  | 9      | 7.0%  | 7      | 5.0%  | 5      | 11.0% | 11     | 5.0%  | 5      | 5.0%  | 5       | 5.0%  | 5       | 7.0%  | 7   |
| Two                | 10.0%         | 110     | 12.0%   | 12          | 7.0%     | 7      | 12.0%      | 12    | 6.0%  | 6      | 8.0%  | 8      | 13.0% | 13     | 8.0%  | 8      | 17.0% | 17     | 7.0%  | 7       | 7.0%  | 7       | 13.0% | 13  |
| Three              | 2.1%          |         | 2.0%    | 2           | 2.0%     | 2      | 3.0%       | 3     | 2.0%  | 2      | 1.0%  | 1      | 1.0%  | 1      | 1.0%  | 1      | 3.0%  | 3      | 2.0%  | 2       | 3.0%  | 3       | 3.0%  | 3   |
| Four or more       | 0.5%          | 6       | 1.0%    | 1           | 0.0%     | 0      | 0.0%       | 0     | 1.0%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      |       | 2      | 0.0%  | 0       | 2.0%  | 2       | 0.0%  | 0   |
| (Refused)          | 2.5%          | 27      | 5.0%    | 5           | 2.0%     | 2      | 3.0%       | 3     | 2.0%  | 2      | 1.0%  | 1      | 3.0%  | 3      | 5.0%  | 5      |       | 1      | 0.0%  | 0       | 1.0%  | 1       | 4.0%  | 4   |
| Base:              |               | 1100    |         | 100         |          | 100    |            | 100   |       | 100    |       | 100    |       | 100    |       | 100    |       | 100    |       | 100     |       | 100     |       | 100 |

|                      | Tota        | Total Zone 1 |          | 1      | Zone 2 Zo |         | Zone     | Zone 3 Zon |       | e 4 Zone |       | 5 Zone |       | 6 Zone |       | 7   | Zone 8 |     | Zone 9 |     | Zone 10 |     | Zone  | 11  |  |
|----------------------|-------------|--------------|----------|--------|-----------|---------|----------|------------|-------|----------|-------|--------|-------|--------|-------|-----|--------|-----|--------|-----|---------|-----|-------|-----|--|
| INC Approximately w  | hat is your | total        | househ   | old in | come?     |         |          |            |       |          |       |        |       |        |       |     |        |     |        |     |         |     |       |     |  |
| £0 - £15,000         | 9.6%        | 106          | 8.0%     | 8      | 11.0%     | 11      | 12.0%    | 12         | 16.0% | 16       | 11.0% | 11     | 8.0%  | 8      | 7.0%  | 7   | 7.0%   | 7   | 7.0%   | 7   | 11.0%   | 11  | 8.0%  | 8   |  |
| £15,001 - £20,000    | 5.0%        | 55           | 1.0%     | 1      | 5.0%      | 5       | 6.0%     | 6          | 9.0%  | 9        | 7.0%  | 7      | 4.0%  | 4      | 4.0%  | 4   | 7.0%   | 7   | 7.0%   | 7   | 4.0%    | 4   | 1.0%  | 1   |  |
| £20,001 - £30,000    | 5.7%        | 63           | 3.0%     | 3      | 6.0%      | 6       | 7.0%     | 7          | 2.0%  | 2        | 7.0%  | 7      | 1.0%  | 1      | 7.0%  | 7   | 9.0%   | 9   | 5.0%   | 5   | 9.0%    | 9   | 7.0%  | 7   |  |
| 30,001 - £40,000     | 7.5%        | 82           | 11.0%    | 11     | 2.0%      | 2       | 5.0%     | 5          | 10.0% | 10       | 8.0%  | 8      | 10.0% | 10     | 6.0%  | 6   | 12.0%  | 12  | 5.0%   | 5   | 7.0%    | 7   | 6.0%  | 6   |  |
| 40,001 - £50,000     | 4.7%        | 52           | 5.0%     | 5      | 7.0%      | 7       | 4.0%     | 4          | 5.0%  | 5        | 8.0%  | 8      | 6.0%  | 6      | 2.0%  | 2   | 10.0%  | 10  | 4.0%   | 4   | 1.0%    | 1   | 0.0%  | 0   |  |
| 50,001 - £60,000     | 3.3%        | 36           |          | 3      | 6.0%      | 6       | 2.0%     | 2          | 4.0%  | 4        | 3.0%  | 3      | 3.0%  | 3      | 2.0%  | 2   |        | 3   | 1.0%   | 1   | 6.0%    | 6   | 3.0%  | 3   |  |
| 50,001 - £70,000     | 1.7%        | 19           | 2.0%     | 2      | 2.0%      | 2       | 3.0%     | 3          | 0.0%  | 0        | 1.0%  | 1      | 1.0%  | 1      | 3.0%  | 3   | 1.0%   | 1   | 3.0%   | 3   | 0.0%    | 0   | 3.0%  | 3   |  |
| 70,001 - £80,000     | 1.9%        | 21           | 3.0%     | 3      | 0.0%      | 0       | 2.0%     | 2          | 0.0%  | 0        | 2.0%  | 2      | 2.0%  | 2      | 4.0%  | 4   | 0.0%   | 0   |        | 2   | 3.0%    | 3   | 3.0%  | 3   |  |
| 30,001 - £90,000     | 1.2%        | 13           | 0.0%     | 0      | 3.0%      | 3       | 2.0%     | 2          | 1.0%  | 1        | 0.0%  | 0      | 2.0%  | 2      |       | 1   | 0.0%   | 0   | 1.0%   | 1   | 0.0%    | 0   | 3.0%  | 3   |  |
| 0,001 - £100,000     | 0.4%        | 4            |          | 1      | 0.0%      | 0       | 0.0%     | 0          | 0.0%  | 0        | 0.0%  | 0      |       | 1      | 1.0%  | 1   | 0.0%   | 0   | 0.0%   | 0   | 0.0%    | 0   | 1.0%  | 1   |  |
| 00,001 - £150,000    | 1.7%        | 19           |          | 2      | 1.0%      | 1       | 1.0%     | 1          | 6.0%  | 6        | 1.0%  | 1      | 3.0%  | 3      | 1.0%  | 1   | 0.0%   | 0   |        | 1   | 1.0%    | 1   | 2.0%  | 2   |  |
| 50,001+              | 0.5%        | 5            | 1.0%     | 1      | 0.0%      | 0       | 1.0%     | 1          | 0.0%  | 0        | 1.0%  | 1      | 1.0%  | 1      | 0.0%  | 0   | 0.0%   | 0   | 0.0%   | 0   | 1.0%    | 1   | 0.0%  | 0   |  |
| on't know / refused) | 56.8%       | 625          | 60.0%    | 60     | 57.0%     | 57      | 55.0%    | 55         | 47.0% | 47       | 51.0% | 51     | 58.0% | 58     | 62.0% | 62  | 51.0%  | 51  | 64.0%  | 64  | 57.0%   | 57  | 63.0% | 63  |  |
| se:                  |             | 1100         |          | 100    |           | 100     |          | 100        |       | 100      |       | 100    |       | 100    |       | 100 |        | 100 |        | 100 |         | 100 |       | 100 |  |
| AR How many cars d   | loes your l | nouse        | hold ow  | n or h | nave the  | use     | of?      |            |       |          |       |        |       |        |       |     |        |     |        |     |         |     |       |     |  |
| ne                   | 6.7%        | 74           | 2.0%     | 2      | 5.0%      | 5       | 10.0%    | 10         | 16.0% | 16       | 6.0%  | 6      | 5.0%  | 5      | 5.0%  | 5   | 7.0%   | 7   | 5.0%   | 5   | 8.0%    | 8   | 5.0%  | 5   |  |
| ie                   | 39.8%       | 438          | 39.0%    | 39     | 34.0%     | 34      | 37.0%    | 37         | 46.0% | 46       | 46.0% | 46     | 41.0% | 41     | 33.0% | 33  | 44.0%  | 44  | 44.0%  | 44  | 38.0%   | 38  | 36.0% | 36  |  |
| VO                   | 36.2%       | 398          | 39.0%    | 39     | 40.0%     | 40      | 30.0%    | 30         | 28.0% | 28       | 34.0% | 34     | 40.0% | 40     | 46.0% | 46  | 35.0%  | 35  | 39.0%  | 39  | 34.0%   | 34  | 33.0% | 33  |  |
| ree or more          | 14.6%       | 161          | 15.0%    | 15     | 19.0%     | 19      | 19.0%    | 19         | 8.0%  | 8        | 13.0% | 13     | 11.0% | 11     | 11.0% | 11  | 13.0%  | 13  | 12.0%  | 12  | 19.0%   | 19  | 21.0% | 21  |  |
| efused)              | 2.6%        | 29           | 5.0%     | 5      | 2.0%      | 2       | 4.0%     | 4          | 2.0%  | 2        | 1.0%  | 1      | 3.0%  | 3      | 5.0%  | 5   | 1.0%   | 1   | 0.0%   | 0   | 1.0%    | 1   | 5.0%  | 5   |  |
| ase:                 |             | 1100         |          | 100    |           | 100     |          | 100        |       | 100      |       | 100    |       | 100    |       | 100 |        | 100 |        | 100 |         | 100 |       | 100 |  |
| UT Would you be wil  | lling to be | recon        | tacted f | or fut | ure qua   | lity co | ntrol pu | ırpos      | es?   |          |       |        |       |        |       |     |        |     |        |     |         |     |       |     |  |
| es                   | 62.5%       | 687          | 58.0%    | 58     | 54.0%     | 54      | 66.0%    | 66         | 71.0% | 71       | 61.0% | 61     | 58.0% | 58     | 68.0% | 68  | 63.0%  | 63  | 58.0%  | 58  | 73.0%   | 73  | 57.0% | 57  |  |
| )                    | 37.5%       | 413          |          |        | 46.0%     |         | 34.0%    |            | 29.0% | 29       |       |        | 42.0% |        | 32.0% |     | 37.0%  |     | 42.0%  |     | 27.0%   |     | 43.0% | 43  |  |
| ase:                 |             | 1100         |          | 100    |           | 100     |          | 100        |       | 100      |       | 100    |       | 100    |       | 100 |        | 100 |        | 100 |         | 100 |       | 100 |  |
|                      |             |              |          |        |           |         |          |            |       |          |       |        |       |        |       |     |        |     |        |     |         |     |       |     |  |

|                  |      |      |       |            |       |     |       |     |       |     |       |     |       | 1 cordary 2012 |       |     |       |     |       |     |        |     |       |     |  |
|------------------|------|------|-------|------------|-------|-----|-------|-----|-------|-----|-------|-----|-------|----------------|-------|-----|-------|-----|-------|-----|--------|-----|-------|-----|--|
|                  | Tota | ıl   | Zone  | e <b>1</b> | Zone  | 2   | Zone  | 3   | Zone  | 4   | Zone  | 5   | Zone  | 6              | Zone  | 7   | Zone  | 8   | Zone  | 9   | Zone 1 | 10  | Zone  | 11  |  |
| PC Postcode:     |      |      |       |            |       |     |       |     |       |     |       |     |       |                |       |     |       |     |       |     |        |     |       |     |  |
| CO10 0           | 5.0% | 55   | 0.0%  | 0          | 0.0%  | 0   | 55.0% | 55  | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0              | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%   | 0   | 0.0%  | 0   |  |
| CO10 0<br>CO10 1 | 6.0% | 66   |       | 0          |       | 0   |       |     |       | 66  | 0.0%  | 0   | 0.0%  | 0              |       | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%   | 0   | 0.0%  | 0   |  |
| CO10 2           | 3.1% | 34   |       | 0          |       | 0   |       |     | 34.0% | 34  | 0.0%  | 0   | 0.0%  | 0              |       | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%   | 0   |       | 0   |  |
| CO10 5           | 1.3% | 14   |       | 0          |       | 0   |       | 14  |       | 0   | 0.0%  | 0   | 0.0%  | 0              |       | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%   | 0   |       | 0   |  |
| CO10 7           | 3.4% | 37   |       | 37         | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0              |       | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%   | 0   |       | ő   |  |
| CO10 8           | 2.2% | 24   |       | 24         | 0.0%  | 0   |       | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0              |       | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%   | 0   |       | 0   |  |
| CO10 9           | 2.3% | 25   |       | 0          |       | 0   |       | 25  | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0              | 0.0%  | Ö   | 0.0%  | 0   | 0.0%  | 0   | 0.0%   | 0   |       | Ő   |  |
| CO11 1           | 1.9% | 21   |       | 0          |       | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |       | 21             | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%   | 0   |       | 0   |  |
| CO6 2            | 1.5% |      | 16.0% | 16         |       | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0              | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%   | 0   | 0.0%  | 0   |  |
| CO6 3            | 1.2% |      | 13.0% | 13         |       | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0              | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%   | 0   |       | 0   |  |
| CO6 4            | 0.5% | 6    |       | 0          |       | 0   | 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   |  |
| CO6 5            | 0.1% | 1    |       | 0          |       | 0   | 0.0%  | 0   | 0.0%  | 0   | 1.0%  | 1   | 0.0%  | 0              | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%   | 0   |       | 0   |  |
| CO7 6            | 1.4% | 15   |       | 0          |       | 0   | 0.0%  | 0   | 0.0%  | 0   |       | 0   |       | 15             |       | 0   |       | 0   | 0.0%  | 0   | 0.0%   | 0   |       | 0   |  |
| CO8 5            | 0.5% | 5    | 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   |  |
| CO9 2            | 0.5% | 5    | 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   | 0.0%  | 0   |  |
| IP13 7           | 0.9% | 10   | 0.0%  | 0          | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0              | 10.0% | 10  | 0.0%  | 0   | 0.0%  | 0   | 0.0%   | 0   | 0.0%  | 0   |  |
| IP13 8           | 0.8% | 9    | 0.0%  | 0          | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0              | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%   | 0   | 9.0%  | 9   |  |
| IP14 1           | 2.2% | 24   | 0.0%  | 0          | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0              | 0.0%  | 0   | 24.0% | 24  | 0.0%  | 0   | 0.0%   | 0   | 0.0%  | 0   |  |
| IP14 2           | 2.2% | 24   | 0.0%  | 0          | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0              | 0.0%  | 0   | 24.0% | 24  | 0.0%  | 0   | 0.0%   | 0   | 0.0%  | 0   |  |
| IP14 3           | 1.0% | 11   | 0.0%  | 0          | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0              | 0.0%  | 0   | 11.0% | 11  | 0.0%  | 0   | 0.0%   | 0   | 0.0%  | 0   |  |
| IP14 4           | 1.8% | 20   | 0.0%  | 0          | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0              | 0.0%  | 0   | 20.0% | 20  | 0.0%  | 0   | 0.0%   | 0   | 0.0%  | 0   |  |
| IP14 5           | 1.9% | 21   | 0.0%  | 0          | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0              | 0.0%  | 0   | 21.0% | 21  | 0.0%  | 0   | 0.0%   | 0   | 0.0%  | 0   |  |
| IP14 6           | 2.6% | 29   | 0.0%  | 0          | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0              | 29.0% | 29  | 0.0%  | 0   | 0.0%  | 0   | 0.0%   | 0   | 0.0%  | 0   |  |
| IP20 0           | 1.5% | 17   |       | 0          | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0              | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%   | 0   | 17.0% | 17  |  |
| IP20 9           | 2.0% | 22   |       | 0          | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0              | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%   | 0   |       | 22  |  |
| IP21 4           | 2.7% | 30   |       | 0          | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0              | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%   | 0   |       | 30  |  |
| IP21 5           | 2.0% | 22   |       | 0          |       | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0              |       | 0   |       | 0   | 0.0%  | 0   | 0.0%   | 0   |       | 22  |  |
| IP22 1           | 3.5% | 39   |       | 0          |       | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0              |       | 0   | 0.0%  | 0   | 0.0%  |     | 39.0%  | 39  | 0.0%  | 0   |  |
| IP23 7           | 3.9% | 43   |       | 0          |       | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0              |       | 0   | 0.0%  | 0   | 0.0%  |     | 43.0%  | 43  | 0.0%  | 0   |  |
| IP23 8           | 1.6% | 18   |       | 0          |       | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0              |       | 0   |       | 0   | 0.0%  |     | 18.0%  | 18  | 0.0%  | 0   |  |
| IP29 4           | 4.2% | 46   |       |            | 46.0% | 46  | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0              |       | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%   | 0   |       | 0   |  |
| IP30 0           | 4.9% | 54   |       |            | 54.0% | 54  | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0              | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%   | 0   | 0.0%  | 0   |  |
| IP30 9           | 5.5% | 61   | 0.0%  | 0          |       | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0              |       | 0   | 0.0%  |     | 61.0% | 61  | 0.0%   | 0   |       | 0   |  |
| IP31 3           | 3.5% | 39   |       | 0          |       | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0              |       | 0   |       | 0   |       | 39  | 0.0%   | 0   |       | 0   |  |
| IP6 0            | 1.5% | 16   |       | 0          |       | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  |                | 16.0% | 16  |       | 0   | 0.0%  | 0   | 0.0%   | 0   |       | 0   |  |
| IP6 8            | 1.5% | 16   |       | 0          | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  |                | 16.0% | 16  |       | 0   | 0.0%  | 0   | 0.0%   | 0   | 0.0%  | 0   |  |
| IP6 9            | 1.5% | 16   |       | 0          |       | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0              |       | 16  |       | 0   | 0.0%  | 0   | 0.0%   | 0   |       | 0   |  |
| IP7 5            | 4.3% | 47   |       | 0          |       | 0   | 0.0%  | 0   | 0.0%  | 0   |       | 47  | 0.0%  | 0              |       | 0   |       | 0   | 0.0%  | 0   | 0.0%   | 0   |       | 0   |  |
| IP7 6            | 2.4% | 26   |       | 0          |       | 0   | 0.0%  | 0   | 0.0%  |     | 26.0% | 26  | 0.0%  | 0              |       | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%   | 0   | 0.0%  | 0   |  |
| IP7 7            | 2.4% | 26   |       | 0          |       | 0   | 0.0%  | 0   | 0.0%  |     | 26.0% | 26  | 0.0%  | 0              | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%   | 0   | 0.0%  | 0   |  |
| IP8 3            | 1.7% | 19   |       | 0          |       | 0   | 0.0%  | 0   | 0.0%  | 0   |       |     | 19.0% | 19             |       | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%   | 0   |       | 0   |  |
| IP8 4            | 1.2% | 13   |       | 0          |       | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |       | 0              |       | 13  |       | -   | 0.0%  | 0   | 0.0%   | 0   |       | -   |  |
| IP9 1            | 0.9% | 10   |       | 0          | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |       | 0   | 10.0% | 10             |       | 0   |       | 0   | 0.0%  | 0   | 0.0%   | 0   |       | 0   |  |
| IP9 2            | 3.2% | 35   | 0.0%  |            | 0.0%  |     | 0.0%  | 0   | 0.0%  | 0   | 0.0%  |     | 35.0% | 35             | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | Ü   | 0.0%   | 0   | 0.0%  | 0   |  |
| Base:            |      | 1100 |       | 100        |       | 100 |       | 100 |       | 100 |       | 100 |       | 100            |       | 100 |       | 100 |       | 100 |        | 100 |       | 100 |  |

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|         |      |      |        |     |        |     |       |     |        |     |        |     |        |     |        |     |        |     |        |     |        |     |        |     | • |
|---------|------|------|--------|-----|--------|-----|-------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|---|
|         | Tota | ıl   | Zone   | 1   | Zone   | 2   | Zone  | 3   | Zone   | 4   | Zone   | 5   | Zone   | 6   | Zone   | 7   | Zone   | 8   | Zone   | 9   | Zone 1 | 10  | Zone   | 11  |   |
|         |      |      |        |     |        |     |       |     |        |     |        |     |        |     |        |     |        |     |        |     |        |     |        |     |   |
| ZON     |      |      |        |     |        |     |       |     |        |     |        |     |        |     |        |     |        |     |        |     |        |     |        |     |   |
| Zone 1  | 9.1% | 100  | 100.0% | 100 | 0.0%   | 0   | 0.0%  | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   |   |
| Zone 2  | 9.1% | 100  | 0.0%   | 0   | 100.0% | 100 | 0.0%  | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   |   |
| Zone 3  | 9.1% | 100  | 0.0%   | 0   | 0.0%   | 0.1 | 00.0% | 100 | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   |   |
| Zone 4  | 9.1% | 100  | 0.0%   | 0   | 0.0%   | 0   | 0.0%  | 0   | 100.0% | 100 | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   |   |
| Zone 5  | 9.1% | 100  | 0.0%   | 0   | 0.0%   | 0   | 0.0%  | 0   | 0.0%   | 0   | 100.0% | 100 | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   |   |
| Zone 6  | 9.1% | 100  | 0.0%   | 0   | 0.0%   | 0   | 0.0%  | 0   | 0.0%   | 0   | 0.0%   | 0   | 100.0% | 100 | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   |   |
| Zone 7  | 9.1% | 100  | 0.0%   | 0   | 0.0%   | 0   | 0.0%  | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 100.0% | 100 | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   |   |
| Zone 8  | 9.1% | 100  | 0.0%   | 0   | 0.0%   | 0   | 0.0%  | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 100.0% | 100 | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   |   |
| Zone 9  | 9.1% | 100  | 0.0%   | 0   | 0.0%   | 0   | 0.0%  | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 100.0% | 100 | 0.0%   | 0   | 0.0%   | 0   |   |
| Zone 10 | 9.1% | 100  | 0.0%   | 0   | 0.0%   | 0   | 0.0%  | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 100.0% | 100 | 0.0%   | 0   |   |
| Zone 11 | 9.1% | 100  | 0.0%   | 0   | 0.0%   | 0   | 0.0%  | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 100.0% | 100 |   |
| Base:   |      | 1100 |        | 100 |        | 100 |       | 100 |        | 100 |        | 100 |        | 100 |        | 100 |        | 100 |        | 100 |        | 100 |        | 100 |   |

# **Appendix 6:**

Data Tabulations
By Zone Nulls & SFT (Filtered Weighted)

|  | Total        | l        | Zone 1       |        | Zone 2       |     | Zone 3       | 3      | Zone 4       | 4      | Zone 5    | 5     | Zone         | 6      | Zone    | 7      | Zone          | 8       | Zone         | 9      | Zone 1        | 10      | Zone 1        | 1       |  |
|--|--------------|----------|--------------|--------|--------------|-----|--------------|--------|--------------|--------|-----------|-------|--------------|--------|---------|--------|---------------|---------|--------------|--------|---------------|---------|---------------|---------|--|
| Q01 In which store or sh   | opping       | centre   | e do you     | NOR    | MALLY s      | hop | at for al    | l you  | r house      | hold': | s main fo | ood a | nd groo      | ery s  | hopping | g nee  | ds (i.e. p    | rimar   | ily bulk     | trolle | y purch       | ases)   | ?             |         |  |
| Aldi, Gipping Way,<br>STOWMARKET   | 0.2%         | 2        | 0.0%         | 0      | 0.0%         | 0   | 0.0%         | 0      | 0.0%         | 0      | 0.0%      | 0     | 0.0%         | 0      | 0.0%    | 0      | 1.5%          | 2       | 0.0%         | 0      | 0.0%          | 0       | 0.0%          | 0       |  |
| Aldi, Girling Street,<br>SUDBURY   | 4.5%         | 45       | 13.4%        | 18     | 6.3%         | 2   | 10.4%        | 12     | 19.8%        | 11     | 0.6%      | 0     | 0.0%         | 0      | 0.0%    | 0      | 0.0%          | 0       | 0.0%         | 0      | 0.0%          | 0       | 0.0%          | 0       |  |
| Aldi, HAVERHILL<br>Aldi, Magdalen Street,<br>COLCHESTER                    | 0.4%<br>0.1% | 4<br>1   | 3.0%<br>0.0% | 4<br>0 | 0.0%<br>0.0% | 0   | 0.0%<br>0.0% | 0      | 0.0%<br>0.0% | 0      |           | 0     | 0.0%<br>1.0% | 0<br>1 |         |        | 0.0%<br>0.0%  | 0       | 0.0%<br>0.0% | 0      | 0.0%<br>0.0%  | 0       | 0.0%<br>0.0%  | 0       |  |
| Asda Superstore, Meadow Centre, Wilkes Way, STOWMARKET                     | 8.1%         | 81       | 0.0%         | 0      | 5.1%         | 2   | 0.0%         | 0      | 0.0%         | 0      | 1.2%      | 1     | 1.8%         | 2      | 7.2%    | 9      | 36.6%         | 51      | 20.3%        | 13     | 4.5%          | 2       | 0.7%          | 1       |  |
| Asda superstore, Turner Rise, COLCHESTER                                   | 1.2%         | 12       | 4.8%         | 7      | 0.0%         | 0   | 3.5%         | 4      | 0.0%         | 0      | 0.0%      | 0     | 0.8%         | 1      | 0.0%    | 0      | 0.0%          | 0       | 0.0%         | 0      | 0.0%          | 0       | 0.0%          | 0       |  |
| Co op, Church Street, EYE<br>Co-op, 100 East Street,                       | 0.3%<br>0.2% | 3 2      | 0.0%<br>0.0% | 0      |              | 0   | 0.0%<br>1.0% | 0<br>1 | 0.0%<br>0.7% | 0      |           | 0     | 0.0%<br>0.0% | 0      |         | 0      |               | 0       | 0.0%<br>0.0% | 0      |               | 3<br>0  | 0.0%<br>0.0%  | 0       |  |
| SUDBURY<br>Co-op, 2 High Street,<br>LAVENHAM                               | 0.1%         | 1        | 0.0%         | 0      | 1.2%         | 0   | 0.0%         | 0      | 0.0%         | 0      | 0.0%      | 0     | 0.0%         | 0      | 0.0%    | 0      | 0.7%          | 1       | 0.0%         | 0      | 0.0%          | 0       | 0.0%          | 0       |  |
| Co-op, 72 High Street,<br>HADLEIGH   | 1.3%         | 13       | 0.0%         | 0      | 0.0%         | 0   | 0.0%         | 0      | 0.0%         | 0      | 12.7%     | 10    | 1.7%         | 2      | 0.8%    | 1      | 0.0%          | 0       | 0.0%         | 0      | 0.0%          | 0       | 0.0%          | 0       |  |
| Co-op, 80A High Street,<br>LAVENHAM  | 0.1%         | 1        | 0.0%         | 0      | 0.0%         | 0   | 0.6%         | 1      | 0.0%         | 0      | 0.0%      | 0     | 0.0%         | 0      | 0.0%    | 0      | 0.0%          | 0       | 0.0%         | 0      | 0.0%          | 0       | 0.0%          | 0       |  |
| Co-op, Hall Street, LONG<br>MELFORD  | 0.2%         | 2        | 1.2%         |        | 0.0%         | 0   | 0.0%         | 0      | 0.0%         | 0      |           | 0     | 0.0%         | 0      |         |        | 0.0%          | 0       | 0.0%         | 0      |               | 0       | 0.0%          | 0       |  |
| Co-op, MANNINGTREE Co-op, Mildenhall Road,                                 | 0.4%<br>0.1% | 4        | 0.0%<br>0.0% | 0      |              | 0   | 0.0%<br>0.0% | 0      | 0.0%<br>0.0% | 0      |           | 0     | 3.7%<br>0.0% | 4<br>0 | 0.0,0   | 0      | 0.0%<br>0.0%  | 0       | 0.0%<br>1.0% | 0      | 0.0%<br>0.0%  | 0       | 0.0%<br>0.0%  | 0       |  |
| BURY ST EDMUNDS<br>Co-op, NEEDHAM<br>MARKET                                | 0.1%         | 1        | 0.0%         | 0      | 0.0%         | 0   | 0.0%         | 0      | 0.0%         | 0      | 0.0%      | 0     | 0.0%         | 0      | 0.8%    | 1      | 0.0%          | 0       | 0.0%         | 0      | 0.0%          | 0       | 0.0%          | 0       |  |
| Co-op, The Street,<br>BRAMFORD   | 0.1%         | 1        | 0.0%         | 0      | 0.0%         | 0   | 0.0%         | 0      | 0.0%         | 0      | 0.0%      | 0     | 0.0%         | 0      | 0.6%    | 1      | 0.0%          | 0       | 0.0%         | 0      | 0.0%          | 0       | 0.0%          | 0       |  |
| Co-op, The Street, CAPEL<br>ST MARY  | 0.6%         | 6        | 0.0%         | 0      | 0.0%         | 0   | 0.0%         | 0      | 0.0%         | 0      | 0.0%      | 0     | 5.1%         | 6      | 0.0%    | 0      | 0.0%          | 0       | 0.0%         | 0      | 0.0%          | 0       | 0.0%          | 0       |  |
| Co-op Local, DEDHAM<br>Lidl, Bury Road,                                    | 0.1%<br>1.8% | 1<br>18  | 0.0%<br>0.8% | 0<br>1 |              | 0   | 0.0%<br>0.0% | 0      | 0.0%<br>0.0% | 0      |           | 0     | 0.0%<br>0.0% | 0      |         | 1<br>4 | 0.0%<br>5.9%  | 0<br>8  | 0.0%<br>4.5% | 0      | 0.0%<br>0.0%  | 0       | 0.0%<br>0.7%  | 0<br>1  |  |
| STOWMARKET<br>Morrisons, 175 London<br>Road, HADLEIGH                      | 5.2%         | 52       | 0.0%         | 0      | 0.0%         | 0   | 2.9%         | 3      | 0.0%         | 0      | 56.9%     | 43    | 4.0%         | 5      | 0.8%    | 1      | 0.0%          | 0       | 0.0%         | 0      | 0.0%          | 0       | 0.0%          | 0       |  |
| Morrisons, DISS Morrisons, Sheringham Court, Milton Road South, STOWMARKET | 6.8%<br>1.9% | 68<br>19 | 0.0%<br>0.0% | 0      |              | 0   | 0.0%<br>0.0% | 0      | 0.0%<br>0.0% | 0      | 0.00      | 0     | 0.0%<br>0.0% | 0      |         | 3      | 0.7%<br>10.6% | 1<br>15 | 1.4%<br>4.6% | 1 3    | 33.6%<br>0.0% | 16<br>0 | 54.5%<br>0.0% | 47<br>0 |  |
| Morrisons, Sproughton<br>Road, IPSWICH                                     | 2.3%         | 23       | 0.0%         | 0      | 0.0%         | 0   | 0.6%         | 1      | 0.7%         | 0      | 1.0%      | 1     | 5.9%         | 7      | 11.5%   | 14     | 0.0%          | 0       | 0.8%         | 1      | 0.0%          | 0       | 0.0%          | 0       |  |
| Roys of Wroxham, Great   | 0.1%         | 1        | 0.8%         | 1      | 0.0%         | 0   | 0.0%         | 0      | 0.0%         | 0      | 0.0%      | 0     | 0.0%         | 0      | 0.0%    | 0      | 0.0%          | 0       | 0.0%         | 0      | 0.0%          | 0       | 0.0%          | 0       |  |

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|---|-------|-----|--------|----|--------------|---|-------|----|--------------|----|-----------|---|--------------|----|--------------|--------|--------------|----|--------|---|--------------|---|--------------|--------|------------------|
|   | Tota  | 1   | Zone 1 | L  | Zone 2       |   | Zone  | 3  | Zone         | 4  | Zone 5    | 1 | Zone         | 6  | Zone         | 7      | Zone         | 8  | Zone 9 |   | Zone 1       | 0 | Zone 11      | -      |                  |
| Eastern Road, SUDBURY   |       |     |        |    |              |   |       |    |              |    |           |   |              |    |              |        |              |    |        |   |              |   |              |        |                  |
| Sainsbury's Superstore,<br>11-14 Priory Walk,<br>COLCHESTER   | 0.8%  | 8   | 6.0%   | 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 | 0.0%         | 0 | 0.0%         | 0      |                  |
| Sainsbury's, Cornard Road,<br>SUDBURY                         | 4.0%  | 40  | 7.9%   | 11 | 1.2%         | 0 | 17.8% | 21 | 11.6%        | 7  | 1.0%      | 1 | 0.0%         | 0  | 0.0%         | 0      | 0.0%         | 0  | 0.0%   | 0 | 0.0%         | 0 | 0.0%         | 0      |                  |
| Sainsbury's, Hadleigh Road, IPSWICH                           | 2.8%  | 28  | 0.0%   | 0  | 0.0%         | 0 | 0.0%  | 0  | 0.0%         | 0  | 3.9%      | 3 | 12.7%        | 15 | 7.7%         | 10     | 0.7%         | 1  | 0.0%   | 0 | 0.0%         | 0 | 0.0%         | 0      |                  |
| Sainsbury's, HAVERHILL  | 0.6%  | 6   | 4.2%   | 6  | 0.0%         | 0 | 0.0%  | 0  | 0.0%         | 0  | 0.0%      | 0 | 0.0%         | 0  | 0.0%         | 0      | 0.0%         | 0  | 0.0%   | 0 | 0.0%         | 0 | 0.0%         | 0      |                  |
| Tesco Express, Crouch<br>Street, COLCHESTER                   | 0.1%  | 1   | 0.8%   | 1  | 0.0%         | 0 | 0.0%  | 0  | 0.0%         | 0  | 0.0%      | 0 | 0.0%         | 0  | 0.0%         | 0      | 0.0%         | 0  | 0.0%   | 0 | 0.0%         | 0 | 0.0%         | 0      |                  |
| Tesco Express, St Johns,<br>COLCHESTER                        | 0.2%  | 2   | 0.0%   | 0  | 0.0%         | 0 | 0.0%  | 0  | 0.0%         | 0  | 0.0%      | 0 | 1.4%         | 2  | 0.0%         | 0      | 0.0%         | 0  | 0.0%   | 0 | 0.0%         | 0 | 0.0%         | 0      |                  |
| Tesco Metro, Kesgrave,<br>IPSWICH                             | 0.6%  | 6   | 0.0%   | 0  | 0.0%         | 0 | 0.0%  | 0  | 0.0%         | 0  | 0.6%      | 0 | 3.4%         | 4  | 1.1%         | 1      | 0.0%         | 0  | 0.0%   | 0 | 0.0%         | 0 | 0.0%         | 0      |                  |
| Tesco Superstore, Bedingfeld Way, BURY ST. EDMUNDS            | 0.5%  | 5   | 0.0%   | 0  | 4.6%         | 2 | 0.0%  | 0  | 0.0%         | 0  | 0.0%      | 0 | 0.0%         | 0  | 0.0%         | 0      | 0.0%         | 0  | 3.5%   | 2 | 2.0%         | 1 | 0.0%         | 0      |                  |
| Tesco Superstore, Cedars<br>Link Road,<br>STOWMARKET          | 6.3%  | 63  | 0.0%   | 0  | 0.0%         | 0 | 0.0%  | 0  | 0.0%         | 0  | 1.6%      | 1 | 0.0%         | 0  | 9.1%         | 11     | 36.0%        | 50 | 0.0%   | 0 | 0.9%         | 0 | 0.0%         | 0      |                  |
| Tesco Superstore, St<br>Saviours Interchange,                 | 1.8%  | 18  | 0.0%   | 0  | 8.7%         | 3 | 3.5%  | 4  | 0.0%         | 0  | 0.0%      | 0 | 1.0%         | 1  | 0.0%         | 0      | 1.1%         | 2  | 11.9%  | 8 | 0.9%         | 0 | 0.0%         | 0      |                  |
| BURY ST EDMUNDS<br>Tesco, BRAINTREE                           | 0.2%  | 2   | 1.8%   | 2  | 0.0%         | 0 | 0.0%  | 0  | 0.0%         | 0  | 0.0%      | 0 | 0.0%         | 0  | 0.0%         | 0      | 0.0%         | 0  | 0.0%   | 0 | 0.0%         | 0 | 0.0%         | 0      |                  |
| Tesco, Greenstead Road, COLCHESTER                            | 0.2%  | 2   | 0.0%   | 0  | 0.0%         | 0 | 0.6%  | 1  | 0.0%         | 0  | 0.0%      | 0 | 1.0%         | 1  | 0.0%         | 0      |              | 0  | 0.0%   | 0 | 0.0%         | 0 | 0.0%         | 0      |                  |
| Tesco, Woodhall Business<br>Park, Springlands Way,<br>SUDBURY | 10.8% | 108 | 24.5%  | 34 | 8.1%         | 3 | 36.0% | 43 | 49.2%        | 28 | 1.6%      | 1 | 0.0%         | 0  | 0.0%         | 0      | 0.0%         | 0  | 0.0%   | 0 | 0.0%         | 0 | 0.0%         | 0      |                  |
| Waitrose, Robert Boby Way,<br>BURY ST EDMUNDS                 | 1.1%  | 11  | 0.0%   | 0  | 9.3%         | 3 | 1.9%  | 2  | 0.0%         | 0  | 0.0%      | 0 | 0.0%         | 0  | 0.0%         | 0      | 1.1%         | 2  | 5.7%   | 4 | 1.1%         | 1 | 0.0%         | 0      |                  |
| Waitrose, Station Road,<br>SUDBURY                            | 4.3%  | 43  | 7.4%   | 10 | 3.7%         | 1 | 16.1% | 19 | 18.0%        | 10 | 3.4%      | 3 | 0.0%         | 0  | 0.0%         | 0      | 0.0%         | 0  | 0.0%   | 0 | 0.0%         | 0 | 0.0%         | 0      |                  |
| Brantham  | 0.1%  | 1   | 0.0%   | 0  | 0.0%         | 0 | 0.0%  | 0  | 0.0%         | 0  | 0.0%      | 0 | 0.0%         | 0  | 0.0%         | 0      | 0.0%         | 0  | 0.0%   | 0 | 1.5%         | 1 | 0.0%         | 0      |                  |
| Bury St. Edmunds  | 0.2%  | 2   | 0.0%   | 0  | 0.0%         | 0 | 0.0%  | 0  | 0.0%         | 0  | 0.0%      | 0 | 0.0%         | 0  | 0.0%         | 0      | 0.0%         | 0  | 2.7%   | 2 | 0.0%         | 0 | 0.0%         | 0      |                  |
| Colchester  | 0.2%  | 2   | 0.0%   | 0  | 0.0%         | 0 | 0.0%  | 0  | 0.0%         | 0  | 0.0%      | 0 | 1.4%         | 2  | 0.0%         | 0      | 0.0%         | 0  | 0.0%   | 0 | 0.0%         | 0 | 0.0%         | 0      |                  |
| Debenham  | 0.1%  | 1   | 0.0%   | 0  | 0.0%         | 0 | 0.0%  | 0  | 0.0%         | 0  | 0.0%      | 0 | 0.0%         | 0  | 0.6%         | 1      | 0.0%         | 0  | 0.0%   | 0 | 0.9%         | 0 | 0.0%         | 0      |                  |
| Eye   | 0.0%  | 0   | 0.0%   | 0  | 0.0%         | 0 | 0.0%  | 0  | 0.0%         | 0  | 0.0%      | 0 | 0.0%         | 0  | 0.0%         | 0      | 0.0%         | 0  | 0.0%   | 0 | 0.9%         | 0 | 0.0%         | 0      |                  |
| Hadleigh  | 0.2%  | 2   | 0.0%   | 0  | 0.0%         | 0 | 0.0%  | 0  | 0.0%         | 0  | 1.0%      | 1 | 0.8%         | 1  | 0.0%         | 0      | 0.0%         | 0  | 0.0%   | 0 | 0.0%         | 0 | 0.0%         | 0      |                  |
| Haverhill   | 0.1%  | 1   | 1.0%   | 1  | 0.0%         | 0 | 0.0%  | 0  | 0.0%         | 0  | 0.0%      | 0 | 0.0%         | 0  | 0.0%         | 0      | 0.0%         | 0  | 0.0%   | 0 | 0.0%         | 0 | 0.0%         | 0      |                  |
| Ipswich   | 0.4%  | 4   | 0.0%   | 0  | 0.0%         | 0 | 0.0%  | 0  | 0.0%         | 0  | 2.2%      | 2 | 1.0%         | 1  | 0.0%         | 0      | 0.7%         | 1  | 0.0%   | 0 | 0.0%         | 0 | 0.0%         | 0      |                  |
| Needham Market  | 0.1%  | 1   | 0.0%   | 0  | 0.0%         | 0 | 0.0%  | 0  | 0.0%         | 0  | 0.0%      | 0 | 0.0%         | 0  | 0.6%         | 1      | 0.0%         | 0  | 0.0%   | 0 | 0.0%         | 0 | 0.0%         | 0      |                  |
| Sudbury   | 0.1%  | 1   | 0.0%   | 0  | 0.0%         | 0 | 0.8%  | 1  | 0.0%         | 0  | 0.0%      | 0 | 0.0%         | 0  | 0.0%         | 0      | 0.0%         | 0  | 0.0%   | 0 | 0.0%         | 0 | 0.0%         | 0      |                  |
| Stowmarket  | 0.2%  | 2   | 0.0%   | 0  | 0.0%         | 0 | 0.0%  | 0  | 0.0%         | 0  | 0.0%      | 0 | 0.0%         | 0  | 0.0%         | 0      | 0.0%         | 0  | 1.8%   | 1 | 2.3%         | 1 | 0.0%         | 0      |                  |
| Aldi, Mere Street, Diss                                       | 0.5%  | 5   | 0.0%   | 0  | 0.0%<br>0.0% | 0 | 0.0%  | 0  | 0.0%<br>0.0% | 0  | 0.0%      | 0 | 0.0%<br>1.0% | 0  | 0.0%<br>4.2% | 0<br>5 | 0.0%<br>0.0% | 0  | 0.0%   | 0 | 0.9%<br>0.0% | 0 | 5.5%<br>0.0% | 5<br>0 |                  |
| Aldi, Meredith Road,  | 0.6%  | 6   | 0.0%   | 0  |              |   | 0.0%  |    |              | 0  | 0.0%      |   |              | 1  |              |        |              |    |        |   |              | 0 |              |        |                  |

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|--|-------|----|--------|---|--------|---|--------|---|--------|---|--------|---|--------|---|--------|----|--------|---|--------|---|--------|---|---------|---|---------------|
|  | Total |    | Zone 1 |   | Zone 2 |   | Zone 3 |   | Zone 4 |   | Zone 5 |   | Zone 6 |   | Zone 7 | ,  | Zone 8 |   | Zone 9 |   | Zone 1 | 0 | Zone 11 | 1 |               |
| Ipswich  |       |    |        |   |        |   |        |   |        |   |        |   |        |   |        |    |        |   |        |   |        |   |         |   |               |
| Aldi, Newmarket Road,<br>Dettingen Way, Bury St.<br>Edmunds        | 0.9%  | 9  | 1.3%   | 2 | 5.0%   | 2 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 8.4%   | 5 | 0.9%   | 0 | 0.0%    | 0 |               |
| Asda Superstore, Drayton High Road, Hellesdon, Norwich             | 0.2%  | 2  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 2.9%    | 2 |               |
| Asda Superstore, Stoke Park<br>Drive, Ipswich                      | 0.3%  | 3  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 2.1%   | 2 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.8%    | 1 |               |
| Asda Superstore, Western<br>Way, Bury St. Edmunds                  | 0.4%  | 4  | 0.0%   | 0 | 4.6%   | 2 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 2.2%   | 1 | 2.0%   | 1 | 0.0%    | 0 |               |
| Asda Superstore,<br>Whitehouse Industrial<br>Estate, Goddard Road, | 4.3%  | 43 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 4.0%   | 3 | 5.8%   | 7 | 27.0%  | 33 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 |               |
| Ipswich<br>Budgens, Bullock Fair Close,<br>Harleston               | 0.5%  | 5  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 5.4%    | 5 |               |
| Co-op, Chancery Lane, Debenham                                     | 0.1%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 1.1%   | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 |               |
| Co-op, High Street, Earls Colne                                    | 0.6%  | 6  | 4.4%   | 6 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 |               |
| Co-op, Hillside Road East,<br>Bungay                               | 0.1%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 1.5%    | 1 |               |
| Co-op, London Road,<br>Harleston                                   | 0.1%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.7%    | 1 |               |
| Co-op, Market Hill, Clare  | 0.1%  | 1  | 0.8%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 |               |
| Co-op, Market Hill,<br>Framlingham                                 | 0.4%  | 4  | 0.0%   | 0 |        | 0 | 0.0%   | 0 | 0.0%   | 0 |        | 0 | 0.0%   | 0 | 2.6%   | 3  |        | 0 | 0.0%   | 0 | 0.0%   | 0 |         | 1 |               |
| Co-op, Norwich Road,<br>Barham, Claydon                            | 0.3%  | 3  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 2.1%   | 3  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 |               |
| Co-op, Saxons Way,<br>Halesworth                                   | 0.1%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.7%    | 1 |               |
| Co-op, The Street, Holbrook  | 0.4%  | 4  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 3.0%   | 4 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 |               |
| Co-op, The Street,<br>Rickinghall, Diss                            | 0.2%  | 2  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 4.4%   | 2 | 0.0%    | 0 |               |
| Co-op, The Street,<br>Wherstead, Holbrook                          | 0.5%  | 5  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 4.5%   | 5 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 |               |
| Co-op, The Street, Woolpit   | 0.1%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.8%   | 1 | 0.0%   | 0 | 0.0%    | 0 |               |
| Iceland, Cornhill, Bury St.<br>Edmunds                             | 0.1%  | 1  | 0.0%   | 0 | 2.0%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 |               |
| Iceland, North Street,<br>Sudbury                                  | 0.2%  | 2  | 0.0%   | 0 | 0.0%   | 0 | 1.3%   | 2 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 |               |
| Lidl, Handford Road,<br>Ipswich                                    | 0.3%  | 3  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 1.0%   | 1 | 1.1%   | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 |               |
| Lidl, London Road, Ipswich   | 0.4%  | 4  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 3.2%   | 4 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 |               |
| Local shops, Cockfield   | 0.0%  | 0  | 0.0%   | 0 | 1.2%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |        | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 |               |
| Local shops, Diss  | 0.3%  | 3  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 4.0%   | 2 | 0.7%    | 1 |               |

| Local shops, Framlingham         0.1%         1         0.0%         0         0.0%   | 0 0.0% 0<br>0 0.8% 1<br>0 0.0% 0<br>0 0.0% 0 | 0 0<br>1 0<br>0 0 | 0.0%   | 0 0.0%<br>0 1.5% | 0  |
|---|--|-------------------|--------|------------------|----|
| Local shops, Harleston       0.1%       1       0.0%       0       0.0%  | 0 0.0% 0<br>0 0.8% 1<br>0 0.0% 0<br>0 0.0% 0 | 0 0<br>1 0<br>0 0 | 0.0%   |                  |    |
| Local shops, North Walsham         0.1%         1         0.0%         0         0.0% | 0 0.8% 1<br>0 0.0% 0<br>0 0.0% 0             | 1 0 0             |        |                  |    |
| Local shops, Tiptree, Essex 0.2% 2 1.3% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0%  | 0 0.0% 0<br>0 0.0% 0                         | 0 0               |        | 0 0.0%           | 0  |
|   | 0 0.0%                                       |                   |        | 0 0.0%           | 0  |
|   |  | 0 0               |        | 0 1.1%           | 1  |
| Marks & Spencer, 0.3% 3 0.0% 0 0.0% 0 2.2% 3 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% Buttermarket, Bury St. Edmunds   |  |                   |        | 0 0.0%           | 0  |
| Marks & Spencer, High 0.1% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.8% 1 0.0% 0 0.0% Street, Colchester   | 0 0.0% 0                                     | 0 0               | 0.0%   | 0 0.0%           | 0  |
| Marks & Spencer, Westgate 0.1% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.8% 1 0.0% 0 0.0% Street, Ipswich  | 0 0.0% 0                                     | 0 0               | 0.0%   | 0 0.0%           | 0  |
| Sainsbury's, Bedingfeld 4.0% 40 1.0% 1 33.6% 12 0.6% 1 0.0% 0 0.0% 0 1.4% 2 0.0% 0 3.7% Way, Bury St. Edmunds   | 5 27.7% 18                                   | 18 1              | 1.8%   | 1 0.0%           | 0  |
| Sainsbury's, Brazen Gate, 0.2% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% Norwich   | 0 0.0%                                       | 0 0               | 0.0%   | 0 1.8%           | 2  |
| Sainsbury's, Felixstowe 0.2% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 1 0.6% 1 0.0% Road, Ipswich   | 0 0.0%                                       | 0 0               | 0.0%   | 0 0.0%           | 0  |
| Sainsbury's, High Street, 0.2% 2 1.8% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 1 Halstead   | 0 0.0%                                       | 0 0               | 0.0%   | 0 0.0%           | 0  |
| Sainsbury's, Western 0.9% 9 6.3% 9 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% Approach, Stanway,  Colchester   | 0 0.0% 0                                     | 0 0               | 0.0%   | 0 0.0%           | 0  |
| Tesco Extra, Anson Road, 0.7% 7 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 3.1% 4 0.0% Martlesham Heath,  Ipswich  | 0 0.0% 0                                     | 0 0               | 0.0%   | 0 3.2%           | 3  |
| Tesco Extra, Copdock 4.0% 40 0.0% 0 0.0% 0 0.0% 0 0.0% 0 8.3% 6 24.4% 28 4.6% 6 0.0% Interchange, Ipswich   | 0 0.0%                                       | 0 0               | 0.0%   | 0 0.0%           | 0  |
| Fesco Extra, Highwoods 0.7% 7 4.1% 6 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.8% 1 0.0% 0 0.0% Square, Colchester  | 0 0.0%                                       | 0 0               | 0.0%   | 0 0.0%           | 0  |
| Tesco Superstore, George 0.2% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% Westwood Way, Beccles  | 0 0.0%                                       | 0 0               | 0.0%   | 0 2.6%           | 2  |
| Tesco Superstore, Ipswich 0.3% 3 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% Road, Norwich   | 0 0.0%                                       | 0 1               | 1.5%   | 1 2.2%           | 2  |
| Tesco Superstore, 0.1% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0%   Kilverstone, Thetford   | 0 0.0%                                       | 0 1               | 1.5%   | 1 0.0%           | 0  |
| Tesco Superstore, Victoria 2.7% 28 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.9% 2 0.7% Road, Diss   | 1 1.0% 1                                     | 1 26              | 6.1% 1 | 13 12.6%         | 11 |
| Waitrose, Corn Exchange, 0.3% 3 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.6% 2 0.0% Ipswich   | 0 0.8% 1                                     | 1 0               | 0.0%   | 0 0.0%           | 0  |
| Newmarket Vay, 0.0% 0 0.0% 0 1.2% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0%  | 0 0.0%                                       | 0 0               | 0.0%   | 0 0.0%           | 0  |
| Waitrose, Futura Park, Crane 0.5% 5 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 2.2% 3 2.1% 3 0.0% Boulevard, Ipswich  | 0 0.0%                                       | 0 0               | 0.0%   | 0 0.0%           | 0  |
| Waitrose, Norwich Road, 0.1% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% Wymondham   | 0 0.0%                                       | 0 2               | 2.0%   | 1 0.0%           | 0  |
| Waitrose, St. Andrews 0.3% 3 1.2% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.0% 1 0.0% 0 0.0%  | 0 0.0%                                       | 0 0               | 0.0%   | 0.0%             | 0  |

|  | Total        | ı            | Zone         | 1         | Zone 2 | 2        | Zone 3        | i         | Zone 4       | ı        | Zone         | 5        | Zo    | ne 6      | 2            | Zone ' | 7         | Zone         | 8         | Zone         | 9        | Zone  | 10       | Zone  | 11       |
|--|--------------|--------------|--------------|-----------|--------|----------|---------------|-----------|--------------|----------|--------------|----------|-------|-----------|--------------|--------|-----------|--------------|-----------|--------------|----------|-------|----------|-------|----------|
| Avenue, Colchester                               |              |              |              |           |        |          |               |           |              |          |              |          |       |           |              |        |           |              |           |              |          |       |          |       |          |
| Weighted base:<br>Sample:                        |              | 1003<br>1013 |              | 137<br>92 |        | 37<br>93 |               | 118<br>94 |              | 56<br>97 |              | 76<br>93 |       | 116<br>90 |              |        | 124<br>98 |              | 140<br>90 |              | 63<br>91 |       | 49<br>87 |       | 86<br>88 |
| Q01AWhich retailer do y<br>Those who do their ma |              |              |              |           |        |          |               |           |              | g fror   | n?           |          |       |           |              |        |           |              |           |              |          |       |          |       |          |
| Asda   | 16.9%        | 14           | 0.0%         |           | 50.3%  |          | 10.4%         | 1         | 0.0%         | 0        | 0.070        | 0        |       |           |              | 0.0%   |           | 57.4%        | 9         | 0.0%         | 0        |       | 0        | 26.2% | 2        |
| Morrisons<br>Iceland                             | 0.0%<br>0.0% | 0            | 0.0%<br>0.0% | 0         |        |          | 0.0%          | 0         | 0.0%<br>0.0% | 0        | 0.0%<br>0.0% | 0        | 0.09  |           |              | 0.0%   | 0         | 0.070        | 0         | 0.0%<br>0.0% | 0        |       | 0        |       | 0        |
| Sainsbury's                                      | 13.6%        | 11           | 0.0%         | -         | 38.0%  |          | 0.0%<br>22.9% | 2         | 0.0%         | 0        | 12.9%        | 1        | 0.09  |           | ) 44<br>) 44 |        | 1         | 0.0%<br>0.0% | 0         | 36.7%        | -        | 13.3% | 0        | 40.1% | 3        |
| Tesco  | 57.5%        | 48           | 88.6%        | 11        | 0.0%   |          | 66.7%         | 5 1       | 100.0%       |          | 36.0%        | 2        | 80.79 |           |              | 0.0%   | 0         | 28.9%        | -         | 58.4%        |          | 67.6% | 4        | 33.7% | 2        |
| Waitrose / Ocado                                 | 11.9%        |              | 11.4%        |           | 11.8%  |          | 0.0%          | 0         | 0.0%         |          | 51.1%        | 2        | 8.39  |           |              | 5.3%   |           | 13.6%        | 2         | 4.8%         | 1        | 19.1% | 1        | 0.0%  | 0        |
| Other  | 0.0%         | 0            | 0.0%         | 0         | 0.0%   | 0        | 0.0%          | 0         | 0.0%         | 0        | 0.0%         | 0        | 0.09  | 6 (       | 0 (          | 0.0%   | 0         | 0.0%         | 0         | 0.0%         | 0        | 0.0%  | 0        | 0.0%  | 0        |
| (Don't know / varies)                            | 0.0%         | 0            | 0.0%         | 0         | 0.0%   | 0        | 0.0%          | 0         | 0.0%         | 0        | 0.0%         | 0        | 0.09  | 6 (       | 0 (          | 0.0%   | 0         | 0.0%         | 0         | 0.0%         | 0        | 0.0%  | 0        | 0.0%  | 0        |
| Weighted base:                                   |              | 83           |              | 12        |        | 2        |               | 7         |              | 2        |              | 4        |       | 14        | 1            |        | 2         |              | 16        |              | 11       |       | 7        |       | 6        |
| Sample:  |              | 73           |              | 8         |        | 7        |               | 6         |              | 3        |              | 7        |       | -         | 7            |        | 2.        |              | 7         |              | 8        |       | 11       |       | 7        |

|                               | Total    | l       | Zone      | 1        | Zone      | 2       | Zone         | 3  | Zone 4 | ı  | Zone   | 5  | Zone   | Ó  | Zone 7 | 7  | Zone 8 | 3  | Zone 9       |        | Zone 1       | 0  | Zone 1 | 1   |  |
|-------------------------------|----------|---------|-----------|----------|-----------|---------|--------------|----|--------|----|--------|----|--------|----|--------|----|--------|----|--------------|--------|--------------|----|--------|-----|--|
| 02 What do you like ab        |          |         |           |          |           |         |              |    |        |    |        |    |        |    |        |    |        |    |              |        |              |    |        |     |  |
| Excluding those who do        | their ma | in food | l shoppin | g via ti | he Intern | et at Q | 01:          |    |        |    |        |    |        |    |        |    |        |    |              |        |              |    |        |     |  |
| othing / very little          | 5.2%     | 52      | 1.8%      | 2        | 7.3%      | 3       | 2.1%         | 2  | 4.0%   | 2  | 3.7%   | 3  | 2.2%   | 3  | 7.3%   | 9  | 13.7%  | 19 | 2.7%         | 2      | 5.2%         | 3  | 4.7%   | 4   |  |
| ttractive environment / nice  | 2.8%     | 28      | 6.1%      | 8        | 0.9%      | 0       | 2.6%         | 3  | 4.2%   | 2  | 2.4%   | 2  | 0.0%   | 0  | 2.3%   | 3  | 1.8%   | 3  | 8.3%         | 5      | 2.9%         | 1  | 0.0%   | 0   |  |
| place                         |          |         |           |          |           |         |              |    |        |    |        |    |        |    |        |    |        |    |              |        |              |    |        |     |  |
| lose to friends or relatives  | 0.2%     | 2       | 0.8%      | 1        | 0.0%      | 0       | 0.0%         | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.8%   | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0%         | 0      | 0.0%         | 0  | 0.0%   | 0   |  |
| lose to home                  | 42.0%    | 422     | 39.8%     | 54       | 40.1%     | 15      | 35.4%        | 42 | 48.6%  | 27 | 63.4%  | 48 | 53.5%  | 62 | 39.6%  | 49 | 40.7%  | 57 | 30.9%        | 20     | 46.6%        | 23 | 28.2%  | 24  |  |
| lose to work                  | 1.1%     | 11      | 1.0%      | 1        | 4.7%      | 2       | 0.8%         | 1  | 2.2%   | 1  | 1.3%   | 1  | 2.1%   | 2  | 1.1%   | 1  | 0.9%   | 1  | 0.0%         | 0      | 0.0%         | 0  | 0.0%   | 0   |  |
| ompact                        | 2.5%     | 25      | 1.0%      | 1        | 1.7%      | 1       | 9.5%         | 11 | 0.0%   | 0  | 0.6%   | 0  | 0.0%   | 0  | 0.8%   | 1  | 3.1%   | 4  | 4.8%         | 3      | 4.7%         | 2  | 0.7%   | 1   |  |
| asy to get to by bike         | 0.0%     | 0       | 0.0%      | 0        | 0.0%      | 0       | 0.0%         | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |        | 0  | 0.0%         | 0      | 0.0%         | 0  | 0.0%   | 0   |  |
| asy to get to by bus          | 0.1%     | 1       | 0.0%      | 0        | 1.9%      | 1       | 0.0%         | 0  | 0.0%   | 0  | 0.6%   | 0  | 0.0%   | 0  | 0.0%   | 0  |        | 0  | 0.0%         | 0      | 0.0%         | 0  | 0.0%   | 0   |  |
| asy to get to by ous          | 3.0%     | 30      | 1.0%      | 1        | 2.4%      | 1       | 7.1%         | 8  | 3.5%   | 2  | 1.2%   | 1  | 0.8%   | 1  | 6.7%   | 8  |        | 2  | 3.7%         | 2      | 1.8%         | 1  | 2.5%   | 2   |  |
|                               | 6.5%     | 65      | 8.0%      | 11       | 6.2%      | 2       | 9.5%         | 11 | 6.0%   | 3  | 3.2%   | 2  | 6.2%   | 7  | 1.7%   | 2  |        | 14 | 5.2%         | 3      | 5.5%         | 3  | 5.8%   | 5   |  |
| asy to park<br>ood facilities | 1.3%     | 13      | 0.0%      | 0        | 2.3%      | 1       | 9.5%<br>0.8% | 11 | 0.7%   | 0  | 0.0%   | 0  | 1.9%   | 2  | 0.8%   | 1  |        | 3  | 3.2%<br>1.6% | J<br>1 | 3.5%<br>7.6% | 4  | 0.0%   | 0   |  |
|                               |          |         |           | -        |           | -       |              | -  |        | 1  |        |    |        |    |        | -  | 2.0%   |    |              | 1      |              | •  |        | 1   |  |
| ood food stores               | 2.7%     | 27      | 3.1%      | 4        | 2.7%      | 1       | 2.4%         | 3  | 2.0%   | 1  | 2.6%   | 2  | 4.6%   | 5  | 3.7%   | 5  |        | 2  | 0.0%         | 0      | 6.7%         | 3  | 1.4%   | 1   |  |
| ood pubs, cafés or            | 0.0%     | 0       | 0.0%      | 0        | 1.2%      | 0       | 0.0%         | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%         | 0      | 0.0%         | 0  | 0.0%   | 0   |  |
| restaurants                   |          |         |           |          |           |         |              | _  |        |    |        |    |        |    |        | _  |        | _  |              | _      |              |    |        |     |  |
| ood range of non-food         | 3.0%     | 31      | 0.8%      | 1        | 1.9%      | 1       | 2.2%         | 3  | 8.8%   | 5  | 1.0%   | 1  | 10.9%  | 13 | 1.9%   | 2  | 0.0%   | 0  | 0.0%         | 0      | 2.0%         | 1  | 5.1%   | 4   |  |
| shops                         |          |         |           |          |           |         |              |    |        |    |        |    |        |    |        |    |        |    |              |        |              |    |        |     |  |
| akes a change from other      | 0.2%     | 2       | 0.0%      | 0        | 0.0%      | 0       | 0.0%         | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.6%   | 1  | 0.7%   | 1  | 0.0%         | 0      | 0.9%         | 0  | 0.0%   | 0   |  |
| places                        |          |         |           |          |           |         |              |    |        |    |        |    |        |    |        |    |        |    |              |        |              |    |        |     |  |
| iiet                          | 3.4%     | 34      | 0.0%      | 0        | 3.9%      | 1       | 13.7%        | 16 | 3.0%   | 2  | 0.0%   | 0  | 4.2%   | 5  | 4.2%   | 5  | 1.1%   | 2  | 0.0%         | 0      | 2.0%         | 1  | 1.8%   | 2   |  |
| fe and secure                 | 0.1%     | 1       | 0.0%      | 0        | 0.0%      | 0       | 0.0%         | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.8%         | 1      | 1.1%         | 1  | 0.0%   | 0   |  |
| ne market (food / farmers'    | 0.1%     | 1       | 0.0%      | 0        | 0.0%      | 0       | 0.0%         | 0  | 1.1%   | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%         | 0      | 0.0%         | 0  | 0.0%   | 0   |  |
| market, other markets)        |          | -       |           | -        |           | -       |              | -  |        | -  |        | -  |        | -  |        | -  |        | -  |              | -      |              | -  |        | -   |  |
| aditional                     | 0.9%     | 9       | 0.0%      | 0        | 1.2%      | 0       | 0.8%         | 1  | 1.5%   | 1  | 1.7%   | 1  | 0.0%   | 0  | 2.9%   | 4  | 0.0%   | 0  | 0.8%         | 1      | 1.5%         | 1  | 0.7%   | 1   |  |
| affic free shopping centre    | 0.1%     | 1       | 0.0%      | 0        | 0.0%      | 0       | 0.0%         | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.6%   | 1  | 0.0%   | 0  | 0.0%         | 0      | 0.0%         | 0  | 0.0%   | 0   |  |
| her                           | 1.6%     | 16      | 1.0%      | 1        | 3.3%      | 1       | 3.4%         | 4  | 0.7%   | 0  | 2.3%   | 2  | 1.4%   | 2  | 0.8%   | 1  | 1.8%   | 3  | 2.7%         | 2      | 1.4%         | 1  | 0.0%   | 0   |  |
|                               |          |         |           | _        |           | -       |              |    |        |    |        | _  |        |    |        | -  |        |    |              | 0      |              | -  |        | 0   |  |
| specific shop                 | 0.0%     | 0       | 0.0%      | 0        | 0.0%      | 0       | 0.0%         | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |        | 0  | 0.0%         | -      | 0.0%         | 0  | 0.0%   | 0   |  |
| specific attraction           | 0.0%     | 0       | 0.0%      | 0        | 0.0%      | 0       | 0.0%         | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |        | 0  | 0.0%         | 0      | 0.0%         | 0  | 0.0%   | 0   |  |
| ean / tidy store              | 0.5%     | 5       | 0.0%      | 0        | 0.0%      | 0       | 2.1%         | 2  | 0.8%   | 0  | 0.0%   | 0  | 0.8%   | 1  | 0.0%   | 0  |        | 0  | 0.8%         | 1      | 1.5%         | 1  | 0.0%   | 0   |  |
| miliarity / habit / always    | 3.4%     | 34      | 7.4%      | 10       | 3.1%      | 1       | 4.2%         | 5  | 0.0%   | 0  | 1.3%   | 1  | 2.5%   | 3  | 4.0%   | 5  | 1.8%   | 3  | 3.3%         | 2      | 2.7%         | 1  | 3.5%   | 3   |  |
| shopped there                 |          |         |           |          |           |         |              |    |        |    |        |    |        |    |        |    |        |    |              |        |              |    |        |     |  |
| iendly / helpful staff        | 2.4%     | 24      | 4.8%      | 7        |           | 1       | 1.9%         | 2  | 2.9%   | 2  | 1.3%   | 1  | 0.0%   | 0  | 2.1%   | 3  |        | 3  | 4.1%         | 3      | 0.9%         | 0  | 4.4%   | 4   |  |
| eneral convenience            | 0.8%     | 8       | 0.0%      | 0        | 0.0%      | 0       | 2.7%         | 3  | 0.0%   | 0  | 0.0%   | 0  | 2.2%   | 3  | 0.0%   | 0  | 0.0%   | 0  | 3.2%         | 2      | 0.0%         | 0  | 0.7%   | 1   |  |
| ood company ethics            | 0.2%     | 2       | 0.0%      | 0        | 0.0%      | 0       | 0.0%         | 0  | 0.7%   | 0  | 0.0%   | 0  | 0.8%   | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0%         | 0      | 1.1%         | 1  | 0.0%   | 0   |  |
| (Fairtrade etc.)              |          |         |           |          |           |         |              |    |        |    |        |    |        |    |        |    |        |    |              |        |              |    |        |     |  |
| ood internal layout           | 1.1%     | 11      | 0.8%      | 1        | 3.0%      | 1       | 1.3%         | 2  | 0.8%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 1.4%   | 2  | 1.1%   | 2  | 1.0%         | 1      | 2.0%         | 1  | 2.5%   | 2   |  |
| od range / choice of food     | 8.3%     |         | 10.8%     | 15       | 7.9%      | 3       | 7.9%         |    | 10.0%  | 6  | 4.1%   | -  | 10.8%  | 13 | 4.0%   | 5  |        | 10 | 5.8%         | 4      | 4.8%         | 2  | 16.3%  | 14  |  |
| oroducts                      | 0.570    | 03      | 10.070    | 13       | 1.770     | 3       | 1.770        |    | 20.070 | 0  | 1.1 /0 | 3  | 10.070 | 13 | 1.070  | 5  | 7.270  | 10 | 5.070        |        | 1.070        | _  | 10.570 | - ' |  |
| 1                             | 0.2%     | 2       | 0.0%      | 0        | 0.0%      | 0       | 0.0%         | 0  | 0.0%   | Ω  | 1.0%   | 1  | 0.8%   | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0%         | 0      | 0.9%         | 0  | 0.0%   | 0   |  |
| ood range of independent      | 0.270    | 2       | 0.070     | U        | 0.070     | U       | 0.070        | U  | 0.070  | U  | 1.070  | 1  | 0.070  | 1  | 0.070  | U  | 0.070  | U  | 0.070        | U      | U.770        | U  | 0.070  | U   |  |
| shops                         | 0.60/    |         | 0.00/     | 1        | 1.20/     | 0       | 0.00/        | 0  | 0.00/  | 0  | 0.00/  | 0  | 0.00/  | 0  | 0.60/  | 1  | 0.00/  | 0  | 2.20/        | 1      | 2.00/        | 1  | 1 10/  | 1   |  |
| ood special offers            | 0.6%     | 6       | 0.8%      |          | 1.2%      | 0       | 0.0%         | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.6%   | 1  | 0.0%   | 0  | 2.2%         | 1      | 2.0%         | 1  | 1.1%   | 1   |  |
| as a petrol station           | 0.3%     | 3       | 0.8%      | 1        | 0.0%      | 0       | 0.0%         | 0  | 0.0%   | 0  | 1.6%   | 1  | 0.0%   | 0  | 0.0%   | 0  |        | 1  | 0.0%         | 0      | 0.0%         | 0  | 0.0%   | 0   |  |
| as everything I need          | 1.0%     | 10      | 0.8%      | 1        | 1.2%      | 0       | 0.6%         | 1  | 0.0%   | 0  | 3.9%   | 3  | 0.0%   | 0  | 1.7%   | 2  |        | 2  | 0.0%         | 0      | 1.5%         | 1  | 0.0%   | 0   |  |
| arge / spacious store         | 0.8%     | 8       | 1.0%      | 1        | 0.0%      | 0       | 2.9%         | 3  | 3.5%   | 2  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%         | 0      | 3.2%         | 2  | 0.0%   | 0   |  |

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|  | Tota   | 1  | Zone  | 1   | Zone  | 2  | Zone   | 3  | Zone   | 4   | Zone  | 5  | Zone   | 6  | Zone  | 7   | Zone  | 8  | Zone  | )  | Zone 1  | .0  | Zone  | 11  |
|--|--|--|---|---|---|--|--|--|--|---|---|--|--|--|---|---|---|--|---|--|---|---|---|---|
|  | 12.00/   | 100  | 12.00/  | 17  | 1.4.00/   | _  | 6.00/  | 7  | 16.00/   | 0   | C 10/   | _  | 0.00/  | 1.1  | 10.60/  | 24  | 7.70/   | 1.1  | 21.00/  | 1.4  | 7.20/   | 4   | 24.00/  | 0.1                                       |
| Lower prices   | 12.8%  | 128  |   | 17  | 14.0%   | 5  | 6.0%   | 1  | 16.2%  | 9   | 6.1%  | 5  | 9.8%   | 11   | 19.6%   | 24  | 7.7%  |  | 21.9%   | 14   | 7.2%  | 4   |   | 21  |
| Loyalty card scheme  | 0.6%<br>0.8%   | 6<br>8   | 0.0%<br>2.8%  | 0   | 0.7%<br>1.9%  | 0  | 0.6%<br>0.8%   | 1  | 0.0%<br>0.0%   | 0   | 0.0%<br>1.0%  | 0  | 0.0%<br>0.8%   | 0  | 0.0%<br>0.0%  | 0   | 1.4%<br>0.0%  | 2  | 0.0%<br>0.8%  | 0  | 2.9%<br>0.0%  | 0   | 1.4%<br>0.0%  | 1   |
| Not too big / crowded Preference for the retailer  | 1.3%   | 13   | 2.8%  | 3   | 2.3%  | 1  | 1.7%   | 2  | 0.0%   | 0   | 0.6%  | 0  | 0.8%   | 1  | 1.5%  | 2   | 1.4%  | 2  | 3.0%  | 2  | 1.8%  | 1   | 0.0%  | 1   |
| Quality of food products   | 5.7%   | 57   | 2.1%<br>8.4%  | 11  | 4.1%  | 2  | 6.8%   | 2  | 7.3%   | 4   | 1.2%  | 1  | 4.5%   | 5  | 6.3%  | 8   | 4.6%  | 6  | 5.9%  | 4  | 5.2%  | 3   | 5.9%  | 5   |
| Value for money  | 2.8%   | 28   | 4.1%  | 6   | 2.7%  | 1  | 2.1%   | 2  | 0.8%   | 0   | 0.7%  | 1  | 1.4%   | 2  | 2.2%  | 3   | 5.3%  | 7  | 3.8%  | 2  | 0.0%  | 0   |   | 1   |
| Work there / staff discount  | 0.9%   | 9  | 2.0%  | 3   | 0.0%  | 0  | 2.1%   | 3  | 1.5%   | 1   | 0.7%  | 0  | 0.0%   | 0  | 0.0%  | 0   | 0.9%  | 1  | 2.0%  | 1  | 0.0%  | 0   |   | 1   |
| (Don't know)   | 2.2%   | 22   | 0.0%  | 0   | 0.0%  | 0  | 0.0%   | 0  | 1.5%   | 1   | 1.3%  | 1  | 1.0%   | 1  | 1.1%  | 1   | 4.2%  | 6  | 2.1%  | 1  | 2.0%  | 1   | 11.3%   | 10  |
| Weighted base:   |  | 1003   |   | 137   |   | 37   |  | 118  |  | 56  |   | 76   |  | 116  |   | 124   |   | 140  |   | 63   |   | 49  |   | 86  |
| Sample:  |  | 1013   |   | 92  |   | 93   |  | 94   |  | 97  |   | 93   |  | 90   |   | 98  |   | 90   |   | 91   |   | 87  |   | 88  |
| 000 11   |  |  |   |   |   |  |  |  |  |   |   |  |  |  |   |   |   |  |   |  |   |   |   |   |
| Q03 How do you norma Excluding those who d   |  |  |   |   |   |  |  |  |  |   |   |  |  |  |   |   |   |  |   |  |   |   |   |   |
|  |  |  |   |   |   | et at Q                                    |  | 94   | 50.3%  | 28  | 80.9%   | 61   | 85.2%  | 99   | 85.3%   | 106   | 80.6%   | 113  | 84.0%   | 53   | 75.2%   | 37  | 88.1%   | 76  |
| Excluding those who d  | o their ma   | in food  | d shoppin   | g via t   | he Intern   | et at Q<br>34                              | 001:   | 94<br>13                                   | 50.3%<br>26.5%   | 28<br>15                                    | 80.9%<br>6.2%   | 61<br>5  | 85.2%<br>9.1%  | 99<br>11                                   | 85.3%<br>10.5%  | 106<br>13                                       | 80.6%<br>10.0%  |  | 84.0%<br>16.0%  | 53<br>10                                   | 75.2%<br>17.4%  | 37<br>9                                   |   | 76<br>7                                   |
| Excluding those who d  Car / van (as driver)   | their ma<br>81.8%  | in food<br>820                                       | d shoppin<br>87.4%  | g via t<br>119                                    | he Intern<br>90.6%  | et at Q<br>34                              | 901:<br>79.6%  |  |  |   |   |  |  |  |   |   |   |  |   |  |   |   | 8.6%  | 76<br>7<br>0                              |
| Excluding those who d  Car / van (as driver)  Car / van (as passenger)  Bus, minibus or coach  Using park & ride facility  | 81.8%<br>11.2%<br>1.2%<br>0.0%   | 820<br>112<br>12<br>0                                | 87.4%<br>9.7%<br>1.6%<br>0.0%   | 119<br>13<br>2<br>0                               | 90.6%<br>6.4%<br>1.9%<br>0.0%   | 34<br>2<br>1<br>0                          | 79.6%<br>11.3%<br>5.2%<br>0.0%   | 13   | 26.5%<br>0.0%<br>0.0%  | 15<br>0<br>0                                | 6.2%<br>0.6%<br>0.0%  | 5<br>0<br>0                                    | 9.1%<br>0.0%<br>0.0%   | 11<br>0<br>0                               | 10.5%<br>1.1%<br>0.0%   | 13<br>1<br>0                                    | 10.0%<br>0.7%<br>0.0%   | 14<br>1<br>0                                     | 16.0%<br>0.0%<br>0.0%   | 10<br>0<br>0                               | 17.4%<br>0.9%<br>0.0%   | 9<br>0<br>0                               | 8.6%<br>0.0%<br>0.0%  | 7<br>0<br>0                               |
| Excluding those who d  Car / van (as driver)  Car / van (as passenger)  Bus, minibus or coach  | 81.8%<br>11.2%<br>1.2%   | 820<br>112<br>12                                     | 87.4%<br>9.7%<br>1.6%<br>0.0%   | 119<br>13<br>2                                    | 90.6%<br>6.4%<br>1.9%   | 34<br>2<br>1                               | 79.6%<br>11.3%<br>5.2%   | 13   | 26.5%<br>0.0%  | 15<br>0                                     | 6.2%<br>0.6%  | 5<br>0   | 9.1%<br>0.0%   | 11<br>0                                    | 10.5%<br>1.1%<br>0.0%   | 13<br>1   | 10.0%<br>0.7%   | 14<br>1  | 16.0%<br>0.0%<br>0.0%   | 10<br>0                                    | 17.4%<br>0.9%   | 9   | 8.6%<br>0.0%<br>0.0%  | 7   |
| Excluding those who d  Car / van (as driver)  Car / van (as passenger)  Bus, minibus or coach  Using park & ride facility  Motorcycle, scooter or  moped   | 81.8%<br>11.2%<br>1.2%<br>0.0%<br>0.0%   | 820<br>112<br>12<br>0<br>0                           | 87.4%<br>9.7%<br>1.6%<br>0.0%   | 119<br>13<br>2<br>0<br>0                          | 90.6%<br>6.4%<br>1.9%<br>0.0%<br>0.0%                                 | 34<br>2<br>1<br>0                          | 79.6%<br>11.3%<br>5.2%<br>0.0%<br>0.0%   | 13<br>6<br>0<br>0                          | 26.5%<br>0.0%<br>0.0%<br>0.0%  | 15<br>0<br>0<br>0                           | 6.2%<br>0.6%<br>0.0%<br>0.0%  | 5<br>0<br>0<br>0                               | 9.1%<br>0.0%<br>0.0%<br>0.0%   | 11<br>0<br>0<br>0                          | 10.5%<br>1.1%<br>0.0%<br>0.0%   | 13<br>1<br>0<br>0                               | 10.0%<br>0.7%<br>0.0%<br>0.0%   | 14<br>1<br>0<br>0                                | 16.0%<br>0.0%<br>0.0%<br>0.0%                                 | 10<br>0<br>0<br>0                          | 17.4%<br>0.9%<br>0.0%<br>0.0%   | 9<br>0<br>0<br>0                          | 8.6%<br>0.0%<br>0.0%<br>0.0%  | 7<br>0<br>0<br>0                          |
| Excluding those who described the Car / van (as driver) Car / van (as passenger) Bus, minibus or coach Using park & ride facility Motorcycle, scooter or moped Walk  | 81.8%<br>11.2%<br>1.2%<br>0.0%<br>0.0%   | 820<br>112<br>12<br>0<br>0                           | 87.4%<br>9.7%<br>1.6%<br>0.0%<br>0.0%   | 119<br>13<br>2<br>0<br>0                          | 90.6%<br>6.4%<br>1.9%<br>0.0%<br>0.0%                                 | 34<br>2<br>1<br>0<br>0                     | 79.6%<br>11.3%<br>5.2%<br>0.0%<br>0.0%   | 13<br>6<br>0<br>0                          | 26.5%<br>0.0%<br>0.0%<br>0.0%<br>21.9%                                 | 15<br>0<br>0<br>0                           | 6.2%<br>0.6%<br>0.0%<br>0.0%<br>11.1%   | 5<br>0<br>0<br>0                               | 9.1%<br>0.0%<br>0.0%<br>0.0%<br>4.9%                                 | 11<br>0<br>0                               | 10.5%<br>1.1%<br>0.0%<br>0.0%<br>3.2%                                 | 13<br>1<br>0<br>0                               | 10.0%<br>0.7%<br>0.0%<br>0.0%<br>7.6%                                 | 14<br>1<br>0<br>0                                | 16.0%<br>0.0%<br>0.0%<br>0.0%<br>0.0%                         | 10<br>0<br>0<br>0                          | 17.4%<br>0.9%<br>0.0%<br>0.0%<br>5.6%                                 | 9<br>0<br>0<br>0                          | 8.6%<br>0.0%<br>0.0%<br>0.0%<br>2.6%                                | 7<br>0<br>0                               |
| Excluding those who described the Car / van (as driver) Car / van (as passenger) Bus, minibus or coach Using park & ride facility Motorcycle, scooter or moped Walk Taxi   | 81.8%<br>11.2%<br>1.2%<br>0.0%<br>0.0%<br>5.0%<br>0.3%                         | 820<br>112<br>12<br>0<br>0<br>50<br>3                | 87.4%<br>9.7%<br>1.6%<br>0.0%<br>0.0%<br>0.0%   | 119<br>13<br>2<br>0<br>0                          | 90.6%<br>6.4%<br>1.9%<br>0.0%<br>0.0%<br>1.2%<br>0.0%                 | 34<br>2<br>1<br>0<br>0                     | 79.6%<br>11.3%<br>5.2%<br>0.0%<br>0.0%<br>3.3%<br>0.6%                         | 13<br>6<br>0<br>0<br>4<br>1                | 26.5%<br>0.0%<br>0.0%<br>0.0%<br>21.9%<br>1.4%                         | 15<br>0<br>0<br>0<br>12<br>1                | 6.2%<br>0.6%<br>0.0%<br>0.0%<br>11.1%<br>0.0%                                 | 5<br>0<br>0<br>0<br>8<br>0                     | 9.1%<br>0.0%<br>0.0%<br>0.0%<br>4.9%<br>0.8%                         | 11<br>0<br>0<br>0<br>0                     | 10.5%<br>1.1%<br>0.0%<br>0.0%<br>3.2%<br>0.0%                         | 13<br>1<br>0<br>0<br>4<br>0                     | 10.0%<br>0.7%<br>0.0%<br>0.0%<br>7.6%<br>0.0%                         | 14<br>1<br>0<br>0<br>11<br>0                     | 16.0%<br>0.0%<br>0.0%<br>0.0%<br>0.0%                         | 10<br>0<br>0<br>0<br>0                     | 17.4%<br>0.9%<br>0.0%<br>0.0%<br>5.6%<br>0.9%                         | 9<br>0<br>0<br>0<br>3<br>0                | 8.6%<br>0.0%<br>0.0%<br>0.0%<br>2.6%<br>0.0%                        | 7<br>0<br>0<br>0                          |
| Excluding those who decorated the control of the co | 81.8%<br>11.2%<br>1.2%<br>0.0%<br>0.0%<br>5.0%<br>0.3%<br>0.0%                 | 820<br>112<br>12<br>0<br>0<br>50<br>3<br>0           | 87.4%<br>9.7%<br>1.6%<br>0.0%<br>0.0%<br>0.0%<br>0.0%                                 | 119<br>13<br>2<br>0<br>0                          | 90.6%<br>6.4%<br>1.9%<br>0.0%<br>0.0%<br>1.2%<br>0.0%<br>0.0%         | 34<br>2<br>1<br>0<br>0<br>0                | 79.6%<br>11.3%<br>5.2%<br>0.0%<br>0.0%<br>3.3%<br>0.6%<br>0.0%                 | 13<br>6<br>0<br>0                          | 26.5%<br>0.0%<br>0.0%<br>0.0%<br>21.9%<br>1.4%<br>0.0%                 | 15<br>0<br>0<br>0<br>12<br>1<br>0           | 6.2%<br>0.6%<br>0.0%<br>0.0%<br>11.1%<br>0.0%<br>0.0%                         | 5<br>0<br>0<br>0                               | 9.1%<br>0.0%<br>0.0%<br>0.0%<br>4.9%<br>0.8%<br>0.0%                 | 11<br>0<br>0<br>0<br>0                     | 10.5%<br>1.1%<br>0.0%<br>0.0%<br>3.2%<br>0.0%<br>0.0%                 | 13<br>1<br>0<br>0<br>4<br>0                     | 10.0%<br>0.7%<br>0.0%<br>0.0%<br>7.6%<br>0.0%<br>0.0%                 | 14<br>1<br>0<br>0<br>11<br>0                     | 16.0%<br>0.0%<br>0.0%<br>0.0%<br>0.0%<br>0.0%                 | 10<br>0<br>0<br>0<br>0                     | 17.4%<br>0.9%<br>0.0%<br>0.0%<br>5.6%<br>0.9%<br>0.0%                 | 9<br>0<br>0<br>0<br>3<br>0                | 8.6%<br>0.0%<br>0.0%<br>0.0%<br>0.0%<br>0.0%                        | 7<br>0<br>0<br>0                          |
| Excluding those who decorate van (as driver) Car / van (as passenger) Bus, minibus or coach Using park & ride facility Motorcycle, scooter or moped Walk Taxi Train Bicycle  | 81.8%<br>11.2%<br>1.2%<br>0.0%<br>0.0%<br>5.0%<br>0.3%<br>0.0%                 | 820<br>112<br>12<br>0<br>0<br>50<br>3<br>0<br>3      | 87.4%<br>9.7%<br>1.6%<br>0.0%<br>0.0%<br>0.0%<br>0.0%<br>0.0%<br>1.2%                 | 119<br>13<br>2<br>0<br>0<br>0                     | 90.6%<br>6.4%<br>1.9%<br>0.0%<br>0.0%<br>1.2%<br>0.0%<br>0.0%<br>0.0% | 34 2 1 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | 79.6%<br>11.3%<br>5.2%<br>0.0%<br>0.0%<br>3.3%<br>0.6%<br>0.0%<br>0.0%         | 13<br>6<br>0<br>0<br>4<br>1                | 26.5%<br>0.0%<br>0.0%<br>0.0%<br>21.9%<br>1.4%<br>0.0%<br>0.0%         | 15<br>0<br>0<br>0<br>12<br>1<br>0<br>0      | 6.2%<br>0.6%<br>0.0%<br>0.0%<br>11.1%<br>0.0%<br>0.0%<br>1.2%                 | 5<br>0<br>0<br>0<br>8<br>0<br>0                | 9.1%<br>0.0%<br>0.0%<br>0.0%<br>4.9%<br>0.8%<br>0.0%<br>0.0%         | 11<br>0<br>0<br>0<br>0                     | 10.5%<br>1.1%<br>0.0%<br>0.0%<br>0.0%<br>0.0%<br>0.0%<br>0.0%         | 13<br>1<br>0<br>0<br>4<br>0<br>0                | 10.0%<br>0.7%<br>0.0%<br>0.0%<br>7.6%<br>0.0%<br>0.0%<br>0.0%         | 14<br>1<br>0<br>0<br>11<br>0<br>0                | 16.0%<br>0.0%<br>0.0%<br>0.0%<br>0.0%<br>0.0%<br>0.0%<br>0.0% | 10<br>0<br>0<br>0<br>0                     | 17.4%<br>0.9%<br>0.0%<br>0.0%<br>5.6%<br>0.9%<br>0.0%                 | 9<br>0<br>0<br>0<br>3<br>0<br>0           | 8.6%<br>0.0%<br>0.0%<br>0.0%<br>0.0%<br>0.0%<br>0.0%<br>0.7%        | 7<br>0<br>0<br>0                          |
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| Excluding those who described the control of the co | 81.8%<br>11.2%<br>1.2%<br>0.0%<br>0.0%<br>5.0%<br>0.3%<br>0.0%<br>0.3%<br>0.0% | 820<br>112<br>12<br>0<br>0<br>50<br>3<br>0<br>3<br>0 | 87.4%<br>9.7%<br>1.6%<br>0.0%<br>0.0%<br>0.0%<br>0.0%<br>0.0%<br>0.0%<br>0.0%<br>0.0% | 119<br>13<br>2<br>0<br>0<br>0<br>0<br>2<br>0<br>0 | 90.6% 6.4% 1.9% 0.0% 0.0% 1.2% 0.0% 0.0% 0.0% 0.0%                    | 34 2 1 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | 79.6%<br>11.3%<br>5.2%<br>0.0%<br>0.0%<br>3.3%<br>0.6%<br>0.0%<br>0.0%<br>0.0% | 13<br>6<br>0<br>0<br>4<br>1<br>0<br>0<br>0 | 26.5%<br>0.0%<br>0.0%<br>0.0%<br>21.9%<br>1.4%<br>0.0%<br>0.0%<br>0.0% | 15<br>0<br>0<br>0<br>12<br>1<br>0<br>0<br>0 | 6.2%<br>0.6%<br>0.0%<br>0.0%<br>11.1%<br>0.0%<br>0.0%<br>1.2%<br>0.0%<br>0.0% | 5<br>0<br>0<br>0<br>8<br>0<br>0<br>1<br>0<br>0 | 9.1%<br>0.0%<br>0.0%<br>0.0%<br>4.9%<br>0.8%<br>0.0%<br>0.0%<br>0.0% | 11<br>0<br>0<br>0<br>6<br>1<br>0<br>0<br>0 | 10.5%<br>1.1%<br>0.0%<br>0.0%<br>3.2%<br>0.0%<br>0.0%<br>0.0%<br>0.0% | 13<br>1<br>0<br>0<br>4<br>0<br>0<br>0<br>0<br>0 | 10.0%<br>0.7%<br>0.0%<br>0.0%<br>7.6%<br>0.0%<br>0.0%<br>0.0%<br>0.0% | 14<br>1<br>0<br>0<br>11<br>0<br>0<br>0<br>0<br>0 | 16.0%<br>0.0%<br>0.0%<br>0.0%<br>0.0%<br>0.0%<br>0.0%<br>0.0% | 10<br>0<br>0<br>0<br>0<br>0<br>0<br>0<br>0 | 17.4%<br>0.9%<br>0.0%<br>0.0%<br>5.6%<br>0.9%<br>0.0%<br>0.0%<br>0.0% | 9<br>0<br>0<br>0<br>3<br>0<br>0<br>0<br>0 | 8.6%<br>0.0%<br>0.0%<br>0.0%<br>0.0%<br>0.0%<br>0.7%<br>0.0%<br>0.0 | 7<br>0<br>0<br>0<br>2<br>0<br>0<br>1<br>0 |
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| Excluding those who described the control of the co | 81.8%<br>11.2%<br>1.2%<br>0.0%<br>0.0%<br>5.0%<br>0.3%<br>0.0%<br>0.3%<br>0.0% | 820<br>112<br>12<br>0<br>0<br>50<br>3<br>0<br>3<br>0 | 87.4%<br>9.7%<br>1.6%<br>0.0%<br>0.0%<br>0.0%<br>0.0%<br>0.0%<br>0.0%<br>0.0%<br>0.0% | 119<br>13<br>2<br>0<br>0<br>0<br>0<br>2<br>0<br>0 | 90.6% 6.4% 1.9% 0.0% 0.0% 1.2% 0.0% 0.0% 0.0% 0.0%                    | 34 2 1 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | 79.6%<br>11.3%<br>5.2%<br>0.0%<br>0.0%<br>3.3%<br>0.6%<br>0.0%<br>0.0%<br>0.0% | 13<br>6<br>0<br>0<br>4<br>1<br>0<br>0<br>0 | 26.5%<br>0.0%<br>0.0%<br>0.0%<br>21.9%<br>1.4%<br>0.0%<br>0.0%<br>0.0% | 15<br>0<br>0<br>0<br>12<br>1<br>0<br>0<br>0 | 6.2%<br>0.6%<br>0.0%<br>0.0%<br>11.1%<br>0.0%<br>0.0%<br>1.2%<br>0.0%<br>0.0% | 5<br>0<br>0<br>0<br>8<br>0<br>0<br>1<br>0<br>0 | 9.1%<br>0.0%<br>0.0%<br>0.0%<br>4.9%<br>0.8%<br>0.0%<br>0.0%<br>0.0% | 11<br>0<br>0<br>0<br>6<br>1<br>0<br>0<br>0 | 10.5%<br>1.1%<br>0.0%<br>0.0%<br>3.2%<br>0.0%<br>0.0%<br>0.0%<br>0.0% | 13<br>1<br>0<br>0<br>4<br>0<br>0<br>0<br>0<br>0 | 10.0%<br>0.7%<br>0.0%<br>0.0%<br>7.6%<br>0.0%<br>0.0%<br>0.0%<br>0.0% | 14<br>1<br>0<br>0<br>11<br>0<br>0<br>0<br>0<br>0 | 16.0%<br>0.0%<br>0.0%<br>0.0%<br>0.0%<br>0.0%<br>0.0%<br>0.0% | 10<br>0<br>0<br>0<br>0<br>0<br>0<br>0<br>0 | 17.4%<br>0.9%<br>0.0%<br>0.0%<br>5.6%<br>0.9%<br>0.0%<br>0.0%<br>0.0% | 9<br>0<br>0<br>0<br>3<br>0<br>0<br>0<br>0 | 8.6%<br>0.0%<br>0.0%<br>0.0%<br>0.0%<br>0.0%<br>0.7%<br>0.0%<br>0.0 | 7<br>0<br>0<br>0<br>2<br>0<br>0<br>1<br>0 |

February 2015

#### Babergh & Mid Suffolk Household Survey For Carter Jonas

Weighted:

Total Zone 2 Zone 9 Zone 1 Zone 3 Zone 4 Zone 5 Zone 6 Zone 7 Zone 8 Zone 10 Zone 11 Q04 When you visit (STORE MENTIONED AT Q01) for your main food shopping, do you combine your shopping with other activities (for example non-food shopping, leisure / entertainment, visiting restaurants, bars, banks, etc.)? [MR] Excluding those who do their main food shopping via the Internet at Q01: 11 15.4% 18 10.5% 25 18.7% 12 21.4% 10 16.9% 15 Yes - non-food shopping 19.1% 191 24.7% 34 29.8% 11 26.2% 31 19.6% 12 15.5% 13 17.6% Yes - other food shopping 116 17.4% 24 18.1% 7 9.5% 11 19.4% 11 5.4% 4 5.4% 2.3% 3 10.6% 15 14.1% 9 23.9% 12 17.5% 15 11.6% 6 3 0.8% 0.0% 0.0% 0 0.0% 0 0.0% 0 1.8% 0.9% 0 Yes - bars / pubs 0.3% 1 0.0% 0 0 0.0% 0 0.0% 0 1 0 0.0% Yes - bingo 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 2 2 Yes - cafés 2.6% 26 3.7% 5 6.6% 2 0.6% 1 5.9% 3 1.8% 6.0% 7 0.6% 1 0.0% 0 2.7% 2 3.2% 2.2% 0 0 0 Yes - cinemas 0.5% 5 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 3.7% 5 0.0% 0 0.0% 0.0% 0 100 10.2% 12 18 7 Yes - get petrol 9.9% 14 5.9% 2 10.5% 0.7% 0 23.6% 5.4% 6 8.6% 11 16.4% 23 8.7% 6 14.1% 0.7% 1 0 Yes - go to park 0.1% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 1.5% 1 0.0% 0.7% 7 0.0% 0 4.7% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 3.5% 0.8% Yes - gyms / health and 2 1.4% 2 0 2 1.1% 1 -1 fitness Yes - library 0.2% 2 0.0% 0 0.7% 0.0% 0.7% 0 1.2% 0.0% 0 0.0% 0 0.0% 0.8% 1 0.0% 0.0% 0.5% 5 0.0% 0 0 0.0% 1.7% 0.0% 0 0.0% 0 1.7% 2 0.0% 0.0% 0 2 Yes - markets 1.1% 0 1 0 0.0% 0 1.8% Yes - meeting family 2.3% 23 4.5% 6 2.3% 1.7% 2 0.0% 0 3.3% 2 1.7% 2 4.3% 5 0.7% 2.5% 2 1.1% 1.5% 1 1 10 0 0.0% 0 0 0.8% Yes - meeting friends 1.0% 4.0% 5 1.6% 1.1% 1 0.0% 0.8% 1 0.0% 0 0.0% 0 1.6% 1 0.0% Yes - museums / art gallery 0.1% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.8% 1 1.5% 1 0.0% 0 Yes - other service (e.g. 0.6% 6 0.8% 0.7% 0 0.0% 1.8% 0.6% 0 0.0% 0 1.7% 2 0.0% 0.8% 1.5% 0.0% 0 1 0 0 travel agent, estate agent etc.) Yes - personal service (e.g. 1.0% 10 2.6% 0.7% 0 0.6% 0.7% 0 0.6% 0.0% 0 1.1% 1 0.7% 1.0% 1 1.1% 1.5% hairdressers, beauty salon etc.) Yes - restaurants 0.4% 4 0.0% 0 0.7% 0.0% 0 0.0% 0.0% 0 0.0% 0 2.1% 3 0.0% 0 0.8% 0.0% 0 1.1% 0.6% 0.0% 0 1.1% 0.6% 0.7% 3.3% 2 0.0% 0 1.4% 2 0.0% 0.8% 0.0% 0 0.0% 0 Yes - swimming 6 0 0 0 1 0 0 0 0 0.0% 0 0.0% 0 Yes - theatre 0.0% 0.0% 0.0% 0 0.0% 0 0.0% 0.0% 0.0% 0.0% 0 0 0.0% 0 0.0% 23 10 10.2% Yes - visiting services such 9.5% 95 6.1% 8 9.7% 4 12.7% 15 2.4% 1 30.5% 3.3% 4 1.6% 2 12.0% 17 4.6% 3 19.7% 9 as banks and other financial institutions Yes - work 3.8% 38 7.2% 10 7.8% 3 2.7% 3 3.4% 2 0.0% 0 3.7% 4 5.2% 6 5.3% 7 3.9% 2 0.0% 0 0.0% 0 0 2 Yes - other 0.5% 5 0.0% 0 1.2% 0 0.8% 1 0.0% 0 0.0% 0.0% 0 0.6% 1 0.0% 0 0.8% 1 2.2% 1 1.8% 59 22 No 53.9% 540 49.4% 68 36.1% 13 50.2% 61.5% 35 43.4% 33 66.8% 78 64.0% 79 53.9% 76 50.8% 32 44.4% 53.7% 46 3 0.0% 0 0.0% 0.0% 0.0% 0 0.0% 0 Yes - medical appointment 0.3% 0.8% 0 0.0% 0 0.0% 0 0 1.1% 1 0.0% 0.7% 1 0 (doctor, dentist, optician etc.) 0.0% 0.0% 0.8% 2.2% 2 0.4% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0 0.0% 0 0.0% 0 (Don't know) 4 0 1.7%

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Weighted base:

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Zone 1

Zone 2

Zone 3

Zone 4

Page 443

February 2015

#### Babergh & Mid Suffolk Household Survey For Carter Jonas

Zone 6

Zone 5

Zone 7

Zone 8

Zone 9

Zone 10

Zone 11

Weighted:

Q05 When you combine your trip with other activities, where do you normally go? Those who combine their main food shopping trip with another activity at 004 (excluding those who do their main food shopping via the Internet at 001): AND Excl Nulls & SFT Bramford 0.2% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0.0% 0.0% 0 2.8% 0.0% 0 11.3% 49 1.6% 67.9% 6.3% 0.0% 0 0.0% 0 0.0% 0 17.8% 50.2% 15 9.3% 2 0.0% 0 Bury St. Edmunds 1 16 4 4.4% 1 10 0 Capel St. Mary 1.0% 4 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 11.5% 4 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 3 Colchester 3.0% 13 13.1% 9 0.0% 0 1.6% 1 0.0% 0 0.0% 0 8.7% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Copdock Mill 0.9% 4 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 10.4% 4 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Debenham 0.5% 2 0.0% 0 0.0% 0.0% 0.0% 0 0.0% 0 0.0% 0 5.3% 2 0.0% 0 0.0% 0.0% 0 0.0% 0 0 0 0 Eye 0.3% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 5.5% 0.0% 0 Hadleigh 6.3% 27 0.0% 0 0.0% 0 4.2% 2 0.0% 0 62.1% 21 8.0% 3 2.3% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Halstead 0.3% 1 1.6% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0 0.0% 1.7% Haverhill 1.4% 6 8.3% 6 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Ipswich 12.3% 54 0.0% 0 0.0% 0 1.3% 1 1.8% 0 23.3% 8 50.1% 18 51.0% 22 5.7% 3 3.8% 0.0% 0 0.0% 0 0.3% 1 0.0% 0 1.8% 0 1.3% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Lavenham 2 0 0.0% 0.0% 2 0.0% 0.5% 0.0% 0 0 0.0% 0 0.0% 0 6.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Manningtree 0.1% 1 0.0% 0 0.0% 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 Needham Market 0 0 0 0.0% 0 1.5% 68 Stowmarket 15.7% 0.0% 0 10.1% 2 0.0% 0.0% 0 6.2% 2 0.0% 0 27.6% 12 72.8% 39 36.0% 11 2.8% 1 1.5% 27.5% 119 62.1% 42 17.8% 85.3% 50 93.9% 20 6.2% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Sudbury 4 0.2% 0 0.0% 0.0% 0.0% 0 0.0% 0 0.0% 0 1.9% 0.0% 0 Barham 1 0.0% 0 0 1 0 0.0% 0 0.0% 0 0.0% Beccles 0.4% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 4.1% 2 Botesdale 0.1% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 2.1% 0.0% 0 Bungay 0.3% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 3.4% 0.3% 1.6% 0.0% 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 Clare 1 0 0 0

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Felixstowe

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Harleston

Holbrook

Newmarket Norwich

Rickinghall

Leyton

Semer

Thetford

Tolgate

Walsham

Sample:

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Weighted base

Framlingham

Diss

| weighteu.   |        |      |          |       |          |       |           |      |         |       |          |        |           |      |         |      |       |    |        |   |         |   |         |   | rebruary 201 |
|---|--------|------|----------|-------|----------|-------|-----------|------|---------|-------|----------|--------|-----------|------|---------|------|-------|----|--------|---|---------|---|---------|---|--------------|
|   | Total  |      | Zone 1   |       | Zone 2   |       | Zone 3    |      | Zone 4  |       | Zone     | 5      | Zone 6    | i    | Zone 7  | •    | Zone  | 8  | Zone 9 |   | Zone 10 | 0 | Zone 11 | 1 |              |
| Q06 In addition to (STORI   | E MENT | IONE | D AT Q01 | ), is | there an | y otl | ner store | that | you reg | ulari | y use fo | r youı | r main-fo | od s | hopping | ? [M | R]    |    |        |   |         |   |         |   |              |
| Aldi, 84 London Road,<br>COLCHESTER   | 0.6%   | 4    | 3.8%     | 3     | 0.0%     | 0     | 0.0%      | 0    | 0.0%    | 0     | 0.0%     | 0      | 0.0%      | 0    | 0.0%    | 0    | 0.0%  | 0  | 0.0%   | 0 | 2.4%    | 1 | 0.0%    | 0 |              |
| Aldi, Gipping Way,<br>STOWMARKET  | 0.1%   | 1    | 0.0%     | 0     | 0.0%     | 0     | 0.0%      | 0    | 0.0%    | 0     | 0.0%     | 0      | 0.0%      | 0    | 0.0%    | 0    | 1.0%  | 1  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |              |
| Aldi, Girling Street,<br>SUDBURY  | 5.7%   | 38   | 11.0%    | 9     | 2.1%     | 1     | 21.5%     | 19   | 21.0%   | 7     | 2.4%     | 1      | 0.0%      | 0    | 0.0%    | 0    | 0.0%  | 0  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |              |
| Aldi, HAVERHILL   | 0.5%   | 3    | 2.9%     | 2     | 2.3%     | 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 |              |
| Asda Superstore, Meadow<br>Centre, Wilkes Way,<br>STOWMARKET  | 4.3%   | 29   | 0.0%     |       | 1.6%     | 0     | 0.0%      | 0    | 0.0%    |       | 13.5%    | 8      | 0.0%      | Ö    |         |      | 12.5% |    | 13.0%  | 6 |         | 1 | 0.0%    | 0 |              |
| Asda superstore, Turner<br>Rise, COLCHESTER   | 0.9%   | 6    | 3.2%     | 3     | 5.7%     | 1     | 0.0%      | 0    | 6.2%    | 2     | 0.0%     | 0      | 0.0%      | 0    | 0.0%    | 0    | 0.0%  | 0  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |              |
| Co op, Church Street, EYE   | 0.6%   | 4    | 0.0%     | 0     | 0.0%     | 0     | 0.0%      | 0    | 0.0%    | 0     | 0.0%     | 0      | 0.0%      | 0    | 0.0%    | 0    | 0.0%  | 0  | 0.0%   | 0 | 10.6%   | 3 | 1.7%    | 1 |              |
| Co-op, 100 East Street,<br>SUDBURY  | 0.9%   | 6    | 0.0%     | 0     | 0.0%     | 0     | 2.7%      | 2    | 8.7%    | 3     | 0.0%     | 0      | 0.0%      | 0    | 0.0%    | 0    | 0.0%  | 0  | 0.0%   | 0 | 0.0%    | 0 | 1.2%    | 1 |              |
| Co-op, 2 High Street,<br>LAVENHAM   | 0.3%   | 2    | 0.0%     | 0     | 0.0%     | 0     | 1.9%      | 2    | 0.0%    | 0     | 0.0%     | 0      | 0.0%      | 0    | 0.0%    | 0    | 0.0%  | 0  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |              |
| Co-op, 72 High Street,<br>HADLEIGH  | 3.1%   | 21   | 0.0%     | 0     | 0.0%     | 0     | 1.9%      | 2    | 0.0%    | 0     | 30.3%    | 18     | 1.2%      | 1    | 0.0%    | 0    | 0.0%  | 0  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |              |
| Co-op, 80A High Street,<br>LAVENHAM   | 0.0%   | 0    | 0.0%     | 0     | 1.0%     | 0     | 0.0%      | 0    | 0.0%    | 0     | 0.0%     | 0      | 0.0%      | 0    | 0.0%    | 0    | 0.0%  | 0  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |              |
| Co-op, Hall Street, LONG<br>MELFORD   | 0.1%   | 0    | 0.0%     | 0     | 1.7%     | 0     | 0.0%      | 0    | 0.0%    | 0     | 0.0%     | 0      | 0.0%      | 0    | 0.0%    | 0    | 0.0%  | 0  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |              |
| Co-op, HALSTEAD   | 0.2%   | 1    | 1.3%     | 1     | 0.0%     | 0     | 0.0%      | 0    | 0.0%    | 0     | 0.0%     | 0      | 0.0%      | 0    | 0.0%    | 0    | 0.0%  | 0  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |              |
| Co-op, MANNINGTREE  | 0.1%   | 1    | 0.0%     | 0     | 0.0%     | 0     | 0.0%      | 0    | 0.0%    | 0     | 0.0%     | 0      | 1.2%      | 1    | 0.0%    | 0    | 0.0%  | 0  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |              |
| Co-op, NEEDHAM<br>MARKET  | 0.3%   | 2    | 0.0%     | 0     | 0.0%     | 0     | 0.0%      | 0    | 0.0%    | 0     | 0.0%     | 0      | 0.0%      | 0    | 3.0%    | 2    | 0.0%  | 0  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |              |
| Co-op, The Street, CAPEL<br>ST MARY   | 0.3%   | 2    | 0.0%     | 0     | 0.0%     | 0     | 0.0%      | 0    | 0.0%    | 0     | 0.0%     | 0      | 2.8%      | 2    | 0.0%    | 0    | 0.0%  | 0  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |              |
| Farmfoods Freezer Centres,<br>Unit 3a, Sudbury Retail<br>Park, Northern Road,<br>Newton Road, SUDBURY | 0.9%   | 6    | 1.6%     | 1     | 0.0%     | 0     | 4.7%      | 4    | 1.4%    | 0     | 0.0%     | 0      | 0.0%      | 0    | 0.0%    | 0    | 0.0%  | 0  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |              |
| Lidl, Bury Road,<br>STOWMARKET  | 4.4%   | 29   | 0.0%     | 0     | 1.0%     | 0     | 0.0%      | 0    | 0.0%    | 0     | 0.8%     | 0      | 0.0%      | 0    | 6.7%    | 5    | 21.8% | 20 | 5.4%   | 2 | 1.5%    | 0 | 1.0%    | 1 |              |
| Morrisons, 175 London<br>Road, HADLEIGH   | 3.5%   | 23   | 0.0%     | 0     | 0.0%     | 0     | 7.4%      | 7    | 2.5%    | 1     | 20.4%    | 12     | 4.5%      | 4    | 0.0%    | 0    | 0.0%  | 0  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |              |
| Morrisons, DISS   | 4.1%   | 28   | 0.0%     | 0     | 0.0%     | 0     | 0.0%      | 0    | 0.0%    | 0     | 0.0%     | 0      | 0.0%      | 0    | 5.5%    | 4    | 7.7%  | 7  | 0.0%   | 0 | 30.8%   | 9 | 12.6%   | 7 |              |
| Morrisons, Sheringham<br>Court, Milton Road South,<br>STOWMARKET                                      | 3.7%   | 25   | 0.0%     | 0     | 1.0%     | 0     | 0.0%      | 0    | 0.0%    | 0     | 0.0%     | 0      | 0.0%      | 0    |         |      | 21.1% | 20 | 1.2%   | 1 | 0.0%    | 0 |         | 0 |              |
| Morrisons, Sproughton<br>Road, IPSWICH  | 3.3%   | 22   | 0.0%     | 0     | 1.0%     | 0     | 0.0%      | 0    | 2.5%    | 1     | 0.0%     | 0      | 5.8%      | 4    | 23.4%   | 17   | 0.0%  | 0  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |              |
| Roys of Wroxham, Great  | 0.3%   | 2    | 0.0%     | 0     | 0.0%     | 0     | 1.9%      | 2    | 1.1%    | 0     | 0.0%     | 0      | 0.0%      | 0    | 0.0%    | 0    | 0.0%  | 0  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |              |

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|--|---------|----|-------|----|--------|---|-------|----|--------|---|--------|---|-------|----|-------|---|-------|----|--------|---|--------|----|--------|---|---------------|
|  | Total   | 1  | Zone  | 1  | Zone 2 | 2 | Zone  | 3  | Zone 4 | ı | Zone : | 5 | Zone  | 6  | Zone  | 7 | Zone  | 8  | Zone 9 | ) | Zone 1 | .0 | Zone 1 | 1 |               |
| Eastern Road, SUDBURY  |         |    |       |    |        |   |       |    |        |   |        |   |       |    |       |   |       |    |        |   |        |    |        |   |               |
| Sainsbury's Superstore,<br>11-14 Priory Walk,<br>COLCHESTER      | 1.0%    | 6  | 5.8%  | 5  | 0.0%   | 0 | 0.0%  | 0  | 0.0%   | 0 | 0.8%   | 0 | 1.2%  | 1  | 0.0%  | 0 | 0.0%  | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 |               |
| Sainsbury's, Cornard Road,<br>SUDBURY                            | 8.4%    | 56 | 11.2% | 10 | 2.8%   | 1 | 37.6% | 34 | 20.8%  | 7 | 7.9%   | 5 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 1.2%   | 1 | 0.0%   | 0  | 0.0%   | 0 |               |
| Sainsbury's, Hadleigh Road, IPSWICH                              | 2.7%    | 18 | 0.0%  | 0  | 0.0%   | 0 | 0.0%  | 0  | 0.0%   | 0 | 2.8%   | 2 | 12.4% | 10 | 7.9%  | 6 | 1.3%  | 1  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 |               |
| Sainsbury's, HAVERHILL   | 1.0%    | 6  | 7.6%  | 6  | 0.0%   | 0 | 0.0%  | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 |               |
| Sainsbury's, MILDENHALL  | 0.1%    | 1  | 0.0%  | 0  | 1.3%   | 0 | 0.0%  | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 1.4%   | 1 | 0.0%   | 0  | 0.0%   | 0 |               |
| Tesco Express, Crouch<br>Street, COLCHESTER                      | 0.2%    | 1  | 1.6%  | 1  | 0.0%   | 0 | 0.0%  | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 |               |
| Tesco Metro, Kesgrave, IPSWICH                                   | 0.6%    | 4  | 0.0%  | 0  | 0.0%   | 0 | 0.0%  | 0  | 0.0%   | 0 | 1.3%   | 1 | 1.5%  | 1  | 2.8%  | 2 | 0.0%  | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 |               |
| Tesco Superstore,<br>Bedingfeld Way, BURY<br>ST. EDMUNDS         | 0.8%    | 6  | 0.0%  | 0  | 4.9%   | 1 | 0.0%  | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 7.5%   | 3 | 3.2%   | 1  | 0.0%   | 0 |               |
| Tesco Superstore, Cedars<br>Link Road,<br>STOWMARKET             | 6.6%    | 44 | 0.0%  | 0  | 1.6%   | 0 | 0.0%  | 0  | 0.0%   | 0 | 2.5%   | 1 | 0.0%  | 0  | 8.0%  | 6 | 29.9% | 28 | 14.2%  | 6 | 7.9%   | 2  | 0.0%   | 0 |               |
| Tesco Superstore, St<br>Saviours Interchange,<br>BURY ST EDMUNDS | 1.1%    | 7  | 1.6%  | 1  | 6.8%   | 2 | 0.0%  | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 9.0%   | 4 | 0.0%   | 0  | 0.0%   | 0 |               |
| Tesco, BRAINTREE   | 0.4%    | 2  | 0.0%  | 0  | 0.0%   | 0 | 0.0%  | 0  | 0.0%   | 0 | 4.2%   | 2 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 |               |
| Tesco, Greenstead Road,<br>COLCHESTER                            | 0.4%    | 3  | 0.0%  | 0  | 0.0%   | 0 | 0.0%  | 0  | 0.0%   | 0 | 0.0%   | 0 | 3.3%  | 3  | 0.0%  | 0 | 0.0%  | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 |               |
| Tesco, Woodhall Business<br>Park, Springlands Way,<br>SUDBURY    | 6.6%    | 44 | 15.4% | 13 | 8.9%   | 2 | 22.2% | 20 | 24.0%  | 8 | 1.0%   | 1 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 |               |
| Waitrose, Robert Boby Way,<br>BURY ST EDMUNDS                    | 2.0%    | 13 | 1.3%  | 1  | 13.4%  | 3 | 0.0%  | 0  | 0.0%   | 0 | 0.8%   | 0 | 0.0%  | 0  | 0.0%  | 0 | 1.0%  | 1  | 15.1%  | 7 | 2.9%   | 1  | 0.0%   | 0 |               |
| Waitrose, Station Road,<br>SUDBURY                               | 6.5%    | 43 | 14.0% | 12 | 2.8%   | 1 | 17.6% | 16 | 21.6%  | 7 | 11.5%  | 7 | 1.2%  | 1  | 0.0%  | 0 | 0.0%  | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 |               |
| Bury St. Edmunds   | 0.4%    | 2  | 0.0%  | 0  | 1.7%   | 0 | 1.1%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 2.3%   | 1 | 0.0%   | 0  | 0.0%   | 0 |               |
| Cedars Park  | 0.1%    | 1  | 0.0%  | 0  | 0.0%   | 0 | 0.0%  | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%   | 0 | 1.8%   | 1  | 0.0%   | 0 |               |
| Colchester   | 0.4%    | 3  | 2.1%  | 2  | 0.0%   | 0 | 0.0%  | 0  | 0.0%   | 0 | 0.0%   | 0 | 1.2%  | 1  | 0.0%  | 0 | 0.0%  | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 |               |
| Copdock Mill   | 0.2%    | 2  | 0.0%  | 0  | 0.0%   | 0 | 0.0%  | 0  | 0.0%   | 0 | 0.0%   | 0 | 2.0%  | 2  | 0.0%  | 0 | 0.0%  | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 |               |
| Debenham   | 0.4%    | 3  | 0.0%  | 0  | 0.0%   | 0 | 0.0%  | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%  | 0  | 3.6%  | 3 | 0.0%  | 0  | 0.0%   | 0 | 1.5%   | 0  | 0.0%   | 0 |               |
| Dedham   | 0.1%    | 1  | 0.0%  | 0  | 0.0%   | 0 | 0.0%  | 0  | 0.0%   | 0 | 0.0%   | 0 | 1.2%  | 1  | 0.0%  | 0 | 0.0%  | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 |               |
| Eye  | 0.1%    | 1  | 0.0%  | 0  | 0.0%   | 0 | 0.0%  | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%   | 0 | 2.4%   | 1  | 0.0%   | 0 |               |
| Hadleigh   | 0.3%    | 2  | 0.0%  | 0  |        | 0 | 0.0%  | 0  | 0.0%   | 0 | 2.2%   | 1 | 1.2%  | 1  | 0.0%  | 0 | 0.0%  | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 |               |
| Haverhill  | 0.2%    | 1  | 1.3%  | 1  | 0.0%   | 0 | 0.0%  | 0  |        | 0 | 0.0%   | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 |               |
| Ipswich  | 2.0%    | 13 | 0.0%  | 0  |        | 0 | 0.0%  | 0  |        | 0 | 0.8%   | 0 | 9.9%  | 8  | 4.1%  | 3 | 0.0%  | 0  |        | 0 | 6.5%   | 2  | 0.0%   | 0 |               |
| Lavenham   | 0.1%    | 0  | 0.0%  | 0  |        | 0 | 0.0%  | 0  |        | 0 | 0.0%   | 0 | 0.0%  | 0  | 0.0%  | 0 |       | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 |               |
| Manningtree  | 0.1%    | 1  | 0.0%  | 0  |        | 0 | 0.0%  | 0  |        | 0 | 0.0%   | 0 | 1.5%  | 1  | 0.0%  | 0 | 0.0%  | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 |               |
| Needham Market   | 0.2%    | 1  | 0.0%  | 0  | 1.7%   | 0 | 0.0%  | 0  | 0.070  | 0 | 0.0%   | 0 | 0.0%  | 0  | 1.1%  | 1 | 0.0%  | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 |               |
| Sudbury  | 0.2%    | 4  | 2.1%  | 2  |        | 0 | 1.3%  | 1  | 4.4%   | 1 | 0.0%   | 0 | 0.0%  | 0  | 0.0%  | 0 |       | 0  |        | 0 | 0.0%   | 0  | 0.0%   | 0 |               |
| Sudduly  | U. / 70 | 4  | ∠.170 | 2  | 0.070  | U | 1.370 | 1  | 4.470  | 1 | 0.070  | U | 0.0%  | U  | 0.070 | U | 0.070 | U  | 0.070  | U | 0.070  | U  | 0.070  | U |               |
|  |         |    |       |    |        |   |       |    |        |   |        |   |       |    |       |   |       |    |        |   |        |    |        |   |               |

|   | Total        |          | Zone 1       |   | Zone 2       |   | Zone 3       |   | Zone 4       |   | Zone 5       |   | Zone 6       |   | Zone 7        | 7       | Zone 8       | 3      | Zone 9       |   | Zone 1        | 0 | Zone 11       | 1      |
|---|--------------|----------|--------------|---|--------------|---|--------------|---|--------------|---|--------------|---|--------------|---|---------------|---------|--------------|--------|--------------|---|---------------|---|---------------|--------|
|   |              | _        |              |   |              |   |              |   |              |   |              |   |              |   |               |         |              |        |              |   |               |   |               |        |
| Stowmarket Street / Farmers' Markets in Stowmarket  | 1.1%<br>0.2% | 7 2      | 0.0%<br>0.0% | 0 | 0.0%<br>1.3% | 0 | 0.0%<br>0.0%  | 0       | 6.9%<br>1.3% | 6<br>1 | 1.8%<br>0.0% | 0 | 0.0%<br>0.0%  | 0 | 0.0%<br>0.0%  | 0<br>0 |
| street / Farmers' Markets in<br>Sudbury   | 0.5%         | 4        | 0.0%         | 0 | 0.0%         | 0 | 1.9%         | 2 | 5.5%         | 2 | 0.0%         | 0 | 0.0%         | 0 | 0.0%          | 0       | 0.0%         | 0      | 0.0%         | 0 | 0.0%          | 0 | 0.0%          | 0      |
| ıldi, Mere Street, Diss<br>ıldi, Meredith Road,<br>Ipswich                                      | 1.6%<br>2.0% | 11<br>13 | 0.0%<br>0.0% | 0 |              | 0 | 0.0%<br>0.0% | 0 | 0.0%<br>0.0% | 0 | 0.0%<br>0.0% | 0 | 0.0%<br>0.0% | 0 | 0.0%<br>18.7% | 0<br>13 | 0.0%<br>0.0% | 0      | 0.0%<br>0.0% | 0 | 16.0%<br>0.0% | 5 | 10.2%<br>0.0% | 6<br>0 |
| ldi, Newmarket Road,<br>Dettingen Way, Bury St.<br>Edmunds                                      | 1.1%         | 7        | 0.0%         | 0 | 12.2%        | 3 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%          | 0       | 0.0%         | 0      | 7.9%         | 4 | 1.8%          | 1 | 0.0%          | 0      |
| ndrews Quality Butchers,<br>High Street, Hadleigh   | 0.2%         | 1        | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 2.5%         | 1 | 0.0%         | 0 | 0.0%          | 0       | 0.0%         | 0      | 0.0%         | 0 | 0.0%          | 0 | 0.0%          | 0      |
| sda Superstore, Acle New<br>Road, Runham Vauxhall,<br>Great Yarmouth                            | 0.1%         | 1        | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%          | 0       | 0.0%         | 0      | 0.0%         | 0 | 0.0%          | 0 | 1.5%          | 1      |
| sda Superstore, Stoke Park<br>Drive, Ipswich  | 0.8%         | 5        | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 5.8%         | 5 | 1.1%          | 1       | 0.0%         | 0      | 0.0%         | 0 | 0.0%          | 0 | 0.0%          | 0      |
| sda Superstore, Western<br>Way, Bury St. Edmunds  | 1.0%         | 7        |              |   | 12.3%        | 3 | 0.0%         | 0 | 2.5%         | 1 | 0.0%         | 0 | 0.0%         | 0 | 0.0%          | 0       |              | 0      | 6.6%         | 3 | 0.0%          | 0 | ,             | 0      |
| sda Superstore, Whitehouse Industrial Estate, Goddard Road, Ipswich                             | 1.2%         | 8        | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 1.7%         | 1 | 2.8%         | 2 | 5.0%          | 4       | 0.0%         | 0      | 0.0%         | 0 | 0.0%          | 0 | 2.2%          | 1      |
| udgens, Bullock Fair Close,<br>Harleston  | 0.7%         | 5        | 0.0%         |   | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 |              | 0 | 0.0%         | 0 | 0.0%          |         | 0.0%         | 0      | 0.0%         | 0 |               |   | 8.2%          | 5      |
| o-op, Broad Street, Eye<br>o-op, Fiveways Retail Park,<br>Peartree Road, Stanway,<br>Colchester | 0.2%<br>0.2% | 1        | 0.0%<br>1.6% | 0 |              | 0 | 0.0%<br>0.0% | 0 | 0.0%<br>0.0% | 0 | 0.0%<br>0.0% | 0 | 0.0%<br>0.0% | 0 | 0.0%<br>0.0%  | 0       | 0.0%<br>0.0% | 0      | 0.0%<br>0.0% | 0 | 1.5%<br>0.0%  | 0 | 1.0%<br>0.0%  | 1 0    |
| o-op, High Street, Earls<br>Colne   | 0.3%         | 2        | 2.1%         | 2 |              | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%          |         | 0.0%         | 0      | 0.0%         | 0 |               | 0 | 0.0%          | 0      |
| o-op, Market Hill, Clare<br>o-op, Market Hill,<br>Framlingham                                   | 0.3%<br>0.2% | 2 2      | 2.0%<br>0.0% | 0 |              | 0 | 0.0%<br>0.0% | 0 | 0.0%<br>0.0% | 0 | 0.0%<br>0.0% | 0 | 0.0%<br>0.0% | 0 | 0.0%<br>1.1%  | 0       | 0.0%<br>0.0% | 0      | 0.0%<br>0.0% | 0 |               | 0 | 0.0%<br>1.2%  | 0<br>1 |
| o-op, Sheldrake Drive,<br>Ipswich   | 0.2%         | 2        | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 2.0%         | 2 | 0.0%          | 0       | 0.0%         | 0      | 0.0%         | 0 | 0.0%          | 0 | 0.0%          | 0      |
| o-op, The Street, Holbrook<br>o-op, The Street,<br>Rickinghall, Diss                            | 0.2%<br>0.2% | 1<br>1   | 0.0%<br>0.0% | 0 |              | 0 | 0.0%<br>0.0% | 0 | 0.0%<br>0.0% | 0 | 0.0%<br>0.0% | 0 | 1.5%<br>0.0% | 1 | 0.0%<br>0.0%  | 0       | 0.0%<br>0.0% | 0      | 0.0%<br>0.0% | 0 | 0.0%<br>4.7%  | 0 | 0.0%<br>0.0%  | 0      |
| ollow Trees Farm Shop,<br>Semer, Ipswich  | 0.1%         | 1        | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 1.0%         | 1 | 0.0%         | 0 | 0.0%          | 0       | 0.0%         | 0      | 0.0%         | 0 | 0.0%          | 0 | 0.0%          | 0      |
| eland, North Street,<br>Sudbury   | 0.7%         | 5        | 0.0%         |   | 1.0%         | 0 | 1.9%         | 2 | 6.2%         |   | 1.2%         | 1 | 0.0%         | 0 |               |         | 0.0%         | 0      | 0.0%         | 0 |               | 0 |               | 0      |
| idl, Copenhagen Way, Norwich  | 0.1%         | 1        | 0.0%         | 0 |              | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%          | 0       | 0.0%         | 0      | 0.0%         | 0 |               | 0 | 1.0%          | 1      |
| idl, Handford Road,   | 0.2%         | 1        | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 | 1.5%         | 1 | 0.0%          | 0       | 0.0%         | 0      | 0.0%         | 0 | 0.0%          | 0 | 0.0%          | 0      |

|   | Total        | l  | Zone 1 |   | Zone 2 |   | Zone 3 |   | Zone 4       |   | Zone  | 5 | Zone 6       | 6  | Zone ' | 7  | Zone 8 | 3 | Zone 9       |   | Zone 10 | ) | Zone 1       | 1 |  |
|---|--------------|----|--------|---|--------|---|--------|---|--------------|---|-------|---|--------------|----|--------|----|--------|---|--------------|---|---------|---|--------------|---|--|
|   |              |    |        |   |        |   |        |   |              |   |       |   |              |    |        |    |        |   |              |   |         |   |              |   |  |
| Ipswich                                       |              |    |        |   |        |   |        |   |              |   |       |   |              |    |        |    |        |   |              |   |         |   |              |   |  |
| Lidl, Holt Road, Cromer                       | 0.1%         | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%         | 0 | 0.0%  | 0 | 0.0%         | 0  |        | 0  |        | 0 | 0.0%         | 0 | 0.0%    | 0 | 1.0%         | 1 |  |
| Lidl, London Road, Ipswich                    | 0.5%         | 3  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%         | 0 | 0.0%  | 0 | 2.8%         | 2  | 1.8%   | 1  | 0.0%   | 0 | 0.0%         | 0 | 0.0%    | 0 | 0.0%         | 0 |  |
| Local shops, Beccles                          | 0.3%         | 2  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%         | 0 | 0.0%  | 0 | 0.0%         | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%         | 0 | 0.0%    | 0 | 3.3%         | 2 |  |
| Local shops, Diss                             | 0.2%         | 2  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%         | 0 | 0.0%  | 0 | 0.0%         | 0  | 2.3%   | 2  | 0.0%   | 0 | 0.0%         | 0 | 0.0%    | 0 | 0.0%         | 0 |  |
| Local shops, Earls Colne                      | 0.2%         | 1  | 1.3%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%         | 0 | 0.0%  | 0 | 0.0%         | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%         | 0 | 0.0%    | 0 | 0.0%         | 0 |  |
| Local shops, East Bergholt                    | 0.3%         | 2  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%         | 0 | 0.0%  | 0 | 2.8%         | 2  |        | 0  | 0.0%   | 0 | 0.0%         | 0 | 0.0%    | 0 | 0.0%         | 0 |  |
| Local shops, Harleston                        | 0.1%         | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%         | 0 | 0.0%  | 0 | 0.0%         | 0  | 0.070  | 0  | 0.0%   | 0 | 0.0%         | 0 | 0.0%    | 0 | 1.0%         | 1 |  |
| Local shops, Mundesley                        | 0.1%         | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%         | 0 | 0.8%  | 0 | 0.0%         | 0  |        | 0  |        | 0 | 0.0%         | 0 | 0.0%    | 0 | 0.0%         | 0 |  |
| Local shops, Norwich                          | 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 | 1.5%    | 0 | 0.0%         | 0 |  |
| Local shops, Shotley                          | 0.1%         | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%         | 0 | 0.0%  | 0 | 1.2%         | 1  | 0.0%   | 0  |        | 0 | 0.0%         | 0 | 0.0%    | 0 | 0.0%         | 0 |  |
| Local shops, Stowupland                       | 0.1%         | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%         | 0 | 0.0%  | 0 | 0.0%         | 0  | 0.0%   | 0  | 0.0%   | 0 | 1.9%         | 1 | 0.0%    | 0 | 0.0%         | 0 |  |
| Local shops, Tharston                         | 0.1%         | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%         | 0 | 0.0%  | 0 | 0.0%         | 0  | 0.0%   | 0  |        | 0 | 1.2%         | 1 | 0.0%    | 0 | 0.0%         | 0 |  |
| Local shops,                                  | 0.1%         | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%         | 0 | 0.0%  | 0 | 0.0%         | 0  | 0.0%   | 0  | 0.0%   | 0 | 1.4%         | 1 | 0.0%    | 0 | 0.0%         | 0 |  |
| Walsham-le-Willows                            | 0.10/        | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.00/        | 0 | 0.00/ | 0 | 0.00/        | 0  | 0.00/  | 0  | 0.00/  | 0 | 0.00/        | 0 | 0.0%    | 0 | 1.70/        | 1 |  |
| Local shops, Woodbridge                       | 0.1%<br>0.5% | 3  | 1.6%   | 1 | 3.4%   | 1 | 0.0%   | 0 | 0.0%<br>0.0% | 0 | 0.0%  | 0 | 0.0%<br>0.0% | 0  | 0.070  | 0  |        | 0 | 0.0%<br>1.9% | 1 | 0.0%    | 0 | 1.7%<br>0.0% | 0 |  |
| Marks & Spencer,<br>Buttermarket, Bury St.    | 0.5%         | 3  | 1.0%   | 1 | 3.4%   | 1 | 0.0%   | U | 0.0%         | U | 0.0%  | U | 0.0%         | U  | 0.0%   | U  | 0.0%   | U | 1.9%         | 1 | 0.0%    | U | 0.0%         | U |  |
| Edmunds                                       | 0.1%         | 1  | 0.00/  | 0 | 0.00/  | 0 | 0.00/  | 0 | 0.00/        | 0 | 0.00/ | 0 | 0.00/        | 0  | 0.00/  | 0  | 0.00/  | 0 | 0.00/        | 0 | 0.00/   | 0 | 1.20/        | 1 |  |
| Marks & Spencer,                              | 0.1%         | 1  | 0.0%   | U | 0.0%   | 0 | 0.0%   | 0 | 0.0%         | 0 | 0.0%  | U | 0.0%         | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%         | 0 | 0.0%    | 0 | 1.2%         | 1 |  |
| Martlesham Heath Retail Park, Beardmore Park, |              |    |        |   |        |   |        |   |              |   |       |   |              |    |        |    |        |   |              |   |         |   |              |   |  |
| Ipswich                                       |              |    |        |   |        |   |        |   |              |   |       |   |              |    |        |    |        |   |              |   |         |   |              |   |  |
| Marks & Spencer, Westgate                     | 0.1%         | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%         | 0 | 0.0%  | 0 | 0.0%         | 0  | 1.4%   | 1  | 0.0%   | 0 | 0.0%         | 0 | 0.0%    | 0 | 0.0%         | 0 |  |
| Street, Ipswich                               | 0.1 /0       | 1  | 0.070  | U | 0.070  | U | 0.070  | U | 0.070        | U | 0.070 | U | 0.070        | U  | 1.4/0  | 1  | 0.070  | U | 0.070        | U | 0.070   | U | 0.070        | U |  |
| Morrisons, Iconfield Park,                    | 0.3%         | 2  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%         | 0 | 0.0%  | 0 | 2.7%         | 2  | 0.0%   | 0  | 0.0%   | 0 | 0.0%         | 0 | 0.0%    | 0 | 0.0%         | 0 |  |
| Garland Road, Harwich                         | 0.570        | _  | 0.070  | O | 0.070  | U | 0.070  | Ü | 0.070        | O | 0.070 | Ü | 2.770        |    | 0.070  | U  | 0.070  | O | 0.070        | O | 0.070   | Ü | 0.070        | Ü |  |
| Sainsbury's, Bedingfeld                       | 2.7%         | 18 | 0.0%   | 0 | 18.3%  | 5 | 0.0%   | 0 | 0.0%         | 0 | 0.0%  | 0 | 0.0%         | 0  | 0.0%   | 0  | 5.1%   | 5 | 17.5%        | 8 | 2.4%    | 1 | 0.0%         | 0 |  |
| Way, Bury St. Edmunds                         | 2.770        | 10 | 0.070  |   | 10.570 | 9 | 0.070  | Ů | 0.070        | Ü | 0.070 | Ü | 0.070        | Ü  | 0.070  | ·  | 3.170  | - | 17.570       | O | 2.170   | - | 0.070        | Ü |  |
| Sainsbury's, Brazen Gate,                     | 0.3%         | 2  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%         | 0 | 0.0%  | 0 | 0.0%         | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%         | 0 | 4.8%    | 1 | 1.2%         | 1 |  |
| Norwich                                       |              |    |        |   |        |   |        |   |              |   |       |   |              |    |        |    |        |   |              |   |         |   |              |   |  |
| Sainsbury's, Felixstowe                       | 1.4%         | 10 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%         | 0 | 0.0%  | 0 | 7.5%         | 6  | 2.3%   | 2  | 2.3%   | 2 | 0.0%         | 0 | 0.0%    | 0 | 0.0%         | 0 |  |
| Road, Ipswich                                 |              |    |        |   |        |   |        |   |              |   |       |   |              |    |        |    |        |   |              |   |         |   |              |   |  |
| Sainsbury's, Forest Retail                    | 0.1%         | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%         | 0 | 0.0%  | 0 | 0.0%         | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%         | 0 | 2.4%    | 1 | 0.0%         | 0 |  |
| Park, London Road,                            |              |    |        |   |        |   |        |   |              |   |       |   |              |    |        |    |        |   |              |   |         |   |              |   |  |
| Thetford                                      |              |    |        |   |        |   |        |   |              |   |       |   |              |    |        |    |        |   |              |   |         |   |              |   |  |
| Sainsbury's, High Street,                     | 0.9%         | 6  | 7.1%   | 6 | 0.0%   | 0 | 0.0%   | 0 | 0.0%         | 0 | 0.0%  | 0 | 0.0%         | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%         | 0 | 0.0%    | 0 | 0.0%         | 0 |  |
| Halstead                                      |              |    |        |   |        |   |        |   |              |   |       |   |              |    |        |    |        |   |              |   |         |   |              |   |  |
| Sainsbury's, Pound Lane,                      | 0.2%         | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%         | 0 | 0.0%  | 0 | 0.0%         | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%         | 0 | 0.0%    | 0 | 2.2%         | 1 |  |
| Norwich                                       |              |    |        |   |        |   |        |   |              |   |       |   |              |    |        |    |        |   |              |   |         |   |              |   |  |
| Sainsbury's, Western                          | 0.8%         | 5  | 3.2%   | 3 | 0.0%   | 0 | 0.0%   | 0 | 0.0%         | 0 | 0.0%  | 0 | 3.3%         | 3  | 0.0%   | 0  | 0.0%   | 0 | 0.0%         | 0 | 0.0%    | 0 | 0.0%         | 0 |  |
| Approach, Stanway,                            |              |    |        |   |        |   |        |   |              |   |       |   |              |    |        |    |        |   |              |   |         |   |              |   |  |
| Colchester                                    |              |    |        |   |        |   |        |   |              |   |       |   |              |    |        |    |        |   |              |   |         |   |              |   |  |
| Tesco Extra, Copdock                          | 4.0%         | 26 | 2.1%   | 2 | 0.0%   | 0 | 0.0%   | 0 | 0.0%         | 0 | 1.7%  | 1 | 13.7%        | 11 | 15.9%  | 11 | 1.7%   | 2 | 0.0%         | 0 | 0.0%    | 0 | 0.0%         | 0 |  |
| Interchange, Ipswich                          |              |    |        |   |        |   |        |   |              |   |       |   |              |    |        |    |        |   |              |   |         |   |              |   |  |
| Tesco Extra, Highwoods                        | 0.2%         | 1  | 1.3%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%         | 0 | 0.0%  | 0 | 0.0%         | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%         | 0 | 0.0%    | 0 | 0.0%         | 0 |  |
| Square, Colchester                            |              |    |        |   |        |   |        |   |              |   |       |   |              |    |        |    |        |   |              |   |         |   |              |   |  |
|   |              |    |        |   |        |   |        |   |              |   |       |   |              |    |        |    |        |   |              |   |         |   |              |   |  |

#### Babergh & Mid Suffolk Household Survey For Carter Jonas

|   | Total | l   | Zone   | 1  | Zone 2 | 2  | Zone | 3  | Zone | 4    | Zone   | 5  | Zone | 6  | Zone ' | 7  | Zone  | 8  | Zone 9 | )  | Zone 1 | 10 | Zone 1 | 1  |
|---|-------|-----|--------|----|--------|----|------|----|------|------|--------|----|------|----|--------|----|-------|----|--------|----|--------|----|--------|----|
| Tesco Superstore, Cangle                                  | 0.5%  | 3   | 2.1%   | 2  | 0.0%   | 0  | 0.0% | 0  | 0.0% | 0    | 0.0%   | 0  | 1.5% | 1  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Road, Haverhill   |       |     |        |    |        |    |      |    |      |      |        |    |      |    |        |    |       |    |        |    |        |    |        |    |
| Tesco Superstore, George<br>Westwood Way, Beccles         | 0.1%  | 1   | 0.0%   | 0  | 0.0%   | 0  | 0.0% | 0  | 0.0% | 0    | 0.0%   | 0  | 0.0% | 0  | 0.0%   |    | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  |        | 1  |
| Tesco Superstore, Ipswich<br>Road, Norwich                | 0.2%  | 2   | 0.0%   | 0  | 0.0%   | 0  | 0.0% | 0  | 0.0% | 0    | 0.0%   | 0  | 0.0% | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 1.5%   | 0  | 2.0%   | 1  |
| Tesco Superstore, Victoria<br>Road, Diss                  | 4.7%  | 31  | 0.0%   | 0  | 0.0%   | 0  | 0.0% | 0  | 0.0% | 0    | 0.0%   | 0  | 0.0% | 0  | 3.0%   | 2  | 0.0%  | 0  | 1.2%   | 1  | 16.9%  | 5  | 40.4%  | 23 |
| Waitrose, Church Street,<br>Saxmundham                    | 0.1%  | 1   | 0.0%   | 0  | 0.0%   | 0  | 0.0% | 0  | 0.0% | 0    | 0.0%   | 0  | 0.0% | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 1.2%   | 1  |
| Waitrose, Eaton Centre,<br>Church Lane, Eaton,<br>Norwich | 0.2%  | 2   | 0.0%   | 0  | 0.0%   | 0  | 0.0% | 0  | 0.0% | 0    | 0.0%   | 0  | 0.0% | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 2.7%   | 2  |
| Waitrose, Futura Park, Crane<br>Boulevard, Ipswich        | 0.6%  | 4   | 0.0%   | 0  | 0.0%   | 0  | 0.0% | 0  | 0.0% | 0    | 4.2%   | 2  | 0.0% | 0  | 1.8%   | 1  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Waitrose, Norwich Road,<br>Wymondham                      | 0.1%  | 1   | 0.0%   | 0  | 0.0%   | 0  | 0.0% | 0  | 0.0% | 0    | 0.0%   | 0  | 0.0% | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 1.0%   | 1  |
| Waitrose, St. Andrews<br>Avenue, Colchester               | 0.1%  | 1   | 0.0%   | 0  | 0.0%   | 0  | 0.0% | 0  | 0.0% | 0    | 0.0%   | 0  | 1.2% | 1  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Weighted base:  |       | 667 |        | 85 |        | 25 |      | 90 |      | 34   |        | 59 |      | 78 |        | 71 |       | 93 |        | 44 |        | 30 |        | 58 |
| Sample:   |       | 648 |        | 57 |        | 63 |      | 70 |      | 55   |        | 69 |      | 58 |        | 53 |       | 54 |        | 60 |        | 51 |        | 58 |
| Q06AWhich internet / hon<br>Those who do their mai        |       | -   |        | -  |        | •  |      |    |      | ing? |        |    |      |    |        |    |       |    |        |    |        |    |        |    |
| Asda  | 16.1% | 3   | 0.0%   | 0  |        | 0  | 0.0% | 0  | 0.0% | 0    | 0.00   | 0  | 0.0% | 0  | 0.0,0  | 0  | 64.0% | 2  | 0.0%   |    | 21.6%  | 1  | 0.0%   | 0  |
| Sainsbury's   | 11.9% | 2   |        |    | 33.9%  | 0  | 0.0% | 0  | 0.0% | 0    |        | 0  | 0.0% |    | 36.0%  | 1  | 0.0%  | 0  | 0.0%   |    | 21.6%  | 1  | 0.0%   | 0  |
| Tesco   | 58.4% |     | 100.0% | 5  | 0.0%   | 0  | 0.0% | 0  | 0.0% |      | 100.0% | 2  | 0.0% |    | 64.0%  |    | 36.0% | 1  | 0.0%   | 0  |        | 0  | 0.0%   | 0  |
| Waitrose / Ocado  | 13.6% | 2   | 0.0%   | 0  | 66.1%  | 1  | 0.0% | 0  | 0.0% | 0    | 0.0%   | 0  | 0.0% | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 56.7%  | 1  | 0.0%   | 0  |
| Weighted base:  |       | 17  |        | 5  |        | 1  |      | 0  |      | 0    |        | 2  |      | 0  |        | 3  |       | 3  |        | 0  |        | 2  |        | 0  |
| G 1   |       |     |        | _  |        | •  |      | _  |      | _    |        | •  |      | _  |        | •  |       | •  |        | _  |        | _  |        | _  |

Sample:

Weighted:

Total Zone 1 Zone 2 Zone 9 Zone 10 Zone 11 Zone 3 Zone 4 Zone 5 Zone 6 Zone 7 Zone 8 Q07 In addition to your main food shopping, where do you normally do most of your household's small scale top-up food shopping (i.e. the store you visit regularly (2+ times a week to buy bread, milk, etc., on a day-to-day basis)? Excl Nulls & SFT Aldi, 84 London Road, 0.1% 1 0.0% 0 0.0% 0 1.0% 1 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 COLCHESTER 0 0 Aldi, Girling Street, 2.1% 16 2.2% 0.0% 0 5.0% 5 23.1% 8 0.0% 0 0.0% 0.0% 0.0% 0 0.0% 0.0% 0 0.0% SUDBURY Aldi, HAVERHILL 0.2% 1 1.1% 1 0.0% 0 0.0% 0.0% 0.0% 0 0.0% 0 0.0% 0.0% 0.0% 0.0% 0 0.0% 0 27 0.0% 0 Asda Superstore, Meadow 3.7% 0 1.0% 0 1.0% 1 0.0% 0 4.9% 2 2.1% 2 2.4% 2 22.2% 19 0.0% 0.0% 0 0.0% Centre, Wilkes Way. STOWMARKET Asda superstore, Turner 0.7% 3 0.0% 0 5 3.2% 0.0% 0 2.2% 2 0.0% 0.0% 0 0 0.0% 0.0% 0 0.0% 0.0% 0 0.0% Rise, COLCHESTER Co op, Church Street, EYE 1.5% 11 1.1% 0.0% 0.0% 0.0% 0.0% 0.0% 0 0.0% 0 1.4% 0.0% 0 25.5% 8 0.0% 0 Co-op, 100 East Street, 0.0% 0 0.0% 0 0.0% 0 11.2% 4 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.6% 4 SUDBURY 0 Co-op. 2 High Street. 1.4% 10 0.0% 0 2.3% 1 9.5% 9 0.0% 0.0% 0 0.0% 0 0.0% 0.0% 0.0% 0.0% 0 0.0% LAVENHAM Co-op, 4 & 5 Acacia Court, 0.6% 5 0.0% 0 0.0% 0.0% 0 0.0% 0.0% 0 4.5% 5 0.0% 0.0% 0 0.0% 0.0% 0 0.0% 0 **BRANTHAM** 2.7% Co-op, 72 High Street, 19 0.0% 0 0.0% 0 1.3% 1 0.0% 0 34.1% 17 1.0% 0.0% 0.0% 0.0% 0.0% 0 0.0% 0 HADLEIGH Co-op, 80A High Street, 0.2% 0.0% 0 3.0% 1 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 1.2% 1 LAVENHAM Co-op, Hall Street, LONG 0.0% 2.5% 18 4.1% 4 1.7% 0 14.0% 14 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0.0% 0 0.0% 0 MELFORD Co-op, MANNINGTREE 9 0.0% 1.3% 9 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 9.1% 0 0.0% 0.0% 0.0% 0 0.0% 0 0 0.0% 0 Co-op, Mildenhall Road, 0.6% 4 0.0% 0 1.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 7.9% 4 0.0% 0 0.0% **BURY ST EDMUNDS** Co-op, NEEDHAM 0.8% 0 0.0% 0 0.0% 0.0% 0 0.9% 0 0.0% 0 5 0.0% 0.0% 0.0% 0 0.0% 0 6 0.0% 0 6.4% 0 MARKET Co-op, The Drift, Canhams 0.4% 3 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% 0 0.0% 0 Road, GREAT **CORNARD** Co-op, The Street. 0.8% 6 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.0% 6.0% 5 0.0% 0.0% 0.0% 0 0.0% 0 BRAMFORD Co-op, The Street, CAPEL 2.6% 19 0.0% 0 0.0% 0.0% 0.0% 0.0% 0 18.3% 19 0.0% 0.0% 0.0% 0 0.0% 0 0.0% 0 0 0 0 ST MARY 0.0% Co-op Local, DEDHAM 0.9% 7 0.0% 0 0.0% 0 0.0% 0 0.0% 0 2.9% 3 4.6% 4 0.0% 0.0% 0.0% 0 0.0% 0 Farmfoods Freezer Centres, 0.6% 4 0.0% 0 0.0% 0 2.7% 3 1.3% 0 0.9% 0 0.0% 0 0.0% 0 0.0% 0 1.0% 1 0.0% 0 0.0% 0 Unit 3a, Sudbury Retail Park, Northern Road, Newton Road, SUDBURY Lidl, Bury Road, 1.4% 10 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0.0% 0 0.0% 0 10.0% 2.9% 2 0.0% 0 0.0% 0 STOWMARKET 0.1% McColls.19 Market Hill 1 0.0% 0 0.0% 0.0% 0 1.7% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0.0% 0 0.0% 0

|  | Total        |        | Zone 1       |   | Zone 2 |   | Zone 3       |    | Zone 4       |   | Zone 5 | 5  | Zone         | 6 | Zone 7       | , | Zone  | 8      | Zone 9       |   | Zone 10 | 0 | Zone 1       | 1      |  |
|--|--------------|--------|--------------|---|--------|---|--------------|----|--------------|---|--------|----|--------------|---|--------------|---|-------|--------|--------------|---|---------|---|--------------|--------|--|
| (MDD/M)  |              |        |              |   |        |   |              |    |              |   |        |    |              |   |              |   |       |        |              |   |         |   |              |        |  |
| SUDBURY<br>Morrisons, 175 London<br>Road, HADLEIGH                         | 2.8%         | 20     | 0.0%         | 0 | 0.0%   | 0 | 4.2%         | 4  | 0.0%         | 0 | 31.8%  | 16 | 0.0%         | 0 | 0.0%         | 0 | 0.0%  | 0      | 0.0%         | 0 | 0.0%    | 0 | 0.0%         | 0      |  |
| Morrisons, DISS Morrisons, Sheringham Court, Milton Road South, STOWMARKET | 1.1%<br>0.8% | 8<br>6 | 0.0%<br>0.0% | 0 |        | 0 | 0.0%<br>0.0% | 0  | 0.0%<br>0.0% | 0 |        | 0  | 0.0%<br>0.0% | 0 | 0.0%<br>0.0% | 0 |       | 1<br>5 | 0.0%<br>0.0% | 0 |         | 1 | 9.1%<br>0.0% | 6<br>0 |  |
| Morrisons, Sproughton Road, IPSWICH  | 0.5%         | 4      | 0.0%         | 0 | 0.0%   | 0 | 0.0%         | 0  | 0.0%         | 0 | 0.0%   | 0  | 1.0%         | 1 | 3.1%         | 3 | 0.0%  | 0      | 0.0%         | 0 | 0.0%    | 0 | 0.0%         | 0      |  |
| Roys of Wroxham, Great<br>Eastern Road, SUDBURY                            | 0.3%         | 2      | 1.1%         | 1 | 0.0%   | 0 | 0.8%         | 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      |  |
| ainsbury's Superstore,<br>11-14 Priory Walk,<br>COLCHESTER                 | 0.4%         | 3      | 2.7%         | 3 | 0.0%   | 0 | 0.0%         | 0  | 0.0%         | 0 | 0.9%   | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%  | 0      | 0.0%         | 0 | 0.0%    | 0 | 0.0%         | 0      |  |
| ainsbury's, Cornard Road,<br>SUDBURY                                       | 2.2%         | 16     | 2.9%         | 3 | 1.0%   | 0 | 9.3%         | 9  | 10.9%        | 4 | 0.0%   | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%  | 0      | 0.0%         | 0 | 0.0%    | 0 | 0.0%         | 0      |  |
| ainsbury's, Hadleigh Road,<br>IPSWICH                                      | 1.2%         | 9      | 0.0%         | 0 | 0.0%   | 0 | 0.0%         | 0  | 0.0%         | 0 | 0.0%   | 0  | 4.6%         | 5 | 3.8%         | 3 | 1.4%  | 1      | 0.0%         | 0 | 0.0%    | 0 | 0.0%         | 0      |  |
| ainsbury's, HAVERHILL  | 0.4%         | 3      | 3.2%         | 3 | 0.0%   | 0 | 0.0%         | 0  | 0.0%         | 0 | 0.0%   | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%  | 0      | 0.0%         | 0 | 0.0%    | 0 | 0.0%         | 0      |  |
| esco Metro, Kesgrave, IPSWICH  | 0.3%         | 2      | 0.0%         | 0 | 0.0%   | 0 | 0.0%         | 0  | 0.0%         | 0 |        | 0  | 2.1%         | 2 | 0.0%         | 0 |       | 0      | 0.0%         | 0 | 0.0%    | 0 | 0.0%         | 0      |  |
| Cesco Superstore, Bedingfeld Way, BURY ST. EDMUNDS                         | 0.0%         | 0      | 0.0%         | 0 | 1.0%   | 0 | 0.0%         | 0  | 0.0%         | 0 | 0.0%   | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%  | 0      | 0.0%         | 0 | 0.0%    | 0 | 0.0%         | 0      |  |
| Cesco Superstore, Cedars Link Road, STOWMARKET                             | 3.6%         | 26     | 0.0%         | 0 | 1.7%   | 0 | 0.0%         | 0  | 0.0%         | 0 | 0.0%   | 0  | 0.0%         | 0 | 1.0%         | 1 | 27.3% | 23     | 2.6%         | 1 | 0.0%    | 0 | 0.0%         | 0      |  |
| Sesco Superstore, St Saviours Interchange, BURY ST EDMUNDS                 | 0.5%         | 4      | 0.0%         | 0 | 5.6%   | 1 | 0.0%         | 0  | 0.0%         | 0 | 0.0%   | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%  | 0      | 4.8%         | 3 | 0.0%    | 0 | 0.0%         | 0      |  |
| Tesco, BRAINTREE   | 0.3%         | 2      | 1.8%         | 2 | 0.0%   | 0 | 0.0%         | 0  | 0.0%         | 0 | 0.0%   | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%  | 0      | 0.0%         | 0 | 0.0%    | 0 | 0.0%         | 0      |  |
| Cesco, Greenstead Road, COLCHESTER   | 0.7%         | 5      | 0.0%         | 0 | 0.0%   | 0 | 0.0%         | 0  | 0.0%         | 0 | 0.0%   | 0  | 5.2%         | 5 | 0.0%         | 0 | 0.0%  | 0      | 0.0%         | 0 | 0.0%    | 0 | 0.0%         | 0      |  |
| Park, Springlands Way, SUDBURY   | 3.9%         | 29     | 8.6%         | 9 | 7.6%   | 2 | 11.4%        | 11 | 19.4%        | 7 | 0.0%   | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%  | 0      | 0.0%         | 0 | 0.0%    | 0 | 0.0%         | 0      |  |
| Vaitrose, Robert Boby Way,<br>BURY ST EDMUNDS                              | 0.6%         | 4      | 0.0%         | 0 | 7.8%   | 2 | 1.0%         | 1  | 0.0%         | 0 | 0.0%   | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%  | 0      | 2.2%         | 1 | 0.0%    | 0 | 0.0%         | 0      |  |
| Vaitrose, Station Road,<br>SUDBURY   | 3.5%         | 25     | 2.9%         | 3 | 1.0%   | 0 | 16.5%        | 16 | 15.8%        | 6 | 0.0%   | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%  | 0      | 0.0%         | 0 | 0.0%    | 0 | 0.0%         | 0      |  |
| Sury St. Edmunds   | 1.5%         | 11     | 0.0%         | 0 | 6.1%   | 2 | 0.0%         | 0  | 0.0%         | 0 | 0.0%   | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%  | 0      | 15.2%        | 8 | 1.3%    | 0 | 1.2%         | 1      |  |
| ebenham  | 0.6%         | 4      | 0.0%         | 0 | 0.0%   | 0 | 0.0%         | 0  | 0.0%         | 0 | 0.0%   | 0  | 0.0%         | 0 | 3.9%         | 3 | 0.0%  | 0      | 0.0%         | 0 | 2.6%    | 1 | 0.0%         | 0      |  |
| edham  | 0.4%         | 3      | 0.0%         | 0 | 0.0%   | 0 | 0.0%         | 0  | 0.0%         | 0 | 0.0%   | 0  | 3.1%         | 3 | 0.0%         | 0 | 0.0%  | 0      | 0.0%         | 0 | 0.0%    | 0 | 0.0%         | 0      |  |
| ye   | 0.2%         | 1      | 0.0%         | 0 | 0.0%   | 0 | 0.0%         | 0  | 0.0%         | 0 | 0.0%   | 0  | 0.0%         | 0 | 0.0%         | 0 | 0.0%  | 0      | 0.0%         | 0 | 4.2%    | 1 | 0.0%         | 0      |  |
| ladleigh   | 1.2%         | 9      | 0.0%         | 0 | 0.0%   | 0 | 1.7%         | 2  | 0.0%         | 0 | 12.7%  | 6  | 1.0%         | 1 | 0.0%         | 0 | 0.0%  | 0      | 0.0%         | 0 | 0.0%    | 0 | 0.0%         | 0      |  |
| Halstead   | 0.8%         | 6      | 4.6%         | 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 | 0.0%    | 0 | 1.9%         | 1      |  |
| pswich   | 2.0%         | 15     | 0.0%         | 0 | 0.0%   | 0 | 0.0%         | 0  | 0.0%         | 0 | 2.0%   | 1  | 9.1%         | 9 | 5.3%         | 4 | 0.0%  | 0      | 0.0%         | 0 | 0.0%    | 0 | 0.0%         | 0      |  |

|  |              |    |        |   |        |   |        |   |        | _ | 01 04. |   |        |   |        |    |              |    |        |    |        |    |        |    | 1 001 001 7 2010 |
|--|--------------|----|--------|---|--------|---|--------|---|--------|---|--------|---|--------|---|--------|----|--------------|----|--------|----|--------|----|--------|----|------------------|
|  | Total        |    | Zone 1 |   | Zone 2 |   | Zone 3 |   | Zone 4 |   | Zone 5 |   | Zone 6 |   | Zone 7 | 1  | Zone         | 8  | Zone 9 | )  | Zone 1 | .0 | Zone 1 | 11 |                  |
|  | 0.10/        |    | 0.00/  | 0 | 0.004  | 0 | 0.00/  |   | 0.004  | 0 | 0.00/  | 0 | 0.007  | 0 | 0.00/  | 0  | 0.00/        | 0  | 0.00/  |    | 0.00/  | 0  | 0.00/  | 0  |                  |
| Lavenham   | 0.1%         | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.8%   | 1 | 0.0%   | 0 |        | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%         | 0  |        | 0  | 0.0%   | 0  | 0.0%   | 0  |                  |
| Long Melford   | 0.4%<br>0.4% | 3  | 2.7%   | 3 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%<br>0.0% | 0  |        | 0  | 0.0%   | 0  | 0.0%   | 0  |                  |
| Manningtree  |              |    | 0.0%   |   |        | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   |   | 2.7%   |   | 0.0%   | 0  |              |    |        |    | 0.0%   |    | 0.0%   | 0  |                  |
| Needham Market   | 0.5%         | 4  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 4.5%   | 4  | 0.0%         | 0  |        | 0  | 0.0%   | 0  | 0.0%   | -  |                  |
| Sudbury  | 1.0%         | 7  | 0.0%   | 0 | 0.0%   | 0 | 3.5%   |   |        | 4 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%         | 0  |        | 0  | 0.0%   | 0  | 0.0%   | 0  |                  |
| Stowmarket   | 1.6%         | 12 | 0.0%   | 0 | 3.0%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   |    | 12.6%        | 11 | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |                  |
| Street / Farmers' Markets in<br>Stowmarket                           | 0.1%         | 1  | 0.0%   | 0 |        | 0 | 0.0%   | 0 |        | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  |              | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |                  |
| Street / Farmers' Markets in   | 0.2%         | 2  | 0.0%   | 0 | 0.0%   | 0 | 0.8%   | 1 | 2.1%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%         | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |                  |
| Sudbury  |              |    |        |   |        |   |        |   |        |   |        |   |        |   |        |    |              |    |        |    |        |    |        |    |                  |
| Aldi, Hines Road, Ipswich  | 0.1%         | 1  | 0.0%   | 0 |        | 0 | 0.0%   | 0 | 0.0%   | 0 | 1.5%   | 1 | 0.0%   | 0 | 0.0%   | 0  | 0.0%         | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |                  |
| Aldi, Mere Street, Diss  | 0.2%         | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%         | 0  |        | 0  | 2.6%   | 1  | 0.9%   | 1  |                  |
| Aldi, Newmarket Road,  | 0.4%         | 3  | 0.0%   | 0 | 6.3%   | 2 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 1.4%         | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |                  |
| Dettingen Way, Bury St.<br>Edmunds                                   |              |    |        |   |        |   |        |   |        |   |        |   |        |   |        |    |              |    |        |    |        |    |        |    |                  |
| Andrews Quality Butchers,<br>High Street, Hadleigh                   | 0.1%         | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 1.1%   | 1 | 0.0%   | 0 | 0.0%   | 0  | 0.0%         | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |                  |
| Asda Superstore, Stoke Park<br>Drive, Ipswich                        | 0.5%         | 3  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 3.3%   | 3 | 0.0%   | 0  | 0.0%         | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |                  |
| Asda Superstore, Western<br>Way, Bury St. Edmunds                    | 0.3%         | 2  | 0.0%   | 0 | 8.7%   | 2 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%         | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |                  |
| Asda Superstore, Whitehouse Industrial Estate, Goddard Road, Ipswich | 2.8%         | 20 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 24.4%  | 20 | 0.0%         | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |                  |
| Budgens, Bullock Fair Close,<br>Harleston                            | 1.4%         | 10 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%         | 0  | 0.0%   | 0  | 0.0%   | 0  | 16.2%  | 10 |                  |
| Budgens, The Street, East<br>Bergholt                                | 0.1%         | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 1.0%   | 1 | 0.0%   | 0  | 0.0%         | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |                  |
| Co-op, Ashfield Road,<br>Elmswell                                    | 2.2%         | 16 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 2.5%         | 2  | 27.1%  | 14 | 0.0%   | 0  | 0.0%   | 0  |                  |
| Co-op, Broad Street, Eye   | 0.2%         | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%         | 0  | 0.0%   | 0  | 4.3%   | 1  | 0.0%   | 0  |                  |
| Co-op, Chancery Lane,  | 0.2%         | 5  | 0.0%   | 0 |        | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 5.8%   | 5  | 0.0%         | 0  |        | 0  | 1.6%   | 1  | 0.0%   | 0  |                  |
| Debenham   | 0.770        | 5  | 0.070  | U | 0.070  | U | 0.070  | U | 0.070  | U | 0.070  | J | 0.070  | U | 5.070  | 5  | 0.070        | U  | 0.070  | U  | 1.070  | 1  | 0.070  | U  |                  |
| Co-op, Chapel Road, West<br>Bergholt                                 | 1.1%         | 8  | 7.7%   | 8 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%         | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |                  |
| Co-op, Colchester Road,  | 0.1%         | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 1.0%   | 1  | 0.0%         | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |                  |
| Ipswich Co-op, Combs Lane, Combs                                     | 0.2%         | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 1.4%         | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |                  |
| Ford, Stowmarket<br>Co-op, Fircroft Road,                            | 0.1%         | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 1.0%   | 1  | 0.0%         | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |                  |
| Ipswich<br>Co-op, Fiveways Retail Park,<br>Peartree Road, Stanway,   | 0.2%         | 1  | 1.4%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%         | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |                  |
| Colchester Co-op, Greenways  | 0.1%         | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%         | 0  | 0.0%   | 0  | 0.0%   | 0  | 1.2%   | 1  |                  |
| Neighbourhood Centre,  | /0           | -  | /0     | Ü | /0     | Ü | /0     | Ŭ | /9     | ~ | /0     | 5 | /-     | Ü | 2.270  | ŭ  |              |    |        | Ü  | 2.370  | J  | /-     | -  |                  |

|   |       |    |        |    |        |   |        |   |        |   |        |   |        |   |       |    |      |   |        |   |        |    |        |    | • |
|---|-------|----|--------|----|--------|---|--------|---|--------|---|--------|---|--------|---|-------|----|------|---|--------|---|--------|----|--------|----|---|
|   | Total | ı  | Zone 1 | 1  | Zone 2 | 2 | Zone 3 |   | Zone 4 | ļ | Zone 5 | ; | Zone ( | 6 | Zone  | 7  | Zone | 8 | Zone 9 |   | Zone 1 | 10 | Zone 1 | 11 |   |
| Ravenswood, Ipswich                             |       |    |        |    |        |   |        |   |        |   |        |   |        |   |       |    |      |   |        |   |        |    |        |    |   |
| Co-op, High Street, Earls<br>Colne              | 0.9%  | 7  | 6.2%   | 6  | 0.0%   | 0 | 0.0%   | 0 | 1.7%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0  |   |
| Co-op, High Street, Laxfield                    | 0.2%  | 1  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0%   | 0 | 0.0%   | 0  | 1.9%   | 1  |   |
| Co-op, Hillside Road East,<br>Bungay            | 0.1%  | 1  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0%   | 0 | 0.0%   | 0  | 1.5%   | 1  |   |
| Co-op, London Road,<br>Harleston                | 0.3%  | 2  |        | 0  |        | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |       | 0  |      | 0 | 0.0%   | 0 |        | 0  | 3.5%   | 2  |   |
| Co-op, Market Hill, Clare                       | 1.5%  | 11 |        | 11 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |       | 0  |      | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0  |   |
| Co-op, Market Hill,<br>Framlingham              | 0.6%  | 4  | 0.0%   | 0  |        | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |       | 2  |      | 0 | 0.0%   | 0 | 0.0%   | 0  | 4.4%   | 3  |   |
| Co-op, Market Place,<br>Harleston               | 0.2%  | 1  | 0.0%   | 0  |        | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |       | 0  |      | 0 | 0.0%   | 0 |        | 0  | 2.1%   | 1  |   |
| Co-op, Norwich Road,<br>Barham, Claydon         | 1.4%  | 10 | 0.0%   | 0  |        | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   |   | 12.6% | 10 |      | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0  |   |
| Co-op, Old Street, Haughley                     | 0.5%  | 3  | 0.0%   | 0  |        | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |       | 0  |      | 0 | 6.4%   | 3 | 0.0%   | 0  | 0.0%   | 0  |   |
| Co-op, Selkirk Road,<br>Ipswich                 | 0.1%  | 1  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 1.2%  | 1  | 0.0% | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0  |   |
| Co-op, Sprites Lane,<br>Laburnam Close, Ipswich | 0.3%  | 2  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 2.3%   | 2 | 0.0%  | 0  | 0.0% | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0  |   |
| Co-op, The Street, Holbrook                     | 0.8%  | 6  |        | 0  |        | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 6.0%   | 6 |       | 0  |      | 0 | 0.0%   | 0 |        | 0  | 0.0%   | 0  |   |
| Co-op, The Street, Long<br>Stratton             | 0.1%  | 1  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.9%   | 1  |   |
| Co-op, The Street,<br>Rickinghall, Diss         | 1.4%  | 10 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%  | 0  | 0.0% | 0 | 1.0%   | 1 | 29.8%  | 10 | 0.0%   | 0  |   |
| Co-op, The Street,<br>Wherstead, Holbrook       | 0.4%  | 3  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 2.5%   | 3 | 0.0%  | 0  | 0.0% | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0  |   |
| Co-op, The Street, Woolpit                      | 0.6%  | 5  | 0.0%   | 0  | 1.7%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |       | 0  | 0.0% | 0 | 8.2%   | 4 | 0.0%   | 0  | 0.0%   | 0  |   |
| Co-op, Thoroughfare,<br>Woodbridge              | 0.1%  | 1  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0%   | 0 | 0.0%   | 0  | 1.5%   | 1  |   |
| Hollow Trees Farm Shop,<br>Semer, Ipswich       | 0.3%  | 2  | 0.0%   | 0  | 0.0%   | 0 | 0.8%   | 1 | 0.0%   | 0 | 2.9%   | 1 | 0.0%   | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0  |   |
| Iceland, Cornhill, Bury St.<br>Edmunds          | 0.0%  | 0  | 0.0%   | 0  | 1.3%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0  |   |
| Iceland, High Street,<br>Haverhill              | 0.2%  | 1  | 1.4%   | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0  |   |
| Iceland, North Street,<br>Sudbury               | 0.8%  | 6  | 0.0%   | 0  | 0.0%   | 0 | 5.5%   | 5 | 1.1%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0  |   |
| Lidl, Handford Road,<br>Ipswich                 | 0.4%  | 3  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 1.0%   | 1 | 2.2%  | 2  | 0.0% | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0  |   |
| Lidl, London Road, Ipswich                      | 0.2%  | 2  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 1.6%   | 2 | 0.0%  | 0  | 0.0% | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0  |   |
| Local shops, Bacton                             | 0.3%  | 2  |        | 0  |        | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |       | 0  |      | 2 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0  |   |
| Local shops, Beccles                            | 1.5%  | 11 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0%   | 0 | 0.0%   | 0  | 18.0%  | 11 |   |
| Local shops, Bildeston                          | 0.2%  | 1  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 2.9%   | 1 | 0.0%   | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0  |   |
| Local shops, Boxford                            | 0.3%  | 2  | 0.0%   | 0  | 0.0%   | 0 | 2.1%   | 2 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0  |   |
| Local shops, Cavendish                          | 0.2%  | 1  | 1.1%   | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0  |   |
| Local shops, Chelmondiston                      | 0.1%  | 1  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 1.0%   | 1 | 0.0%  | 0  | 0.0% | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0  |   |

|   | Total |    | Zone 1 | 1  | Zone 2 |   | Zone 3       |   | Zone 4       |   | Zone 5 |   | Zone 6 | Ó | Zone 7 |   | Zone 8 | 3 | Zone 9 |   | Zone 1       | 0 | Zone 1       | 1  |
|---|-------|----|--------|----|--------|---|--------------|---|--------------|---|--------|---|--------|---|--------|---|--------|---|--------|---|--------------|---|--------------|----|
| Local shops, Cockfield                              | 0.1%  | 1  | 0.0%   | 0  | 3.8%   | 1 | 0.0%         | 0 | 0.0%         | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%         | 0 | 0.0%         | 0  |
| Local shops, Combs Ford                             | 0.2%  | 2  |        | 0  |        | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 1.8%   | 2 | 0.0%   | 0 | 0.0%         | 0 | 0.0%         | 0  |
| Local shops, Dickleburgh                            | 0.1%  | 1  | 0.0%   | 0  | 0.000  | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%         | 0 | 0.9%         | 1  |
| Local shops, Diss                                   | 0.7%  | 5  |        | 0  |        | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 4.6%         | 2 | 5.1%         | 3  |
| Local shops, East Bergholt                          | 0.6%  | 5  | 0.0%   | 0  | 0.0%   | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%   | 0 | 4.6%   | 5 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%         | 0 | 0.0%         | 0  |
| Local shops, Elmswell                               | 0.4%  | 3  | 0.0%   | 0  | 0.0%   | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 5.9%   | 3 | 0.0%         | 0 | 0.0%         | 0  |
| Local shops, Fressingfield                          | 0.2%  | 1  | 0.0%   | 0  | 0.0%   | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%         | 0 | 2.1%         | 1  |
| Local shops, Gislingham                             | 0.1%  | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 1.3%         | 0 | 0.0%         | 0  |
| Local shops, Glemsford                              | 2.4%  | 17 |        | 17 | 0.0%   | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%         | 0 | 0.0%         | 0  |
| Local shops, Harleston                              | 1.4%  | 10 | 0.0%   | 0  | 0.0%   | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%         | 0 | 16.0%        | 10 |
| Local shops, Hitcham                                | 0.1%  | 0  |        | 0  | 0.0%   | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%         | 0 | 0.0%         | 0  |
| * '   | 0.1%  | 2  | 0.0%   | 0  | 0.0%   | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.9%   | 0 | 1.6%   | 2 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%         | 0 | 0.0%         | 0  |
| Local shops, Holbrook<br>Local shops, Horley        | 0.2%  | 2  | 0.0%   | 0  | 0.0%   | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 2.5%   | 2 | 0.0%   | 0 | 0.0%         | 0 | 0.0%         | 0  |
| 1 .   | 0.5%  | 1  | 0.0%   | 0  |        | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%         | 0 | 0.0%         | 1  |
| Local shops, Hoxne                                  | 0.1%  | 4  | 0.0%   |    | 14.6%  | 4 | 0.0%         | 0 | 0.0%         | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%         | 0 | 0.9%         | 0  |
| Local shops, Lawshall                               |       |    |        |    |        | 0 |              | 0 |              |   |        | 0 |        | 0 |        |   |        | 3 |        | 0 |              | 0 |              | 0  |
| Local shops, Mendlesham                             | 0.4%  | 3  | 0.0%   | 0  |        |   | 0.0%         | - | 0.0%         | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 3.0%   | 0 | 0.0%   | - | 0.0%<br>0.0% | 0 | 0.0%         | 1  |
| Local shops, Metfield                               | 0.2%  | 1  | 0.0%   | 0  |        | 0 | 0.0%<br>0.0% | 0 | 0.0%<br>0.0% | 0 | 0.0%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%         | 0 | 2.1%<br>0.0% | 0  |
| Local shops, Monks Eleigh                           | 0.1%  |    | 0.0%   |    |        |   |              |   |              |   | 1.5%   | _ | 0.0%   |   | 0.0%   | 0 | 0.0%   |   | 0.0%   |   |              |   |              |    |
| Local shops, Mundesley                              | 0.1%  | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.9%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%         | 0 | 0.0%         | 0  |
| Local shops, Norton                                 | 0.1%  | 1  | 0.0%   | 0  | 0.0%   | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 1.6%   | 1 | 0.0%         | 0 | 0.0%         | 0  |
| ocal shops, Otley                                   | 0.2%  | 1  | 0.0%   | 0  | 0.0%   | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%   | 0 | 0.0%   | 0 | 1.6%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%         | 0 | 0.0%         | 0  |
| Local shops, Rattlesden                             | 0.0%  | 0  | 0.0%   | 0  |        | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%         | 0 | 0.0%         | 0  |
| ocal shops, Redgrave                                | 0.1%  | 1  | 0.0%   | 0  |        | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 2.6%         | 1 | 0.0%         | 0  |
| ocal shops, Rickinghall                             | 0.1%  | 1  | 0.0%   | 0  | 0.0%   | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 1.6%         | 1 | 0.0%         | 0  |
| Local shops, Rougham                                | 0.1%  | 1  | 0.0%   | 0  |        | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 1.0%   | 1 | 0.0%         | 0 | 0.0%         | 0  |
| Local shops, Sicklesmere                            | 0.1%  | 1  | 0.0%   | 0  |        | 1 | 0.0%         | 0 | 0.0%         | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%         | 0 | 0.0%         | 0  |
| Local shops, Stanton                                | 0.1%  | 1  | 0.0%   | 0  | 0.0%   | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%         | 0 | 1.2%         | 1  |
| Local shops, Stradbroke                             | 0.3%  | 2  | 0.0%   | 0  | 0.0%   | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 1.6%         | 1 | 2.5%         | 2  |
| Local shops, Tharston                               | 0.1%  | 1  | 0.0%   | 0  | 0.0%   | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 1.2%   | 1 | 0.0%         | 0 | 0.0%         | 0  |
| ocal shops, Thorndon                                | 0.1%  | 1  | 0.0%   | 0  |        | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 2.6%         | 1 | 0.0%         | 0  |
| Local shops,  | 0.1%  | 1  | 0.0%   | 0  | 0.0%   | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 1.2%   | 1 | 0.0%         | 0 | 0.0%         | 0  |
| Walsham-le-Willows                                  |       |    |        |    |        |   |              |   |              |   |        |   |        |   |        |   |        |   |        |   |              |   |              |    |
| Local shops, Westley                                | 0.2%  | 1  | 0.0%   | 0  |        | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%   | 0 | 1.2%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%         | 0 | 0.0%         | 0  |
| Local shops, Woodbridge                             | 0.2%  | 1  | 0.0%   | 0  |        | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%   | 0 | 0.0%   | 0 | 1.5%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%         | 0 | 0.0%         | 0  |
| Local shops, Woolpit                                | 0.1%  | 1  | 0.0%   | 0  | 1.0%   | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 1.0%   | 1 | 0.0%         | 0 | 0.0%         | 0  |
| Marks & Spencer, Buttermarket, Bury St. Edmunds     | 0.3%  | 2  | 0.0%   | 0  | 1.7%   | 0 | 1.7%         | 2 | 0.0%         | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%         | 0 | 0.0%         | 0  |
| Marks & Spencer, Westgate<br>Street, Ipswich        | 0.4%  | 3  | 0.0%   | 0  | 0.0%   | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%   | 0 | 1.0%   | 1 | 2.2%   | 2 | 0.0%   | 0 | 0.0%   | 0 | 0.0%         | 0 | 0.0%         | 0  |
| Morrisons, Iconfield Park,<br>Garland Road, Harwich | 0.1%  | 1  | 0.0%   | 0  | 0.0%   | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%   | 0 | 0.0%   | 0 | 1.2%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%         | 0 | 0.0%         | 0  |
| Sainsbury's, Bedingfeld<br>Way, Bury St. Edmunds    | 1.0%  | 7  |        | 0  | 11.0%  | 3 | 0.0%         | 0 | 0.0%         | 0 | 0.0%   | 0 | 0.0%   | 0 |        | 0 |        | 0 | 8.7%   | 5 |              | 0 | 0.0%         | 0  |
| Sainsbury's, High Street,<br>Halstead               | 0.8%  | 6  |        | 6  |        | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%   | 0 | 0.0%   | 0 |        | 0 |        | 0 | 0.0%   | 0 |              | 0 | 0.0%         | 0  |
| Sainsbury's, Western                                | 0.3%  | 2  | 1.8%   | 2  | 0.0%   | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%         | 0 | 0.0%         | 0  |

#### Babergh & Mid Suffolk Household Survey For Carter Jonas

|   | Tota  | 1   | Zone | 1   | Zone 2 | 2  | Zone 3 | 3  | Zone 4 | 4     | Zone | 5  | Zone | 6   | Zone   | 7  | Zone 8 | 8  | Zone 9 | •  | Zone 1 | 0  | Zone 1 | 11 |
|---|-------|-----|------|-----|--------|----|--------|----|--------|-------|------|----|------|-----|--------|----|--------|----|--------|----|--------|----|--------|----|
| Approach, Stanway,                                  |       |     |      |     |        |    |        |    |        |       |      |    |      |     |        |    |        |    |        |    |        |    |        |    |
| Colchester  |       |     |      |     |        |    |        |    |        |       |      |    |      |     |        |    |        |    |        |    |        |    |        |    |
| Spar, Bells Lane, Glemsford                         | 0.3%  | 2   | 2.4% | 2   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0     | 0.0% | 0  | 0.0% | 0   | 0.070  | 0  |        | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Spar, Church Street,<br>Stradbroke, Eye             | 0.2%  | 2   |      | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0     |      | 0  | 0.0% | 0   |        | 0  | 0.0,0  | 0  |        | 0  | 0.0,0  | 0  |        | 2  |
| Spar, High Street,<br>Mundesley                     | 0.2%  | 2   | 0.0% | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0     | 0.0% | 0  | 0.0% | 0   | 0.0%   | 0  | 1.8%   | 2  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Street / Farmers' Markets in<br>Woodbridge          | 0.2%  | 2   | 0.0% | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0     | 0.0% | 0  | 0.0% | 0   | 2.2%   | 2  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Tesco Extra, Copdock<br>Interchange, Ipswich        | 0.5%  | 3   | 0.0% | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0     | 0.0% | 0  | 3.3% | 3   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Tesco Superstore, Cangle<br>Road, Haverhill         | 0.3%  | 2   | 1.8% | 2   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0     | 0.0% | 0  | 0.0% | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Tesco Superstore, Ipswich<br>Road, Norwich          | 0.1%  | 1   | 0.0% | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0     | 0.0% | 0  | 0.0% | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 1.4%   | 1  |
| Tesco Superstore, Victoria<br>Road, Diss            | 0.3%  | 2   | 0.0% | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0     | 0.0% | 0  | 0.0% | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 7.3%   | 2  | 0.0%   | 0  |
| Waitrose, Corn Exchange, Ipswich                    | 0.1%  | 1   | 0.0% | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0     | 0.0% | 0  | 1.0% | 1   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Waitrose, Fred Archer Way,<br>Newmarket             | 0.1%  | 0   | 0.0% | 0   | 1.7%   | 0  | 0.0%   | 0  | 0.0%   | 0     | 0.0% | 0  | 0.0% | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Waitrose, Futura Park, Crane<br>Boulevard, Ipswich  | 0.2%  | 2   | 0.0% | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0     | 0.0% | 0  | 1.6% | 2   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Weighted base:                                      |       | 727 |      | 100 |        | 25 |        | 98 |        | 36    |      | 50 |      | 102 |        | 82 |        | 86 |        | 52 |        | 33 |        | 62 |
| Sample:   |       | 713 |      | 67  |        | 58 |        | 75 |        | 67    |      | 74 |      | 73  |        | 56 |        | 54 |        | 67 |        | 58 |        | 64 |
| Q07AWhich retailer do yo<br>Those who do their top- |       |     |      |     |        |    |        |    |        | ng fr | om?  |    |      |     |        |    |        |    |        |    |        |    |        |    |
| Asda  | 86.7% | 5   | 0.0% | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0     | 0.0% | 0  | 0.0% |     | 0.0%   | 0  | 100.0% | 5  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Other   | 13.3% | 1   | 0.0% | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0     | 0.0% | 0  | 0.0% | 0   | 100.0% | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Weighted base:                                      |       | 6   |      | 0   |        | 0  |        | 0  |        | 0     |      | 0  |      | 0   |        | 1  |        | 5  |        | 0  |        | 0  |        | 0  |
|   |       | _   |      |     |        | _  |        | _  |        | _     |      | _  |      |     |        |    |        |    |        | _  |        | _  |        |    |

Sample:

|  | Tota  | ıl    | Zone    | e 1    | Zone   | 2      | Zone   | e 3    | Zone     | 4     | Zon    | e 5     | Zone   | 6     | Zone  | e <b>7</b> | Zone  | 8     | Zone  | 9     | Zone  | 10    | Zone  | 11    |
|--|-------|-------|---------|--------|--------|--------|--------|--------|----------|-------|--------|---------|--------|-------|-------|------------|-------|-------|-------|-------|-------|-------|-------|-------|
| Q08 Of all the money Those who do top- |       | •     | our mai | in and | top-up | food s | hoppii | ng, wh | at share | goes  | to you | ır mair | food s | hoppi | ng?   |            |       |       |       |       |       |       |       |       |
| 1% - 5%                                | 0.0%  | 0     | 0.0%    | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%     | 0     | 0.0%   | 0       | 0.0%   | 0     | 0.0%  | 0          | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     |
| 6% - 10%                               | 0.0%  | 0     | 0.0%    | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%     | 0     | 0.0%   | 0       | 0.0%   | 0     | 0.0%  | 0          | 0.0%  | 0     |       | 0     | 0.0%  | 0     |       | 0     |
| 11% - 15%                              | 0.0%  | 0     | 0.0%    | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%     | 0     | 0.0%   | 0       | 0.0%   | 0     | 0.0%  | 0          | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     |       | 0     |
| 16% - 20%                              | 0.4%  | 3     | 0.0%    | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%     | 0     | 0.0%   | 0       | 0.0%   | 0     | 0.0%  | 0          | 0.9%  | 1     | 2.1%  | 1     | 0.0%  | 0     |       | 1     |
| 21% - 25%                              | 0.3%  | 2     | 0.0%    | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%     | 0     | 0.0%   | 0       | 0.0%   | 0     | 1.2%  | 1          | 1.2%  | 1     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     |
| 26% - 30%                              | 0.8%  | 6     | 0.0%    | 0      | 0.0%   | 0      | 0.8%   | 1      | 1.7%     | 1     | 0.0%   | 0       | 1.5%   | 2     | 2.5%  | 2          | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 1.1%  | 1     |
| 31% - 35%                              | 0.0%  | 0     | 0.0%    | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%     | 0     | 0.0%   | 0       | 0.0%   | 0     | 0.0%  | 0          | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     |
| 36% - 40%                              | 0.5%  | 4     | 0.0%    | 0      | 1.0%   | 0      | 0.0%   | 0      | 1.3%     | 0     | 1.5%   | 1       | 0.0%   | 0     | 0.9%  | 1          | 0.9%  | 1     | 0.9%  | 1     | 0.0%  | 0     | 0.0%  | 0     |
| 41% - 45%                              | 0.0%  | 0     | 0.0%    | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%     | 0     | 0.0%   | 0       | 0.0%   | 0     | 0.0%  | 0          | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     |
| 46% - 50%                              | 9.0%  | 69    | 9.7%    | 10     | 11.2%  | 3      | 13.1%  | 13     | 7.8%     | 3     | 11.4%  | 6       | 6.7%   | 7     | 22.4% | 19         | 2.0%  | 2     | 1.5%  | 1     | 10.8% | 4     | 2.9%  | 2     |
| 51% - 55%                              | 0.0%  | 0     | 0.0%    | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%     | 0     | 0.0%   | 0       | 0.0%   | 0     | 0.0%  | 0          | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     |
| 56% - 60%                              | 7.3%  | 56    | 7.2%    | 7      | 2.2%   | 1      | 10.7%  | 10     | 4.9%     | 2     | 17.2%  | 9       | 6.9%   | 7     | 6.2%  | 5          | 4.5%  | 5     | 4.6%  | 3     | 5.4%  | 2     | 8.4%  | 5     |
| 61% - 65%                              | 0.9%  | 7     | 2.4%    | 2      | 0.0%   | 0      | 0.8%   | 1      | 1.1%     | 0     | 0.0%   | 0       | 0.0%   | 0     | 0.0%  | 0          | 2.0%  | 2     | 1.2%  | 1     | 1.2%  | 0     | 0.0%  | 0     |
| 66% - 70%                              | 12.6% | 96    | 13.3%   | 13     | 6.7%   | 2      | 15.0%  | 15     | 11.7%    | 4     | 10.7%  | 5       | 26.4%  | 28    | 7.8%  | 7          | 6.5%  | 7     | 13.1% | 7     | 7.4%  | 3     | 7.6%  | 5     |
| 71% - 75%                              | 9.0%  | 69    | 9.0%    | 9      | 8.5%   | 2      | 7.3%   | 7      | 4.9%     | 2     | 13.0%  | 7       | 8.2%   | 9     | 7.2%  | 6          | 12.6% | 13    | 11.6% | 6     | 8.7%  | 3     | 7.3%  | 5     |
| 76% - 80%                              | 22.2% | 170   | 22.9%   | 23     | 25.3%  | 7      | 28.2%  | 28     | 34.4%    | 13    | 15.0%  | 8       | 23.6%  | 25    | 25.7% | 22         | 13.2% | 14    | 16.5% | 9     | 27.6% | 10    | 19.4% | 12    |
| 81% - 85%                              | 3.9%  | 29    | 3.8%    | 4      | 3.4%   | 1      | 1.7%   | 2      | 4.4%     | 2     | 3.0%   | 1       | 3.3%   | 4     | 0.0%  | 0          | 9.2%  | 10    | 10.4% | 6     | 2.7%  | 1     | 0.0%  | 0     |
| 86% - 90%                              | 16.2% | 124   | 17.7%   | 18     | 24.5%  | 6      | 7.7%   | 8      | 10.1%    | 4     | 13.7%  | 7       | 13.2%  | 14    | 12.6% | 11         | 22.8% | 24    | 18.5% | 10    | 16.6% | 6     | 26.2% | 17    |
| 91% - 95%                              | 5.7%  | 43    | 1.8%    | 2      | 9.0%   | 2      | 3.8%   | 4      | 3.9%     | 1     | 3.7%   | 2       | 4.0%   | 4     | 3.9%  | 3          | 5.5%  | 6     | 9.6%  | 5     | 7.7%  | 3     | 16.9% | 11    |
| 96% - 100%                             | 1.9%  | 15    | 3.2%    | 3      | 2.0%   | 1      | 5.1%   | 5      | 0.0%     | 0     | 1.8%   | 1       | 0.0%   | 0     | 0.9%  | 1          | 2.0%  | 2     | 1.9%  | 1     | 3.2%  | 1     | 0.0%  | 0     |
| (Don't know)                           | 8.9%  | 68    | 9.0%    | 9      | 6.2%   | 2      | 5.1%   | 5      | 13.9%    | 5     | 8.9%   | 4       | 4.8%   | 5     | 8.7%  | 7          | 16.6% | 17    | 7.2%  | 4     | 8.4%  | 3     | 9.1%  | 6     |
| (Refused)                              | 0.4%  | 3     | 0.0%    | 0      | 0.0%   | 0      | 0.8%   | 1      | 0.0%     | 0     | 0.0%   | 0       | 1.5%   | 2     | 0.0%  | 0          | 0.0%  | 0     | 0.9%  | 1     | 0.0%  | 0     | 0.0%  | 0     |
| Mean:                                  |       | 75.61 |         | 75.94  |        | 79.02  |        | 73.52  |          | 74.81 |        | 72.54   |        | 74.56 |       | 69.76      |       | 79.08 |       | 78.91 |       | 77.67 |       | 80.17 |
| Weighted base:                         |       | 763   |         | 100    |        | 26     |        | 98     |          | 36    |        | 50      |        | 108   |       | 85         |       | 104   |       | 56    |       | 36    |       | 64    |
| Sample:                                |       | 743   |         | 67     |        | 62     |        | 75     |          | 67    |        | 74      |        | 77    |       | 59         |       | 62    |       | 72    |       | 62    |       | 66    |

|   | Total        | l      | Zone 1       |   | Zone 2       | 2      | Zone 3       |        | Zone 4       |        | Zone :       | 5      | Zone (       | 5     | Zone 7       | '      | Zone 8        | •      | Zone 9       |   | Zone 10       |   | Zone 11      | 1   |
|---|--------------|--------|--------------|---|--------------|--------|--------------|--------|--------------|--------|--------------|--------|--------------|-------|--------------|--------|---------------|--------|--------------|---|---------------|---|--------------|-----|
| 09 In addition to (STOR  Those who do top-up sh                               |              |        |              |   |              | ıy otl | ner store    | that   | you reg      | ulari  | y use foi    | r youi | househ       | old's | small s      | cale 1 | top-up fo     | od s   | hopping?     | • |               |   |              |     |
| ldi, Girling Street,<br>SUDBURY   | 3.9%         | 11     | 12.1%        | 5 | 0.0%         | 0      | 8.6%         | 5      | 8.2%         | 2      | 0.0%         | 0      | 0.0%         | 0     | 0.0%         | 0      | 0.0%          | 0      | 0.0%         | 0 | 0.0%          | 0 | 0.0%         | 0   |
| ldi, HAVERHILL<br>sda Superstore, Meadow<br>Centre, Wilkes Way,<br>STOWMARKET | 0.4%<br>1.8% | 1<br>5 | 2.9%<br>0.0% | 1 | 0.0%<br>0.0% | 0      | 0.0%<br>0.0% | 0      | 0.0%<br>0.0% | 0      |              | 0      | 0.0%<br>0.0% | 0     | 0.0%<br>0.0% | 0      | 0.0%<br>6.8%  | 0      | 0.0%<br>3.4% | 0 | 0.0%<br>10.8% | 0 | 0.0%<br>0.0% | 0   |
| sda superstore, Turner<br>Rise, COLCHESTER                                    | 0.5%         | 1      | 3.5%         | 1 | 0.0%         | 0      | 0.0%         | 0      | 0.0%         | 0      | 0.0%         | 0      | 0.0%         | 0     | 0.0%         | 0      | 0.0%          | 0      | 0.0%         | 0 | 0.0%          | 0 | 0.0%         | 0   |
| o op, Church Street, EYE<br>o-op, 100 East Street,<br>SUDBURY                 | 0.3%<br>1.8% | 1<br>5 | 0.0%<br>0.0% | 0 | 0.0%<br>0.0% | 0      | 0.0%<br>6.2% | 0<br>4 | 0.0%<br>7.3% | 0<br>2 | 0.0%<br>0.0% | 0      | 0.0%<br>0.0% | 0     | 0.0%<br>0.0% | 0      | 0.0%<br>0.0%  | 0      | 0.0%<br>0.0% | 0 | 8.3%<br>0.0%  | 1 | 0.0%<br>0.0% | 0   |
| o-op, 2 High Street,<br>LAVENHAM  | 0.4%         | 1      | 0.0%         | 0 | 4.0%         | 0      | 1.6%         | 1      | 0.0%         | 0      | 0.0%         | 0      | 0.0%         | 0     | 0.0%         | 0      | 0.0%          | 0      | 0.0%         | 0 | 0.0%          | 0 | 0.0%         | 0   |
| -op, 4 & 5 Acacia Court,<br>BRANTHAM  | 0.6%         | 2      | 0.0%         | 0 | 0.0%         | 0      | 0.0%         | 0      | 0.0%         | 0      | 0.0%         | 0      | 5.3%         | 2     | 0.0%         | 0      | 0.0%          | 0      | 0.0%         | 0 | 0.0%          | 0 | 0.0%         | 0   |
| op, 72 High Street,<br>HADLEIGH   | 2.1%         | 6      | 0.0%         | 0 |              | 0      | 2.9%         | 2      | 0.0%         |        | 20.8%        | 4      | 0.0%         | 0     | 0.0%         | 0      | 0.0%          | 0      | 0.0%         | 0 | 0.0%          | 0 | 0.0%         | 0   |
| -op, 80A High Street,<br>AVENHAM  | 0.2%         | 1      | 0.0%         | 0 |              | 1      | 0.0%         | 0      | 0.0%         | 0      |              | 0      | 0.0%         | 0     | 0.0%         | 0      | 0.0%          | 0      | 0.0%         | 0 | 0.0%          | 0 | 0.0%         | 0   |
| -op, Hall Street, LONG<br>MELFORD   | 0.4%         | 1      | 2.9%         | 1 | 0.0%         | 0      | 0.0%         | 0      | 0.0%         | 0      |              | 0      | 0.0%         | 0     | 0.0%         | 0      | 0.0%          | 0      | 0.0%         | 0 | 0.0%          | 0 | 0.0%         | 0   |
| o-op, HALSTEAD  | 1.0%         | 3      | 6.3%         | 2 | 0.0%         | 0      | 0.0%         | 0      | 0.0%         | 0      | 0.0%         | 0      | 0.0%         | 0     | 0.0%         | 0      | 0.0%          | 0      | 0.0%         | 0 | 0.0%          | 0 | 3.5%         | 1   |
| -op, MANNINGTREE -op, Mildenhall Road,  | 0.4%<br>0.2% | 1<br>1 | 0.0%<br>0.0% |   | 0.0%<br>0.0% | 0      | 0.0%<br>0.0% | 0      | 0.0%<br>0.0% | 0      | 0.0%<br>0.0% | 0      | 4.0%<br>0.0% | 1     | 0.0%<br>0.0% | 0      | 0.0%<br>0.0%  | 0      | 0.0%<br>4.2% | 0 | 0.0%<br>0.0%  | 0 | 0.0%<br>0.0% | 0   |
| BURY ST EDMUNDS<br>-op, The Street,   | 0.3%         | 1      | 0.0%         | 0 | 0.0%         | 0      | 0.0%         | 0      | 0.0%         | 0      | 0.0%         | 0      | 3.2%         | 1     | 0.0%         | 0      | 0.0%          | 0      | 0.0%         | 0 | 0.0%          | 0 | 0.0%         | 0   |
| BRAMFORD -op, The Street, CAPEL ST MARY                                       | 0.3%         | 1      | 0.0%         | 0 | 0.0%         | 0      | 0.0%         | 0      | 0.0%         | 0      | 0.0%         | 0      | 3.2%         | 1     | 0.0%         | 0      | 0.0%          | 0      | 0.0%         | 0 | 0.0%          | 0 | 0.0%         | 0   |
| o-op Local, DEDHAM  | 0.3%         | 1      | 0.0%         | 0 | 0.0%         | 0      | 0.0%         | 0      | 0.0%         | 0      | 0.0%         | 0      | 0.0%         | 0     | 5.0%         | 1      | 0.0%          | 0      | 0.0%         | 0 | 0.0%          | 0 | 0.0%         | 0   |
| unit 3a, Sudbury Retail Park, Northern Road, Newton Road, SUDBURY             | 1.6%         | 4      |              | 0 |              | 0      | 6.2%         | 4      | 2.3%         | 0      |              | 0      | 0.0%         | ő     | 0.0%         | 0      | 0.0%          | 0      | 0.0%         | 0 | 0.0%          | 0 | 0.0%         | 0   |
| dl, Bury Road,<br>STOWMARKET  | 1.3%         | 4      | 0.0%         | 0 | 0.0%         | 0      | 0.0%         | 0      | 0.0%         | 0      | 0.0%         | 0      | 0.0%         | 0     | 4.0%         | 1      | 4.9%          | 2      | 3.4%         | 1 | 0.0%          | 0 | 0.0%         | 0   |
| orrisons, 175 London<br>Road, HADLEIGH  | 2.5%         | 7      | 0.0%         | 0 |              | 0      | 2.9%         | 2      |              |        | 20.5%        | 4      | 4.0%         | 1     | 0.0%         |        | 0.0%          | 0      | 0.0%         | 0 |               | 0 | 0.0%         | 0   |
| orrisons, DISS orrisons, Sheringham Court, Milton Road South, STOWMARKET      | 0.9%<br>2.7% | 3<br>8 | 0.0%<br>0.0% | 0 |              | 0      | 0.0%<br>0.0% | 0      | 0.0%<br>1.8% | 0      | 0.0%<br>0.0% | 0      | 0.0%<br>0.0% | 0     | 0.0%<br>0.0% | 0      | 0.0%<br>15.4% | 0<br>8 | 0.0%<br>0.0% |   | 13.7%<br>0.0% | 0 | 5.8%<br>0.0% | 1 0 |
| orrisons, Sproughton<br>Road, IPSWICH   | 0.1%         | 0      | 0.0%         | 0 | 3.2%         | 0      | 0.0%         | 0      | 0.0%         | 0      | 0.0%         | 0      | 0.0%         | 0     | 0.0%         | 0      | 0.0%          | 0      | 0.0%         | 0 | 0.0%          | 0 | 0.0%         | 0   |

|  | Total |    | Zone 1 |   | Zone 2 |   | Zone 3 | 3  | Zone 4 |   | Zone 5 |   | Zone 6 |   | Zone 7 |   | Zone 8 | 8  | Zone 9 |   | Zone 10 | ) | Zone 11 | L |
|--|-------|----|--------|---|--------|---|--------|----|--------|---|--------|---|--------|---|--------|---|--------|----|--------|---|---------|---|---------|---|
|  |       |    |        |   |        |   |        |    |        |   |        |   |        |   |        |   |        |    |        |   |         |   |         |   |
| Roys of Wroxham, Great<br>Eastern Road, SUDBURY                  | 0.9%  | 3  | 4.7%   | 2 | 0.0%   | 0 | 0.0%   | 0  | 4.0%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |
| Sainsbury's Superstore,<br>11-14 Priory Walk,<br>COLCHESTER      | 0.4%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 2.2%   | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |
| Sainsbury's, Cornard Road,<br>SUDBURY                            | 4.3%  | 12 | 0.0%   | 0 | 0.0%   | 0 | 18.0%  | 10 | 9.7%   | 2 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |
| Sainsbury's, Hadleigh Road, IPSWICH                              | 4.2%  | 12 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 3.6%   | 1 | 28.6%  | 9 | 8.9%   | 2 | 2.0%   | 1  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |
| Sainsbury's, HAVERHILL   | 0.6%  | 2  | 4.7%   | 2 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |
| Tesco Express, Bromley<br>Road, COLCHESTER                       | 0.3%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 1.6%   | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |
| Tesco Express, St Johns,<br>COLCHESTER                           | 0.5%  | 1  | 3.5%   | 1 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |
| Tesco Metro, Kesgrave,<br>IPSWICH                                | 0.2%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 2.7%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |
| Tesco Superstore, Cedars<br>Link Road,<br>STOWMARKET             | 0.3%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 5.0%   | 1 | 0.0%   | 0  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |
| Tesco Superstore, St<br>Saviours Interchange,<br>BURY ST EDMUNDS | 0.9%  | 3  | 4.7%   | 2 | 9.2%   | 1 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |
| Tesco, Woodhall Business<br>Park, Springlands Way,<br>SUDBURY    | 3.7%  | 11 | 6.4%   | 2 | 5.3%   | 0 | 10.5%  | 6  | 8.6%   | 2 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |
| Waitrose, Robert Boby Way,<br>BURY ST EDMUNDS                    | 1.0%  | 3  | 0.0%   | 0 | 3.2%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 4.3%   | 2  | 3.4%   | 1 | 0.0%    | 0 | 0.0%    | 0 |
| Waitrose, Station Road,<br>SUDBURY                               | 3.0%  | 9  | 10.0%  | 4 | 0.0%   | 0 | 3.3%   | 2  | 13.5%  | 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   | 2.3%  | 7  | 0.0%   | 0 | 21.3%  | 2 | 2.9%   | 2  | 3.0%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 17.3%  | 3 | 0.0%    | 0 | 0.0%    | 0 |
| Capel St. Mary   | 0.3%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 3.2%   | 1 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |
| Debenham   | 0.3%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 3.2%   | 1 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |
| Dedham   | 0.3%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 5.0%   | 1 | 0.0%   | 0  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |
| Eye  | 1.2%  | 3  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 29.2%   | 3 | 0.0%    | 0 |
| Hadleigh   | 3.4%  | 10 | 0.0%   | 0 | 0.0%   | 0 | 5.1%   | 3  | 0.0%   | 0 | 29.4%  | 6 | 3.2%   | 1 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |
| Haverhill  | 0.5%  | 1  | 3.5%   | 1 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |
| Ipswich  | 0.7%  | 2  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 3.2%   | 1 | 0.0%   | 0 | 2.4%   | 1  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |
| Long Melford   | 1.7%  | 5  | 0.0%   | 0 | 0.00   | 0 | 8.6%   | 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 |
| Manningtree  | 0.8%  | 2  | 0.0%   | 0 |        | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 7.2%   | 2 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |
| Needham Market   | 0.5%  | 1  | 0.0%   | 0 | 0.000  | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 6.6%   | 1 | 0.0%   | 0  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |
| Sudbury  | 3.7%  | 11 | 2.9%   | 1 | 0.0%   | 0 | 9.1%   | 5  | 16.0%  | 3 | 4.4%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |
| Stowmarket   | 5.8%  | 17 | 0.0%   | 0 |        | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   |   | 33.9%  | 17 | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |
| Street / Farmers' Markets in<br>Sudbury                          | 1.3%  | 4  | 3.5%   | 1 | 0.0%   | 0 | 0.0%   | 0  | 11.6%  | 2 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |        | 0  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |
| Aldi, Hines Road, Ipswich  | 0.3%  | 1  | 0.0%   | 0 | 0.00   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 4.0%   | 1 | 0.0%   | 0  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |
| Aldi, Mere Street, Diss  | 0.2%  | 1  | 0.0%   | 0 |        | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |        | 0  | 0.0%   | 0 | 0.0%    | 0 | 3.5%    | 1 |
| Aldi, Meredith Road,   | 0.8%  | 2  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 2.2%   | 0 | 3.2%   | 1 | 5.0%   | 1 | 0.0%   | 0  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |

| ,, eighteu.   |              |        |              |   |        |   |              |   |              | _ | 01     |   | 2 0 0 1 1    |   |              |   |        |   |              |   |              |   |              |   | 1 cordary 2010 |
|---|--------------|--------|--------------|---|--------|---|--------------|---|--------------|---|--------|---|--------------|---|--------------|---|--------|---|--------------|---|--------------|---|--------------|---|----------------|
|   | Total        |        | Zone 1       |   | Zone 2 |   | Zone 3       |   | Zone 4       |   | Zone 5 |   | Zone 6       |   | Zone 7       |   | Zone 8 | } | Zone 9       |   | Zone 10      | 0 | Zone 11      | L |                |
| Ipswich   |              |        |              |   |        |   |              |   |              |   |        |   |              |   |              |   |        |   |              |   |              |   |              |   |                |
| Aldi, Newmarket Road,<br>Dettingen Way, Bury St.<br>Edmunds                   | 0.7%         | 2      | 0.0%         | 0 | 0.0%   | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%   | 0 | 0.0%         | 0 | 0.0%         | 0 | 2.4%   | 1 | 5.6%         | 1 | 0.0%         | 0 | 0.0%         | 0 |                |
| Andrews Quality Butchers,<br>High Street, Hadleigh                            | 0.6%         | 2      | 0.0%         | 0 | 0.0%   | 0 | 0.0%         | 0 | 0.0%         | 0 | 8.6%   | 2 | 0.0%         | 0 | 0.0%         | 0 | 0.0%   | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 |                |
| Asda Superstore, Stoke Park<br>Drive, Ipswich                                 | 0.4%         | 1      | 0.0%         | 0 | 0.0%   | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%   | 0 | 4.0%         | 1 | 0.0%         | 0 | 0.0%   | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 |                |
| Asda Superstore, Western<br>Way, Bury St. Edmunds                             | 0.3%         | 1      | 0.0%         | 0 | 10.3%  | 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 |                |
| Asda Superstore,<br>Whitehouse Industrial<br>Estate, Goddard Road,<br>Ipswich | 0.6%         | 2      | 0.0%         | 0 | 0.0%   | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%   | 0 | 5.3%         | 2 | 0.0%         | 0 | 0.0%   | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 |                |
| Budgens, Bullock Fair Close,<br>Harleston                                     | 0.7%         | 2      | 0.0%         | 0 | 0.0%   | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%   | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%   | 0 | 0.0%         | 0 | 0.0%         | 0 | 12.1%        | 2 |                |
| Co-op, Ashfield Road,<br>Elmswell   | 0.1%         | 0      | 0.0%         | 0 | 3.2%   | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%   | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%   | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 |                |
| Co-op, Combs Lane, Combs Ford, Stowmarket                                     | 3.0%         | 9      | 0.0%         | 0 | 0.0%   | 0 | 0.0%         | 0 | 0.0%         | 0 |        | 0 | 0.0%         | 0 | 0.0%         | 0 | 17.9%  | 9 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 |                |
| Co-op, Hillside Road East,<br>Bungay  | 0.3%         | 1      | 0.0%         | 0 |        | 0 | 0.0%         | 0 | 0.0%         | 0 |        | 0 | 0.0%         | 0 |              |   | 0.0%   | 0 | 0.0%         | 0 | 0.0%         | 0 | 5.8%         | 1 |                |
| Co-op, London Road,<br>Harleston  | 0.4%         | 1      | 0.0%         | 0 |        | 0 | 0.0%         | 0 | 0.0%         | 0 |        | 0 | 0.0%         | 0 | 0.0%         | 0 | ,      | 0 | 0.0%         | 0 | 0.0%         | 0 | 7.0%         | 1 |                |
| Co-op, Norwich Road,<br>Barham, Claydon                                       | 0.3%         | 1      | 0.0%         | 0 |        | 0 | 0.0%         | 0 | 0.0%         | 0 |        | 0 | 0.0%         | 0 | 5.0%         | 1 | 0.0%   | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 |                |
| Co-op, Sheldrake Drive,<br>Ipswich  | 0.6%         | 2      | 0.0%         | 0 |        | 0 | 0.0%         | 0 | 0.0%         | 0 |        | 0 | 0.0%         | 0 |              | 2 |        | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 |                |
| Co-op, The Street,<br>Rickinghall, Diss                                       | 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 |                |
| Co-op, The Street, Woolpit<br>Farmfoods, Barton Road,                         | 0.1%<br>0.2% | 0<br>1 | 0.0%<br>0.0% | 0 |        | 0 | 0.0%<br>0.0% | 0 | 0.0%<br>0.0% | 0 |        | 0 | 0.0%<br>0.0% | 0 | 0.0%<br>0.0% | 0 |        | 0 | 0.0%<br>0.0% | 0 | 0.0%<br>0.0% | 0 | 0.0%<br>0.0% | 0 |                |
| Bury St. Edmunds<br>Hollow Trees Farm Shop,<br>Semer, Ipswich                 | 0.4%         | 1      | 0.0%         | 0 | 0.0%   | 0 | 0.0%         | 0 | 0.0%         | 0 | 5.0%   | 1 | 0.0%         | 0 | 0.0%         | 0 | 0.0%   | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 |                |
| Iceland, High Street, Haverhill   | 0.6%         | 2      | 4.7%         | 2 | 0.0%   | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%   | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%   | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 |                |
| Iceland, North Street,<br>Sudbury   | 0.7%         | 2      | 0.0%         | 0 | 0.0%   | 0 | 0.0%         | 0 | 10.0%        | 2 | 0.0%   | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%   | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 |                |
| Iceland, Taylors Square, Beccles  | 0.3%         | 1      | 0.0%         | 0 | 0.0%   | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%   | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%   | 0 | 0.0%         | 0 | 0.0%         | 0 | 5.3%         | 1 |                |
| Lidl, Handford Road,<br>Ipswich   | 0.5%         | 1      | 3.5%         | 1 | 0.0%   | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%   | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%   | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 |                |
| Local shops, Acton  | 0.3%         | 1      | 0.0%         | 0 | 0.0%   | 0 | 1.6%         | 1 | 0.0%         | 0 | 0.0%   | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%   | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 |                |
| Local shops, Beccles  | 0.3%         | 1      | 0.0%         | 0 |        | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%   | 0 | 0.0%         | 0 | 0.0%         | 0 |        | 0 | 0.0%         | 0 | 0.0%         | 0 | 5.3%         | 1 |                |
| Local shops, Bungay   | 0.2%         | 1      | 0.0%         | 0 | 0.0%   | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%   | 0 | 0.0%         | 0 | 0.0%         | 0 |        | 0 | 0.0%         | 0 | 0.0%         | 0 | 3.5%         | 1 |                |
| Local shops, Colne Engaine,   | 0.6%         | 2      | 4.7%         | 2 | 0.0%   | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%   | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%   | 0 | 0.0%         | 0 | 0.0%         | 0 | 0.0%         | 0 |                |

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|                            | Total |   | Zone 1 |   | Zone 2 | 2 | Zone 3 |   | Zone 4 |   | Zone 5 | 5 | Zone 6 | <u> </u> | Zone 7 | , | Zone 8 | 3 | Zone 9 |   | Zone 10 | ) | Zone 11 |   |  |
|----------------------------|-------|---|--------|---|--------|---|--------|---|--------|---|--------|---|--------|----------|--------|---|--------|---|--------|---|---------|---|---------|---|--|
|                            |       |   |        |   |        |   |        |   |        |   |        |   |        |          |        |   |        |   |        |   |         |   |         |   |  |
| Essex                      |       |   |        |   |        |   |        |   |        |   |        |   |        |          |        |   |        |   |        |   |         |   |         |   |  |
| Local shops, Diss          | 0.9%  | 3 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0        | 0.070  | 0 | 0.0%   | 0 | 0.0%   |   | 23.0%   | 3 | 0.0%    | 0 |  |
| Local shops, East Bergholt | 0.9%  | 3 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 8.5%   | 3        | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |         | 0 | 0.0%    | 0 |  |
| Local shops, Elmswell      | 1.2%  | 3 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0        | 0.0%   | 0 |        |   | 21.9%  | 3 | 0.0%    | 0 | 0.0%    | 0 |  |
| Local shops, Framlingham   | 0.2%  | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0        | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 3.5%    | 1 |  |
| Local shops, Fressingfield | 0.2%  | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0        | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 3.5%    | 1 |  |
| Local shops, Glemsford     | 1.1%  | 3 | 8.2%   | 3 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0        | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |  |
| Local shops, Harleston     | 1.3%  | 4 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0        | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 23.2%   | 4 |  |
| Local shops, Ickworth      | 0.3%  | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0        | 0.0%   | 0 | 0.0%   | 0 | 5.6%   | 1 | 0.0%    | 0 | 0.0%    | 0 |  |
| Local shops, Lawshall      | 0.1%  | 0 | 0.0%   | 0 | 3.2%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0        | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |  |
| Local shops, Mendlesham    | 0.4%  | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0        | 0.0%   | 0 | 2.4%   | 1 | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |  |
| Local shops, Mistley       | 0.4%  | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 4.0%   | 1        | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |  |
| Local shops, Nayland       | 1.4%  | 4 | 0.0%   | 0 | 0.0%   | 0 | 7.2%   | 4 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0        | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |  |
| Local shops, Norwich       | 0.5%  | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0        | 6.6%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |  |
| Local shops, Old Newton    | 0.7%  | 2 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0        | 0.0%   | 0 | 4.3%   | 2 | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |  |
| Local shops, Pulham St.    | 0.3%  | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0        | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 4.3%    | 1 |  |
| Mary                       |       |   |        |   |        |   |        |   |        |   |        |   |        |          |        |   |        |   |        |   |         |   |         |   |  |
| Local shops, Rickinghall   | 0.3%  | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0        |        | 0 |        | 0 | 0.0%   | 0 |         | 1 | 0.0%    | 0 |  |
| Local shops, Rougham       | 0.2%  | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0        | 0.0%   | 0 | 0.0%   | 0 | 4.2%   | 1 | 0.0%    | 0 | 0.0%    | 0 |  |
| Local shops, Semer         | 0.2%  | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 2.7%   | 1 | 0.0%   | 0        | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |  |
| Local shops, Stradbroke    | 0.5%  | 2 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0        | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 9.3%    | 2 |  |
| Local shops, Thorndon      | 0.2%  | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0        | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 3.8%    | 0 | 0.0%    | 0 |  |
| Local shops, Woodbridge    | 0.3%  | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0        | 5.0%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |  |
| Local shops, Woolpit       | 0.7%  | 2 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0        | 0.0%   | 0 | 0.0%   | 0 | 13.1%  | 2 | 0.0%    | 0 | 0.0%    | 0 |  |
| Marks & Spencer Simply     | 0.3%  | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0        | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 4.3%    | 1 |  |
| Food, Sweetbriar Retail    |       |   |        |   |        |   |        |   |        |   |        |   |        |          |        |   |        |   |        |   |         |   |         |   |  |
| Park, Norwich              |       |   |        |   |        |   |        |   |        |   |        |   |        |          |        |   |        |   |        |   |         |   |         |   |  |
| Marks & Spencer,           | 1.1%  | 3 | 0.0%   | 0 | 3.2%   | 0 | 1.3%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0        | 0.0%   | 0 | 0.0%   | 0 | 14.4%  | 2 | 0.0%    | 0 | 0.0%    | 0 |  |
| Buttermarket, Bury St.     |       |   |        |   |        |   |        |   |        |   |        |   |        |          |        |   |        |   |        |   |         |   |         |   |  |
| Edmunds                    |       |   |        |   |        |   |        |   |        |   |        |   |        |          |        |   |        |   |        |   |         |   |         |   |  |
| Sainsbury's, Bedingfeld    | 0.7%  | 2 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0        | 0.0%   | 0 | 3.2%   | 2 | 3.4%   | 1 | 0.0%    | 0 | 0.0%    | 0 |  |
| Way, Bury St. Edmunds      |       |   |        |   |        |   |        |   |        |   |        |   |        |          |        |   |        |   |        |   |         |   |         |   |  |
| Sainsbury's, High Street,  | 0.5%  | 1 | 3.5%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0        | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |  |
| Halstead                   |       |   |        |   |        |   |        |   |        |   |        |   |        |          |        |   |        |   |        |   |         |   |         |   |  |
| Sainsbury's, Western       | 0.5%  | 1 | 3.5%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0        | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |  |
| Approach, Stanway,         |       |   |        |   |        |   |        |   |        |   |        |   |        |          |        |   |        |   |        |   |         |   |         |   |  |
| Colchester                 |       |   |        |   |        |   |        |   |        |   |        |   |        |          |        |   |        |   |        |   |         |   |         |   |  |
| Tesco Express, Bramford    | 0.3%  | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 3.2%   | 1        | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |  |
| Road, Ipswich              |       |   |        |   |        |   |        |   |        |   |        |   |        |          |        |   |        |   |        |   |         |   |         |   |  |
| Tesco Express, Cornhill,   | 0.1%  | 0 | 0.0%   | 0 | 5.3%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0        | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |  |
| Bury St. Edmunds           |       |   |        |   |        |   |        |   |        |   |        |   |        |          |        |   |        |   |        |   |         |   |         |   |  |
| Tesco Express, Norwich     | 1.5%  | 4 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0        | 21.9%  | 4 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |  |
| Road, Ipswich              |       |   |        |   |        |   |        |   |        |   |        |   |        |          |        |   |        |   |        |   |         |   |         |   |  |
| Tesco Express, Stamford    | 0.1%  | 0 | 0.0%   | 0 | 4.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0        | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |  |
| Court, Horringer Road,     |       |   |        |   |        |   |        |   |        |   |        |   |        |          |        |   |        |   |        |   |         |   |         |   |  |
| Bury St. Edmunds           |       |   |        |   |        |   |        |   |        |   |        |   |        |          |        |   |        |   |        |   |         |   |         |   |  |
| Tesco Extra, Copdock       | 1.2%  | 4 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 4.0%   | 1 | 0.0%   | 0 | 3.2%   | 1        | 8.9%   | 2 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 |  |
| , - · <u>F</u>             |       | · |        | - |        | - |        | - |        |   |        | - |        | -        |        | - |        | - |        |   |         | - |         |   |  |

by Zone - SFT's Filtered

Weighted:

### Babergh & Mid Suffolk Household Survey For Carter Jonas

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|                      | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | Zone 10 | Zone 11 |
|----------------------|-------|--------|--------|--------|--------|--------|--------|--------|--------|--------|---------|---------|
| Interchange, Ipswich |       |        |        |        |        |        |        |        |        |        |         |         |
| Weighted base:       | 288   | 39     | 8      | 58     | 21     | 21     | 30     | 20     | 49     | 15     | 12      | 17      |
| Sample:              | 283   | 27     | 20     | 41     | 39     | 29     | 22     | 14     | 30     | 19     | 22      | 20      |

February 2015

#### Babergh & Mid Suffolk Household Survey For Carter Jonas

Weighted:

Total Zone 1 Zone 2 Zone 3 Zone 4 Zone 7 Zone 8 Zone 9 Zone 10 Zone 11 Zone 5 Zone 6 Q10 In which ONE town centre, freestanding store or retail park do you do most of your household's shopping for men's, women's, children's and baby clothing and footwear (fashion items - not sports clothing and footwear)? Excl Nulls & SFT 0.0% 0.0% 0.0% 0 0.0% 0 0 Tesco Extra, Copdock 0.6% 0.0% 0 0 0.0% 0 0.0% 0 5.1% 6 0.0% 0 0 0.0% 0.0% 6 Interchange, Ipswich Copdock Mill Interchange. 0.1% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.8% 0 0.0% 0 0.0% 0.0% 0 0.0% 0.0% 0 0.0% 0 **Ipswich** Woodhall Business Park, 0.2% 0.0% 0.0% 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0.0% 0 0.0% 0 1 1.1% 0 Drury Drive, Sudbury Braintree 1.4% 13 6.8% 8 0.0% 0 0.7% 1 1.9% 0.8% 0 1.1% 0.7% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 27 5 12 Bury St Edmunds 28.0% 253 34.7% 43 81.2% 46.6% 50 30.0% 15 8.8% 1.4% 2 12.1% 13 28.8% 37 85.8% 47 27.3% 2.7% 2 9.5% 86 25.0% 31 0.0% 0 21.2% 0.0% 0.0% Colchester 23 21.5% 11 8.2% 5 15.2% 17 0 0.0% 0 0.0% 0 0 0.0% 0 Eye 0.1% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.9% 0.0% 0 Hadleigh 0.3% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.8% 0 0.9% 1 0.9% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0 0.0% 0.0% 0 0.0% 0.1% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0 0.0% 0 0.0% 0 0.0% 0 0.7% Halstead 0.1% 1 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 Haverhill 1 0 0 0 0 7 Ipswich 30.6% 276 0.0% 0 1.0% 0 8.2% 9 7.0% 4 74.6% 43 59.7% 66 70.9% 77 45.9% 58 1.5% 1 24.4% 11 8.8% 0.1% 0.0% 0 1.3% 0 0.0% 0 0.8% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 Long Melford 1 0 Needham Market 0.1% 1 0.0% 0 0.0% 0.0% 0.0% 0 0.0% 0 0.0% 0 0.7% 0.0% 0.0% 0.0% 0.0% 0 0 0 1 0 0 0 Stowmarket 4.2% 38 0.0% 0 1.6% 0.0% 0 0.0% 0 0.8% 0 0.0% 0 3.6% 4 21.7% 28 6.9% 4 3.3% 0.0% 0 Sudbury 6.5% 59 17.0% 21 2.5% 1 16.0% 17 33.9% 17 2.4% 1 0.9% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Street Market in Stowmarket 0.1% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.8% 0.0% 0 0.0% 0 0.0% 0 0 0 0.2% 0.9% 0.0% 0.0% 0.8% 0 0.0% 0 0.0% 0.0% 0 0.0% 0.0% 0.0% 0 0.0% Street Market in Sudbury 1 1 0 0 0 0 Abroad 0.0% 0 0.0% 0 0.8% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Asda Superstore, 0.1% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.8% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 Whitehouse Industrial Estate, Goddard Road, Ipswich 0.1% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.8% Beccles 1 1.7% 15 4.1% 5 10.3% 3 3.9% 1.7% 0.0% 0 0.0% 0 1.1% 0.0% 1.2% 0.0% 0 0.0% 0 Cambridge 4 1 0 Central London 0.6% 5 0.0% 0 0.0% 0 0.9% 1 0.0% 0 1.3% 1.9% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.8% 2 Chelmsford 0.9% 8 2.0% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 4.7% 5 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Diss 1.3% 12 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 9.4% 4 9.1% 8 0 0.1% 0.0% 0 0.0% 0 0.7% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 Exeter 1 1 0.0% 0 Felixstowe 0.7% 6 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.8% 0 4.5% 5 0.7% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0 0 Framlingham 0.1% 1 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0.0% 0.7% 1 0.0% 0.0% 0.0% 0 0.0% 0.2% 0.0% 2 0.0% 0 0.0% 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 1.6% 1.5% Great Yarmouth 0 0 0 0 0 0.2% 0.0% 0 0.0% 0 Greenhithe 1 1.1% 1 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 3 Harleston 0.4% 3 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 4.0% 0.1% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.4% Lowestoft 1 0.0% 0 0.0% 0 0 0.0% 0 1.2% 0 0.0% 0 Martlesham 0.1% 0 0.0% 0 0.0% 0.0% 1 0.0% 0 0.0% 0 0.0% Newmarket 0.1% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.9% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 2.8% Norwich 9.6% 86 0.0% 0 1.3% 0 0.0% 0 0.0% 0 0.0% 0 1.7% 2 5.2% 6 4 4.7% 3 29.8% 13 69.2% 59 Ransomes Euro Retail Park, 0.1% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.1% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Central Avenue, Ipswich

0 0.0%

0 0.0%

0.0%

0 0.0%

0.0%

0 0.0%

0

0 0.0%

0.0%

0 1.9%

2 0.9%

0

Sainsbury's, Cornard Road,

0.3%

3 0.0%

| Weighted:   |  |                             |                              |                            |                                      |                     |        |                    |  | F                        | or Ca                                | arte        | er Jon                                       | as                      |  |                  |              |                          |                                      |             |  |             |                                      |             | February 2015       |
|---|--|-----------------------------|------------------------------|----------------------------|--------------------------------------|---------------------|--------|--------------------|--|--------------------------|--------------------------------------|-------------|--|-------------------------|--|------------------|--------------|--------------------------|--------------------------------------|-------------|--|-------------|--------------------------------------|-------------|---------------------|
|   | Tota   | l                           | Zone                         | 1                          | Zone                                 | 2                   | Zone   | 3                  | Zone 4                                       | 4                        | Zone 5                               | 5           | Zone (                                       | 6                       | Zone   | 7                | Zone         | 8                        | Zone                                 | 9           | Zone 1                                       | 0           | Zone 1                               | 1           |                     |
| Sudbury<br>Stradbroke<br>Street market in Diss<br>Tesco Superstore, Woodhall<br>Business Park,<br>Springlands Way, Sudbury<br>Thetford<br>West Thurrock | 0.2%<br>0.0%<br>0.1%<br>0.1%<br>0.7%<br>0.3% | 2<br>0<br>1<br>1<br>6<br>3  | 1.5%<br>0.0%<br>0.0%<br>0.0% | 2<br>0<br>0<br>0<br>6<br>0 | 0.0%<br>0.0%<br>0.0%<br>0.0%<br>0.0% | 0<br>0<br>0         | 0.0%   | 0<br>0<br>0<br>0   | 0.0%<br>0.0%<br>1.5%<br>0.0%<br>0.0%<br>0.0% | 0<br>0<br>1<br>0<br>0    | 0.0%<br>0.0%<br>0.0%<br>0.0%<br>0.0% | 0<br>0<br>0 | 0.0%<br>0.0%<br>0.0%<br>0.0%<br>0.0%<br>0.0% | 0<br>0<br>0             | 0.0%<br>0.0%<br>0.0%<br>0.0%<br>0.0%<br>2.0% | 0<br>0<br>0<br>0 | 0.0%<br>0.0% | 0<br>0<br>0              | 0.0%<br>0.0%<br>0.0%<br>0.0%<br>0.0% | 0<br>0<br>0 | 0.0%<br>1.0%<br>0.0%<br>1.2%<br>0.0%<br>0.0% | 0<br>0<br>0 | 0.0%<br>0.0%<br>0.0%<br>0.0%<br>0.0% | 0<br>0<br>0 |                     |
| Woodbridge Weighted base: Sample:  Q10AWhich internet / hon Those who do most of th   | ne deliv                                     | 904<br>900<br><b>ery re</b> | tailer de                    | 123<br>79<br><b>you</b>    | also use                             | 33<br>82<br>e for y | our ho | 108<br>85<br>useho | ld's sho                                     | 51<br>88<br><b>pping</b> |                                      | 57<br>78    |  | 1<br>111<br>82<br>chile |  | 109<br>84        |              | 0<br>127<br>81<br>hing a |                                      | 54<br>75    |  | 45<br>81    |                                      | 85<br>85    | ning and footwear)? |
| Amazon  | 8.0%   | 8                           | 8.7%                         | 1                          | 31.1%                                | 1                   | 0.0%   | 0                  | 35.1%  | 2                        | 7.0%                                 | 0           | 16.4%  | 2                       | 0.0%   | 0                | 0.0%         | 0                        | 0.0%                                 | 0           | 0.0%   | 0           | 19.9%                                | 1           |                     |

| Amazon          | 8.0%  | 8   | 8.7%  | 1  | 31.1% | 1 | 0.0%  | 0  | 35.1% | 2  | 7.0%  | 0  | 16.4% | 2  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 19.9% | 1 |
|-----------------|-------|-----|-------|----|-------|---|-------|----|-------|----|-------|----|-------|----|-------|---|-------|----|-------|----|-------|----|-------|---|
| Asda            | 1.2%  | 1   | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 8.2%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Debenhams       | 4.6%  | 5   | 8.7%  | 1  | 0.0%  | 0 | 10.2% | 1  | 6.8%  | 0  | 11.5% | 1  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 15.7% | 1  | 0.0%  | 0 |
| Ebay            | 3.6%  | 4   | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 15.4% | 1  | 12.3% | 2  | 0.0%  | 0 | 0.0%  | 0  | 9.4%  | 1  | 0.0%  | 0  | 0.0%  | 0 |
| Ebuyer          | 1.5%  | 2   | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 10.9% | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| John Lewis      | 2.1%  | 2   | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 12.0% | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 7.0%  | 1  | 7.1%  | 0  | 0.0%  | 0 |
| Littlewoods     | 0.4%  | 0   | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 7.1%  | 0  | 0.0%  | 0 |
| Marks & Spencer | 15.7% | 16  | 17.4% | 3  | 0.0%  | 0 | 6.2%  | 1  | 0.0%  | 0  | 38.3% | 2  | 19.7% | 3  | 27.1% | 2 | 17.6% | 3  | 0.0%  | 0  | 39.4% | 2  | 9.0%  | 1 |
| Next            | 14.8% | 15  | 0.0%  | 0  | 17.4% | 0 | 19.8% | 2  | 0.0%  | 0  | 0.0%  | 0  | 9.2%  | 1  | 0.0%  | 0 | 37.5% | 5  | 28.4% | 3  | 7.1%  | 0  | 31.0% | 2 |
| Sainsbury's     | 1.3%  | 1   | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 16.8% | 1 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Tesco           | 1.3%  | 1   | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 5.5%  | 0  | 0.0%  | 0  | 7.5%  | 1  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Other           | 31.4% | 33  | 36.9% | 6  | 37.3% | 1 | 6.2%  | 1  | 35.2% | 2  | 14.0% | 1  | 34.9% | 5  | 43.4% | 3 | 25.8% | 4  | 50.9% | 6  | 23.4% | 1  | 40.1% | 3 |
| Cotton Traders  | 5.0%  | 5   | 14.1% | 2  | 14.2% | 0 | 17.8% | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 4.3%  | 1  | 0.0%  | 0  | 0.0%  | 0 |
| Hotter Shoes    | 3.1%  | 3   | 7.1%  | 1  | 0.0%  | 0 | 6.2%  | 1  | 5.5%  | 0  | 14.0% | 1  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Very            | 6.0%  | 6   | 7.1%  | 1  | 0.0%  | 0 | 33.6% | 4  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 12.7% | 1 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Weighted base:  |       | 104 |       | 16 |       | 2 |       | 12 |       | 7  |       | 7  |       | 13 |       | 8 |       | 15 |       | 12 |       | 6  |       | 6 |
| Sample:         |       | 103 |       | 13 |       | 5 |       | 9  |       | 11 |       | 10 |       | 9  |       | 8 |       | 10 |       | 11 |       | 10 |       | 7 |

#### **Babergh & Mid Suffolk Household Survey For Carter Jonas**

Weighted:

| Weighted:                     |  |     |       |     |        |    |       |     |        | F  | or Ca  | ırte | er Jor | as  |        |     |        |     |        |    |        |    |        |    | February 2015 |
|-------------------------------|--|-----|-------|-----|--------|----|-------|-----|--------|----|--------|------|--------|-----|--------|-----|--------|-----|--------|----|--------|----|--------|----|---------------|
|                               | Tota   | l   | Zone  | 1   | Zone 2 | 2  | Zone  | 3   | Zone 4 | ı  | Zone 5 | 5    | Zone   | 6   | Zone 7 | 7   | Zone 8 | 3   | Zone 9 |    | Zone 1 | 0  | Zone 1 | 1  |               |
| -                             | mally travel to (STORE OR CENTRE MENTIONED AT Q10)?  thing and footwear (excluding via the Internet) at Q10:  78.0% 705 80.5% 99 85.7% 28 79.7% 86 55.5% 28 80.5% 46 72.6% 81 82.5% 90 74.9% 95 84.4% 46 73.1% 33 85.5% 73 8.9% 81 7.5% 9 8.0% 3 8.2% 9 15.8% 8 4.8% 3 7.1% 8 6.2% 7 15.2% 19 11.2% 6 14.2% 6 3.4% 3 |     |       |     |        |    |       |     |        |    |        |      |        |     |        |     |        |     |        |    |        |    |        |    |               |
| Car / van (as driver)         | 78.0%  | 705 | 80.5% | 99  | 85.7%  | 28 | 79.7% | 86  | 55.5%  | 28 | 80.5%  | 46   | 72.6%  | 81  | 82.5%  | 90  | 74.9%  | 95  | 84.4%  | 46 | 73.1%  | 33 | 85.5%  | 73 |               |
| Car / van (as passenger)      | 8.9%   | 81  | 7.5%  | 9   | 8.0%   | 3  | 8.2%  | 9   |        | 8  |        | 3    | 7.1%   | 8   | 6.2%   | 7   | 15.2%  | 19  | 11.2%  | 6  | 14.2%  | 6  | 3.4%   | 3  |               |
| Bus, minibus or coach         | 7.8%   | 70  | 8.0%  | 10  | 5.0%   | 2  | 8.6%  | 9   | 10.2%  | 5  | 11.8%  | 7    | 11.5%  | 13  | 7.3%   | 8   | 4.8%   | 6   | 4.5%   | 2  | 9.7%   | 4  | 4.9%   | 4  |               |
| Using park & ride facility    | 1.8%   | 16  | 0.0%  | 0   | 1.3%   | 0  | 0.0%  | 0   | 0.0%   | 0  | 1.6%   | 1    | 4.9%   | 5   | 2.4%   | 3   | 2.5%   | 3   | 0.0%   | 0  | 1.9%   | 1  | 2.9%   | 3  |               |
| Motorcycle, scooter or moped  | 0.1%   | 1   | 0.0%  | 0   | 0.0%   | 0  | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0    | 1.1%   | 1   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |               |
| Walk                          | 2.0%   | 18  | 1.5%  | 2   | 0.0%   | 0  | 2.0%  | 2   | 18.5%  | 9  | 0.0%   | 0    | 0.0%   | 0   | 0.0%   | 0   | 2.6%   | 3   | 0.0%   | 0  | 1.0%   | 0  | 0.7%   | 1  |               |
| Taxi                          | 0.0%   | 0   | 0.0%  | 0   | 0.0%   | 0  | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0    | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |               |
| Train                         | 1.2%   | 11  | 1.5%  | 2   | 0.0%   | 0  | 1.6%  | 2   | 0.0%   | 0  | 1.3%   | 1    | 2.8%   | 3   | 1.6%   | 2   | 0.0%   | 0   | 0.0%   | 0  | 0.0%   | 0  | 1.8%   | 2  |               |
| Bicycle                       | 0.2%   | 2   | 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  | 0.7%   | 1  |               |
| Mobility scooter / wheelchair | 0.0%   | 0   | 0.0%  | 0   | 0.0%   | 0  | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0    | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |               |
| Other                         | 0.0%   | 0   | 0.0%  | 0   | 0.0%   | 0  | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0    | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |               |
| (Don't know)                  | 0.0%   | 0   | 0.0%  | 0   | 0.0%   | 0  | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0    | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |               |
| Weighted base:                |  | 904 |       | 123 |        | 33 |       | 108 |        | 51 |        | 57   |        | 111 |        | 109 |        | 127 |        | 54 |        | 45 |        | 85 |               |

Sample:

|  | Tota  | ıl  | Zone  | 1     | Zone 2   | 2    | Zone 3    | 3     | Zone 4   | ı      | Zone 5    | ;    | Zone    | 6       | Zone    | 7       | Zone     | 3     | Zone   | 9     | Zone 1  | 0    | Zone 1 | 1        |                     |
|--|-------|-----|-------|-------|----------|------|-----------|-------|----------|--------|-----------|------|---------|---------|---------|---------|----------|-------|--------|-------|---------|------|--------|----------|---------------------|
| Q12 Where do you norm<br>use, etc.) (Excluding<br>Excl Nulls & SFT       |       |     |       | nouse | hold's s | hopp | ing for r | ecord | ding med | dia fo | r picture | s an | d sound | d (e.g. | records | s, pre- | -recorde | d and | unreco | orded | CDs & D | VDs, | unexpo | sed fili | ms for photographic |
| Currys PC World, London<br>Road / Copdock<br>Interchange, Ipswich        | 0.9%  | 3   | 0.0%  | 0     | 0.0%     | 0    | 0.0%      | 0     | 9.1%     | 2      | 4.0%      | 0    | 0.0%    | 0       | 0.0%    | 0       | 0.0%     | 0     | 0.0%   | 0     | 0.0%    | 0    | 0.0%   | 0        |                     |
| Tesco Extra, Copdock<br>Interchange, Ipswich                             | 3.6%  | 10  | 0.0%  | 0     | 0.0%     | 0    | 0.0%      | 0     | 0.0%     | 0      | 5.0%      | 1    | 13.1%   | 5       | 17.9%   | 5       | 0.0%     | 0     | 0.0%   | 0     | 0.0%    | 0    | 0.0%   | 0        |                     |
| Woodhall Business Park,<br>Drury Drive, Sudbury                          | 0.5%  | 1   | 0.0%  | 0     | 0.0%     | 0    | 0.0%      | 0     | 6.4%     | 1      | 0.0%      | 0    | 0.0%    | 0       |         | 0       | 0.0%     | 0     | 0.0%   | 0     | 0.0%    | 0    | 0.0%   | 0        |                     |
| Bury St Edmunds  | 21.3% | 61  | 19.5% | 9     | 96.2%    | 8    | 22.3%     | 8     | 29.2%    | 7      | 0.0%      | 0    | 0.0%    | 0       | 2.7%    | 1       | 18.3%    | 7     | 77.7%  | 19    | 32.1%   | 3    | 0.0%   | 0        |                     |
| Colchester   | 7.3%  | 21  | 29.1% | 13    | 0.0%     | 0    | 8.6%      | 3     | 0.0%     | 0      | 8.9%      | 1    | 10.8%   | 4       | 0.0%    | 0       | 0.0%     | 0     | 0.0%   | 0     | 0.0%    | 0    | 0.0%   | 0        |                     |
| Eye  | 0.2%  | 1   | 0.0%  | 0     | 0.0%     | 0    | 0.0%      | 0     | 0.0%     | 0      | 0.0%      | 0    | 0.0%    | 0       | 0.0%    | 0       | 0.0%     | 0     | 0.0%   | 0     | 7.1%    | 1    | 0.0%   | 0        |                     |
| Hadleigh   | 1.5%  | 4   | 0.0%  | 0     | 0.0%     | 0    | 2.7%      | 1     | 0.0%     | 0      | 21.9%     | 2    | 2.8%    | 1       | 0.0%    | 0       | 0.0%     | 0     | 0.0%   | 0     | 0.0%    | 0    | 0.0%   | 0        |                     |
| Haverhill  | 1.0%  | 3   | 6.5%  | 3     | 0.0%     | 0    | 0.0%      | 0     | 0.0%     | 0      | 0.0%      | 0    | 0.0%    | 0       |         | 0       |          | 0     | 0.0%   | 0     | 0.0%    | 0    | 0.0%   | 0        |                     |
| Ipswich  | 20.9% | 60  | 0.0%  | 0     | 0.0%     | 0    | 0.0%      | 0     | 6.4%     | 1      | 49.5%     | 6    | 70.5%   |         | 52.7%   | -       | 25.8%    | 10    | 0.0%   | -     | 23.5%   | 2    | 3.4%   | 1        |                     |
| Stowmarket   | 10.7% | 31  | 0.0%  | 0     | 3.8%     | 0    | 0.0%      | 0     | 0.0%     | 0      | 4.0%      | 0    | 0.0%    | 0       |         |         | 55.9%    | 21    | 20.2%  | 5     | 9.5%    | 1    | 0.0%   | 0        |                     |
| Sudbury  | 11.3% | 33  | 25.5% | 11    | 0.0%     | 0    | 34.6%     | -     | 34.8%    | 8      | 6.6%      | 1    | 0.0%    | 0       |         | 0       |          | 0     | 0.0%   | 0     | 0.0%    | 0    | 0.0%   | 0        |                     |
| Aldi, Girling Street, Sudbury  | 0.2%  | 0   | 0.0%  | 0     | 0.0%     | 0    | 0.0%      | 0     | 2.1%     | 0      | 0.0%      | 0    | 0.0%    | 0       |         | 0       |          | 0     | 0.0%   | 0     | 0.0%    | 0    | 0.0%   | 0        |                     |
| Asda Superstore,   | 0.2%  | 1   | 0.0%  | 0     | 0.0%     | 0    | 0.0%      | 0     | 0.0%     | 0      | 0.0%      | 0    | 2.8%    | 1       | 0.0%    | 0       |          | 0     | 0.0%   | 0     | 0.0%    | 0    | 0.0%   | 0        |                     |
| Whitehouse Industrial<br>Estate, Goddard Road,<br>Ipswich                |       |     |       |       |          |      |           |       |          |        |           |      |         |         |         |         |          |       |        |       |         |      |        |          |                     |
| Beccles  | 0.3%  | 1   | 0.0%  | 0     | 0.0%     | 0    | 0.0%      | 0     | 0.0%     | 0      | 0.0%      | 0    | 0.0%    | 0       | 0.0%    | 0       | 0.0%     | 0     | 0.0%   | 0     | 0.0%    | 0    | 2.5%   | 1        |                     |
| Cambridge  | 0.2%  | 1   | 0.0%  | 0     | 0.0%     | 0    | 0.0%      | 0     | 0.0%     | 0      | 0.0%      | 0    | 0.0%    | 0       |         | 0       |          | 0     | 2.1%   | 1     | 0.0%    | 0    | 0.0%   | 0        |                     |
| Diss   | 3.7%  | 11  | 0.0%  | 0     | 0.0%     | 0    | 0.0%      | 0     | 0.0%     | 0      | 0.0%      | 0    | 0.0%    | 0       |         | 0       |          | 0     | 0.0%   | 0     | 4.3%    | 0    | 35.4%  | 10       |                     |
| Martlesham   | 0.4%  | 1   | 0.0%  | 0     | 0.0%     | 0    | 0.0%      | 0     | 0.0%     | 0      | 0.0%      | 0    | 0.0%    | 0       |         | 0       |          | 0     | 0.0%   | 0     | 0.0%    | 0    | 4.5%   | 1        |                     |
| Morrisons, Sproughton  | 1.1%  | 3   | 0.0%  | 0     |          | 0    | 0.0%      | 0     | 0.0%     | 0      | 0.0%      | 0    | 0.0%    |         | 10.3%   | 3       |          | 0     | 0.0%   | 0     | 0.0%    | 0    | 0.0%   | 0        |                     |
| Road, Ipswich<br>Norwich   | 7.20/ | 21  | 3.0%  | 1     | 0.0%     | 0    | 0.0%      | 0     | 0.0%     | 0      | 0.0%      | 0    | 0.0%    | 0       | 5.9%    | 2       | 0.0%     | 0     | 0.0%   | 0     | 23.5%   | 2    | 54.2%  | 1.5      |                     |
|  | 7.3%  | 21  |       | 1     |          |      |           | -     |          | 0      |           | -    |         |         |         | 2       |          | -     |        |       |         |      |        | 15       |                     |
| Sainsbury's, Cornard Road,<br>Sudbury                                    | 0.3%  | 1   | 0.0%  | 0     |          | 0    | 2.2%      | 1     | 0.0%     | 0      |           | 0    | 0.0%    | 0       |         | 0       |          | 0     | 0.0%   | 0     | 0.0%    | 0    |        | 0        |                     |
| Tesco Superstore, Woodhall<br>Business Park,<br>Springlands Way, Sudbury | 3.7%  | 11  | 3.0%  | 1     | 0.0%     | 0    | 18.6%     | 7     | 11.9%    | 3      | 0.0%      | 0    | 0.0%    | 0       | 0.0%    | 0       | 0.0%     | 0     | 0.0%   | 0     | 0.0%    | 0    | 0.0%   | 0        |                     |
| Tesco, Woodhall Business<br>Park, Springlands Way,<br>Sudbury            | 1.4%  | 4   | 0.0%  | 0     | 0.0%     | 0    | 11.1%     | 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        |                     |
| West Thurrock  | 2.1%  | 6   | 13.4% | 6     | 0.0%     | 0    | 0.0%      | 0     | 0.0%     | 0      | 0.0%      | 0    | 0.0%    | 0       | 0.0%    | 0       | 0.0%     | 0     | 0.0%   | 0     | 0.0%    | 0    | 0.0%   | 0        |                     |
| Weighted base:   |       | 289 |       | 45    |          | 9    |           | 36    |          | 23     |           | 11   |         | 35      |         | 30      |          | 38    |        | 24    |         | 10   |        | 29       |                     |
| Sample:  |       | 270 |       | 26    |          | 24   |           | 28    |          | 37     |           | 18   |         | 25      |         | 21      |          | 25    |        | 30    |         | 17   |        | 19       |                     |

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Babergh & Mid Suffolk Household Survey For Carter Jonas

Weighted:

Total Zone 1 Zone 2 Zone 3 Zone 4 Zone 5 Zone 6 Zone 7 Zone 8 Zone 9 Zone 10 Zone 11

Q12AWhich internet / home delivery retailer do you also use for your household's shopping for recording media for pictures and sound (e.g. records, pre-recorded and unrecorded CDs & DVDs, unexposed films for photographic use, etc.) (Excluding video games)?

Those who buy recording media products via the Internet at Q12: AND Excl Nulls & SFT

| Amazon         | 92.5% | 349  | 97.6% | 46 | 74.2% | 11 | 78.8% | 37 | 88.3% | 15 | 96.7% | 30 | 93.3% | 43 | 96.7% | 38 | 96.9% | 67 | 92.6% | 17 | 96.2% | 18 | 93.5% | 28 |
|----------------|-------|------|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|
| Asda           | 0.8%  | 3 12 | 0.0%  | 0  | 0.0%  | 0  | 1 7%  | 1  | 0.0%  | 0  | 0.0%  | 0  |       | 0  | 0.0%  | 0  | 3.1%  | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Ebay           | 1.1%  | 1    | 0.0%  | 0  |       | 2  | 0.0%  | 0  | 2.9%  | 0  | 3.3%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 3.2%  | 1  |
| •              |       | 4    |       | -  |       | _  |       | 0  |       | 0  |       | 1  |       | 0  |       | 0  |       | -  |       | -  |       | -  |       | 1  |
| HMV            | 0.3%  | 1    | 0.0%  | 0  | 1.8%  | 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  |
| Tesco          | 1.1%  | 4    | 0.0%  | 0  | 0.0%  | 0  | 9.0%  | 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  |
| Other          | 1.1%  | 4    | 0.0%  | 0  | 9.9%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 3.3%  | 1  | 0.0%  | 0  | 2.8%  | 1  | 0.0%  | 0  | 3.2%  | 1  |
| Itunes         | 1.8%  | 7    | 2.4%  | 1  | 0.0%  | 0  | 9.0%  | 4  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 4.6%  | 1  | 3.8%  | 1  | 0.0%  | 0  |
| Play.com       | 1.2%  | 5    | 0.0%  | 0  | 2.3%  | 0  | 1.7%  | 1  | 8.9%  | 1  | 0.0%  | 0  | 4.6%  | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Weighted base: |       | 377  |       | 47 |       | 14 |       | 46 |       | 17 |       | 31 |       | 46 |       | 40 |       | 69 |       | 19 |       | 19 |       | 30 |
| Sample:        |       | 310  |       | 30 |       | 28 |       | 28 |       | 26 |       | 27 |       | 30 |       | 24 |       | 35 |       | 20 |       | 30 |       | 32 |

|   | Total     | l      | Zone      | 1    | Zone 2   | 2    | Zone 3    | 3    | Zone 4               | 1     | Zone 5    | 5     | Zone     | 6     | Zone     | 7       | Zone      | 8     | Zone 9    | )     | Zone 1 | .0     | Zone 1    | 11       |                 |
|---|-----------|--------|-----------|------|----------|------|-----------|------|----------------------|-------|-----------|-------|----------|-------|----------|---------|-----------|-------|-----------|-------|--------|--------|-----------|----------|-----------------|
| Q13 Where do you norma  | ally do n | nost c | of your h | ouse | hold's s | hopp | ing for a | udio | visual, <sub>l</sub> | ohoto | ographic, | , com | puter it | ems ( | (such as | s stere | eos, radi | os, T | Vs, softv | vare, | camera | s, kin | dles, ipa | ads, tel | ephones, etc.)? |
| Currys PC World, London<br>Road / Copdock<br>Interchange, Ipswich             | 9.1%      | 56     | 0.0%      | 0    | 0.0%     | 0    | 2.9%      | 2    | 0.0%                 | 0     | 33.9%     | 16    | 26.7%    | 15    | 26.9%    | 18      | 5.9%      | 4     | 0.0%      | 0     | 0.0%   | 0      | 0.0%      | 0        |                 |
| Currys, Shawlands Retail Park, Newton Road, Sudbury                           | 0.7%      | 4      | 0.0%      | 0    | 0.0%     | 0    | 1.2%      | 1    | 6.2%                 | 2     | 0.0%      | 0     | 0.0%     | 0     | 1.2%     | 1       | 0.0%      | 0     | 0.0%      | 0     | 0.0%   | 0      | 0.0%      | 0        |                 |
| Feather & Black, Copdock<br>Interchange, Ipswich                              | 0.2%      | 1      | 0.0%      | 0    | 0.0%     | 0    | 0.0%      | 0    | 0.0%                 | 0     | 0.0%      | 0     | 0.0%     | 0     | 0.0%     | 0       | 1.4%      | 1     | 0.0%      | 0     | 0.0%   | 0      | 0.0%      | 0        |                 |
| Tesco Extra, Copdock<br>Interchange, Ipswich                                  | 1.1%      | 6      | 0.0%      | 0    | 0.0%     | 0    | 0.0%      | 0    | 0.0%                 | 0     | 1.9%      | 1     | 5.8%     | 3     | 1.9%     | 1       | 0.0%      | 0     | 0.0%      | 0     | 3.8%   | 1      | 0.0%      | 0        |                 |
| Copdock Mill Interchange,<br>Ipswich  | 3.0%      | 18     | 0.0%      | 0    | 0.0%     | 0    | 5.5%      | 4    | 3.2%                 | 1     | 4.0%      | 2     | 6.1%     | 4     | 9.1%     | 6       | 0.0%      | 0     | 0.0%      | 0     | 4.6%   | 1      | 0.0%      | 0        |                 |
| Shawlands Retail Park,<br>Newton Road, Sudbury                                | 0.6%      | 3      | 1.8%      | 2    | 0.0%     | 0    | 1.0%      | 1    | 2.2%                 | 1     | 0.0%      | 0     | 0.0%     | 0     | 0.0%     | 0       | 0.0%      | 0     | 0.0%      | 0     | 0.0%   | 0      | 0.0%      | 0        |                 |
| Woodhall Business Park,<br>Drury Drive, Sudbury                               | 0.5%      | 3      | 0.0%      | 0    | 0.0%     | 0    | 4.2%      | 3    | 0.0%                 | 0     | 0.0%      | 0     | 0.0%     | 0     | 0.0%     | 0       | 0.0%      | 0     | 0.0%      | 0     | 0.0%   | 0      | 0.0%      | 0        |                 |
| Braintree   | 0.2%      | 1      | 1.3%      | 1    | 0.0%     | 0    | 0.0%      | 0    | 0.0%                 | 0     | 0.0%      | 0     | 0.0%     | 0     | 0.0%     | 0       | 0.0%      | 0     | 0.0%      | 0     | 0.0%   | 0      | 0.0%      | 0        |                 |
| Bury St Edmunds   | 18.0%     | 109    | 25.1%     | 26   | 86.8%    | 20   | 17.9%     | 14   | 10.9%                | 4     | 1.0%      | 0     | 0.0%     | 0     | 0.0%     | 0       | 10.8%     | 7     | 78.9%     | 34    | 12.4%  | 3      | 1.0%      | 1        |                 |
| Colchester  | 11.7%     | 71     | 39.3%     | 40   | 0.0%     | 0    | 21.9%     | 17   | 22.5%                | 9     | 0.0%      | 0     | 10.2%    | 6     | 0.0%     | 0       | 0.0%      | 0     | 0.0%      | 0     | 0.0%   | 0      | 0.0%      | 0        |                 |
| Debenham  | 0.1%      | 1      | 0.0%      | 0    | 0.0%     | 0    | 0.0%      | 0    | 0.0%                 | 0     | 0.0%      | 0     | 0.0%     | 0     | 1.2%     | 1       | 0.0%      | 0     | 0.0%      | 0     | 0.0%   | 0      | 0.0%      | 0        |                 |
| Hadleigh  | 0.9%      | 5      | 0.0%      | 0    | 0.0%     | 0    | 0.0%      | 0    | 0.0%                 | 0     | 6.9%      | 3     | 1.7%     | 1     | 1.5%     | 1       | 0.0%      | 0     | 0.0%      | 0     | 0.0%   | 0      | 0.0%      | 0        |                 |
| Halstead  | 0.1%      | 1      | 0.0%      | 0    | 0.0%     | 0    | 1.0%      | 1    | 0.0%                 | 0     | 0.0%      | 0     | 0.0%     | 0     | 0.0%     | 0       | 0.0%      | 0     | 0.0%      | 0     | 0.0%   | 0      | 0.0%      | 0        |                 |
| Haverhill   | 0.5%      | 3      | 3.3%      | 3    | 0.0%     | 0    | 0.0%      | 0    | 0.0%                 | 0     | 0.0%      | 0     | 0.0%     | 0     | 0.0%     | 0       | 0.0%      | 0     | 0.0%      | 0     | 0.0%   | 0      | 0.0%      | 0        |                 |
| Ipswich   | 15.2%     | 93     | 1.3%      | 1    | 0.0%     | 0    | 5.7%      | 4    | 1.7%                 | 1     | 27.4%     | 13    | 47.4%    | 27    | 31.6%    | 21      | 27.3%     | 19    | 2.4%      | 1     | 17.1%  | 4      | 1.6%      | 1        |                 |
| Stowmarket  | 8.9%      | 54     | 0.0%      | 0    | 6.0%     | 1    | 0.0%      | 0    | 0.0%                 | 0     | 15.8%     | 8     | 0.0%     | 0     | 11.1%    | 7       | 50.3%     | 35    | 6.1%      | 3     | 2.1%   | 1      | 0.0%      | 0        |                 |
| Sudbury   | 10.3%     | 63     | 20.6%     | 21   | 2.9%     | 1    | 27.4%     | 21   | 47.5%                | 18    | 4.0%      | 2     | 0.0%     | 0     | 0.0%     | 0       | 0.0%      | 0     | 0.0%      | 0     | 0.0%   | 0      | 0.0%      | 0        |                 |
| Asda Superstore,<br>Whitehouse Industrial<br>Estate, Goddard Road,<br>Ipswich | 0.4%      | 2      | 0.0%      | 0    | 0.0%     | 0    | 0.0%      | 0    | 0.0%                 | 0     |           | 0     | 0.0%     | 0     | _,,,,    | 2       | 0.0%      | 0     | 0.0%      | 0     | 0.0%   | 0      | 0.0%      | 0        |                 |
| Botesdale   | 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     | 1.7%   | 0      | 0.0%      | 0        |                 |
| Cambridge   | 1.9%      | 12     | 6.1%      | 6    | 1.8%     | 0    | 0.0%      | 0    | 3.7%                 | 1     |           | 0     | 0.0%     | 0     |          | 0       | 1.4%      | 1     | 6.2%      | 3     | 0.0%   | 0      | 0.0%      | 0        |                 |
| Central London  | 0.1%      | 1      | 0.0%      | 0    | 0.0%     | 0    | 1.0%      | 1    | 0.0%                 | 0     |           | 0     | 0.0%     | 0     |          | 0       | 0.0%      | 0     | 0.0%      | 0     | 0.0%   | 0      | 0.0%      | 0        |                 |
| Clare   | 0.2%      | 1      | 1.1%      | 1    | 0.0%     | 0    | 0.0%      | 0    | 0.0%                 | 0     |           | 0     | 0.0%     | 0     |          | 0       | 0.0%      | 0     | 0.0%      | 0     | 0.0%   | 0      | 0.0%      | 0        |                 |
| Comet, Anglia Parkway<br>South, Bury Road, Ipswich                            | 0.1%      | 1      | 0.0%      | 0    | 0.0%     | 0    | 0.0%      | 0    | 0.0%                 | 0     | 1.6%      | 1     | 0.0%     | 0     | 0.0%     | 0       | 0.0%      | 0     | 0.0%      | 0     | 0.0%   | 0      | 0.0%      | 0        |                 |
| Diss  | 4.0%      | 24     | 0.0%      | 0    | 0.0%     | 0    | 0.0%      | 0    | 0.0%                 | 0     |           | 0     | 0.0%     | 0     |          | 2       | 3.1%      | 2     | 0.0%      | 0     | 42.0%  |        | 16.8%     | 10       |                 |
| Great Yarmouth  | 0.1%      | 1      | 0.0%      | 0    | 0.0%     | 0    | 0.0%      | 0    | 0.0%                 | 0     |           | 0     | 0.0%     | 0     |          | 0       | 0.0%      | 0     | 0.0%      | 0     | 0.0%   | 0      | 1.0%      | 1        |                 |
| Greenhithe  | 0.7%      | 4      | 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%      | 0        |                 |
| Halesworth  | 0.1%      | 1      | 0.0%      | 0    | 0.0%     | 0    | 0.0%      | 0    | 0.0%                 | 0     | 0.0%      | 0     | 0.0%     | 0     |          | 0       | 0.0%      | 0     | 0.0%      | 0     | 0.0%   | 0      | 1.0%      | 1        |                 |
| Harleston   | 0.4%      | 3      | 0.0%      | 0    | 0.0%     | 0    | 0.0%      | 0    | 0.0%                 | 0     | 0.0%      | 0     | 0.0%     | 0     | 0.0%     | 0       | 0.0%      | 0     | 0.0%      | 0     | 0.0%   | 0      | 4.4%      | 3        |                 |
| John Lewis, Futura Park,<br>Ransomes Way, Crane<br>Boulevard, Ipswich         | 0.5%      | 3      | 0.0%      | 0    | 0.0%     | 0    | 2.2%      | 2    | 0.0%                 | 0     | 1.2%      | 1     | 0.0%     | 0     | 1.5%     | 1       | 0.0%      | 0     | 0.0%      | 0     | 0.0%   | 0      | 0.0%      | 0        |                 |

| ~ 5 |         | ~- | _ | _ | _ | <br>_ |
|-----|---------|----|---|---|---|-------|
| W   | eighted | l: |   |   |   |       |

|                            | Total | l   | Zone  | 1   | Zone 2 |    | Zone 3 |    | Zone 4 |    | Zone : | 5  | Zone  | 6  | Zone 7 | ,  | Zone 8 | 3  | Zone 9 | )  | Zone 1 | 10 | Zone  | 11 |
|----------------------------|-------|-----|-------|-----|--------|----|--------|----|--------|----|--------|----|-------|----|--------|----|--------|----|--------|----|--------|----|-------|----|
|                            |       |     |       |     |        |    |        |    |        |    |        |    |       |    |        |    |        |    |        |    |        |    |       |    |
|                            | 0.10/ |     | 0.00/ | 0   | 0.00/  | 0  | 0.00/  |    | 0.00/  | 0  | 0.00/  | 0  | 0.00/ | 0  | 0.00/  | 0  | 0.00/  | 0  | 0.00/  |    | 0.00/  | 0  | 1.20/ |    |
| Lowestoft                  | 0.1%  | 1   | 0.0%  | 0   | 0.070  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0.0  | 0  | 0.0%   | 0  | 0.0%   | 0  |        | 0  | 1.2%  | 1  |
| Martlesham                 | 0.5%  | 3   | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 1.0 /0 | 1  | 0.0%   | 0  | 2.0%   | 1  | 0.0%   | 0  | 2.1%  | 1  |
| Norwich                    | 8.5%  | 52  | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 1.6%   | 1  | 0.0%  | 0  | 5.4%   | 4  | 0.0%   | 0  | 3.2%   | 1  | 16.2%  | 4  | 69.9% | 42 |
| Ransomes Euro Retail Park, | 0.2%  | 1   | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 2.1%  | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  |
| Central Avenue, Ipswich    |       |     |       |     |        |    |        |    |        |    |        |    |       |    |        |    |        |    |        |    |        |    |       |    |
| Sainsbury's, Cornard Road, | 0.2%  | 1   | 0.0%  | 0   | 0.0%   | 0  | 1.7%   | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  |
| Sudbury                    |       |     |       |     |        |    |        |    |        |    |        |    |       |    |        |    |        |    |        |    |        |    |       |    |
| Tesco Superstore, Woodhall | 0.2%  | 1   | 0.0%  | 0   | 1.4%   | 0  | 0.0%   | 0  | 2.0%   | 1  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  |
| Business Park.             |       |     |       |     |        |    |        |    |        |    |        |    |       |    |        |    |        |    |        |    |        |    |       |    |
| Springlands Way, Sudbury   |       |     |       |     |        |    |        |    |        |    |        |    |       |    |        |    |        |    |        |    |        |    |       |    |
| Tesco, Woodhall Business   | 0.1%  | 1   | 0.0%  | 0   | 0.0%   | 0  | 1.0%   | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  |
| Park, Springlands Way,     | 0.170 | -   | 0.070 | Ü   | 0.070  | Ü  | 1.070  | •  | 0.070  | •  | 0.070  | Ü  | 0.070 | Ü  | 0.070  | Ů  | 0.070  | Ü  | 0.070  |    | 0.070  |    | 0.070 | Ü  |
| Sudbury                    |       |     |       |     |        |    |        |    |        |    |        |    |       |    |        |    |        |    |        |    |        |    |       |    |
| Warren Heath               | 0.2%  | 1   | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 2.0%   | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  |
|                            |       | 1   |       |     |        | -  |        | -  |        |    |        |    |       | -  |        | 1  |        | -  |        | -  |        | 0  |       | 1  |
| Woodbridge                 | 0.1%  | 1   | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.070  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.00   | 0  | 1.0%  | 1  |
| Woolpit                    | 0.1%  | 1   | 0.0%  | 0   | 1.1%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 1.2%   | 1  | 0.0%   | 0  | 0.0%  | 0  |
| Weighted base:             |       | 610 |       | 102 |        | 24 |        | 76 |        | 38 |        | 48 |       | 58 |        | 66 |        | 69 |        | 43 |        | 25 |       | 60 |
| Sample:                    |       | 630 |       | 67  |        | 63 |        | 61 |        | 62 |        | 60 |       | 46 |        | 59 |        | 48 |        | 59 |        | 46 |       | 59 |
| r                          |       |     |       |     |        |    |        |    |        |    |        |    |       |    |        |    |        |    |        |    |        |    |       |    |

Q13AWhich internet / home delivery retailer do you also use for your household's shopping for audio visual, photographic, computer items (such as stereos, radios, TVs, software, cameras, kindles, ipads, telephones, etc.)?

Those who buy audio / visual equipment via the Internet at Q13: AND Excl Nulls & SFT

| Amazon         | 51.3% | 105 | 38.7% | 7  | 51.3% | 4  | 62.5% | 16 | 54.2% | 4  | 51.6% | 5  | 60.5% | 19 | 35.0% | 11 | 57.8% | 18 | 47.4% | 7  | 40.1% | 5  | 62.4% | 8  |
|----------------|-------|-----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|
| AO.com         | 4.6%  | 9   | 13.9% | 2  | 0.0%  | 0  | 6.8%  | 2  | 0.0%  | 0  | 0.0%  | 0  | 16.4% | 5  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Argos          | 4.7%  | 10  | 9.6%  | 2  | 3.7%  | 0  | 3.0%  | 1  | 0.0%  | 0  | 9.7%  | 1  | 0.0%  | 0  | 8.1%  | 3  | 6.8%  | 2  | 0.0%  | 0  | 8.2%  | 1  | 0.0%  | 0  |
| Asda           | 0.8%  | 2   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 5.1%  | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Currys         | 8.6%  | 18  | 6.3%  | 1  | 29.6% | 3  | 3.7%  | 1  | 21.2% | 1  | 15.0% | 2  | 13.4% | 4  | 5.4%  | 2  | 5.1%  | 2  | 0.0%  | 0  | 8.3%  | 1  | 10.1% | 1  |
| Ebay           | 2.9%  | 6   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 9.5%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 27.9% | 4  | 0.0%  | 0  | 7.4%  | 1  |
| Ebuyer         | 0.6%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 3.8%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| John Lewis     | 11.7% | 24  | 23.5% | 4  | 11.7% | 1  | 3.0%  | 1  | 0.0%  | 0  | 14.2% | 1  | 6.8%  | 2  | 6.5%  | 2  | 6.8%  | 2  | 24.7% | 4  | 39.7% | 5  | 14.6% | 2  |
| Littlewoods    | 6.8%  | 14  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 6.8%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 40.9% | 13 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| PC World       | 0.5%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 3.7%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Sainsbury's    | 0.2%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 5.5%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Tesco          | 2.5%  | 5   | 7.8%  | 1  | 3.7%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 10.7% | 3  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Other          | 2.3%  | 5   | 0.0%  | 0  | 0.0%  | 0  | 13.4% | 3  | 6.8%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 5.6%  | 1  |
| Apple          | 1.8%  | 4   | 0.0%  | 0  | 0.0%  | 0  | 3.7%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 3.0%  | 1  | 4.0%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 3.7%  | 0  | 0.0%  | 0  |
| Co-op          | 0.6%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 3.8%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Very           | 0.2%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 5.5%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Weighted base: |       | 204 |       | 18 |       | 9  |       | 25 |       | 7  |       | 11 |       | 32 |       | 33 |       | 31 |       | 14 |       | 12 |       | 13 |
| Sample:        |       | 181 |       | 12 |       | 17 |       | 22 |       | 14 |       | 13 |       | 20 |       | 18 |       | 18 |       | 13 |       | 19 |       | 15 |

|   | Tota       | 1      | Zone    | 1     | Zone     | 2     | Zone    | 3       | Zone 4  | 4     | Zone     | 5      | Zone     | 6     | Zone    | 7     | Zone 8     | 8       | Zone 9    |       | Zone 1    | 0      | Zone 1  | 1                         |   |
|---|------------|--------|---------|-------|----------|-------|---------|---------|---------|-------|----------|--------|----------|-------|---------|-------|------------|---------|-----------|-------|-----------|--------|---------|---------------------------|---|
| Q14 Where do you norn   | nally do i | nost ( | of vour | house | hold's s | shonn | ing for | all oth | er dome | estic | electric | al god | ds incli | ıdina | small d | omesi | tic electi | rical : | appliance | es (s | uch as ir | ons    | kettles | fans, coffee makers, food | d |
| mixers) and white e   |            |        |         |       |          |       |         |         |         |       |          | 9      |          | 9     |         |       |            |         | - p p     | (-    |           | ·····, |         | ,                         | - |
| Currys PC World, London<br>Road / Copdock<br>Interchange, Ipswich             | 8.9%       | 65     | 1.0%    | 1     | 0.0%     | 0     | 1.6%    | 1       | 3.3%    | 1     | 30.0%    | 17     | 22.2%    | 17    | 20.4%   | 17    | 8.2%       | 7       | 0.8%      | 1     | 0.0%      | 0      | 1.8%    | 1                         |   |
| Currys, Shawlands Retail<br>Park, Newton Road,<br>Sudbury                     | 1.1%       | 8      | 2.2%    | 2     | 0.0%     | 0     | 4.8%    | 4       | 4.3%    | 2     | 0.0%     | 0      | 0.0%     | 0     | 0.0%    | 0     | 0.0%       | 0       | 0.0%      | 0     | 0.0%      | 0      | 0.0%    | 0                         |   |
| Homebase, Waldingfield<br>Road, Sudbury                                       | 0.1%       | 0      | 0.0%    | 0     | 0.0%     | 0     | 0.0%    | 0       | 0.9%    | 0     | 0.0%     | 0      | 0.0%     | 0     | 0.0%    | 0     | 0.0%       | 0       | 0.0%      | 0     | 0.0%      | 0      | 0.0%    | 0                         |   |
| Tesco Extra, Copdock<br>Interchange, Ipswich                                  | 1.6%       | 12     | 0.0%    | 0     | 0.0%     | 0     | 0.0%    | 0       | 0.0%    | 0     | 1.7%     | 1      | 11.1%    | 9     | 1.4%    | 1     | 0.0%       | 0       | 0.0%      | 0     | 3.8%      | 1      | 0.0%    | 0                         |   |
| Copdock Mill Interchange,<br>Ipswich  | 3.7%       | 27     | 0.0%    | 0     | 0.0%     | 0     | 10.3%   | 8       | 2.8%    | 1     | 2.9%     | 2      | 9.3%     | 7     | 7.8%    | 7     | 0.0%       | 0       | 0.8%      | 1     | 2.8%      | 1      | 0.8%    | 1                         |   |
| Shawlands Retail Park,<br>Newton Road, Sudbury                                | 0.4%       | 3      | 0.0%    | 0     | 0.0%     | 0     | 2.1%    | 2       | 2.8%    | 1     | 0.0%     | 0      | 0.0%     | 0     | 0.0%    | 0     | 0.0%       | 0       | 0.0%      | 0     | 0.0%      | 0      | 0.0%    | 0                         |   |
| Woodhall Business Park,<br>Drury Drive, Sudbury                               | 0.1%       | 1      |         |       | 0.0%     | 0     | 0.9%    | 1       | 0.0%    | 0     |          | 0      | 0.0%     | 0     |         | 0     | 0.0%       | 0       | 0.0%      | 0     | 0.0%      | 0      | 0.0%    | 0                         |   |
| Braintree   | 0.1%       | 1      | 0.0%    | 0     | 0.0%     | 0     | 0.0%    | 0       | 0.0%    | 0     | 1.3%     | 1      | 0.0%     | 0     | ,.      | 0     | 0.0%       | 0       | 0.0%      | 0     | 0.0%      | 0      | 0.0%    | 0                         |   |
| Bury St Edmunds   | 15.5%      | 114    |         |       | 89.1%    | 25    | 14.3%   | 12      | 9.2%    | 4     | 1.6%     | 1      | 0.0%     | 0     | 0.0%    | 0     | 6.0%       |         | 67.0%     |       | 11.8%     | 3      | 0.0%    | 0                         |   |
| Colchester  | 8.7%       | 64     | 32.6%   | 37    | 0.0%     | 0     |         |         | 16.6%   | 7     | 0.0%     | 0      | 10.1%    | 8     | 0.0%    | 0     | 0.0%       | 0       | 0.0%      | 0     | 0.0%      | 0      | 0.0%    | 0                         |   |
| Debenham  | 0.1%       | 1      | 0.0%    | 0     | 0.0%     | 0     |         | 0       | 0.0%    | 0     | 0.0%     | 0      | 0.0%     | 0     |         | 1     | 0.0%       | 0       | 0.0%      | 0     | 0.0%      | 0      | 0.0%    | 0                         |   |
| Eye   | 0.1%       | 0      | 0.0%    | 0     | 0.0%     | 0     | 0.0%    | 0       | 0.0%    | 0     | 0.0%     | 0      | 0.0%     | 0     | 0.0%    | 0     | 0.0%       | 0       | 0.0%      | 0     | 1.7%      | 0      | 0.0%    | 0                         |   |
| Hadleigh  | 2.0%       | 14     | 0.0%    | 0     | 0.0%     | 0     | 0.0%    | 0       | 0.0%    | 0     |          | 9      | 6.2%     | 5     | 1.2%    | 1     | 0.0%       | 0       | 0.0%      | 0     | 0.0%      | 0      | 0.0%    | 0                         |   |
| Halstead  | 0.6%       | 4      | 2.6%    | 3     | 0.0%     | 0     | 0.9%    | 1       | 0.0%    | 0     | 0.0%     | 0      | 0.0%     | 0     | 0.0%    | 0     | 0.0%       | 0       | 0.0%      | 0     | 0.0%      | 0      | 0.8%    | 1                         |   |
| Haverhill   | 0.6%       | 4      | 3.8%    | 4     | 0.0%     | 0     | 0.0%    | 0       | 0.0%    | 0     | 0.0%     | 0      | 0.0%     | 0     | 0.0%    | 0     | 0.0%       | 0       | 0.0%      | 0     | 0.0%      | 0      | 0.0%    | 0                         |   |
| Ipswich   | 14.0%      | 103    | 2.4%    | 3     | 0.0%     | 0     | 1.2%    | 1       | 1.9%    | 1     | 29.6%    | 17     | 38.3%    | 30    | 44.0%   | 38    | 7.1%       | 6       | 7.6%      | 5     | 5.1%      | 1      | 2.4%    | 2                         |   |
| Stowmarket  | 12.6%      | 93     | 1.0%    | 1     | 5.7%     | 2     | 0.0%    | 0       | 0.0%    | 0     | 0.0%     | 0      | 0.0%     | 0     | 11.4%   | 10    | 78.8%      | 72      | 13.5%     | 8     | 2.1%      | 1      | 0.0%    | 0                         |   |
| Sudbury   | 13.4%      | 99     |         | 36    | 2.4%     | 1     | 38.1%   |         | 52.2%   |       | 15.1%    | 9      | 0.0%     | 0     | ,.      | 0     | 0.0%       | 0       | 0.0%      | 0     | 0.0%      | 0      | 0.0%    | 0                         |   |
| Asda Superstore,<br>Whitehouse Industrial<br>Estate, Goddard Road,<br>Ipswich | 0.1%       | 1      | 0.0%    | 0     | 0.9%     | 0     | 0.0%    | 0       | 0.0%    | 0     | 0.8%     | 0      | 0.0%     | 0     | 0.0%    | 0     | 0.0%       | 0       | 0.0%      | 0     | 0.0%      | 0      | 0.0%    | 0                         |   |
| B&Q, Woodhall Business<br>Park, Eastern Bypass,<br>Sudbury                    | 0.1%       | 1      | 0.0%    | 0     | 0.0%     | 0     | 0.9%    | 1       | 0.0%    | 0     | 0.0%     | 0      | 0.0%     | 0     | 0.0%    | 0     | 0.0%       | 0       | 0.0%      | 0     | 0.0%      | 0      | 0.0%    | 0                         |   |
| Bacton  | 0.2%       | 2      | 0.0%    | 0     | 0.0%     | 0     | 0.0%    | 0       | 0.0%    | 0     | 0.0%     | 0      | 0.0%     | 0     | 1.5%    | 1     | 0.0%       | 0       | 0.0%      | 0     | 1.7%      | 0      | 0.0%    | 0                         |   |
| Beccles   | 0.1%       | 1      | 0.0%    | 0     | 0.0%     | 0     | 0.0%    | 0       | 0.0%    | 0     | 0.0%     | 0      | 0.0%     | 0     | 0.0%    | 0     | 0.0%       | 0       | 0.0%      | 0     | 0.0%      | 0      | 0.8%    | 1                         |   |
| Buckton   | 0.1%       | 1      | 0.0%    | 0     | 0.0%     | 0     | 0.0%    | 0       | 0.0%    | 0     | 0.0%     | 0      | 0.0%     | 0     |         | 0     | 0.0%       | 0       | 0.0%      | 0     | 2.6%      | 1      | 0.0%    | 0                         |   |
| Cambridge   | 0.6%       | 5      | 1.0%    | 1     | 1.8%     | 1     | 0.0%    | 0       | 1.1%    | 0     | 0.0%     | 0      | 0.0%     | 0     | 0.0%    | 0     | 0.0%       | 0       | 4.1%      | 3     | 0.0%      | 0      | 0.0%    | 0                         |   |
| Clare   | 0.2%       | 1      | 1.0%    | 1     | 0.0%     | 0     | 0.0%    | 0       | 0.0%    | 0     | 0.0%     | 0      | 0.0%     | 0     | 0.0%    | 0     | 0.0%       | 0       | 0.0%      | 0     | 0.0%      | 0      | 0.0%    | 0                         |   |
| Diss  | 4.8%       | 35     | 0.0%    | 0     | 0.0%     | 0     | 0.0%    | 0       | 0.0%    | 0     | 0.0%     | 0      | 0.0%     | 0     | 0.0%    | 0     | 0.0%       | 0       | 0.0%      | 0     | 50.8%     | 13     | 31.8%   | 22                        |   |
| Earls Colne   | 0.2%       | 2      | 1.6%    | 2     | 0.0%     | 0     | 0.0%    | 0       | 0.0%    | 0     | 0.0%     | 0      | 0.0%     | 0     | 0.0%    | 0     | 0.0%       | 0       | 0.0%      | 0     | 0.0%      | 0      | 0.0%    | 0                         |   |
| Framlingham   | 0.1%       | 1      | 0.0%    | 0     | 0.0%     | 0     | 0.0%    | 0       | 0.0%    | 0     | 0.0%     | 0      | 0.0%     | 0     | 0.9%    | 1     | 0.0%       | 0       | 0.0%      | 0     | 0.0%      | 0      | 0.0%    | 0                         |   |
| Greenhithe  | 0.6%       | 4      | 0.0%    | 0     | 0.0%     | 0     | 5.1%    | 4       | 0.0%    | 0     | 0.0%     | 0      | 0.0%     | 0     |         | 0     | 0.0%       | 0       | 0.0%      | 0     | 0.0%      | 0      | 0.0%    | 0                         |   |
|   |            |        |         |       |          |       |         |         |         |       |          |        |          |       |         |       |            |         |           |       |           |        |         |                           |   |

Weighted:

### **Babergh & Mid Suffolk Household Survey For Carter Jonas**

|  | Tota | l   | Zone | 1   | Zone 2 | 2  | Zone 3 | ,  | Zone 4 | ı  | Zone: | 5  | Zone | 6  | Zone | 7  | Zone | 8  | Zone 9 | )  | Zone  | 10 | Zone  | 11 |
|--|------|-----|------|-----|--------|----|--------|----|--------|----|-------|----|------|----|------|----|------|----|--------|----|-------|----|-------|----|
| Halesworth   | 0.1% | 1   | 0.0% | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.8%  | 1  |
| Harleston  | 1.1% | 8   | 0.0% | 0   |        | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0% | 0  |      | 0  | 0.0% | 0  | 0.0%   | 0  |       |    | 11.5% | 8  |
| John Lewis, Futura Park,<br>Ransomes Way, Crane<br>Boulevard, Ipswich    | 0.5% | 4   | 0.0% | 0   |        | 0  | 2.1%   | 2  | 0.0%   | 0  | 1.0%  | 1  | 0.0% | 0  |      | 1  | 0.0% | 0  | 0.0%   | 0  |       | 0  |       | 1  |
| Leiston  | 0.1% | 1   | 0.0% | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  | 0.0%   | 0  | 0.0%  | 0  | 1.0%  | 1  |
| Lowestoft  | 0.1% | 1   | 0.0% | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  | 0.0%   | 0  | 0.0%  | 0  | 1.0%  | 1  |
| Martlesham   | 0.5% | 4   | 0.0% | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0% | 0  | 2.1% | 2  | 0.0% | 0  | 1.4%   | 1  | 0.0%  | 0  | 1.8%  | 1  |
| Melksham   | 0.2% | 2   | 0.0% | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0% | 0  | 2.1% | 2  | 0.0% | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Morrisons, Sproughton<br>Road, Ipswich                                   | 0.1% | 1   | 0.0% | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 1.2% | 1  | 0.0% | 0  | 0.0% | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Norwich  | 5.6% | 41  | 0.0% | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0% | 0  | 4.2% | 4  | 0.0% | 0  | 3.1%   | 2  | 17.6% | 5  | 44.2% | 31 |
| Ransomes Euro Retail Park,<br>Central Avenue, Ipswich                    | 0.2% | 1   | 0.0% | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 1.5% | 1  | 0.0% | 0  | 0.0% | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Sainsbury's, Cornard Road,<br>Sudbury                                    | 0.3% | 2   | 0.0% | 0   | 0.0%   | 0  | 2.5%   | 2  | 0.0%   | 0  | 0.0%  | 0  | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Stanton  | 0.1% | 1   | 0.0% | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  | 0.8%   | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Tesco Superstore, Woodhall<br>Business Park,<br>Springlands Way, Sudbury | 0.4% | 3   | 0.0% | 0   | 0.0%   | 0  | 0.0%   | 0  | 4.9%   | 2  | 1.3%  | 1  | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Woodbridge   | 0.1% | 1   | 0.0% | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0% | 0  | 0.9% | 1  | 0.0% | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Woolpit  | 0.1% | 1   | 0.0% | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  | 0.8%   | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Weighted base:   |      | 737 |      | 113 |        | 29 |        | 81 |        | 45 |       | 58 |      | 78 |      | 86 |      | 91 |        | 62 |       | 26 |       | 70 |
| Sample:  |      | 742 |      | 74  |        | 74 |        | 62 |        | 75 |       | 68 |      | 63 |      | 67 |      | 59 |        | 82 |       | 47 |       | 71 |

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Babergh & Mid Suffolk Household Survey For Carter Jonas

Weighted:

Total Zone 1 Zone 2 Zone 3 Zone 4 Zone 5 Zone 6 Zone 7 Zone 8 Zone 9 Zone 10 Zone 11

Q14AWhich internet / home delivery retailer do you also use for your household's shopping for all other domestic electrical goods including small domestic electrical appliances (such as irons, kettles, fans, coffee makers, food mixers) and white goods (fridges, freezers, dishwashers) and smaller etc)?

Those who buy domestic electrical goods via the Internet at Q14: AND Excl Nulls & SFT

| Amazon         | 23.7% | 48  | 30.0% | 5  | 12.5% | 1  | 12.4% | 4  | 30.1% | 2  | 62.2% | 3 | 26.1% | 8  | 25.4% | 6  | 19.3% | 7  | 16.4% | 1 | 28.2% | 5  | 32.3% | 4  |
|----------------|-------|-----|-------|----|-------|----|-------|----|-------|----|-------|---|-------|----|-------|----|-------|----|-------|---|-------|----|-------|----|
| AO.com         | 15.9% | 32  | 0.0%  | 0  | 10.0% | 1  | 21.9% | 7  | 18.9% | 1  | 0.0%  | 0 | 19.9% | 6  | 10.9% | 3  | 21.6% | 7  | 0.0%  | 0 | 17.3% | 3  | 21.5% | 3  |
| Argos          | 11.2% | 23  | 23.9% | 4  | 18.7% | 2  | 15.5% | 5  | 4.9%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 5.2%  | 1  | 18.7% | 6  | 14.9% | 1 | 7.7%  | 1  | 9.3%  | 1  |
| Asda           | 1.1%  | 2   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 4.6%  | 2  | 9.2%  | 1 | 0.0%  | 0  | 0.0%  | 0  |
| ASOS           | 0.2%  | 0   | 0.0%  | 0  | 4.8%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| B&Q            | 0.8%  | 2   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 4.9%  | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Boots          | 0.5%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 6.1%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 4.2%  | 1  |
| Currys         | 16.7% | 34  | 0.0%  | 0  | 13.8% | 1  | 21.4% | 7  | 16.9% | 1  | 10.3% | 1 | 19.9% | 6  | 36.0% | 9  | 6.2%  | 2  | 25.7% | 2 | 15.2% | 2  | 11.2% | 2  |
| Homebase       | 0.1%  | 0   | 0.0%  | 0  | 2.9%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| John Lewis     | 16.0% | 32  | 39.7% | 7  | 26.1% | 2  | 13.8% | 5  | 6.1%  | 0  | 27.5% | 1 | 0.0%  | 0  | 17.3% | 4  | 9.0%  | 3  | 33.7% | 2 | 23.1% | 4  | 21.5% | 3  |
| Littlewoods    | 0.2%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 2.7%  | 0  | 0.0%  | 0  |
| Sainsbury's    | 0.5%  | 1   | 0.0%  | 0  | 6.4%  | 1  | 0.0%  | 0  | 4.9%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Tesco          | 2.1%  | 4   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 6.1%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 10.8% | 4  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Other          | 6.2%  | 13  | 6.4%  | 1  | 4.8%  | 0  | 15.0% | 5  | 6.1%  | 0  | 0.0%  | 0 | 6.6%  | 2  | 5.2%  | 1  | 3.5%  | 1  | 0.0%  | 0 | 5.9%  | 1  | 0.0%  | 0  |
| Co-op          | 4.7%  | 10  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 22.7% | 7  | 0.0%  | 0  | 6.3%  | 2  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Weighted base: |       | 202 |       | 17 |       | 9  |       | 33 |       | 8  |       | 5 |       | 32 |       | 26 |       | 34 |       | 7 |       | 16 |       | 14 |
| Sample:        |       | 189 |       | 13 |       | 20 |       | 27 |       | 15 |       | 6 |       | 18 |       | 19 |       | 20 |       | 9 |       | 27 |       | 15 |

Weighted:

Total Zone 1 Zone 2 Zone 3 Zone 4 Zone 5 Zone 6 Zone 7 Zone 8 Zone 9 Zone 10 Zone 11

|   | 101a  | 1   | Zone  | 1  | Zone .    | <i>L</i> | Zone .    | 3     | Zone 4    | •      | Zone      | 5      | Zone    | 0       | Zone     | : /     | Zone    | ð     | Zone    | 9     | Zone 1    | U      | Zone      | 11        |                     |
|---|-------|-----|-------|----|-----------|----------|-----------|-------|-----------|--------|-----------|--------|---------|---------|----------|---------|---------|-------|---------|-------|-----------|--------|-----------|-----------|---------------------|
| Q15 Where do you norn<br>pens, diaries, etc.)<br>Excl Nulls & SFT | •     |     | -     |    | ehold's s | shopp    | ing for I | oooks | (incl. di | iction | naries, e | encycl | opaedia | as, tex | kt books | s, guic | debooks | and i | musical | score | es) and s | statio | nary (ind | cl. writi | ing pads, envelopes |
| Tesco Extra, Copdock<br>Interchange, Ipswich                      | 1.7%  | 11  | 0.0%  | 0  | 0.0%      | 0        | 0.0%      | 0     | 0.0%      | 0      | 6.3%      | 3      | 6.7%    | 5       | 3.5%     | 3       | 0.0%    | 0     | 0.0%    | 0     | 0.0%      | 0      | 0.0%      | 0         |                     |
| Copdock Mill Interchange,<br>Ipswich                              | 0.6%  | 3   | 0.0%  | 0  | 0.0%      | 0        | 0.0%      | 0     | 0.0%      | 0      | 5.1%      | 2      | 1.3%    | 1       | 0.0%     | 0       | 0.0%    | 0     | 0.0%    | 0     | 0.0%      | 0      | 0.0%      | 0         |                     |
| Woodhall Business Park,<br>Drury Drive, Sudbury                   | 0.8%  | 5   | 0.0%  | 0  | 0.0%      | 0        | 5.9%      | 4     | 2.2%      | 1      | 0.0%      | 0      | 0.0%    | 0       | 0.0%     | 0       | 0.0%    | 0     | 0.0%    | 0     | 0.0%      | 0      | 0.0%      | 0         |                     |
| Bury St Edmunds   | 14.7% | 91  | 10.8% | 10 | 86.8%     | 16       | 16.5%     | 12    | 6.1%      | 2      | 0.0%      | 0      | 1.3%    | 1       | 0.0%     | 0       | 16.6%   | 14    | 73.8%   | 32    | 16.8%     | 4      | 0.0%      | 0         |                     |
| Colchester  | 5.1%  | 32  | 23.3% | 22 | 0.0%      | 0        | 4.1%      | 3     | 0.0%      | 0      | 0.0%      | 0      | 9.4%    | 7       | 0.0%     | 0       | 0.0%    | 0     | 0.0%    | 0     | 0.0%      | 0      | 0.0%      | 0         |                     |
| Debenham  | 0.5%  | 3   | 0.0%  | 0  |           | 0        | 0.0%      | 0     | 0.0%      | 0      | 0.0%      | 0      | 0.0%    | 0       | 3.7%     | 3       | 0.0%    | 0     | 0.0%    | 0     | 0.0%      | 0      | 0.0%      | 0         |                     |
| Eye   | 0.1%  | 0   | 0.0%  | 0  | 0.0%      | 0        | 0.0%      | 0     | 0.0%      | 0      | 0.0%      | 0      | 0.0%    | 0       | 0.0%     | 0       | 0.0%    | 0     | 0.0%    | 0     | 1.8%      | 0      | 0.0%      | 0         |                     |
| Hadleigh  | 2.6%  | 16  | 0.0%  | 0  | 0.0%      | 0        | 1.1%      | 1     | 0.0%      | 0      | 27.3%     | 13     | 2.6%    | 2       | 0.0%     | 0       | 0.0%    | 0     | 0.0%    | 0     | 0.0%      | 0      | 0.0%      | 0         |                     |
| Halstead  | 0.2%  | 1   | 1.2%  | 1  | 0.0%      | 0        | 0.0%      | 0     | 0.0%      | 0      | 0.0%      | 0      | 0.0%    | 0       | 0.0%     | 0       | 0.0%    | 0     | 0.0%    | 0     | 0.0%      | 0      | 0.0%      | 0         |                     |
| Haverhill   | 1.3%  | 8   | 8.4%  | 8  | 0.0%      | 0        | 0.0%      | 0     | 0.0%      | 0      | 0.0%      | 0      | 0.0%    | 0       | 0.0%     | 0       | 0.0%    | 0     | 0.0%    | 0     | 0.0%      | 0      | 0.0%      | 0         |                     |
| Ipswich   | 21.0% | 130 | 0.0%  | 0  | 0.0%      | 0        | 7.0%      | 5     | 0.0%      | 0      | 38.6%     | 19     | 71.6%   | 52      | 48.4%    | 39      | 15.0%   | 12    | 2.6%    | 1     | 6.8%      | 2      | 1.5%      | 1         |                     |
| Long Melford  | 0.5%  | 3   | 1.2%  | 1  | 0.0%      | 0        | 2.4%      | 2     | 0.0%      | 0      | 0.0%      | 0      | 0.0%    | 0       | 0.0%     | 0       | 0.0%    | 0     | 0.0%    | 0     | 0.0%      | 0      | 0.0%      | 0         |                     |
| Needham Market  | 0.2%  | 1   | 0.0%  | 0  | 0.0%      | 0        | 0.0%      | 0     | 0.0%      | 0      | 0.0%      | 0      | 0.0%    | 0       | 1.7%     | 1       | 0.0%    | 0     | 0.0%    | 0     | 0.0%      | 0      | 0.0%      | 0         |                     |
| Stowmarket  | 12.9% | 80  | 0.0%  | 0  | 3.5%      | 1        | 0.0%      | 0     | 0.0%      | 0      | 15.7%     | 8      | 0.0%    | 0       | 11.1%    | 9       | 65.3%   | 54    | 16.8%   | 7     | 7.9%      | 2      | 0.0%      | 0         |                     |
| Sudbury   | 18.3% | 113 | 42.2% | 39 | 8.3%      | 2        | 54.1%     | 38    | 81.7%     | 31     | 5.3%      | 3      | 0.0%    | 0       | 0.0%     | 0       | 0.0%    | 0     | 0.0%    | 0     | 0.0%      | 0      | 0.0%      | 0         |                     |
| Street Market in Sudbury  | 0.1%  | 0   | 0.0%  | 0  | 0.0%      | 0        | 0.0%      | 0     | 1.0%      | 0      | 0.0%      | 0      | 0.0%    | 0       | 0.0%     | 0       | 0.0%    | 0     | 0.0%    | 0     | 0.0%      | 0      | 0.0%      | 0         |                     |
| Asda Superstore,  | 2.4%  | 15  | 0.0%  | 0  | 0.0%      | 0        | 0.0%      | 0     | 0.0%      | 0      | 0.0%      | 0      | 0.0%    | 0       | 18.4%    | 15      | 0.0%    | 0     | 0.0%    | 0     | 0.0%      | 0      | 0.0%      | 0         |                     |
| Whitehouse Industrial   |       |     |       |    |           |          |           |       |           |        |           |        |         |         |          |         |         |       |         |       |           |        |           |           |                     |
| Estate, Goddard Road,   |       |     |       |    |           |          |           |       |           |        |           |        |         |         |          |         |         |       |         |       |           |        |           |           |                     |
| Ipswich   |       |     |       |    |           |          |           |       |           |        |           |        |         |         |          |         |         |       |         |       |           |        |           |           |                     |
| Beccles   | 0.2%  | 1   | 0.0%  | 0  | 0.0%      | 0        | 0.0%      | 0     | 0.0%      | 0      | 0.0%      | 0      | 0.0%    | 0       | 0.0%     | 0       | 0.0%    | 0     | 0.0%    | 0     | 0.0%      | 0      | 2.8%      | 1         |                     |
| Bungay  | 0.2%  | 1   | 0.0%  | 0  | 0.0%      | 0        | 0.0%      | 0     | 0.0%      | 0      | 0.0%      | 0      | 0.0%    | 0       | 0.0%     | 0       | 0.0%    | 0     | 0.0%    | 0     | 0.0%      | 0      | 2.0%      | 1         |                     |
| Cambridge   | 0.7%  | 4   | 2.7%  | 2  | 0.0%      | 0        | 1.1%      | 1     | 0.0%      | 0      | 0.0%      | 0      | 0.0%    | 0       | 0.0%     | 0       | 0.0%    | 0     | 2.7%    | 1     | 0.0%      | 0      | 0.0%      | 0         |                     |
| Central London  | 0.4%  | 2   | 0.0%  | 0  | 0.0%      | 0        | 1.3%      | 1     | 0.0%      | 0      | 1.6%      | 1      | 0.0%    | 0       | 0.0%     | 0       | 0.0%    | 0     | 0.0%    | 0     | 2.2%      | 1      | 0.0%      | 0         |                     |
| Clare   | 0.4%  | 2   | 2.4%  | 2  | 0.0%      | 0        | 0.0%      | 0     | 0.0%      | 0      | 0.0%      | 0      | 0.0%    | 0       | 0.0%     | 0       | 0.0%    | 0     | 0.0%    | 0     | 0.0%      | 0      | 0.0%      | 0         |                     |
| Claydon   | 0.1%  | 1   | 0.0%  | 0  | 0.0%      | 0        | 0.0%      | 0     | 0.0%      | 0      | 0.0%      | 0      | 0.0%    | 0       | 1.0%     | 1       | 0.0%    | 0     | 0.0%    | 0     | 0.0%      | 0      | 0.0%      | 0         |                     |
| Diss  | 6.4%  | 40  | 0.0%  | 0  | 0.0%      | 0        | 0.0%      | 0     | 0.0%      | 0      | 0.0%      | 0      | 0.0%    | 0       | 3.7%     | 3       | 1.2%    | 1     | 0.0%    | 0     | 46.5%     | 11     | 51.7%     | 24        |                     |
| Felixstowe  | 0.4%  | 3   | 0.0%  | 0  | 0.0%      | 0        | 0.0%      | 0     | 0.0%      | 0      | 0.0%      | 0      | 1.3%    | 1       | 2.0%     | 2       | 0.0%    | 0     | 0.0%    | 0     | 0.0%      | 0      | 0.0%      | 0         |                     |
| Framlingham   | 0.1%  | 1   | 0.0%  | 0  | 0.0%      | 0        | 0.0%      | 0     | 0.0%      | 0      | 0.0%      | 0      | 0.0%    | 0       | 1.0%     | 1       | 0.0%    | 0     | 0.0%    | 0     | 0.0%      | 0      | 0.0%      | 0         |                     |
| Glemsford   | 0.2%  | 1   | 1.5%  | 1  | 0.0%      | 0        | 0.0%      | 0     | 0.0%      | 0      | 0.0%      | 0      | 0.0%    | 0       | 0.0%     | 0       | 0.0%    | 0     | 0.0%    | 0     | 0.0%      | 0      | 0.0%      | 0         |                     |
| Halesworth  | 0.1%  | 1   | 0.0%  | 0  | 0.0%      | 0        | 0.0%      | 0     | 0.0%      | 0      | 0.0%      | 0      | 0.0%    | 0       | 0.0%     | 0       | 0.0%    | 0     | 0.0%    | 0     | 0.0%      | 0      | 1.2%      | 1         |                     |
| Harleston   | 0.7%  | 4   | 0.0%  | 0  | 0.0%      | 0        | 0.0%      | 0     | 0.0%      | 0      | 0.0%      | 0      | 0.0%    | 0       | 0.0%     | 0       | 0.0%    | 0     | 0.0%    | 0     | 0.0%      | 0      | 8.9%      | 4         |                     |
| Holbrook  | 0.3%  | 2   | 0.0%  | 0  | 0.0%      | 0        | 0.0%      | 0     | 0.0%      | 0      | 0.0%      | 0      | 3.0%    | 2       | 0.0%     | 0       | 0.0%    | 0     | 0.0%    | 0     | 0.0%      | 0      | 0.0%      | 0         |                     |
| Morrisons, Sproughton<br>Road, Ipswich                            | 0.2%  | 1   | 0.0%  | 0  | 0.0%      | 0        | 0.0%      | 0     | 0.0%      | 0      | 0.0%      | 0      | 0.0%    | 0       | 1.7%     | 1       | 0.0%    | 0     | 0.0%    | 0     | 0.0%      | 0      | 0.0%      | 0         |                     |
| Norwich   | 2.6%  | 16  | 0.0%  | 0  | 0.0%      | 0        | 0.0%      | 0     | 0.0%      | 0      | 0.0%      | 0      | 0.0%    | 0       | 0.0%     | 0       | 0.0%    | 0     | 0.0%    | 0     | 14.5%     | 4      | 27.1%     | 13        |                     |
| Ransomes Euro Retail Park,<br>Central Avenue, Ipswich             | 0.2%  | 1   | 0.0%  | 0  | 0.0%      | 0        | 0.0%      | 0     | 0.0%      | 0      | 0.0%      | 0      | 0.0%    | 0       | 0.0%     | 0       | 0.0%    | 0     | 0.0%    | 0     | 0.0%      | 0      | 2.7%      | 1         |                     |
| Rickinghall   | 0.1%  | 0   | 0.0%  | 0  | 0.0%      | 0        | 0.0%      | 0     | 0.0%      | 0      | 0.0%      | 0      | 0.0%    | 0       | 0.0%     | 0       | 0.0%    | 0     | 0.0%    | 0     | 1.8%      | 0      | 0.0%      | 0         |                     |
| Sainsbury's, Cornard Road,  | 0.3%  | 2   | 0.0%  | 0  | 0.0%      | 0        | 1.8%      | 1     | 1.2%      | 0      | 0.0%      | 0      | 0.0%    | 0       | 0.0%     | 0       | 0.0%    | 0     | 0.0%    | 0     | 0.0%      | 0      | 0.0%      | 0         |                     |

Weighted:

|  | Total | l   | Zone  | 1  | Zone 2 |    | Zone 3 |    | Zone 4 |    | Zone  | 5  | Zone  | 6  | Zone  | 7  | Zone  | 8  | Zone  | 9  | Zone 1 | 0  | Zone 1 | 1  |
|--|-------|-----|-------|----|--------|----|--------|----|--------|----|-------|----|-------|----|-------|----|-------|----|-------|----|--------|----|--------|----|
|  |       |     |       |    |        |    |        |    |        |    |       |    |       |    |       |    |       |    |       |    |        |    |        |    |
| Sudbury  |       |     |       |    |        |    |        |    |        |    |       |    |       |    |       |    |       |    |       |    |        |    |        |    |
| Tesco Superstore, Woodhall                         | 0.9%  | 5   | 0.0%  | 0  | 0.0%   | 0  | 3.5%   | 2  | 7.7%   | 3  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Business Park,                                     |       |     |       |    |        |    |        |    |        |    |       |    |       |    |       |    |       |    |       |    |        |    |        |    |
| Springlands Way, Sudbury                           | 0.20/ | 1   | 0.00/ | 0  | 0.00/  | 0  | 1.20/  |    | 0.00/  | 0  | 0.00/ | 0  | 0.00/ | 0  | 0.00/ | 0  | 0.00/ | 0  | 0.00/ | 0  | 0.00/  | 0  | 0.00/  | 0  |
| Tesco, Woodhall Business<br>Park, Springlands Way, | 0.2%  | 1   | 0.0%  | U  | 0.0%   | 0  | 1.3%   | 1  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Sudbury  |       |     |       |    |        |    |        |    |        |    |       |    |       |    |       |    |       |    |       |    |        |    |        |    |
| West Suffolk Council libary                        | 0.0%  | 0   | 0.0%  | 0  | 1.4%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  |
| van  |       |     |       |    |        |    |        |    |        |    |       |    |       |    |       |    |       |    |       |    |        |    |        |    |
| West Thurrock                                      | 1.0%  | 6   | 6.4%  | 6  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Winchester   | 0.1%  | 0   | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.8%   | 0  | 0.0%   | 0  |
| Woodbridge   | 1.0%  | 6   | 0.00  |    | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |       | 0  | 2.6%  | 2  | 3.9%  | 3  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 2.0%   | 1  |
| Woolpit  | 0.5%  | 3   | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.9%  | 2  | 4.1%  | 2  | 0.0%   | 0  | 0.0%   | 0  |
| Weighted base:                                     |       | 620 |       | 94 |        | 19 |        | 71 |        | 38 |       | 48 |       | 73 |       | 80 |       | 82 |       | 44 |        | 25 |        | 47 |
| Sample:  |       | 606 |       | 61 |        | 53 |        | 55 |        | 68 |       | 46 |       | 57 |       | 57 |       | 50 |       | 62 |        | 45 |        | 52 |

Q15AWhich internet / home delivery retailer do you also use for your household's shopping for books (incl. dictionaries, encyclopaedias, text books, guidebooks and musical scores) and stationery (incl. writing pads, envelopes pens, diaries, etc.) and drawing materials?

Those who buy books and stationery via the Internet at Q15: AND Excl Nulls & SFT

| Amazon          | 89.2% | 263 | 92.3% | 35 | 89.3% | 10 | 88.6% | 34 1 | 100.0% | 13 | 96.5% | 15 | 97.8% | 42 | 73.4% | 23 | 97.2% | 42 | 51.2% | 7  | 96.4% | 19 | 83.4% | 23 |
|-----------------|-------|-----|-------|----|-------|----|-------|------|--------|----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|
| Ebay            | 0.9%  | 3   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0    | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 5.6%  | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 3.4%  | 1  |
| John Lewis      | 0.3%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0    | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 5.9%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Tesco           | 1.6%  | 5   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0    | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 5.6%  | 2  | 0.0%  | 0  | 19.5% | 3  | 0.0%  | 0  | 0.0%  | 0  |
| WHSmith         | 0.6%  | 2   | 4.8%  | 2  | 0.0%  | 0  | 0.0%  | 0    | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Other           | 5.3%  | 16  | 0.0%  | 0  | 7.0%  | 1  | 7.0%  | 3    | 0.0%   | 0  | 3.5%  | 1  | 2.2%  | 1  | 15.4% | 5  | 2.8%  | 1  | 11.8% | 2  | 3.6%  | 1  | 7.6%  | 2  |
| Play.com        | 0.1%  | 0   | 0.0%  | 0  | 3.7%  | 0  | 0.0%  | 0    | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| The Book People | 2.0%  | 6   | 2.9%  | 1  | 0.0%  | 0  | 4.5%  | 2    | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 11.5% | 2  | 0.0%  | 0  | 5.5%  | 2  |
| Weighted base:  |       | 295 |       | 38 |       | 11 |       | 38   |        | 13 |       | 16 |       | 43 |       | 31 |       | 43 |       | 14 |       | 20 |       | 28 |
| Sample:         |       | 284 |       | 26 |       | 22 |       | 27   |        | 25 |       | 25 |       | 27 |       | 28 |       | 26 |       | 16 |       | 32 |       | 30 |

|   | Tota         | l       | Zone 1        | 1       | Zone         | 2    | Zone          | 3       | Zone         | 1      | Zone 5       | ;      | Zone          | 6      | Zone         | 7     | Zone         | 8      | Zone 9       | )     | Zone 1       | 10     | Zone 1       | 1                 |      |
|---|--------------|---------|---------------|---------|--------------|------|---------------|---------|--------------|--------|--------------|--------|---------------|--------|--------------|-------|--------------|--------|--------------|-------|--------------|--------|--------------|-------------------|------|
| Q16 Where do you norm<br>Excl Nulls & SFT                     | ally do r    | nost d  | of your h     | ouse    | hold's s     | hopp | ing for (     | game    | s & toys     | ; pets | and pet      | t prod | ducts; h      | obby   | items; s     | sport | equipme      | ent ar | nd camp      | ing g | oods; bi     | icycle | s; and n     | nusical instrumen | ıts? |
| Currys PC World, London<br>Road / Copdock                     | 0.1%         | 1       | 0.0%          | 0       | 0.0%         | 0    | 0.0%          | 0       | 0.0%         | 0      | 0.0%         | 0      | 0.0%          | 0      | 0.0%         | 0     | 0.0%         | 0      | 0.0%         | 0     | 0.0%         | 0      | 1.2%         | 1                 |      |
| Interchange, Ipswich Iothercare, Copdock Interchange, Ipswich | 0.5%         | 2       | 0.0%          | 0       | 0.0%         | 0    | 0.0%          | 0       | 0.0%         | 0      | 8.3%         | 2      | 0.0%          | 0      | 0.0%         | 0     | 0.0%         | 0      | 0.0%         | 0     | 0.0%         | 0      | 0.0%         | 0                 |      |
| ts at Home, Shawlands<br>Retail Park, Newton Road,<br>Sudbury | 1.5%         | 8       | 0.0%          | 0       | 0.0%         | 0    | 6.8%          | 5       | 8.6%         | 2      | 1.9%         | 1      | 0.0%          | 0      | 0.0%         | 0     | 0.0%         | 0      | 0.0%         | 0     | 0.0%         | 0      | 0.0%         | 0                 |      |
| sco Extra, Copdock<br>Interchange, Ipswich                    | 1.8%         | 10      | 0.0%          | 0       | 0.0%         | 0    | 0.0%          | 0       | 0.0%         | 0      | 0.0%         | 0      | 9.3%          | 5      | 7.2%         | 4     | 0.0%         | 0      | 0.0%         | 0     | 0.0%         | 0      | 0.0%         | 0                 |      |
| ys R Us, London Road /<br>Copdock Interchange,                | 3.3%         | 18      | 0.0%          | 0       | 1.7%         | 0    | 0.0%          | 0       | 0.0%         | 0      | 8.5%         | 3      | 10.8%         | 6      | 3.8%         | 2     | 6.2%         | 5      | 2.4%         | 1     | 2.0%         | 0      | 0.0%         | 0                 |      |
| pswich<br>pdock Mill Interchange,<br>pswich                   | 1.1%         | 6       | 0.0%          | 0       | 0.0%         | 0    | 0.0%          | 0       | 0.0%         | 0      | 0.0%         | 0      | 7.5%          | 4      | 0.0%         | 0     | 1.5%         | 1      | 1.5%         | 1     | 0.0%         | 0      | 0.0%         | 0                 |      |
| awlands Retail Park,<br>Newton Road, Sudbury                  | 0.5%         | 3       | 1.9%          | 1       | 0.0%         | 0    | 0.0%          | 0       | 5.2%         | 1      | 0.0%         | 0      | 0.0%          | 0      | 0.0%         | 0     | 0.0%         | 0      | 0.0%         | 0     | 0.0%         | 0      | 0.0%         | 0                 |      |
| oodhall Business Park,<br>Drury Drive, Sudbury                | 0.1%         | 1       | 0.0%          | 0       | 0.0%         | 0    | 0.0%          | 0       | 0.0%         | 0      | 2.5%         | 1      | 0.0%          | 0      | 0.0%         | 0     | 0.0%         | 0      | 0.0%         | 0     | 0.0%         | 0      | 0.0%         | 0                 |      |
| aintree   | 0.1%         | 0       | 0.0%          | 0       | 0.0%         | 0    | 0.0%          | 0       | 1.7%         | 0      | 0.0%         | 0      | 0.0%          | 0      | 0.0%         | 0     | 0.0%         | 0      | 0.0%         | 0     | 0.0%         | 0      | 0.0%         | 0                 |      |
| ry St Edmunds   | 13.8%        | 73      | 16.0%         |         | 79.5%        | 13   | 8.8%          | 6       | 7.9%         | 2      | 0.0%         | 0      | 0.0%          | 0<br>7 | 1.3%         |       |              | 9      | 81.6%        | 29    | 7.0%         | 1      | 0.0%         | 0                 |      |
| lchester  | 7.3%<br>0.2% | 38<br>1 | 26.2%<br>0.0% | 19<br>0 | 0.0%<br>0.0% | 0    | 15.2%<br>0.0% | 10<br>0 | 6.7%<br>0.0% | 2      | 1.5%<br>0.0% | 0      | 11.4%<br>1.7% | 1      | 0.0%<br>0.0% | 0     | 0.0%<br>0.0% | 0      | 0.0%<br>0.0% | 0     | 0.0%<br>0.0% | 0      | 0.0%         | 0                 |      |
| pdock Mill<br>benham  | 0.2%         | 1       | 0.0%          | 0       | 0.0%         | 0    | 0.0%          | 0       | 0.0%         | 0      | 0.0%         | 0      | 0.0%          | 0      | 2.2%         | 1     | 0.0%         | 0      | 0.0%         | 0     | 0.0%         | 0      | 0.0%<br>0.0% | 0                 |      |
| idleigh   | 2.1%         | 11      | 0.0%          | 0       | 0.0%         | 0    | 0.0%          | 0       | 0.0%         | -      | 34.1%        | 10     | 0.0%          | 0      | 1.6%         | 1     | 0.0%         | 0      | 0.0%         | 0     | 0.0%         | 0      | 0.0%         | 0                 |      |
| ılstead   | 0.7%         | 3       | 3.4%          | 2       | 0.0%         | 0    | 0.0%          | 0       | 0.0%         | 0      | 0.0%         | 0      | 0.0%          | 0      | 1.6%         | 1     | 0.0%         | 0      | 0.0%         | 0     | 0.0%         | 0      | 0.0%         | 0                 |      |
| verhill   | 0.7%         | 3       | 4.0%          | 3       | 0.0%         | 0    | 0.0%          | 0       | 0.0%         | 0      | 0.0%         | 0      | 0.0%          | 0      | 0.0%         | 0     | 0.0%         | 0      | 0.0%         | 0     | 0.0%         | 0      | 0.0%         | 0                 |      |
| swich   | 20.4%        | 107     | 0.0%          | 0       | 0.0%         | 0    | 10.3%         | 7       | 5.7%         |        | 36.7%        | 11     | 41.0%         |        | 56.2%        |       | 25.5%        | 20     | 2.2%         |       | 28.5%        | 6      | 6.0%         | 4                 |      |
| avenham   | 0.3%         | 2       | 0.0%          | 0       | 0.0%         | 0    | 2.5%          | 2       | 0.0%         | 0      | 0.0%         | 0      | 0.0%          | 0      | 0.0%         | 0     | 0.0%         | 0      | 0.0%         | 0     | 0.0%         | 0      | 0.0%         | 0                 |      |
| ng Melford  | 0.3%         | 2       | 2.5%          | 2       | 0.0%         | 0    | 0.0%          | 0       | 0.0%         | 0      | 0.0%         | 0      | 0.0%          | 0      | 0.0%         | 0     | 0.0%         | 0      | 0.0%         | 0     | 0.0%         | 0      | 0.0%         | 0                 |      |
| anningtree  | 1.2%         | 6       | 0.0%          | 0       | 0.0%         | 0    | 0.0%          | 0       | 0.0%         | 0      | 0.0%         | 0      | 10.8%         | 6      | 0.0%         | 0     | 0.0%         | 0      | 0.0%         | 0     | 0.0%         | 0      | 0.0%         | 0                 |      |
| edham   | 0.3%         | 2       | 0.0%          | 0       | 0.0%         | 0    | 0.0%          | 0       | 0.0%         | 0      | 0.0%         | 0      | 0.0%          | 0      | 2.9%         | 2     | 0.0%         | 0      | 0.0%         | 0     | 0.0%         | 0      | 0.0%         | 0                 |      |
| edham Market  | 0.9%         | 5       | 0.0%          | 0       | 0.0%         | 0    | 0.0%          | 0       | 0.0%         | 0      | 0.0%         | 0      | 2.8%          | 2      | 5.2%         | 3     | 0.0%         | 0      | 0.0%         | 0     | 0.0%         | 0      | 0.0%         | 0                 |      |
| owmarket  | 9.4%         | 50      | 0.0%          | 0       | 6.4%         | 1    | 0.0%          | 0       | 0.0%         | 0      | 3.1%         | 1      | 0.0%          | 0      | 5.7%         | 3     | 51.3%        | 40     | 8.6%         | 3     | 4.1%         | 1      | 0.0%         | Ö                 |      |
| dbury   | 13.9%        |         | 36.7%         | 27      | 7.1%         | 1    | 40.0%         | 28      | 62.8%        | 18     | 0.0%         | 0      | 0.0%          | 0      | 0.0%         | 0     | 0.0%         | 0      | 0.0%         | 0     | 0.0%         | 0      | 0.0%         | 0                 |      |
| road  | 0.2%         | 1       | 0.0%          | 0       | 0.0%         | 0    | 0.0%          | 0       | 0.0%         | 0      | 0.0%         | 0      | 0.0%          | 0      | 2.0%         | 1     | 0.0%         | 0      | 0.0%         | 0     | 0.0%         | 0      | 0.0%         | 0                 |      |
| ngay  | 0.1%         | 1       | 0.0%          | 0       | 0.0%         | 0    | 0.0%          | 0       | 0.0%         | 0      | 0.0%         | 0      | 0.0%          | 0      | 0.0%         | 0     | 0.0%         | 0      | 0.0%         | 0     | 0.0%         | 0      | 1.2%         | 1                 |      |
| nbridge   | 0.4%         | 2       | 1.9%          | 1       | 0.0%         | 0    | 0.0%          | 0       | 0.0%         | 0      | 0.0%         | 0      | 0.0%          | 0      | 0.0%         | 0     | 0.0%         | 0      | 1.8%         | 1     | 0.0%         | 0      | 0.0%         | 0                 |      |
| rterton   | 0.2%         | 1       | 0.0%          | 0       | 0.0%         | 0    | 0.0%          | 0       | 0.0%         | 0      | 0.0%         | 0      | 2.1%          | 1      | 0.0%         | 0     | 0.0%         | 0      | 0.0%         | 0     | 0.0%         | 0      | 0.0%         | 0                 |      |
| ntral London  | 0.1%         | 1       | 0.0%          | 0       | 0.0%         | 0    | 0.0%          | 0       | 0.0%         | 0      | 0.0%         | 0      | 0.0%          | 0      | 0.0%         | 0     | 0.0%         | 0      | 0.0%         | 0     | 3.4%         | 1      | 0.0%         | 0                 |      |
| are   | 0.2%         | 1       | 1.5%          | 1       | 0.0%         | 0    | 0.0%          | 0       | 0.0%         | 0      | 0.0%         | 0      | 0.0%          | 0      | 0.0%         | 0     | 0.0%         | 0      | 0.0%         | 0     | 0.0%         | 0      | 0.0%         | 0                 |      |
| aydon   | 0.2%         | 1       | 0.0%          | 0       | 0.0%         | 0    | 0.0%          | 0       | 0.0%         | 0      | 0.0%         | 0      | 0.0%          | 0      | 1.3%         | 1     | 0.0%         | 0      | 0.0%         | 0     | 0.0%         | 0      | 0.0%         | 0                 |      |
| iss   | 6.5%         | 34      | 0.0%          | 0       | 0.0%         | 0    | 0.0%          | 0       | 0.0%         | 0      | 0.0%         | 0      | 0.0%          | 0      | 1.3%         | 1     | 1.2%         | 1      | 0.0%         |       | 33.2%        | 7      | 43.2%        | 26                |      |
| ramlingham  | 0.1%         | 1       | 0.0%          | 0       | 0.0%         | 0    | 0.0%          | 0       | 0.0%         | 0      | 0.0%         | 0      | 0.0%          | 0      | 0.0%         | 0     | 0.0%         | 0      | 0.0%         | 0     | 0.0%         | 0      | 1.2%         | 1                 |      |

Weighted:

|  | Total |            | Zone 1 | l        | Zone 2 |          | Zone 3 | 3        | Zone 4 |          | Zone | 5        | Zone | 6        | Zone | 7        | Zone | 8        | Zone 9 | )        | Zone 1 | 10       | Zone 1 | 11       |  |
|--|-------|------------|--------|----------|--------|----------|--------|----------|--------|----------|------|----------|------|----------|------|----------|------|----------|--------|----------|--------|----------|--------|----------|--|
|  |       |            |        |          |        |          |        |          |        |          |      |          |      |          |      |          |      |          |        |          |        |          |        |          |  |
| Great Yeldham  | 0.2%  | 1          | 0.0%   | 0        | 0.0%   | 0        | 1.8%   | 1        | 0.0%   | 0        | 0.0% | 0        | 0.0% | 0        | 0.0% | 0        | 0.0% | 0        | 0.0%   | 0        | 0.0%   | 0        | 0.0%   | 0        |  |
| Harleston  | 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        | 0.0%   | 0        | 0.0%   | 0        | 9.5%   | 6        |  |
| Harlow   | 0.2%  | 1          | 1.5%   | 1        | 0.0%   | 0        | 0.0%   | 0        | 0.0%   | 0        | 0.0% | 0        | 0.0% | 0        | 0.0% | 0        | 0.0% | 0        | 0.0%   | 0        | 0.0%   | 0        | 0.0%   | 0        |  |
| Hungerford   | 0.1%  | 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        | 0.0%   | 0        |  |
| Lowestoft  | 0.3%  | 2          | 0.0%   | 0        | 0.0%   | 0        | 0.0%   | 0        | 0.0%   | 0        | 0.0% | 0        | 0.0% | 0        | 0.0% | 0        | 0.0% | 0        | 0.0%   | 0        | 0.0%   | 0        | 2.8%   | 2        |  |
| Marks Tey  | 0.3%  | 1          | 1.9%   | 1        | 0.0%   | 0        | 0.0%   | 0        | 0.0%   | 0        | 0.0% | 0        | 0.0% | 0        | 0.0% | 0        | 0.0% | 0        | 0.0%   | 0        | 0.0%   | 0        | 0.0%   | 0        |  |
| Martlesham Heath Retail  | 0.1%  | 0          | 0.0%   | 0        | 0.0%   | 0        | 0.0%   | 0        | 0.0%   | 0        | 0.0% | 0        | 0.0% | 0        | 0.0% | 0        | 0.0% | 0        | 0.0%   | 0        | 2.0%   | 0        | 0.0%   | 0        |  |
| Park, Beardmore Park,<br>Ipswich   |       |            |        |          |        |          |        |          |        |          |      |          |      |          |      |          |      |          |        |          |        |          |        |          |  |
| Newmarket  | 0.1%  | 1          | 0.0%   | 0        | 3.7%   | 1        | 0.0%   | 0        | 0.0%   | 0        | 0.0% | 0        | 0.0% | 0        | 0.0% | 0        | 0.0% | 0        | 0.0%   | 0        | 0.0%   | 0        | 0.0%   | 0        |  |
| Norwich  | 4.3%  | 23         | 0.0%   | 0        | 0.0%   | 0        | 0.0%   | 0        | 0.0%   | 0        | 0.0% | 0        | 0.0% | 0        | 2.2% | 1        | 0.0% | 0        | 0.0%   | 0        | 19.7%  | 4        | 29.4%  | 17       |  |
| Old Newton   | 0.4%  | 2          | 0.0%   | 0        | 0.0%   | 0        | 0.0%   | 0        | 0.0%   | 0        | 0.0% | 0        | 0.0% | 0        | 0.0% | 0        | 2.7% | 2        | 0.0%   | 0        | 0.0%   | 0        | 0.0%   | 0        |  |
| Pets at Home, Beardmore  | 0.3%  | 2          | 0.0%   | 0        | 0.0%   | 0        | 0.0%   | 0        | 0.0%   | 0        | 0.0% | 0        | 2.8% | 2        | 0.0% | 0        | 0.0% | 0        | 0.0%   | 0        | 0.0%   | 0        | 0.0%   | 0        |  |
| Park, Martlesham Heath,<br>Ipswich                                       |       |            |        |          |        |          |        |          |        |          |      |          |      |          |      |          |      |          |        |          |        |          |        |          |  |
| Ransomes Euro Retail Park,<br>Central Avenue, Ipswich                    | 0.4%  | 2          | 0.0%   | 0        | 0.0%   | 0        | 0.0%   | 0        | 0.0%   | 0        | 3.4% | 1        | 0.0% | 0        | 2.2% | 1        | 0.0% | 0        | 0.0%   | 0        | 0.0%   | 0        | 0.0%   | 0        |  |
| Sainsbury's, Cornard Road,<br>Sudbury                                    | 0.2%  | 1          | 0.0%   | 0        | 0.0%   | 0        | 1.8%   | 1        | 0.0%   | 0        | 0.0% | 0        | 0.0% | 0        | 0.0% | 0        | 0.0% | 0        | 0.0%   | 0        | 0.0%   | 0        | 0.0%   | 0        |  |
| Semer  | 0.1%  | 0          | 0.0%   | 0        | 1.7%   | 0        | 0.0%   | 0        | 0.0%   | 0        | 0.0% | 0        | 0.0% | 0        | 0.0% | 0        | 0.0% | 0        | 0.0%   | 0        | 0.0%   | 0        | 0.0%   | 0        |  |
| Street market in Pulham  | 0.6%  | 3          | 0.0%   | 0        | 0.0%   | 0        | 0.0%   | 0        | 0.0%   | 0        | 0.0% | 0        | 0.0% | 0        | 0.0% | 0        | 0.0% | 0        | 0.0%   | 0        | 0.0%   | 0        |        | 3        |  |
| Tesco Superstore, Woodhall<br>Business Park,<br>Springlands Way, Sudbury | 1.3%  | 7          | 0.0%   | 0        | 0.0%   | 0        | 9.3%   | 6        | 1.4%   | 0        | 0.0% | 0        | 0.0% | 0        | 0.0% | 0        | 0.0% | 0        | 0.0%   | 0        | 0.0%   | 0        | 0.0%   | 0        |  |
| Tesco, Woodhall Business<br>Park, Springlands Way,<br>Sudbury            | 0.3%  | 2          | 0.0%   | 0        | 0.0%   | 0        | 2.5%   | 2        | 0.0%   | 0        | 0.0% | 0        | 0.0% | 0        | 0.0% | 0        | 0.0% | 0        | 0.0%   | 0        | 0.0%   | 0        | 0.0%   | 0        |  |
| Tiptree, Essex   | 0.3%  | 2          | 2.5%   | 2        | 0.0%   | 0        | 0.0%   | 0        | 0.0%   | 0        | 0.0% | 0        | 0.0% | 0        | 0.0% | 0        | 0.0% | 0        | 0.0%   | 0        | 0.0%   | 0        | 0.0%   | 0        |  |
| Woodbridge   | 0.3%  | 2          | 0.0%   | 0        | 0.0%   | 0        | 0.0%   | 0        | 0.0%   | 0        | 0.0% | 0        | 0.0% | 0        | 3.0% | 2        | 0.0% | 0        | 0.0%   | 0        | 0.0%   | 0        | 0.0%   | 0        |  |
| Woolpit  | 0.1%  | 1          | 0.0%   | 0        | 0.0%   | 0        | 0.0%   | 0        | 0.0%   | 0        | 0.0% | 0        | 0.0% | 0        | 0.0% | 0        | 0.0% | 0        | 1.8%   | 1        | 0.0%   | 0        | 0.0%   | 0        |  |
| Weighted base:<br>Sample:  |       | 527<br>501 |        | 73<br>46 |        | 16<br>44 |        | 69<br>56 |        | 28<br>45 |      | 30<br>44 |      | 57<br>42 |      | 60<br>39 |      | 79<br>47 |        | 35<br>46 |        | 21<br>36 |        | 59<br>56 |  |

Total

Page 475

#### Babergh & Mid Suffolk Household Survey For Carter Jonas

Zone 6

Zone 7

Zone 8

Zone 9

Zone 10

Zone 11

Weighted: February 2015

Zone 4

Q16AWhich internet / home delivery retailer do you also use for your household's shopping for games & toys; pets and pet products; hobby items; sport equipment and camping goods; bicycles; and musical instruments?

Zone 5

Those who buy games, toys, pet products, sports equipment etc. via the Internet at Q16: AND Excl Nulls & SFT

Zone 2

Zone 3

Zone 1

| Amazon         | 64.1% | 125 | 55.6% | 18 | 57.9% | 6  | 40.8% | 10 | 60.8% | 4  | 60.9% | 7  | 83.7% | 24 | 49.9% | 10 | 81.8% | 20 | 66.8% | 6 | 69.4% | 9  | 76.9% | 11 |
|----------------|-------|-----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|---|-------|----|-------|----|
| Argos          | 4.1%  | 8   | 3.5%  | 1  | 13.9% | 1  | 16.8% | 4  | 10.6% | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 5.8%  | 1  | 0.0%  | 0  |
| Asda           | 1.9%  | 4   | 3.5%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 5.5%  | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 6.9%  | 1  |
| Ebay           | 10.7% | 21  | 12.0% | 4  | 20.9% | 2  | 3.8%  | 1  | 14.3% | 1  | 8.2%  | 1  | 0.0%  | 0  | 40.1% | 8  | 8.6%  | 2  | 12.1% | 1 | 3.5%  | 0  | 0.0%  | 0  |
| John Lewis     | 0.4%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 9.0%  | 1 | 0.0%  | 0  | 0.0%  | 0  |
| Tesco          | 2.3%  | 4   | 0.0%  | 0  | 0.0%  | 0  | 6.8%  | 2  | 0.0%  | 0  | 4.6%  | 1  | 7.4%  | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Toys R Us      | 1.0%  | 2   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 6.1%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 12.1% | 1 | 0.0%  | 0  | 0.0%  | 0  |
| Other          | 12.5% | 24  | 25.5% | 8  | 7.2%  | 1  | 31.8% | 8  | 0.0%  | 0  | 8.2%  | 1  | 3.4%  | 1  | 10.1% | 2  | 0.0%  | 0  | 0.0%  | 0 | 21.4% | 3  | 6.9%  | 1  |
| Sports Direct  | 3.1%  | 6   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 14.3% | 1  | 11.9% | 1  | 0.0%  | 0  | 0.0%  | 0  | 9.6%  | 2  | 0.0%  | 0 | 0.0%  | 0  | 9.3%  | 1  |
| Weighted base: |       | 195 |       | 32 |       | 10 |       | 25 |       | 6  |       | 12 |       | 29 |       | 21 |       | 25 |       | 9 |       | 12 |       | 14 |
| Sample:        |       | 163 |       | 21 |       | 16 |       | 15 |       | 10 |       | 14 |       | 18 |       | 15 |       | 13 |       | 8 |       | 20 |       | 13 |

|  | Total     | l      | Zone      | 1     | Zone 2   |      | Zone      | 3     | Zone 4    | ļ    | Zone      | 5     | Zone    | 6     | Zone    | 7      | Zone       | 8     | Zone 9   | )    | Zone 1    | 0      | Zone 1 | 1  |
|--|-----------|--------|-----------|-------|----------|------|-----------|-------|-----------|------|-----------|-------|---------|-------|---------|--------|------------|-------|----------|------|-----------|--------|--------|----|
| Q17 Where do you norma   | ally do n | nost d | of your h | nouse | hold's s | hopp | ing for f | urnit | ure, carp | ets, | other flo | or co | verings | and I | nouseho | old te | xtiles (in | clude | es beds, | sofa | s, tables | , etc) | ?      |    |
| Carpetright, Shawlands<br>Retail Park, Newton Road,<br>Sudbury | 3.1%      | 23     | 3.7%      | 4     | 1.1%     | 0    | 13.8%     | 11    | 12.6%     | 6    | 1.0%      | 0     | 0.0%    | 0     | 0.0%    | 0      | 0.0%       | 0     | 0.0%     | 0    | 0.0%      | 0      | 0.0%   | 0  |
| Feather & Black, Copdock<br>Interchange, Ipswich               | 0.1%      | 1      | 0.0%      | 0     | 0.0%     | 0    | 0.0%      | 0     | 0.0%      | 0    | 1.0%      | 0     | 0.0%    | 0     | 0.0%    | 0      | 0.0%       | 0     | 0.0%     | 0    | 1.8%      | 1      | 0.0%   | 0  |
| Homebase, Waldingfield<br>Road, Sudbury                        | 0.1%      | 1      | 0.0%      | 0     | 0.0%     | 0    | 0.0%      | 0     | 1.7%      | 1    | 0.0%      | 0     | 0.0%    | 0     | 0.0%    | 0      | 0.0%       | 0     | 0.0%     | 0    | 0.0%      | 0      | 0.0%   | 0  |
| Copdock Mill Interchange,<br>Ipswich                           | 3.5%      | 25     | 0.0%      | 0     | 0.0%     | 0    | 2.5%      | 2     | 0.0%      | 0    | 6.8%      | 3     | 8.4%    | 8     | 8.2%    | 7      | 2.6%       | 2     | 1.0%     | 1    | 5.8%      | 2      | 1.2%   | 1  |
| Shawlands Retail Park,<br>Newton Road, Sudbury                 | 1.3%      | 9      | 1.6%      | 2     | 0.0%     | 0    | 7.3%      | 6     | 3.6%      | 2    | 0.0%      | 0     | 0.0%    | 0     | 0.0%    | 0      | 0.0%       | 0     | 0.0%     | 0    | 0.0%      | 0      | 0.0%   | 0  |
| Woodhall Business Park,<br>Drury Drive, Sudbury                | 0.5%      | 3      | 0.0%      | 0     | 0.0%     | 0    | 2.5%      | 2     | 2.4%      | 1    | 0.0%      | 0     | 0.0%    | 0     |         | 0      | 0.0%       | 0     | 0.0%     | 0    | 0.0%      | 0      |        | 0  |
| Braintree  | 0.5%      | 4      | 1.6%      | 2     | 0.0%     | 0    | 0.0%      | 0     | 3.4%      | 2    | 0.0%      | 0     | 0.0%    | 0     | 0.0%    | 0      | 0.0%       | 0     | 0.0%     | 0    | 0.0%      | 0      | 0.0%   | 0  |
| Bramford   | 0.4%      | 3      | 0.0%      | 0     | 0.0%     | 0    | 0.0%      | 0     | 0.0%      | 0    | 0.0%      | 0     | 1.0%    | 1     | 1.5%    | 1      | 0.0%       | 0     | 0.0%     | 0    | 0.0%      | 0      | 1.2%   | 1  |
| Bury St Edmunds  | 22.9%     | 165    | 33.3%     | 38    | 77.7%    | 23   | 25.7%     | 21    | 14.3%     | 7    | 3.0%      | 1     | 0.0%    | 0     | 6.2%    | 5      | 21.1%      | 18    | 85.9%    | 43   | 23.7%     | 7      | 3.4%   | 2  |
| Colchester   | 12.7%     | 92     | 36.4%     | 41    | 0.0%     | 0    | 21.0%     | 17    | 28.4%     | 14   | 0.0%      | 0     | 10.5%   | 10    | 8.0%    | 7      | 2.5%       | 2     | 0.0%     | 0    | 0.0%      | 0      | 1.0%   | 1  |
| Eye  | 0.4%      | 3      | 0.0%      | 0     | 0.0%     | 0    | 0.0%      | 0     | 0.9%      | 0    | 0.0%      | 0     | 0.0%    | 0     | 1.5%    | 1      | 0.0%       | 0     | 0.0%     | 0    | 3.0%      | 1      | 0.0%   | 0  |
| Great Conard   | 0.2%      | 1      | 0.0%      | 0     | 0.0%     | 0    | 1.0%      | 1     | 0.9%      | 0    | 0.0%      | 0     | 0.0%    | 0     | 0.0%    | 0      | 0.0%       | 0     | 0.0%     | 0    | 0.0%      | 0      | 0.0%   | 0  |
| Hadleigh   | 2.2%      | 16     | 0.0%      | 0     | 0.0%     | 0    | 0.0%      | 0     | 0.0%      | 0    | 32.9%     | 15    | 1.0%    | 1     | 0.0%    | 0      | 0.0%       | 0     | 0.0%     | 0    | 0.0%      | 0      | 0.0%   | 0  |
| Ipswich  | 23.6%     | 171    | 0.0%      | 0     | 1.5%     | 0    | 2.1%      | 2     | 3.4%      | 2    | 51.0%     | 23    | 62.4%   | 58    | 48.6%   | 42     | 46.8%      | 39    | 0.0%     | 0    | 9.5%      | 3      | 2.6%   | 2  |
| Long Melford   | 0.1%      | 1      | 0.0%      | 0     | 0.0%     | 0    | 1.2%      | 1     | 0.0%      | 0    | 0.0%      | 0     | 0.0%    | 0     | 0.0%    | 0      | 0.0%       | 0     | 0.0%     | 0    | 0.0%      | 0      | 0.0%   | 0  |
| Needham  | 0.1%      | 1      | 0.0%      | 0     | 0.0%     | 0    | 0.0%      | 0     | 0.0%      | 0    | 0.0%      | 0     | 0.0%    | 0     | 0.9%    | 1      | 0.0%       | 0     | 0.0%     | 0    | 0.0%      | 0      | 0.0%   | 0  |
| Needham Market   | 0.3%      | 2      | 0.0%      | 0     | 0.0%     | 0    | 0.0%      | 0     | 0.0%      | 0    | 0.0%      | 0     | 0.0%    | 0     | 2.7%    | 2      | 0.0%       | 0     | 0.0%     | 0    | 0.0%      | 0      | 0.0%   | 0  |
| Stowmarket   | 3.6%      | 26     | 0.0%      | 0     | 2.5%     | 1    | 0.0%      | 0     | 0.0%      | 0    | 0.0%      | 0     | 0.0%    | 0     | 3.9%    |        | 24.0%      | 20    | 3.1%     | 2    | 1.5%      | 0      | 0.0%   | ő  |
| Sudbury  | 6.4%      | 46     | 16.4%     | 19    | 5.6%     | 2    | 20.2%     |       | 18.3%     | 9    | 1.0%      | 0     | 0.0%    | 0     | 0.0%    | 0      | 0.0%       | 0     | 0.0%     | 0    | 0.0%      | ő      | 0.0%   | 0  |
| Anglia Retail Park, Bury<br>Road, Ipswich                      | 0.4%      | 3      | 0.0%      | 0     | 0.0%     | 0    | 0.0%      | 0     | 0.0%      | 0    | 0.0%      | 0     | 0.0%    | 0     | 3.2%    | 3      | 0.0%       | 0     | 0.0%     | 0    | 0.0%      | 0      | 0.0%   | 0  |
| Bainbridge   | 0.1%      | 1      | 0.0%      | 0     | 0.0%     | 0    | 0.0%      | 0     | 0.0%      | 0    | 0.0%      | 0     | 0.0%    | 0     | 0.0%    | 0      | 0.0%       | 0     | 1.3%     | 1    | 0.0%      | 0      | 0.0%   | 0  |
| Beccles  | 0.1%      | 1      | 0.0%      | 0     | 0.0%     | 0    | 0.0%      | 0     | 0.0%      | 0    | 0.0%      | 0     | 0.0%    | 0     | 0.0%    | 0      | 0.0%       | 0     | 0.0%     | 0    | 0.0%      | 0      | 1.2%   | 1  |
| Buckton  | 0.2%      | 2      | 0.0%      | 0     | 0.0%     | 0    | 0.0%      | 0     | 0.0%      | 0    | 0.0%      | 0     | 0.0%    | 0     | 0.0%    | 0      | 1.9%       | 2     | 0.0%     | 0    | 0.0%      | 0      | 0.0%   | 0  |
| Bungay   | 0.3%      | 2      | 0.0%      | 0     | 0.0%     | 0    | 0.0%      | 0     | 0.0%      | 0    | 0.0%      | 0     | 0.0%    | 0     | 0.0%    | 0      | 0.0%       | 0     | 0.0%     | 0    | 0.0%      | 0      | 3.8%   | 2  |
| Cambridge  | 0.7%      | 5      | 2.2%      | 2     | 2.4%     | 1    | 0.0%      | 0     | 1.7%      | 1    | 0.0%      | 0     | 0.0%    | 0     | 0.0%    | 0      | 0.0%       | 0     | 2.3%     | 1    | 0.0%      | 0      | 0.0%   | 0  |
| Carpetright, Anglia Parkway<br>North, Ipswich                  | 0.6%      | 4      | 0.0%      | 0     | 0.0%     | 0    | 0.0%      | 0     | 0.0%      | 0    | 0.0%      | 0     | 2.3%    | 2     | 2.7%    | 2      | 0.0%       | 0     | 0.0%     | 0    | 0.0%      | 0      | 0.0%   | 0  |
| Central London   | 0.3%      | 2      | 0.0%      | 0     | 2.9%     | 1    | 0.0%      | 0     | 0.0%      | 0    | 0.0%      | 0     | 1.0%    | 1     | 0.0%    | 0      | 0.0%       | 0     | 0.0%     | 0    | 0.0%      | 0      | 0.0%   | 0  |
| Diss   | 4.5%      | 33     | 0.0%      | 0     | 0.0%     | 0    | 0.0%      | 0     | 0.0%      | 0    | 0.0%      | 0     | 0.0%    | 0     | 1.9%    | 2      | 0.0%       | 0     | 0.0%     | 0    | 40.2%     | 12     | 32.4%  | 19 |
| Earls Colne  | 0.3%      | 2      | 1.6%      | 2     | 0.0%     | 0    | 0.0%      | 0     | 0.0%      | 0    | 0.0%      | 0     | 0.0%    | 0     | 0.0%    | 0      | 0.0%       | 0     | 0.0%     | 0    | 0.0%      | 0      | 0.0%   | 0  |
| Futura Park, Crane<br>Boulevard, Ipswich                       | 0.1%      | 1      | 0.0%      | 0     | 0.0%     | 0    | 0.0%      | 0     | 0.0%      | 0    | 0.0%      | 0     | 0.0%    | 0     | 0.0%    | 0      | 0.0%       | 0     | 0.0%     | 0    | 0.0%      | 0      | 1.2%   | 1  |
| Glemsford  | 0.2%      | 1      | 1.0%      | 1     | 0.0%     | 0    | 0.0%      | 0     | 0.0%      | 0    | 0.0%      | 0     | 0.0%    | 0     | 0.0%    | 0      | 0.0%       | 0     | 0.0%     | 0    | 0.0%      | 0      | 0.0%   | 0  |
| Great Yarmouth   | 0.1%      | 0      | 0.0%      | 0     | 1.5%     | 0    | 0.0%      | 0     | 0.0%      | 0    | 0.0%      | 0     | 0.0%    | 0     | 0.0%    | 0      | 0.0%       | 0     | 0.0%     | 0    | 0.0%      | 0      | 0.0%   | 0  |
| 0 111  | 0.2%      | 1      | 0.0%      | 0     | 0.0%     | 0    | 0.0%      | 0     | 0.0%      | 0    | 0.0%      | 0     | 1.3%    | 1     | 0.0%    | 0      | 0.0%       | 0     | 0.0%     | 0    | 0.0%      | 0      | 0.0%   | 0  |
| Greenhithe   | 0.270     | 1      | 0.070     |       |          |      |           |       |           |      |           |       |         |       |         |        |            |       |          |      |           |        |        |    |

Weighted:

|   | Tota | l   | Zone | 1   | Zone | 2  | Zone 3 | 3  | Zone | 4  | Zone | 5  | Zone | 6  | Zone | 7  | Zone | 8  | Zone 9 | )  | Zone 1 | 0  | Zone 1 | 1  |
|---|------|-----|------|-----|------|----|--------|----|------|----|------|----|------|----|------|----|------|----|--------|----|--------|----|--------|----|
|   |      |     |      |     |      |    |        |    |      |    |      |    |      |    |      |    |      |    |        |    |        |    |        |    |
| John Lewis, Futura Park,<br>Ransomes Way, Crane<br>Boulevard, Ipswich | 0.1% | 1   | 0.0% | 0   | 0.0% | 0  | 0.0%   | 0  | 0.0% | 0  | 1.6% | 1  | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Lowestoft   | 0.3% | 2   | 0.0% | 0   | 0.0% | 0  | 0.0%   | 0  | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 3.2%   | 2  |
| Martlesham  | 0.5% | 4   | 0.0% | 0   | 0.0% | 0  | 0.0%   | 0  | 0.0% | 0  | 0.0% | 0  | 1.3% | 1  | 2.7% | 2  | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Mellis Village  | 0.5% | 4   | 0.0% | 0   | 0.0% | 0  | 1.6%   | 1  | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  | 1.1% | 1  | 1.3%   | 1  | 0.0%   | 0  | 1.6%   | 1  |
| Newmarket   | 0.1% | 1   | 0.0% | 0   | 3.4% | 1  | 0.0%   | 0  | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Norwich   | 4.7% | 34  | 0.0% | 0   | 0.0% | 0  | 0.0%   | 0  | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  | 0.9% | 1  | 0.0% | 0  | 4.0%   | 2  | 14.5%  | 4  | 45.2%  | 27 |
| Onehouse  | 0.1% | 1   | 0.0% | 0   | 0.0% | 0  | 0.0%   | 0  | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  | 1.0%   | 1  | 0.0%   | 0  | 0.0%   | 0  |
| Ransomes Euro Retail Park,<br>Central Avenue, Ipswich                 | 0.2% | 2   | 0.0% | 0   | 0.0% | 0  | 0.0%   | 0  | 0.9% | 0  | 0.0% | 0  | 0.0% | 0  | 1.5% | 1  | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Sainsbury's, Cornard Road,<br>Sudbury                                 | 0.1% | 0   | 0.0% | 0   | 1.5% | 0  | 0.0%   | 0  | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Stonham Aspal   | 0.1% | 1   | 0.0% | 0   | 0.0% | 0  | 0.0%   | 0  | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 1.0%   | 1  |
| Street market in Wickham  | 0.1% | 1   | 0.0% | 0   | 0.0% | 0  | 0.0%   | 0  | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  | 0.9% | 1  | 0.0% | 0  | 0.0%   | 0  |        | 0  | 0.0%   | 0  |
| Walton  | 0.2% | 2   | 0.0% | 0   | 0.0% | 0  | 0.0%   | 0  | 0.0% | 0  | 0.0% | 0  | 1.7% | 2  | 0.0% | 0  | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Welwyn Garden City  | 0.2% | 1   | 1.0% | 1   | 0.0% | 0  | 0.0%   | 0  | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| West Thurrock   | 1.8% | 13  | 1.2% | 1   | 0.0% | 0  | 1.2%   | 1  | 6.7% | 3  | 1.6% | 1  | 7.0% | 6  | 0.0% | 0  | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Witham  | 0.1% | 0   | 0.0% | 0   | 0.0% | 0  | 0.0%   | 0  | 0.8% | 0  | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Woodbridge  | 0.8% | 6   | 0.0% | 0   | 0.0% | 0  | 0.0%   | 0  | 0.0% | 0  | 0.0% | 0  | 2.1% | 2  | 4.6% | 4  | 0.0% | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Weighted base:  |      | 722 |      | 114 |      | 29 |        | 80 |      | 51 |      | 46 |      | 92 |      | 86 |      | 84 |        | 50 |        | 29 |        | 59 |
| Sample:   |      | 732 |      | 74  |      | 74 |        | 64 |      | 84 |      | 64 |      | 66 |      | 63 |      | 58 |        | 68 |        | 51 |        | 66 |

Q17AWhich internet / home delivery retailer do you also use for your household's shopping for furniture, carpets, other floor coverings and household textiles (includes beds, sofas, tables, etc)?

Those who buy furniture, carpets and other floor coverings via the Internet at Q17: AND Excl Nulls & SFT

| Amazon          | 18.3% | 11 0.0%  | 0 20.6% | 1 0.0%  | 0 0.0%  | 0 0.0%   | 0 64.1% | 2 44.7% | 4 10.3% | 2 13.7% | 1 26.9% | 1 33.3% | 1 |
|-----------------|-------|----------|---------|---------|---------|----------|---------|---------|---------|---------|---------|---------|---|
| Asda            | 0.6%  | 0 0.0%   | 0.0%    | 0.0%    | 0 44.7% | 0.0%     | 0 0.0%  | 0.0%    | 0.0%    | 0.0%    | 0 0.0%  | 0.0%    | 0 |
| B&Q             | 1.6%  | 1 0.0%   | 0.0%    | 0 10.9% | 1 0.0%  | 0 0.0%   | 0 0.0%  | 0 0.0%  | 0 0.0%  | 0.0%    | 0 0.0%  | 0 0.0%  | 0 |
| Ebay            | 21.5% | 13 0.0%  | 0.0%    | 0 19.5% | 2 0.0%  | 0.0%     | 0.0%    | 0.0%    | 0 41.8% | 6 45.2% | 3 26.5% | 1 24.9% | 1 |
| John Lewis      | 13.0% | 8 21.6%  | 1 20.3% | 1 19.5% | 2 0.0%  | 0 0.0%   | 0 36.0% | 1 0.0%  | 0 0.0%  | 0 27.4% | 2 34.6% | 1 0.0%  | 0 |
| Littlewoods     | 0.7%  | 0 0.0%   | 0.0%    | 0 0.0%  | 0 0.0%  | 0 0.0%   | 0 0.0%  | 0 0.0%  | 0 0.0%  | 0.0%    | 0 12.0% | 0 0.0%  | 0 |
| Marks & Spencer | 2.8%  | 2 0.0%   | 0 0.0%  | 0 19.5% | 2 0.0%  | 0 0.0%   | 0 0.0%  | 0 0.0%  | 0 0.0%  | 0 0.0%  | 0 0.0%  | 0 0.0%  | 0 |
| Next            | 10.4% | 6 43.3%  | 3 0.0%  | 0 21.9% | 2 0.0%  | 0 100.0% | 1 0.0%  | 0 0.0%  | 0 0.0%  | 0 13.7% | 1 0.0%  | 0 0.0%  | 0 |
| Other           | 30.1% | 18 35.0% | 2 59.2% | 2 8.8%  | 1 0.0%  | 0 0.0%   | 0 0.0%  | 0 55.3% | 4 47.9% | 7 0.0%  | 0 0.0%  | 0 41.8% | 2 |
| Very            | 0.8%  | 0 0.0%   | 0 0.0%  | 0 0.0%  | 0 55.3% | 0 0.0%   | 0 0.0%  | 0 0.0%  | 0 0.0%  | 0 0.0%  | 0 0.0%  | 0 0.0%  | 0 |
| Weighted base:  |       | 60       | 6       | 3       | 9       | 1        | 1       | 3       | 8       | 15      | 6       | 4       | 4 |
| Sample:         |       | 48       | 5       | 5       | 7       | 2        | 1       | 2       | 6       | 5       | 5       | 6       | 4 |

Weighted:

Total Zone 3 Zone 7 Zone 9 Zone 10 Zone 11 Zone 1 Zone 2 Zone 4 Zone 5 Zone 6 Zone 8

|   | Tota         | ıl       | Zone          | 1       | Zone 2       | 2    | Zone          | 3       | Zone 4        | 4     | Zone :       | 5     | Zone         | 6      | Zone 7       | 7       | Zone 8       | 3       | Zone 9       | •      | Zone 10      | )     | Zone 11      | 1                    |       |
|---|--------------|----------|---------------|---------|--------------|------|---------------|---------|---------------|-------|--------------|-------|--------------|--------|--------------|---------|--------------|---------|--------------|--------|--------------|-------|--------------|----------------------|-------|
| Q18 Where do you norm<br>shrubs etc)?<br>Excl Nulls & SFT         | ally do ı    | most (   | of your I     | house   | hold's s     | hopp | oing for I    | DIY g   | oods, de      | ecora | ting sup     | plies | and gai      | rden p | roducts      | (suc    | h as drill   | ls, lav | vn mowe      | ers, h | nammers      | , hed | ge cutte     | rs, garden tools, pl | ants, |
| Carpetright, Shawlands<br>Retail Park, Newton Road,<br>Sudbury    | 0.1%         | 0        | 0.0%          | 0       | 0.0%         | 0    | 0.0%          | 0       | 0.9%          | 0     | 0.0%         | 0     | 0.0%         | 0      | 0.0%         | 0       | 0.0%         | 0       | 0.0%         | 0      | 0.0%         | 0     | 0.0%         | 0                    |       |
| Currys PC World, London<br>Road / Copdock<br>Interchange, Ipswich | 0.3%         | 2        | 0.0%          | 0       | 0.0%         | 0    | 0.0%          | 0       | 0.0%          | 0     | 0.0%         | 0     | 1.0%         | 1      | 0.0%         | 0       | 0.9%         | 1       | 0.0%         | 0      | 0.0%         | 0     | 0.0%         | 0                    |       |
| Feather & Black, Copdock<br>Interchange, Ipswich                  | 0.1%         | 1        | 0.0%          | 0       | 0.0%         | 0    | 0.0%          | 0       | 0.0%          | 0     | 0.0%         | 0     | 0.0%         | 0      | 0.9%         | 1       | 0.0%         | 0       | 0.0%         | 0      | 0.0%         | 0     | 0.0%         | 0                    |       |
| Homebase, Waldingfield<br>Road, Sudbury                           | 10.8%        | 100      | 19.6%         | 26      | 4.8%         | 2    | 41.4%         | 47      | 46.8%         | 25    | 2.8%         | 2     | 0.0%         | 0      | 0.0%         | 0       | 0.0%         | 0       | 0.0%         | 0      | 0.0%         | 0     | 0.0%         | 0                    |       |
| Tesco Extra, Copdock<br>Interchange, Ipswich                      | 0.3%         | 2        | 0.0%          | 0       | 0.0%         | 0    | 0.0%          | 0       | 0.0%          | 0     | 3.9%         | 2     | 0.0%         | 0      | 0.0%         | 0       | 0.0%         | 0       | 0.0%         | 0      | 0.0%         | 0     | 0.0%         | 0                    |       |
| Toys R Us, London Road /<br>Copdock Interchange,<br>Ipswich       | 0.1%         | 1        | 0.0%          | 0       | 1.0%         | 0    | 0.0%          | 0       | 0.0%          | 0     | 1.6%         | 1     | 0.0%         | 0      | 0.0%         | 0       | 0.0%         | 0       | 0.0%         | 0      | 0.0%         | 0     | 0.0%         | 0                    |       |
| Copdock Mill Interchange, Ipswich                                 | 5.3%         | 50       | 0.0%          | 0       | 0.0%         | 0    | 0.0%          | 0       | 1.2%          | 1     | 11.3%        | 7     | 8.4%         | 10     | 10.8%        | 12      | 9.5%         | 12      | 0.0%         | 0      | 13.5%        | 6     | 3.4%         | 3                    |       |
| Shawlands Retail Park,<br>Newton Road, Sudbury                    | 2.1%         | 20       | 8.2%          | 11      | 0.0%         | 0    | 4.4%          | 5       | 7.5%          | 4     | 0.0%         | 0     | 0.0%         | 0      | 0.0%         | 0       | 0.0%         | 0       | 0.0%         | 0      | 0.0%         | 0     | 0.0%         | 0                    |       |
| Woodhall Business Park,<br>Drury Drive, Sudbury                   | 2.3%         | 21       | 2.1%          | 3       | 0.0%         | 0    | 7.8%          | 9       | 16.9%         | 9     | 1.2%         | 1     | 0.0%         | 0      | 0.0%         | 0       | 0.0%         | 0       | 0.0%         | 0      | 0.0%         | 0     | 0.0%         | 0                    |       |
| Bramford  | 0.1%         | 1        | 0.0%          | 0       | 0.0%         | 0    | 0.0%          | 0       | 0.0%          | 0     | 0.0%         | 0     | 0.0%         | 0      | 0.0%         | 0       | 0.0%         | 0       | 0.0%         | 0      | 0.0%         | 0     | 0.9%         | 1                    |       |
| Brantham  | 0.1%         | 1        | 0.0%          | 0       | 0.0%         | 0    | 0.0%          | 0       | 0.0%          | 0     | 0.0%         | 0     | 0.0%         | 0      | 0.0%         | 0       | 0.0%         | 0       | 0.8%         | 1      | 0.0%         | 0     | 0.0%         | 0                    |       |
| Bury St Edmunds   | 11.5%        | 107      | 1.9%          | 2       | 81.1%        | 27   | 4.4%          | 5       | 0.0%          | 0     | 0.0%         | 0     | 0.0%         | 0      | 0.0%         | 0       | 7.6%         | 10      | 90.3%        | 57     | 12.1%        | 5     | 1.7%         | 1                    |       |
| Capel St Mary   | 0.2%         | 2        | 0.0%          | 0       | 0.0%         | 0    | 0.0%          | 0       | 0.0%          | 0     | 0.9%         | 1     | 1.3%         | 1      | 0.0%         | 0       | 0.0%         | 0       | 0.0%         | 0      | 0.0%         | 0     | 0.0%         | 0                    |       |
| Colchester  | 5.9%         |          | 25.9%         | 34      | 0.0%         | 0    | 5.4%          | 6       | 0.9%          | 0     | 0.0%         | 0     |              | 15     | 0.0%         | 0       | 0.0%         | 0       | 0.0%         | 0      | 0.0%         | 0     | 0.0%         | 0                    |       |
| Debenham  | 0.1%         | 1        | 0.0%          | 0       | 0.0%         | 0    | 0.0%          | 0       | 0.0%          | 0     | 0.0%         | 0     | 0.0%         | 0      | 1.2%         | 1       | 0.0%         | 0       | 0.0%         | 0      | 0.0%         | 0     | 0.0%         | 0                    |       |
| Eye   | 0.2%         | 2        | 0.0%          | 0       | 0.0%         | 0    | 0.0%          | 0       | 0.0%          | 0     | 0.0%         | 0     | 0.0%         | 0      | 0.0%         | 0       | 0.0%         | 0       | 0.0%         | 0      | 5.3%         | 2     | 0.0%         | 0                    |       |
| Hadleigh  | 3.3%         | 31       | 0.0%          | 0       | 1.6%         | 1    | 0.0%          | 0       | 0.0%          | 0     | 39.8%        | 26    | 3.4%         | 4      | 0.9%         | 1       | 0.0%         | 0       | 0.0%         | 0      | 0.0%         | 0     | 0.0%         | 0                    |       |
| Halstead  | 0.3%         | 3        | 2.4%          | 3       | 0.0%         | 0    | 0.0%          | 0       | 0.0%          | 0     | 0.0%         | 0     | 0.0%         | 0      | 0.0%         | 0       | 0.0%         | 0       | 0.0%         | 0      | 0.0%         | 0     | 0.0%         | 0                    |       |
| Haverhill   | 1.0%         | 9        | 7.1%          | 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     | 0.0%         | 0                    |       |
| Ipswich   | 22.7%        | 211      | 0.0%          | 0       | 0.0%         | 0    | 0.0%          | 0       | 0.0%          | 0     | 30.9%        | 20    |              |        | 27.9%        | 31      | 61.7%        | 79      | 1.4%         | 1      | 20.5%        | 8     | 7.0%         | 5                    |       |
| Long Melford  | 0.3%         | 3        | 0.8%          | 1       | 2.1%         | 1    | 1.0%          | 1       | 0.0%          | 0     | 0.0%         | 0     | 0.0%         | 0      | 0.0%         | 0       | 0.0%         | 0       | 0.0%         | 0      | 0.0%         | 0     | 0.0%         | 0                    |       |
| Manningtree   | 0.2%         | 2        | 0.0%          | 0       | 0.0%         | 0    | 0.0%          | 0       | 0.0%          | 0     | 0.0%         | 0     | 1.4%         | 2      | 0.0%         | 0       | 0.0%         | 0       | 0.0%         | 0      | 0.0%         | 0     | 0.0%         | 0                    |       |
| Needham   | 0.1%         | 1        | 0.0%          | 0       | 0.0%         | 0    | 0.0%          | 0       | 0.0%          | 0     | 0.0%         | 0     | 0.0%         | 0      | 0.7%         | 1       | 0.0%         | 0       | 0.0%         | 0      | 0.0%         | 0     | 0.0%         | 0                    |       |
| Needham Market  | 0.4%         | 4        | 0.0%          | 0       | 0.0%         | 0    | 0.0%          | 0       | 0.0%          | 0     | 0.9%         | 1     | 0.0%         | 0      | 2.8%         | 3<br>4  | 0.0%         | 0       | 0.0%         | 0      | 0.0%         | 0     | 0.0%         | 0                    |       |
| Stowmarket  | 1.4%         | 13       | 0.0%          | 0       | 4.6%         | 2    | 0.0%          | 0       | 0.0%          | 0     | 0.0%         | 0     | 0.0%         | 0      | 3.8%         | •       | 4.6%         | 6       | 0.8%         | 1      | 1.1%         | 0     | 0.0%         | 0                    |       |
| Sudbury<br>Anglia Retail Park, Bury                               | 8.3%<br>1.1% | 77<br>10 | 22.3%<br>0.0% | 29<br>0 | 3.0%<br>0.0% | 1 0  | 30.7%<br>0.0% | 35<br>0 | 20.1%<br>0.0% | 11    | 2.8%<br>0.0% | 2     | 0.0%<br>0.0% | 0      | 0.0%<br>9.3% | 0<br>10 | 0.0%<br>0.0% | 0       | 0.0%<br>0.0% | 0      | 0.0%<br>0.0% | 0     | 0.0%<br>0.0% | 0                    |       |
| Road, Ipswich   |              |          |               |         |              |      |               |         |               |       |              |       |              |        |              |         |              |         |              |        |              | 1     |              |                      |       |
| B&Q, Anglia Parkway<br>South, Bury Road, Ipswich                  | 6.8%         | 63       | 0.0%          | 0       |              | 0    |               | 0       | 0.0%          | 0     | 4.1%         | 3     | 4.4%         |        | 36.8%        | 41      | 9.7%         | 12      | 1.8%         | 1      | 1.8%         | 1     | 0.0%         | 0                    |       |
| B&Q, The Sandlings, Euro  | 1.1%         | 10       | 0.0%          | 0       | 0.0%         | 0    | 0.0%          | 0       | 0.0%          | 0     | 0.0%         | 0     | 5.9%         | 7      | 0.0%         | 0       | 1.7%         | 2       | 0.0%         | 0      | 1.1%         | 0     | 0.9%         | 1                    |       |

#### by Zone - SFT's Filtered Weighted:

|   | Tota | ıl  | Zone | 1   | Zone | 2  | Zone 3 | 3   | Zone 4 | 1  | Zone | 5  | Zone | 6   | Zone | 7   | Zone | 8   | Zone | 9  | Zone  | 10 | Zone  | 11 |
|---|------|-----|------|-----|------|----|--------|-----|--------|----|------|----|------|-----|------|-----|------|-----|------|----|-------|----|-------|----|
| Retail Park, Warren Heath,                          |      |     |      |     |      |    |        |     |        |    |      |    |      |     |      |     |      |     |      |    |       |    |       |    |
| Ipswich   |      |     |      |     |      |    |        |     |        |    |      |    |      |     |      |     |      |     |      |    |       |    |       |    |
| B&Q, Woodhall Business                              | 1.5% | 14  | 4.3% | 6   | 0.0% | 0  | 4.9%   | 5   | 5.0%   | 3  | 0.0% | 0  | 0.0% | 0   | 0.0% | 0   | 0.0% | 0   | 0.0% | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Park, Eastern Bypass,                               |      |     |      |     |      |    |        |     |        |    |      |    |      |     |      |     |      |     |      |    |       |    |       |    |
| Sudbury   |      |     |      |     |      |    |        |     |        |    |      |    |      |     |      |     |      |     |      |    |       |    |       |    |
| Bacton  | 0.4% | 4   | 0.0% | 0   |      | 0  | 0.0%   | 0   | 0.0%   | 0  | 0.0% | 0  | 0.0% | 0   | 0.0% | 0   | 2.2% | 3   | 0.0% | 0  |       | 1  | 0.0%  | 0  |
| Badley  | 0.1% | 1   | 0.0% | 0   | 0.0% | 0  | 0.0%   | 0   | 0.0%   | 0  | 0.0% | 0  | 0.0% | 0   | 0.0% | 0   | 0.9% | 1   | 0.0% | 0  |       | 0  | 0.0%  | 0  |
| Bedford   | 0.1% | 1   | 0.0% | 0   | 0.0% | 0  | 0.0%   | 0   | 0.0%   | 0  | 0.0% | 0  | 0.0% | 0   | 0.0% | 0   | 0.0% | 0   | 0.0% | 0  | 1.8%  | 1  | 0.0%  | 0  |
| Brettenham  | 0.1% | 1   | 0.0% | 0   | 0.0% | 0  | 0.0%   | 0   | 0.0%   | 0  | 0.0% | 0  | 0.0% | 0   | 0.0% | 0   | 0.0% | 0   | 0.0% | 0  | 0.0%  | 0  | 0.7%  | 1  |
| Buckton   | 0.2% | 2   | 0.0% | 0   | 0.0% | 0  | 0.0%   | 0   | 0.0%   | 0  | 0.0% | 0  | 0.0% | 0   | 0.0% | 0   | 1.2% | 2   | 0.0% | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Chilton Industrial Estate,                          | 0.0% | 0   | 0.0% | 0   | 0.0% | 0  | 0.0%   | 0   | 0.7%   | 0  | 0.0% | 0  | 0.0% | 0   | 0.0% | 0   | 0.0% | 0   | 0.0% | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Sudbury   |      |     |      |     |      |    |        |     |        |    |      |    |      |     |      |     |      |     |      |    |       |    |       |    |
| Clare   | 0.1% | 1   | 0.8% | 1   | 0.0% | 0  | 0.0%   | 0   | 0.0%   | 0  | 0.0% | 0  | 0.0% | 0   | 0.0% | 0   | 0.0% | 0   | 0.0% | 0  |       | 0  | 0.0%  | 0  |
| Cotton  | 0.0% | 0   | 0.0% | 0   | 0.0% | 0  | 0.0%   | 0   | 0.0%   | 0  | 0.0% | 0  | 0.0% | 0   | 0.0% | 0   | 0.0% | 0   | 0.0% | 0  |       | 0  | 0.0%  | 0  |
| Diss  | 2.2% | 21  | 0.0% | 0   | 0.0% | 0  | 0.0%   | 0   | 0.0%   | 0  | 0.0% | 0  | 0.0% | 0   | 0.7% | 1   | 0.0% | 0   | 0.0% |    | 26.5% | 11 | 11.5% | 9  |
| Framlingham   | 0.3% | 3   | 0.0% | 0   | 0.0% | 0  | 0.0%   | 0   | 0.0%   | 0  | 0.0% | 0  | 0.0% | 0   | 2.2% | 2   | 0.0% | 0   | 0.0% | 0  | 1.3%  | 1  | 0.0%  | 0  |
| Halesworth  | 0.1% | 1   | 0.0% | 0   | 0.0% | 0  | 0.0%   | 0   | 0.0%   | 0  | 0.0% | 0  | 0.0% | 0   | 0.0% | 0   | 0.0% | 0   | 0.0% | 0  | 0.0%  | 0  | 1.5%  | 1  |
| Harleston   | 1.1% | 11  | 0.0% | 0   | 0.0% | 0  | 0.0%   | 0   | 0.0%   | 0  | 0.0% | 0  | 0.0% | 0   | 0.0% | 0   | 0.0% | 0   | 0.0% | 0  |       | 0  | 13.5% | 11 |
| Homebase, Felixstowe Road,<br>Warren Heath, Ipswich | 0.2% | 2   | 0.0% | 0   | 0.0% | 0  | 0.0%   | 0   | 0.0%   | 0  | 0.0% | 0  | 1.0% | 1   | 0.9% | 1   | 0.0% | 0   | 0.0% | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Leyton  | 0.6% | 6   | 4.6% | 6   | 0.0% | 0  | 0.0%   | 0   | 0.0%   | 0  | 0.0% | 0  | 0.0% | 0   | 0.0% | 0   | 0.0% | 0   | 0.0% | 0  |       | 0  | 0.0%  | 0  |
| Lowestoft   | 0.2% | 2   | 0.0% | 0   | 0.0% | 0  | 0.0%   | 0   | 0.0%   | 0  | 0.0% | 0  | 0.0% | 0   | 0.0% | 0   | 0.0% | 0   | 0.0% | 0  | 0.0%  | 0  | 2.6%  | 2  |
| Morrisons, Sproughton<br>Road, Ipswich              | 0.1% | 1   | 0.0% | 0   | 0.0% | 0  | 0.0%   | 0   | 0.0%   | 0  | 0.0% | 0  | 0.8% | 1   | 0.0% | 0   | 0.0% | 0   | 0.0% | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Mundford  | 0.1% | 1   | 0.0% | 0   | 0.0% | 0  | 0.0%   | 0   | 0.0%   | 0  | 0.0% | 0  | 0.0% | 0   | 0.0% | 0   | 0.0% | 0   | 0.8% | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Norwich   | 5.0% | 46  | 0.0% | 0   | 0.0% | 0  | 0.0%   | 0   | 0.0%   | 0  | 0.0% | 0  | 0.0% | 0   | 0.0% | 0   | 0.0% | 0   | 0.0% | 0  | 8.5%  | 3  | 54.4% | 43 |
| Orwell Retail Park, Ranelagh                        | 0.3% | 3   | 0.0% | 0   | 0.0% | 0  | 0.0%   | 0   | 0.0%   | 0  | 0.0% | 0  | 2.2% | 3   | 0.0% | 0   | 0.0% | 0   | 0.0% | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Road, Ipswich                                       |      |     |      |     |      |    |        |     |        |    |      |    |      |     |      |     |      |     |      |    |       |    |       |    |
| Pulham St. Mary                                     | 0.1% | 1   | 0.0% | 0   | 0.0% | 0  | 0.0%   | 0   | 0.0%   | 0  | 0.0% | 0  | 0.0% | 0   | 0.0% | 0   | 0.0% | 0   | 0.0% | 0  |       | 0  | 0.7%  | 1  |
| Rickinghall   | 0.1% | 1   | 0.0% | 0   | 0.0% | 0  | 0.0%   | 0   | 0.0%   | 0  | 0.0% | 0  | 0.0% | 0   | 0.0% | 0   | 0.0% | 0   | 0.0% | 0  | 3.1%  | 1  | 0.0%  | 0  |
| Thetford  | 0.1% | 1   | 0.0% | 0   | 0.0% | 0  | 0.0%   | 0   | 0.0%   | 0  | 0.0% | 0  | 0.0% | 0   | 0.0% | 0   | 0.0% | 0   | 1.4% | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Tostock   | 0.1% | 1   | 0.0% | 0   | 0.0% | 0  | 0.0%   | 0   | 0.0%   | 0  | 0.0% | 0  | 0.0% | 0   | 0.0% | 0   | 0.0% | 0   | 1.8% | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Woodbridge  | 0.2% | 2   | 0.0% | 0   | 0.0% | 0  | 0.0%   | 0   | 0.0%   | 0  | 0.0% | 0  | 0.0% | 0   | 1.2% | 1   | 0.0% | 0   | 0.0% | 0  | 0.0%  | 0  | 1.2%  | 1  |
| Woolpit   | 0.1% | 1   | 0.0% | 0   | 0.0% | 0  | 0.0%   | 0   | 0.0%   | 0  | 0.0% | 0  | 0.0% | 0   | 0.0% | 0   | 0.0% | 0   | 0.8% | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Weighted base:                                      |      | 930 |      | 131 |      | 33 |        | 112 |        | 53 |      | 64 |      | 115 |      | 111 |      | 128 |      | 63 |       | 41 |       | 79 |
| Sample:   |      | 893 |      | 87  |      | 83 |        | 87  |        | 88 |      | 74 |      | 83  |      | 84  |      | 78  |      | 80 |       | 70 |       | 79 |

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## Babergh & Mid Suffolk Household Survey For Carter Jonas

Weighted:

February 2015

|  | Total       |       | Zone 1 |   | Zone 2 | 2   | Zone 3 | 3 | Zone  | 4 | Zone  | 5 | Zone   | 6      | Zone '     | 7     | Zone 8   |      | Zone 9   | )     | Zone       | 10   | Zone 1 | 1          |                |   |
|--|-------------|-------|--------|---|--------|-----|--------|---|-------|---|-------|---|--------|--------|------------|-------|----------|------|----------|-------|------------|------|--------|------------|----------------|---|
| Q18AWhich internet / garden tools, pla Those who buy DIY | nts, shrubs | etc)? | -      |   |        | -   |        |   |       |   |       |   |        | oratir | ng supplie | es an | d garden | prod | ucts (sı | ıch a | as drills, | lawn | mowers | , hammers, | hedge cutters, | , |
| Amazon   | 13.4%       | 2 (   | 0.0%   | 0 | 0.0%   | 0   | 0.0%   | 0 | 0.0%  | 0 | 68.7% | 1 | 0.0%   | 0      | 0.0%       | 0     | 0.0%     | 0    | 0.0%     | 0     | 0.0%       | 0    | 23.8%  | 1          |                |   |
| B&Q  | 33.4%       | 4 (   | 0.0%   | 0 | 0.0%   | 0   | 0.0%   | 0 | 99.9% | 0 | 0.0%  | 0 | 100.0% | 1      | 100.0%     | 1     | 100.0%   | 2    | 0.0%     | 0     | 0.0%       | 0    | 0.0%   | 0          |                |   |
| Boots  | 10.8%       | 1 (   | 0.0%   | 0 | 0.0%   | 0   | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%   | 0      | 0.0%       | 0     | 0.0%     | 0    | 0.0%     | 0     | 0.0%       | 0    | 52.4%  | 1          |                |   |
| Currys   | 9.3%        | 1 100 | 0.0%   | 1 | 0.0%   | 0   | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%   | 0      | 0.0%       | 0     | 0.0%     | 0    | 0.0%     | 0     | 0.0%       | 0    | 0.0%   | 0          |                |   |
| Ebay   | 4.5%        | 1 (   | 0.0%   | 0 | 0.0%   | 0   | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%   | 0      | 0.0%       | 0     | 0.0%     | 0    | 0.0%     | 0     | 50.0%      | 1    | 0.0%   | 0          |                |   |
| John Lewis   | 7.2%        | 1 (   | 0.0%   | 0 | 0.0%   | 0   | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%   | 0      | 0.0%       | 0     | 0.0%     | 0.1  | 00.0%    | 1     | 0.0%       | 0    | 0.0%   | 0          |                |   |
| Other  | 21.3%       | 3 (   | 0.0%   | 0 | 0.0%   | 0 1 | 00.1%  | 1 | 0.0%  | 0 | 31.2% | 0 | 0.0%   | 0      | 0.0%       | 0     | 0.0%     | 0    | 0.0%     | 0     | 50.0%      | 1    | 23.8%  | 1          |                |   |
| Weighted base:   |             | 12    |        | 1 |        | 0   |        | 1 |       | 0 |       | 1 |        | 1      |            | 1     |          | 2    |          | 1     |            | 1    |        | 2          |                |   |
| Sample:  |             | 14    |        | 1 |        | 0   |        | 1 |       | 1 |       | 2 |        | 1      |            | 1     |          | 1    |          | 1     |            | 2    |        | 3          |                |   |

Total

Zone 1

February 2015

#### Babergh & Mid Suffolk Household Survey For Carter Jonas

Zone 6

Zone 7

Zone 8

Zone 9

Zone 10

Zone 11

Weighted: For Carter Jonas

Zone 5

Zone 4

Zone 2

Zone 3

Q19 Where do you normally do most of your household's shopping on all goods for personal care, including electric appliances (e.g. electric razors, hair dryers, curling tongs, electric toothbrishes), non-electric appliances (e.g. scissors, hand razors, bathroom scales), cosmetics, perfume, toothpaste, aftershave, sun tan lotions, etc.)? Excl Nulls & SFT Currys PC World, London 0.1% 0.0% 0.7% 0 0.0% 0 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.8% 0 1 0.0% 0 0.0% 0.0% 1 Road / Copdock Interchange, Ipswich Tesco Extra, Copdock 2.4% 23 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.5% 1 15.0% 17 3.7% 4 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Interchange, Ipswich Copdock Mill Interchange. 0.1% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.1% 1 0.0% 0 0.0% 0.0% 0 0.0% 0 Ipswich Woodhall Business Park, 0.7% 6 1.1% 1 0.0% 0 3.8% 4 1.6% 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0.0% 0 0.0% 0 Drury Drive, Sudbury 0 0.2% Bramford 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.7% 1 0.0% 0 0.0% 0 0.0% 0 0.8% Bury St Edmunds 11.4% 108 3.0% 4 84.1% 30 4.9% 5 0.7% 0 3.0% 2 1.4% 2 0.7% 1 5.7% 7 79.2% 52 11.0% 5 0.0% 0 0.2% 2 0.0% 0 0.0% 0.0% 0 0.0% 2 0.0% 0 0.0% 0.0% 0 0 Capel St Mary 0 0 0.0% 0 1.7% 0 0.0% 0 0.0% Colchester 4.4% 42 23.2% 29 0.0% 4.3% 0.0% 0 0.0% 0 6.6% 7 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0 5 0 0 0 0 Debenham 0.1% 1 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0.0% 0.7% 1 0.0% 0 0.0% 0 1.0% 0 0.0% 0.6% 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 0.0% 0 12.8% 5 0.0% 0 Eye 5.6% 53 0.0% 0 0.0% 2.2% 2 0.0% 0 63.2% 47 1.9% 2 1.7% 2 0.0% 0.0% 0.0% 0 0.0% 0 Hadleigh 0 0 0 Halstead 0.6% 6 4.5% 6 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Haverhill 1.2% 12 9.1% 12 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Ipswich 14.8% 141 0.0% 0 0.0% 0 2.5% 3 1.6% 1 21.8% 16 52.8% 60 44.9% 53 4.2% 5 0.8% 3.3% 1.7% 1.2% 0 0.0% 0.1% 0.0% 0 0 0.9% 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Lavenham 1 1 Manningtree 0.7% 6 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 5.7% 6 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Needham 0.1% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.7% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.2% 0.0% 0 0.8% 0.0% 0 Needham Market 0.1% 0.0% 0 0.0% 0 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 1 0 1 0 144 2 Stowmarket 15.2% 0.0% 0 7.0% 3 0.0% 0 0.0% 0 5.2% 4 0.0% 0 14.3% 17 85.2% 108 16.7% 11 6.0% 0.0% 0 0 0 Sudbury 19.3% 184 47.9% 61 5.3% 2 64.8% 72 87.9% 46 4.5% 3 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 Aldi, Girling Street, Sudbury 0.2% 2 0.0% 0 0.0% 0 0.7% 1.8% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1 Asda Superstore, 1.8% 17 0.0% 0 0.0% 0.0% 0.0% 0 0.0% 0 0.0% 0 14.6% 17 0.0% 0.0% 0.0% 0 0.0% 0 0 0 0 Whitehouse Industrial Estate, Goddard Road, **Ipswich** 3 0 0.0% 0 0 0.0% 0 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% 3.5% Beccles 0 0 0 Bishop's Stortford 0.1% 1 0.9% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0 0 0 0.0% 0.0% 0 Botesdale 0.0% 0 0.0% 0 0.0% 0.0% 0.0% 0.0% 0 0.0% 1.0% 0 0.0% 0.0% 0.1% 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0 0.0% 0.0% 0.0% 0 Bungay 1 0 0 0 1.1% 0.1% 0.0% 1.2% 0.0% 0.0% 0 0.0% 0.0% 0.0% 0 Cambridge 1 0 0 0.0% 0 0 0.0% 0 0 0 1.0% 0 0.0% 0 Central London 0.4% 3 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 1.9% 2 1.0% 1 0.0% 0 0.0% 0 0.0% 0 0.0% Chelmsford 0.6% 5 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 4.6% 5 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Clare 0.1% 1 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 1 0 0 0 0 Diss 8.5% 81 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 3.6% 4 4.9% 2.3% 2 58.7% 25 51.9% 45 Felixstowe 0.2% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.8% 1 0.7% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Framlingham 0.3% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 2.0% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0 0.0% 0.0% 0.0% 0 0.8% 0.0% 0.0% Futura Park, Crane 0.1% 1 0.0% 0 0 0.0% 0 0 0.0% 0 1 0 0 0.0% 0 0.0% Boulevard, Ipswich

Weighted:

February 2015

### Babergh & Mid Suffolk Household Survey For Carter Jonas

|  | Tota | 1          | Zone | 1         | Zone 2 |          | Zone 3 | <b>.</b>  | Zone 4 |          | Zone 5 |          | Zone | 6         | Zone | 7         | Zone | 8         | Zone 9 |          | Zone 10 | `        | Zone 1 | 1        |
|--|------|------------|------|-----------|--------|----------|--------|-----------|--------|----------|--------|----------|------|-----------|------|-----------|------|-----------|--------|----------|---------|----------|--------|----------|
|  | 1000 | -          | Zone | -         | Zone 2 |          | Zone . | ,         | Zone 4 |          | Zone 5 |          | Zone |           | Zone | '         | Zonc | 0         | Zone   |          | Zone 10 | ,        | Zone   |          |
|  |      |            |      |           |        |          |        |           |        |          |        |          |      |           |      |           |      |           |        |          |         |          |        |          |
| Halesworth   | 0.1% | 1          | 0.0% | 0         | 0.0%   | 0        | 0.0%   | 0         | 0.0%   | 0        | 0.0%   | 0        | 0.0% | 0         | 0.0% | 0         | 0.0% | 0         | 0.0%   | 0        | 0.0%    | 0        | 0.7%   | 1        |
| Harleston  | 2.1% | 20         | 0.0% | 0         | 0.0%   | 0        | 0.0%   | 0         | 0.0%   | 0        | 0.0%   | 0        | 0.0% | 0         | 0.0% | 0         | 0.0% | 0         | 0.0%   | 0        | 0.0%    | 0        | 23.6%  | 20       |
| Holbrook   | 0.6% | 5          | 0.0% | 0         | 0.0%   | 0        | 0.0%   | 0         | 0.0%   | 0        | 0.0%   | 0        | 4.6% | 5         | 0.0% | 0         | 0.0% | 0         | 0.0%   | 0        | 0.0%    | 0        | 0.0%   | 0        |
| Martlesham   | 0.2% | 2          | 0.0% | 0         | 0.0%   | 0        | 0.0%   | 0         | 0.0%   | 0        | 0.0%   | 0        | 0.0% | 0         | 0.8% | 1         | 0.0% | 0         | 0.0%   | 0        | 0.0%    | 0        | 1.5%   | 1        |
| Martlesham Heath   | 0.1% | 1          | 0.0% | 0         | 0.0%   | 0        | 0.0%   | 0         | 0.0%   | 0        | 0.0%   | 0        | 0.0% | 0         | 0.0% | 0         | 0.0% | 0         | 0.0%   | 0        | 0.0%    | 0        | 0.8%   | 1        |
| Morrisons, Sproughton<br>Road, Ipswich                                   | 0.6% | 5          | 0.0% | 0         | 0.0%   | 0        | 0.0%   | 0         | 0.0%   | 0        | 0.0%   | 0        | 0.8% | 1         | 3.7% | 4         | 0.0% | 0         | 0.0%   | 0        | 0.0%    | 0        | 0.0%   | 0        |
| Norwich  | 1.7% | 16         | 0.0% | 0         | 0.0%   | 0        | 0.0%   | 0         | 0.0%   | 0        | 0.0%   | 0        | 0.0% | 0         | 1.5% | 2         | 0.0% | 0         | 0.0%   | 0        | 6.0%    | 3        | 13.2%  | 11       |
| Sainsbury's, Cornard Road,<br>Sudbury                                    | 0.2% | 2          | 0.0% | 0         | 0.0%   | 0        | 1.8%   | 2         | 0.0%   | 0        | 0.0%   | 0        | 0.0% | 0         | 0.0% | 0         | 0.0% | 0         | 0.0%   | 0        | 0.0%    | 0        | 0.0%   | 0        |
| Sprowston  | 0.2% | 2          | 0.0% | 0         | 0.0%   | 0        | 0.0%   | 0         | 0.0%   | 0        | 0.0%   | 0        | 1.4% | 2         | 0.0% | 0         | 0.0% | 0         | 0.0%   | 0        | 0.0%    | 0        | 0.0%   | 0        |
| Tesco Superstore, Woodhall<br>Business Park,<br>Springlands Way, Sudbury | 1.8% | 17         | 2.5% | 3         | 0.0%   | 0        | 9.8%   | 11        | 6.3%   | 3        | 0.0%   | 0        | 0.0% | 0         | 0.0% | 0         | 0.0% | 0         | 0.0%   | 0        | 0.0%    | 0        | 0.0%   | 0        |
| Tesco, Woodhall Business<br>Park, Springlands Way,<br>Sudbury            | 0.5% | 5          | 0.0% | 0         | 0.0%   | 0        | 4.4%   | 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        |
| Tiptree, Essex   | 0.2% | 2          | 1.4% | 2         | 0.0%   | 0        | 0.0%   | 0         | 0.0%   | 0        | 0.0%   | 0        | 0.0% | 0         | 0.0% | 0         | 0.0% | 0         | 0.0%   | 0        | 0.0%    | 0        | 0.0%   | 0        |
| West Bergholt  | 0.1% | 1          | 0.9% | 1         | 0.0%   | 0        | 0.0%   | 0         | 0.0%   | 0        | 0.0%   | 0        | 0.0% | 0         | 0.0% | 0         | 0.0% | 0         | 0.0%   | 0        | 0.0%    | 0        | 0.0%   | 0        |
| West Thurrock  | 0.6% | 6          | 4.7% | 6         | 0.0%   | 0        | 0.0%   | 0         | 0.0%   | 0        | 0.0%   | 0        | 0.0% | 0         | 0.0% | 0         | 0.0% | 0         | 0.0%   | 0        | 0.0%    | 0        | 0.0%   | 0        |
| Woodbridge   | 0.3% | 3          | 0.0% | 0         | 0.0%   | 0        | 0.0%   | 0         | 0.0%   | 0        | 0.0%   | 0        | 0.8% | 1         | 1.1% | 1         | 0.0% | 0         | 0.0%   | 0        | 0.0%    | 0        | 1.1%   | 1        |
| Weighted base:<br>Sample:  |      | 952<br>952 |      | 127<br>85 |        | 36<br>90 |        | 111<br>91 |        | 53<br>90 |        | 74<br>91 |      | 114<br>83 |      | 118<br>93 |      | 127<br>78 |        | 65<br>89 |         | 42<br>75 |        | 86<br>87 |

Q19AWhich internet / home delivery retailer do you also use for your household's shopping on all goods for personal care, including electric appliances (e.g. electric razors, hair dryers, curling tongs, electric toothbrishes), non-electric appliances (e.g. scissors, hand razors, bathroom scales), cosmetics, perfume, toothpaste, aftershave, sun tan lotions, etc.

Those who buy personal care goods via the Internet at Q19: AND Excl Nulls & SFT

| Amazon         | 19.6% | 13 | 9.9%  | 1  | 25.8% | 0 | 19.2% | 1 | 28.3% | 1 | 0.0%  | 0 | 48.2% | 4 | 0.0%  | 0 | 22.3% | 3  | 10.8% | 1 | 10.1% | 1  | 21.8% | 1 |
|----------------|-------|----|-------|----|-------|---|-------|---|-------|---|-------|---|-------|---|-------|---|-------|----|-------|---|-------|----|-------|---|
| Argos          | 3.7%  | 2  | 0.0%  | 0  | 0.0%  | 0 | 19.2% | 1 | 0.0%  | 0 | 0.0%  | 0 | 18.8% | 2 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 |
| Asda           | 6.1%  | 4  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 18.8% | 2 | 0.0%  | 0 | 11.4% | 2  | 0.0%  | 0 | 0.0%  | 0  | 16.4% | 1 |
| Boots          | 9.5%  | 6  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 12.6% | 0 | 0.0%  | 0 | 0.0%  | 0 | 36.0% | 1 | 11.4% | 2  | 23.7% | 1 | 0.0%  | 0  | 45.5% | 2 |
| Debenhams      | 0.7%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 | 6.1%  | 0  | 0.0%  | 0 |
| Ebay           | 3.6%  | 2  | 13.2% | 2  | 0.0%  | 0 | 0.0%  | 0 | 15.6% | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 |
| John Lewis     | 2.7%  | 2  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 44.7% | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 17.7% | 1 | 6.1%  | 0  | 0.0%  | 0 |
| Sainsbury's    | 5.6%  | 4  | 0.0%  | 0  | 74.2% | 1 | 42.3% | 2 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 23.7% | 1 | 0.0%  | 0  | 0.0%  | 0 |
| Tesco          | 24.4% | 16 | 43.7% | 6  | 0.0%  | 0 | 19.2% | 1 | 27.8% | 1 | 0.0%  | 0 | 14.2% | 1 | 64.0% | 2 | 0.0%  | 0  | 13.3% | 1 | 52.4% | 4  | 16.4% | 1 |
| Other          | 19.2% | 12 | 23.2% | 3  | 0.0%  | 0 | 0.0%  | 0 | 15.6% | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 54.9% | 8  | 10.8% | 1 | 7.6%  | 1  | 0.0%  | 0 |
| Ocado          | 3.0%  | 2  | 9.9%  | 1  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 55.2% | 1 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 |
| Waitrose       | 2.0%  | 1  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 | 17.6% | 1  | 0.0%  | 0 |
| Weighted base: |       | 64 |       | 14 |       | 1 |       | 4 |       | 3 |       | 1 |       | 8 |       | 3 |       | 14 |       | 5 |       | 7  |       | 4 |
| Sample:        |       | 62 |       | 9  |       | 3 |       | 4 |       | 6 |       | 2 |       | 6 |       | 2 |       | 7  |       | 6 |       | 12 |       | 5 |

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Babergh & Mid Suffolk Household Survey **For Carter Jonas** 

Weighted:

|  | Tota  | ıl  | Zone  | 1  | Zone  | 2  | Zone  | 3  | Zone | 4   | Zone 5 | 5  | Zone  | 6      | Zone    | 7      | Zone    | 8       | Zone      | 9     | Zone 1   | 10     | Zone 1 | 1        |                      |
|--|-------|-----|-------|----|-------|----|-------|----|------|-----|--------|----|-------|--------|---------|--------|---------|---------|-----------|-------|----------|--------|--------|----------|----------------------|
| Q20 Where do you norr<br>therapeutic appliar<br>Excl Nulls & SFT | •     |     | •     |    |       |    | _     |    | _    | , - |        |    |       | ther p | oharmad | ceutic | al prod | ucts (e | e.g. vita | nins, | plasters | s, the | rmomet | ers, ban | dages, syringes); an |
| Tesco Extra, Copdock<br>Interchange, Ipswich                     | 3.0%  | 30  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0   | 0.7%   | 1  | 18.8% | 24     | 4.7%    | 6      | 0.0%    | 0       | 0.0%      | 0     | 0.0%     | 0      | 0.0%   | 0        |                      |
| Copdock Mill Interchange, Ipswich                                | 0.2%  | 2   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0   | 1.3%   | 1  | 0.0%  | 0      | 1.1%    | 1      | 0.0%    | 0       | 0.0%      | 0     | 0.0%     | 0      | 0.0%   | 0        |                      |
| Woodhall Business Park,<br>Drury Drive, Sudbury                  | 0.7%  | 7   | 1.0%  | 1  | 0.0%  | 0  | 3.5%  | 4  | 2.1% | 1   | 0.0%   | 0  | 0.0%  | 0      | 0.0%    | 0      | 0.0%    | 0       | 0.0%      | 0     | 0.0%     | 0      | 0.0%   | 0        |                      |
| Bramford   | 0.3%  | 3   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0   | 0.0%   | 0  | 0.0%  | 0      | 1.7%    | 2      | 0.0%    | 0       | 0.0%      | 0     | 0.0%     | 0      | 0.8%   | 1        |                      |
| Bury St Edmunds  | 9.0%  | 92  | 3.7%  | 5  | 74.3% | 27 | 1.4%  | 2  | 0.7% | 0   | 0.6%   | 0  | 1.2%  | 2      | 0.0%    | 0      | 4.8%    | 7       | 64.4%     | 44    | 7.7%     | 4      | 1.5%   | 1        |                      |
| Capel St Mary  | 0.6%  | 6   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0   | 0.0%   | 0  | 4.5%  | 6      | 0.0%    | 0      |         | 0       | 0.0%      | 0     | 0.0%     | 0      | 0.0%   | 0        |                      |
| Colchester   | 2.7%  | 28  | 12.8% | 18 | 0.0%  | 0  | 2.7%  | 3  | 0.0% | 0   | 0.0%   | 0  | 5.1%  | 7      | 0.0%    | 0      | 0.0%    | 0       | 0.0%      | 0     | 0.0%     | 0      | 0.0%   | 0        |                      |
| Debenham   | 1.2%  | 12  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0   | 0.0%   | 0  | 0.0%  | 0      | 9.6%    | 12     | 0.0%    | 0       | 0.0%      | 0     | 0.9%     | 0      | 0.0%   | 0        |                      |
| Dedham   | 0.5%  | 5   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0   | 0.0%   | 0  | 3.2%  | 4      | 0.8%    | 1      | 0.0%    | 0       | 0.0%      | 0     | 0.0%     | 0      | 0.0%   | 0        |                      |
| Eye  | 1.6%  | 16  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0   | 0.0%   | 0  | 0.0%  | 0      | 0.0%    | 0      |         | 0       | 0.0%      | 0     | 24.1%    | 11     | 5.1%   | 4        |                      |
| Great Conard   | 0.1%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.6%  | 1  | 0.0% | 0   | 0.0%   | 0  | 0.0%  | 0      | 0.0%    | 0      |         | 0       | 0.0%      | 0     |          | 0      | 0.0%   | 0        |                      |
| Hadleigh   | 6.6%  | 67  | 0.0%  | 0  | 1.2%  | 0  | 3.5%  | 4  | 0.0% |     |        | 58 | 1.7%  | 2      | 1.6%    | 2      |         | 0       | 0.0%      | 0     | 0.0%     | 0      | 0.0%   | 0        |                      |
| Halstead   | 1.4%  | 14  | 10.2% | 14 | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0   | 0.0%   | 0  | 0.0%  | 0      | 0.0%    | 0      |         | 0       | 0.0%      | 0     | 0.0%     | 0      | 0.0%   | 0        |                      |
| Haverhill  | 0.9%  | 9   | 6.5%  | 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        |                      |
| Ipswich  | 10.2% | 104 | 0.0%  | ó  | 0.0%  | 0  | 0.8%  | 1  | 0.0% |     | 15.5%  | 12 |       | 42     | 36.7%   | 44     |         | 4       | 0.9%      | 1     | 0.9%     | 0      | 0.0%   | 0        |                      |
| Lavenham   | 0.7%  | 7   | 0.0%  | 0  | 3.1%  | 1  | 4.7%  | 6  | 0.0% | 0   | 0.6%   | 0  | 0.0%  | 0      | 0.0%    | 0      |         | 0       | 0.0%      | 0     | 0.0%     | 0      | 0.0%   | 0        |                      |
| Long Melford   | 1.7%  | 17  | 2.6%  | 4  | 2.4%  | 1  | 9.9%  | 12 | 1.3% | 1   | 0.0%   | 0  | 0.0%  | 0      | 0.0%    | 0      |         | 0       | 0.0%      | 0     | 0.0%     | 0      | 0.0%   | 0        |                      |
| Manningtree  | 1.5%  | 15  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0   | 0.0%   | 0  |       | 15     | 0.0%    | 0      |         | 0       | 0.0%      | 0     | 0.0%     | 0      | 0.0%   | 0        |                      |
| Needham  | 0.1%  | 13  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0   | 0.0%   | 0  | 0.0%  | 0      | 0.7%    | 1      | 0.0%    | 0       | 0.0%      | 0     | 0.0%     | 0      | 0.0%   | 0        |                      |
| Needham Market   | 2.4%  | 24  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0   | 1.0%   | 1  | 0.0%  | 0      | 18.6%   | 23     |         | 1       | 0.0%      | 0     | 0.0%     | 0      | 0.0%   | 0        |                      |
|  | 15.0% | 154 | 0.0%  | 0  | 4.8%  | 2  | 0.0%  | 0  | 0.0% | 0   | 1.8%   | 1  | 0.0%  | 0      | 8.7%    | 11     |         | 128     |           | 9     | 6.9%     | 3      | 0.0%   | 0        |                      |
| Stowmarket   |       |     |       |    |       |    |       |    |      |     |        | 2  |       | 0      |         |        |         |         |           | 0     |          | 0      |        | 0        |                      |
| Sudbury  | 18.2% | 186 | 43.4% | 60 | 9.0%  | 3  | 58.6% | 70 |      | 51  | 2.2%   |    | 0.0%  |        | 0.0%    | 0      |         | 0       |           | -     | 0.0%     |        | 0.0%   | -        |                      |
| Abroad   | 0.0%  | 0   | 0.0%  | 0  | 1.2%  | 0  | 0.0%  | 0  | 0.0% | 0   | 0.0%   | 0  | 0.0%  | 0      | 0.0%    | 0      |         | 0       | 0.0%      | 0     | 0.0%     | 0      | 0.0%   | 0        |                      |
| Beccles  | 0.1%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0   | 0.0%   | 0  | 0.0%  | 0      | 0.0%    | 0      |         | 0       | 0.0%      | 0     | 0.0%     | 0      | 0.8%   | 1        |                      |
| Bedingham  | 0.5%  | 5   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0   | 0.0%   | 0  | 4.1%  | 5      | 0.0%    | 0      |         | 0       | 0.0%      | 0     | 0.0%     | 0      | 0.0%   | 0        |                      |
| Botesdale  | 0.3%  | 4   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0   | 0.0%   | 0  | 0.0%  | 0      | 0.0%    | 0      |         | 0       | 0.0%      | 0     | 7.5%     | 4      | 0.0%   | 0        |                      |
| Bungay   | 0.2%  | 2   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0   | 0.0%   | 0  | 0.0%  | 0      | 0.0%    | 0      |         | 0       | 0.0%      | 0     | 0.0%     | 0      | 1.8%   | 2        |                      |
| Central London   | 0.2%  | 2   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0   | 0.0%   | 0  | 1.7%  | 2      | 0.0%    | 0      |         | 0       | 0.0%      | 0     | 0.0%     | 0      | 0.0%   | 0        |                      |
| Clare  | 0.8%  | 8   | 5.8%  | 8  | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0   | 0.0%   | 0  | 0.0%  | 0      | 0.0%    | 0      |         | 0       | 0.0%      | 0     | 0.0%     | 0      | 0.0%   | 0        |                      |
| Claydon  | 0.4%  | 4   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0   | 0.0%   | 0  | 0.0%  | 0      | 3.4%    | 4      | 0.0%    | 0       | 0.0%      | 0     | 0.0%     | 0      | 0.0%   | 0        |                      |
| Culford  | 0.0%  | 0   | 0.0%  | 0  | 1.1%  | 0  | 0.0%  | 0  | 0.0% | 0   | 0.0%   | 0  | 0.0%  | 0      | 0.0%    | 0      |         | 0       | 0.0%      | 0     | 0.0%     | 0      | 0.0%   | 0        |                      |
| Diss   | 5.4%  | 56  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0   | 0.0%   | 0  | 0.0%  | 0      | 2.8%    | 3      |         | 1       | 0.9%      | 1     | 47.7%    | 23     | 32.1%  | 28       |                      |
| Earls Colne  | 0.7%  | 7   | 5.1%  | 7  | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0   | 0.0%   | 0  | 0.0%  | 0      | 0.0%    | 0      |         | 0       | 0.0%      | 0     | 0.0%     | 0      | 0.0%   | 0        |                      |
| East Bergholt  | 1.1%  | 11  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0   | 0.0%   | 0  | 8.7%  | 11     | 0.0%    | 0      |         | 0       | 0.0%      | 0     | 0.0%     | 0      | 0.0%   | 0        |                      |
| Elmswell   | 0.1%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0   | 0.0%   | 0  | 0.0%  | 0      | 0.0%    | 0      |         | 0       | 1.5%      | 1     | 0.0%     | 0      | 0.0%   | 0        |                      |
| Felixstowe   | 0.1%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0   | 0.0%   | 0  | 0.8%  | 1      | 0.0%    | 0      |         | 0       | 0.0%      | 0     | 0.0%     | 0      | 0.0%   | 0        |                      |
| Framlingham  | 0.6%  | 6   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0   | 0.0%   | 0  | 0.0%  | 0      | 3.1%    | 4      | 0.0%    | 0       | 0.0%      | 0     |          | 0      | 2.3%   | 2        |                      |
| Fressingfield  | 0.1%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0   | 0.0%   | 0  | 0.0%  | 0      | 0.0%    | 0      | 0.0%    | 0       | 0.0%      | 0     | 0.0%     | 0      | 1.5%   | 1        |                      |
| Glemsford  | 0.4%  | 4   | 2.4%  | 3  | 0.0%  | 0  | 0.6%  | 1  | 0.0% | 0   | 0.0%   | 0  | 0.0%  | 0      | 0.0%    | 0      | 0.0%    | 0       | 0.0%      | 0     | 0.0%     | 0      | 0.0%   | 0        |                      |
| Great Cornard  | 0.2%  | 2   | 0.0%  | 0  | 0.0%  | 0  | 1.4%  | 2  | 0.0% | 0   | 0.0%   | 0  | 0.0%  | 0      | 0.0%    | 0      | 0.0%    | 0       | 0.0%      | 0     | 0.0%     | 0      | 0.0%   | 0        |                      |

February 2015

#### Babergh & Mid Suffolk Household Survey For Carter Jonas

Weighted:

| -  | Tota | l    | Zone | 1   | Zone 2 | 2  | Zone | 3   | Zone 4 | 1  | Zone | 5  | Zone | 6   | Zone | 7   | Zone | 8   | Zone 9 | 9  | Zone | 10 | Zone  | 11 |
|--|------|------|------|-----|--------|----|------|-----|--------|----|------|----|------|-----|------|-----|------|-----|--------|----|------|----|-------|----|
|  |      |      |      |     |        |    |      |     |        |    |      |    |      |     |      |     |      |     |        |    |      |    |       |    |
| Halesworth   | 0.1% | 1    | 0.0% | 0   | 0.0%   | 0  | 0.0% | 0   | 0.0%   | 0  | 0.0% | 0  | 0.0% | 0   | 0.7% | 1   | 0.0% | 0   | 0.0%   | 0  | 0.0% | 0  | 0.7%  | 1  |
| Harleston  | 3.1% | 32   | 0.0% | 0   | 0.0%   | 0  | 0.0% | 0   | 0.0%   | 0  | 0.0% | 0  | 0.0% | 0   | 0.0% | 0   | 0.0% | 0   | 0.0%   | 0  | 0.0% | 0  | 36.2% | 32 |
| Holbrook   | 0.6% | 6    | 0.0% | 0   | 0.0%   | 0  | 0.0% | 0   | 0.0%   | 0  | 0.0% | 0  | 4.8% | 6   | 0.0% | 0   | 0.0% | 0   | 0.0%   | 0  | 0.0% | 0  | 0.0%  | 0  |
| Hopton-on-Sea  | 0.0% | 0    | 0.0% | 0   | 0.0%   | 0  | 0.0% | 0   | 0.0%   | 0  | 0.0% | 0  | 0.0% | 0   | 0.0% | 0   | 0.0% | 0   | 0.0%   | 0  | 0.9% | 0  | 0.0%  | 0  |
| Horley   | 0.2% | 2    | 0.0% | 0   | 0.0%   | 0  | 0.0% | 0   | 0.0%   | 0  | 0.0% | 0  | 0.0% | 0   | 0.0% | 0   | 1.5% | 2   | 0.0%   | 0  | 0.0% | 0  | 0.0%  | 0  |
| Martlesham   | 0.3% | 3    | 0.0% | 0   | 0.0%   | 0  | 0.0% | 0   | 0.0%   | 0  | 0.0% | 0  | 0.0% | 0   | 0.8% | 1   | 0.0% | 0   | 0.0%   | 0  | 0.0% | 0  | 2.3%  | 2  |
| Morrisons, Sproughton  | 0.3% | 3    | 0.0% | 0   | 0.0%   | 0  | 0.6% | 1   | 0.0%   | 0  | 0.0% | 0  | 0.0% | 0   | 2.2% | 3   | 0.0% | 0   | 0.0%   | 0  | 0.0% | 0  | 0.0%  | 0  |
| Road, Ipswich  |      |      |      |     |        |    |      |     |        |    |      |    |      |     |      |     |      |     |        |    |      |    |       |    |
| Newmarket  | 0.0% | 0    | 0.0% | 0   | 1.2%   | 0  | 0.0% | 0   | 0.0%   | 0  | 0.0% | 0  | 0.0% | 0   | 0.0% | 0   | 0.0% | 0   | 0.0%   | 0  | 0.0% | 0  | 0.0%  | 0  |
| Norwich  | 1.2% | 12   | 0.0% | 0   | 0.0%   | 0  | 0.0% | 0   | 0.0%   | 0  | 0.0% | 0  | 0.0% | 0   | 0.0% | 0   | 0.0% | 0   | 0.0%   | 0  | 3.4% | 2  | 11.8% | 10 |
| Sainsbury's, Cornard Road,<br>Sudbury                                    | 0.2% | 2    | 0.0% | 0   | 0.0%   | 0  | 1.7% | 2   | 0.0%   | 0  | 0.0% | 0  | 0.0% | 0   | 0.0% | 0   | 0.0% | 0   | 0.0%   | 0  | 0.0% | 0  | 0.0%  | 0  |
| Stradbroke   | 0.1% | 1    | 0.0% | 0   | 0.0%   | 0  | 0.0% | 0   | 0.0%   | 0  | 0.0% | 0  | 0.0% | 0   | 0.0% | 0   | 0.0% | 0   | 0.0%   | 0  | 0.0% | 0  | 1.1%  | 1  |
| Street market in Pulham  | 0.1% | 1    | 0.0% | 0   | 0.0%   | 0  | 0.0% | 0   | 0.0%   | 0  | 0.0% | 0  | 0.0% | 0   | 0.0% | 0   | 0.0% | 0   | 0.0%   | 0  | 0.0% | 0  | 0.8%  | 1  |
| Street market in Wickham   | 0.1% | 1    | 0.0% | 0   | 0.0%   | 0  | 0.0% | 0   | 0.0%   | 0  | 0.0% | 0  | 0.0% | 0   | 0.7% | 1   | 0.0% | 0   | 0.0%   | 0  | 0.0% | 0  | 0.0%  | 0  |
| Tesco Superstore, Woodhall<br>Business Park,<br>Springlands Way, Sudbury | 1.5% | 16   | 2.3% | 3   | 0.0%   | 0  | 6.8% | 8   | 7.5%   | 4  | 0.0% | 0  | 0.0% | 0   | 0.0% | 0   | 0.0% | 0   | 0.0%   | 0  | 0.0% | 0  | 0.0%  | 0  |
| Tesco, Woodhall Business<br>Park, Springlands Way,<br>Sudbury            | 0.4% | 4    | 0.0% | 0   | 0.0%   | 0  | 3.0% | 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  |
| Tharston   | 0.1% | 1    | 0.0% | 0   | 0.0%   | 0  | 0.0% | 0   | 0.0%   | 0  | 0.0% | 0  | 0.0% | 0   | 0.0% | 0   | 0.0% | 0   | 0.8%   | 1  | 0.0% | 0  | 0.0%  | 0  |
| West Bergholt  | 0.6% | 6    | 4.3% | 6   | 0.0%   | 0  | 0.0% | 0   | 0.0%   | 0  | 0.0% | 0  | 0.0% | 0   | 0.0% | 0   | 0.0% | 0   | 0.0%   | 0  | 0.0% | 0  | 0.0%  | 0  |
| Woodbridge   | 0.4% | 5    | 0.0% | 0   | 0.0%   | 0  | 0.0% | 0   | 0.0%   | 0  | 0.0% | 0  | 0.8% | 1   | 2.2% | 3   | 0.0% | 0   | 0.0%   | 0  | 0.0% | 0  | 1.1%  | 1  |
| Woolpit  | 1.3% | 13   | 0.0% | 0   | 1.6%   | 1  | 0.0% | 0   | 0.0%   | 0  | 0.0% | 0  | 0.0% | 0   | 0.0% | 0   | 0.0% | 0   |        | 12 | 0.0% | 0  | 0.0%  | 0  |
| Weighted base:   |      | 1022 |      | 139 |        | 36 |      | 119 |        | 57 |      | 76 |      | 128 |      | 121 |      | 143 |        | 68 |      | 47 |       | 87 |
| Sample:  |      | 1013 |      | 92  |        | 90 |      | 96  |        | 99 |      | 95 |      | 95  |      | 96  |      | 89  |        | 90 |      | 84 |       | 87 |

Q20AWhich internet / home delivery retailer do you also use for your household's shopping for medical goods (e.g. drugs, medicine), other pharmaceutical products (e.g. vitamins, plasters, thermometers, bandages, syringes); and therapeutic appliances / equipment (e.g. spectacles, contact lenses, hearing aids, wheelchairs, etc.).

Those who buy medical goods via the Internet at Q20: AND Excl Nulls & SFT

| Asda           | 5.4%  | 1 0.0%   | 0 0.0%  | 0 0.0%   | 0 0.0%   | 0 0.0% | 0 0.0%   | 0 0.0%   | 0 0.0%   | 0 0.0%  | 0 0.0%  | 0 19.6% | 1 |
|----------------|-------|----------|---------|----------|----------|--------|----------|----------|----------|---------|---------|---------|---|
| Boots          | 13.7% | 2 0.0%   | 0.0%    | 0.0%     | 0 0.0%   | 0.0%   | 0 0.0%   | 0 0.0%   | 0 0.0%   | 0 0.0%  | 0 24.3% | 1 34.8% | 1 |
| Sainsbury's    | 2.4%  | 0 0.0%   | 0 99.9% | 0.0%     | 0.0%     | 0.0%   | 0 0.0%   | 0.0%     | 0.0%     | 0.0%    | 0.0%    | 0 0.0%  | 0 |
| Tesco          | 39.8% | 5 100.0% | 1 0.0%  | 0 100.0% | 1 100.0% | 1 0.0% | 0 0.0%   | 0 0.0%   | 0 0.0%   | 0 55.2% | 1 43.3% | 1 19.6% | 1 |
| Other          | 33.3% | 4 0.0%   | 0.0%    | 0.0%     | 0.0%     | 0.0%   | 0 100.0% | 1 100.0% | 1 100.0% | 1 44.8% | 1 0.0%  | 0 26.0% | 1 |
| Waitrose       | 5.4%  | 1 0.0%   | 0 0.0%  | 0 0.0%   | 0 0.0%   | 0 0.0% | 0 0.0%   | 0 0.0%   | 0 0.0%   | 0 0.0%  | 0 32.3% | 1 0.0%  | 0 |
| Weighted base: |       | 13       | 1       | 0        | 1        | 1      | 0        | 1        | 1        | 1       | 1       | 2       | 4 |
| Sample:        |       | 16       | 1       | 1        | 1        | 1      | 0        | 1        | 1        | 1       | 2.      | 3       | 4 |

Weighted: For Carter Jonas

|  | Tota  | ıl  | Zone | 1  | Zone      | 2     | Zone     | 3               | Zone 4   | ı      | Zone 5    |       | Zone     | 6     | Zone      | 7     | Zone      | 8     | Zone    | 9    | Zone     | 10      | Zone   | 11                          |
|--|-------|-----|------|----|-----------|-------|----------|-----------------|----------|--------|-----------|-------|----------|-------|-----------|-------|-----------|-------|---------|------|----------|---------|--------|-----------------------------|
| Q21 Where do you norm travel goods, suitca Excl Nulls & SFT              | -     |     | •    |    | ehold's s | shopp | ing on a | ıll <b>o</b> th | er good: | s incl | luding je | welle | ery & wa | tches | s; glassv | vare, | china, ta | ablew | are and | hous | sehold u | ıtensil | s; and | l other personal effects (e |
| Tesco Extra, Copdock<br>Interchange, Ipswich                             | 0.6%  | 3   | 0.0% | 0  | 0.0%      | 0     | 0.0%     | 0               | 0.0%     | 0      | 0.0%      | 0     | 5.0%     | 3     | 0.0%      | 0     | 0.0%      | 0     | 0.0%    | 0    | 0.0%     | 0       | 0.0%   | 0                           |
| Copdock Mill Interchange, Ipswich  | 0.3%  | 2   | 0.0% | 0  | 0.0%      | 0     | 0.0%     | 0               | 0.0%     | 0      | 0.0%      | 0     | 1.5%     | 1     | 1.3%      | 1     | 0.0%      | 0     | 0.0%    | 0    | 0.0%     | 0       | 0.0%   | 0                           |
| Braintree  | 0.4%  | 2   | 1.2% | 1  | 0.0%      | 0     | 0.0%     | 0               | 0.0%     | 0      | 0.0%      | 0     | 1.8%     | 1     | 0.0%      | 0     | 0.0%      | 0     | 0.0%    | 0    | 0.0%     | 0       | 0.0%   | 0                           |
| Bury St Edmunds  | 19.1% | 110 |      | 22 | 81.2%     | 20    |          | 12              | 14.3%    | 5      | 3.2%      | 1     | 2.4%     | 2     |           | 2     | 14.6%     | 12    | 76.0%   |      | 21.4%    | 4       | 1.6%   | 1                           |
| Capel St Mary  | 0.3%  | 1   | 0.0% | 0  | 0.0%      | 0     | 0.0%     | 0               | 0.0%     | 0      | 0.0%      | 0     | 2.2%     | 1     |           | 0     |           | 0     | 0.0%    | 0    |          | 0       | 0.0%   | 0                           |
| Colchester   | 10.3% | 59  |      | 21 | 0.0%      | 0     | 20.2%    |                 | 17.2%    | 6      | 2.6%      | 1     | 22.9%    | 15    |           | 0     |           | 0     | 0.0%    | 0    |          | 0       | 0.0%   | 0                           |
| Hadleigh   | 0.6%  | 4   | 0.0% | 0  | 0.0%      | 0     | 0.0%     | 0               | 0.0%     | 0      | 7.9%      | 3     | 1.5%     | 1     | 0.0%      | 0     |           | 0     | 0.0%    | 0    | 0.0%     | 0       | 0.0%   | Ö                           |
| Haverhill  | 0.5%  | 3   |      | 3  | 0.0%      | 0     | 0.0%     | 0               | 0.0%     | 0      | 0.0%      | 0     | 0.0%     | 0     |           | 0     | 0.0%      | 0     | 0.0%    | 0    |          | 0       | 0.0%   | 0                           |
| Ipswich  | 21.9% | 126 |      | 0  | 1.3%      | 0     | 6.3%     | 5               | 4.5%     |        | 73.2%     | 25    | 52.2%    | 34    |           |       | 15.5%     | 13    | 0.0%    | 0    |          | 2       | 4.4%   | 2                           |
| Stowmarket   | 11.4% | 66  |      | 0  | 4.1%      | 1     | 0.5%     | 0               | 0.0%     | 0      | 1.3%      | 0     | 0.0%     |       | 13.8%     |       | 59.9%     | 50    | 13.7%   | 5    | 3.1%     | 1       | 0.0%   | 0                           |
| Sudbury  | 15.5% | 89  |      | 29 | 1.8%      | 0     | 48.0%    | 38              | 62.6%    | 21     | 3.5%      | 1     | 0.0%     | 0     |           | 0     |           | 0     | 0.0%    | 0    | 0.0%     | 0       | 0.0%   | 0                           |
| Abroad   | 0.1%  | 0   | 0.0% | 0  | 0.0%      | 0     | 0.0%     | 0               | 0.0%     | 0      | 0.0%      | 0     | 0.0%     | 0     |           | 0     |           | 0     | 0.0%    | 0    |          | 0       | 0.0%   | 0                           |
|  | 0.1%  | 2   |      | 0  |           | 0     | 0.0%     | 0               | 0.0%     | 0      | 0.0%      | 0     | 0.0%     | 0     |           | 2     |           | 0     | 0.0%    | 0    |          | 0       | 0.0%   | 0                           |
| Anglia Retail Park, Bury<br>Road, Ipswich                                |       |     |      |    |           |       |          |                 |          |        |           |       |          |       |           |       |           |       |         |      |          |         |        |                             |
| Billericay   | 0.1%  | 1   | 0.0% | 0  |           | 1     | 0.0%     | 0               | 0.0%     | 0      |           | 0     | 0.0%     | 0     |           | 0     |           | 0     | 0.0%    | 0    |          | 0       | 0.0%   | 0                           |
| Cambridge  | 1.8%  | 10  |      | 5  | 4.6%      | 1     | 1.6%     | 1               | 1.4%     | 0      | 0.0%      | 0     | 0.0%     | 0     |           | 0     |           | 0     | 6.7%    | 3    | 0.0%     | 0       | 0.0%   | 0                           |
| Central London   | 1.0%  | 6   |      | 1  | 1.8%      | 0     | 0.0%     | 0               | 0.0%     | 0      | 4.5%      | 2     | 3.3%     | 2     |           | 0     | 0.0%      | 0     | 0.0%    | 0    |          | 0       | 0.0%   | 0                           |
| Diss   | 3.4%  | 20  | 0.0% | 0  | 0.0%      | 0     | 0.0%     | 0               | 0.0%     | 0      | 0.0%      | 0     | 0.0%     | 0     |           | 2     | 1.4%      | 1     | 0.0%    | 0    |          |         | 24.3%  | 11                          |
| Felixstowe   | 0.2%  | 1   | 0.0% | 0  | 0.0%      | 0     | 0.0%     | 0               | 0.0%     | 0      | 0.0%      | 0     | 1.5%     | 1     | 0.0%      | 0     |           | 0     | 0.0%    | 0    |          | 0       | 0.0%   | 0                           |
| Framlingham  | 0.4%  | 2   |      | 0  | 0.0%      | 0     | 0.0%     | 0               | 0.0%     | 0      | 0.0%      | 0     | 0.0%     | 0     |           | 1     | 0.0%      | 0     | 0.0%    | 0    |          | 0       | 3.7%   | 2                           |
| Futura Park, Crane<br>Boulevard, Ipswich                                 | 0.2%  | 1   | 0.0% | 0  | 0.0%      | 0     | 0.0%     | 0               | 0.0%     | 0      | 0.0%      | 0     | 0.0%     | 0     | 0.0%      | 0     | 1.4%      | 1     | 0.0%    | 0    | 0.0%     | 0       | 0.0%   | 0                           |
| Greenhithe   | 0.7%  | 4   | 0.0% | 0  | 0.0%      | 0     | 5.3%     | 4               | 0.0%     | 0      | 0.0%      | 0     | 0.0%     | 0     | 0.0%      | 0     | 0.0%      | 0     | 0.0%    | 0    | 0.0%     | 0       | 0.0%   | 0                           |
| Harleston  | 1.2%  | 7   | 0.0% | 0  | 0.0%      | 0     | 0.0%     | 0               | 0.0%     | 0      | 0.0%      | 0     | 0.0%     | 0     | 0.0%      | 0     | 0.0%      | 0     | 0.0%    | 0    | 0.0%     | 0       | 14.7%  | 7                           |
| Harwich  | 0.2%  | 1   | 0.0% | 0  | 0.0%      | 0     | 0.0%     | 0               | 0.0%     | 0      | 0.0%      | 0     | 1.8%     | 1     | 0.0%      | 0     | 0.0%      | 0     | 0.0%    | 0    | 0.0%     | 0       | 0.0%   | 0                           |
| John Lewis, Futura Park,<br>Ransomes Way, Crane<br>Boulevard, Ipswich    | 0.4%  | 2   | 0.0% | 0  | 0.0%      | 0     | 0.0%     | 0               | 0.0%     | 0      | 0.0%      | 0     | 0.0%     | 0     | 0.0%      | 0     | 2.6%      | 2     | 0.0%    | 0    | 0.0%     | 0       | 0.0%   | 0                           |
| Lowestoft  | 0.1%  | 1   | 0.0% | 0  | 0.0%      | 0     | 0.0%     | 0               | 0.0%     | 0      | 0.0%      | 0     | 0.0%     | 0     | 0.0%      | 0     | 0.0%      | 0     | 0.0%    | 0    | 0.0%     | 0       | 1.6%   | 1                           |
| Northampton  | 0.2%  | 1   | 0.0% | 0  | 0.0%      | 0     | 0.0%     | 0               | 0.0%     | 0      | 0.0%      | 0     | 0.0%     | 0     | 0.0%      | 0     | 1.4%      | 1     | 0.0%    | 0    | 0.0%     | 0       | 0.0%   | 0                           |
| Norwich  | 6.5%  | 38  | 1.5% | 1  | 0.0%      | 0     | 0.0%     | 0               | 0.0%     | 0      | 0.0%      | 0     | 2.4%     | 2     | 4.4%      | 3     | 3.1%      | 3     | 3.5%    | 1    | 28.7%    | 5       | 49.8%  | 23                          |
| Ransomes Euro Retail Park,<br>Central Avenue, Ipswich                    | 0.2%  | 1   | 0.0% | 0  | 0.0%      | 0     | 0.0%     | 0               | 0.0%     | 0      | 0.0%      | 0     | 0.0%     | 0     | 2.1%      | 1     | 0.0%      | 0     | 0.0%    | 0    | 0.0%     | 0       | 0.0%   | 0                           |
| Sainsbury's, Cornard Road,<br>Sudbury                                    | 0.2%  | 1   | 0.0% | 0  | 1.8%      | 0     | 1.0%     | 1               | 0.0%     | 0      | 0.0%      | 0     | 0.0%     | 0     | 0.0%      | 0     | 0.0%      | 0     | 0.0%    | 0    | 0.0%     | 0       | 0.0%   | 0                           |
| Suffolk Retail Park, London<br>Road, Ipswich                             | 0.1%  | 1   | 0.0% | 0  | 0.0%      | 0     | 0.0%     | 0               | 0.0%     | 0      | 1.6%      | 1     | 0.0%     | 0     | 0.0%      | 0     | 0.0%      | 0     | 0.0%    | 0    | 0.0%     | 0       | 0.0%   | 0                           |
| Tesco Superstore, Woodhall<br>Business Park,<br>Springlands Way, Sudbury | 0.2%  | 1   | 0.0% | 0  | 0.0%      | 0     | 1.6%     | 1               | 0.0%     | 0      | 0.0%      | 0     | 0.0%     | 0     | 0.0%      | 0     | 0.0%      | 0     | 0.0%    | 0    | 0.0%     | 0       | 0.0%   | 0                           |
| Tesco, Woodhall Business   | 0.2%  | 1   | 0.0% | 0  | 0.0%      | 0     | 1.2%     | 1               | 0.0%     | 0      | 0.0%      | 0     | 0.0%     | 0     | 0.0%      | 0     | 0.0%      | 0     | 0.0%    | 0    | 0.0%     | 0       | 0.0%   | 0                           |

| Weighted:  |  |   |  |   |  |                       |  |               |   | F                | or C   | arte   | er Joi   | nas   |  |   |   |   |   |   |   |                                 |  |   | Febr        | uary 2015 |
|--|--|---|--|---|--|-----------------------|--|---------------|---|------------------|--|--|--|---|--|---|---|---|---|---|---|---------------------------------|--|---|-------------|-----------|
|  | Tota   | ıl  | Zone   | 1   | Zone   | 2                     | Zone   | 3             | Zone  | 4                | Zone   | 5  | Zone   | 6   | Zone   | 7   | Zone  | 8   | Zone 9  | )   | Zone 1  | .0                              | Zone   | 11  |             |           |
| Park, Springlands Way,<br>Sudbury<br>West Thurrock<br>Woodbridge   | 1.2%<br>0.2%   | 7<br>1  | 6.6%<br>0.0%   | 6<br>0  | 1.1%<br>0.0%   | 0                     | 0.0%<br>0.0%   | 0             | 0.0%<br>0.0%  | 0 0              |  | 1 0  | 0.0%<br>1.5%   | 0   | 0.0%<br>0.0%   | 0   | 0.0%<br>0.0%  | 0 0   | 0.0%<br>0.0%  | 0 0   | 0.0%<br>0.0%  | 0 0                             | 0.0%<br>0.0%   | 0<br>0  |             |           |
| Weighted base:<br>Sample:  |  | 576<br>551  |  | 91<br>57  |  | 24<br>57              |  | 79<br>61      |   | 33<br>53         |  | 35<br>50   |  | 66<br>49  |  | 62<br>44  |   | 83<br>51  |   | 40<br>50  |   | 18<br>30                        |  | 46<br>49  |             |           |
| Q21AWhich internet / h<br>personal effects (c<br>Those who buy all oth   | e.g. travel  | good  | ls, suitc  | ases,   | prams,   | sungi                 | asses)?  | •             |   | ppin             | g on all   | other  | goods i  | nclud   | ling jewe  | ellery  | & watch   | nes; g  | lasswar   | e, chi  | na, table   | eware                           | and ho   | ousehold ι  | itensils; a | nd other  |
| Amazon Argos Asda Debenhams Ebay John Lewis Littlewoods Next Other Weighted base: Sample:  | 41.4%<br>8.6%<br>2.4%<br>11.5%<br>11.2%<br>19.8%<br>0.7%<br>7.4%<br>7.0%                       | 6<br>2<br>1<br>7<br>13<br>0<br>5                                      | 0.0%<br>29.5%<br>0.0%  | 2<br>1<br>0<br>0<br>3<br>0<br>0<br>1<br>1<br>1<br>9<br>6      | 72.1%<br>27.8%<br>0.0%<br>0.0%<br>0.0%<br>0.0%<br>0.0%<br>0.0%                 | 0<br>0<br>0<br>0<br>0 | 18.0%<br>11.0%<br>0.0%<br>0.0%<br>18.0%<br>18.0%<br>0.0%<br>24.1%<br>11.0%                       | 2             | 27.8%<br>22.9%<br>0.0%<br>0.0%<br>10.7%<br>10.7%<br>0.0%<br>27.8% |                  | 0.0%<br>45.4%<br>20.7%<br>0.0%<br>0.0%<br>0.0%                                   | 0<br>0<br>0<br>1   | 0.0%<br>11.1%<br>48.9%<br>0.0%<br>0.0%                                 | 3<br>1<br>0<br>0<br>1<br>5<br>0<br>0<br>0<br>0              | 58.1%<br>0.0%<br>0.0%<br>10.2%<br>0.0%<br>13.5%<br>0.0%<br>18.2%<br>0.0%               | 0<br>0<br>1<br>0<br>1<br>0<br>2                             | 17.7%<br>0.0%<br>0.0%<br>10.8%<br>0.0%                                | 5<br>0<br>2<br>0<br>0<br>1<br>0<br>0<br>1<br>9<br>6   | 0.0%<br>0.0%<br>0.0%<br>0.0%<br>40.1%<br>59.9%<br>0.0%<br>0.0%                        | 0<br>0<br>0<br>0<br>1<br>2<br>0<br>0<br>0<br>3<br>3       | 54.5%<br>0.0%<br>0.0%<br>0.0%<br>0.0%<br>45.5%<br>0.0%<br>0.0%                                |                                 | 83.5%<br>16.6%<br>0.0%<br>0.0%<br>0.0%<br>0.0%<br>0.0%<br>0.0% | 5<br>1<br>0<br>0<br>0<br>0<br>0<br>0<br>0<br>0<br>0             |             |           |
| Q22 How often do you   | or your h  | ousel   | nold vis   | it Sud  | bury To  | wn C                  | entre fo   | r your        | non foc   | d sh             | opping?  | ?  |  |   |  |   |   |   |   |   |   |                                 |  |   |             |           |
| Daily 4-6 days a week 2-3 days a week One days a week Every two weeks Monthly Once every two months Three-four times a year Once a year Less often Never (Don't know / varies) | 1.0%<br>1.0%<br>6.8%<br>10.9%<br>5.5%<br>6.2%<br>1.8%<br>4.8%<br>4.0%<br>3.0%<br>54.7%<br>0.3% | 12<br>11<br>74<br>120<br>60<br>69<br>20<br>52<br>44<br>33<br>601<br>3 | 1.2%<br>4.1%<br>31.0%<br>14.9%<br>14.4%<br>4.8%<br>8.6%<br>2.6%<br>2.4%<br>16.0% | 0<br>2<br>6<br>46<br>22<br>21<br>7<br>13<br>4<br>4<br>24<br>0 | 0.0%<br>2.4%<br>6.2%<br>3.5%<br>6.1%<br>12.0%<br>9.6%<br>8.9%<br>3.9%<br>45.0% | 1                     | 2.5%<br>3.0%<br>19.4%<br>36.2%<br>14.3%<br>15.0%<br>3.1%<br>4.3%<br>0.6%<br>0.0%<br>0.9%<br>0.6% | 4<br>24<br>46 |   | 0<br>0<br>0<br>2 | 0.0%<br>10.6%<br>2.6%<br>5.8%<br>10.3%<br>2.6%<br>21.4%<br>5.6%<br>5.3%<br>33.6% | 1<br>0<br>8<br>2<br>5<br>8<br>2<br>17<br>4<br>4<br>27<br>1 | 0.0%<br>0.7%<br>2.3%<br>2.5%<br>0.0%<br>4.8%<br>11.5%<br>2.3%<br>75.0% | 0<br>0<br>0<br>1<br>3<br>3<br>0<br>6<br>16<br>3<br>101<br>1 | 0.0%<br>0.0%<br>10.6%<br>0.0%<br>0.0%<br>0.0%<br>2.4%<br>3.8%<br>2.2%<br>81.0%<br>0.0% | 0<br>0<br>13<br>0<br>0<br>0<br>0<br>3<br>5<br>3<br>102<br>0 | 0.0%<br>0.0%<br>0.0%<br>1.3%<br>3.3%<br>0.6%<br>4.0%<br>5.6%<br>84.6% | 0<br>0<br>0<br>0<br>2<br>5<br>1<br>1<br>6<br>9<br>135 | 0.0%<br>0.0%<br>0.0%<br>3.8%<br>2.4%<br>2.5%<br>0.0%<br>2.1%<br>3.1%<br>83.3%<br>0.7% | 0<br>0<br>0<br>3<br>2<br>2<br>0<br>2<br>2<br>2<br>62<br>1 | 0.0%<br>0.0%<br>0.0%<br>1.3%<br>0.0%<br>0.0%<br>1.3%<br>1.7%<br>2.3%<br>4.0%<br>89.4%<br>0.0% | 1<br>0<br>0<br>1<br>1<br>1<br>2 | 0.0%<br>10.0%<br>0.6%<br>0.0%<br>2.1%<br>0.0%<br>0.0%<br>1.9%  | 0<br>0<br>10<br>1<br>0<br>2<br>0<br>0<br>0<br>2<br>2<br>2<br>81 |             |           |
| Weighted base:<br>Sample:  |  | 1100<br>1100  |  | 149<br>100  |  | 39<br>100             |  | 126<br>100    |   | 58<br>100        |  | 80<br>100  |  | 135<br>100  |  | 126<br>100  |   | 159<br>100  |   | 75<br>100   |   | 57<br>100                       |  | 97<br>100   |             |           |

| , , engineers                                  |        |        |              |     |       |      |       |        |         | _  | <b>-</b> |    | - 00-        |    |        |    |        |    |        |    |               |    |        |    | 1001441, 2010 |
|--|--------|--------|--------------|-----|-------|------|-------|--------|---------|----|----------|----|--------------|----|--------|----|--------|----|--------|----|---------------|----|--------|----|---------------|
|  | Tota   | ıl     | Zone         | 1   | Zone  | 2    | Zone  | 3      | Zone 4  | 1  | Zone     | 5  | Zone 6       | 5  | Zone ' | 7  | Zone   | 8  | Zone 9 |    | Zone 1        | .0 | Zone 1 | 11 |               |
| Q23 What do you like ab Those who visit Sudbur |        | -      |              |     |       | Q22: |       |        |         |    |          |    |              |    |        |    |        |    |        |    |               |    |        |    |               |
| Nothing / very little                          | 17.6%  | 88     |              |     | 21.6% | 5    | 12.8% |        | 20.8%   |    | 23.6%    | 12 |              |    | 17.1%  | 4  | 40.2%  | 10 |        |    | 21.9%         | 1  | 7.9%   | 1  |               |
| Attractive environment / nice place            | 11.6%  | 58     | 16.0%        | 20  | 15.1% | 3    | 9.0%  | 11     | 12.1%   | 7  | 7.3%     | 4  | 16.2%        | 5  | 8.5%   | 2  | 0.0%   | 0  | 16.7%  | 2  | 33.8%         | 2  | 7.1%   | 1  |               |
| Close to friends or relatives                  | 0.7%   | 4      | 0.0%         | 0   | 7.7%  | 2    | 0.0%  | 0      | 0.7%    | 0  | 2.3%     | 1  | 0.0%         | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 7.3%          | 0  | 0.0%   | 0  |               |
| Close to home                                  | 23.3%  |        | 24.5%        | 31  | 5.4%  | 1    | 39.5% |        |         | 31 | 3.7%     | 2  | 0.0%         | 0  | 0.070  | 0  |        | 0  | 0.0%   | 0  |               | 0  |        | 2  |               |
| Close to nome                                  | 3.3%   | 170    | 0.0%         | 0   | 0.0%  | 0    |       | 49     |         |    | 15.3%    | 8  | 0.0%         | 0  |        | 0  |        | 0  | 0.0%   | 0  |               | 0  | 0.0%   | 0  |               |
|  | 8.3%   | 41     | 9.3%         | 12  | 6.1%  | 1    |       | 14     | 5.0%    | 3  | 3.4%     | 2  |              | 7  | 5.1%   | 1  | 0.0%   | 0  | 4.2%   | 1  | 9.0%          | 1  | 3.6%   | 1  |               |
| Compact  | 0.0%   | 0      | 9.5%<br>0.0% | 0   |       | 0    | 0.0%  | 0      | 0.0%    | 0  | 0.0%     | 0  |              | 0  |        | 0  | 0.0%   | 0  | 0.0%   | 0  |               | 0  | 0.0%   | 0  |               |
| Easy to get to by bike                         | 0.5%   | 3      | 0.0%         | 0   |       | 0    | 1.2%  | 2      | 0.0%    | 0  | 0.0%     | 0  | 0.0%         | 0  |        | 0  | 0.0%   | 0  | 0.0%   | 0  |               | 0  | 0.0%   | 0  |               |
| Easy to get to by bus                          |        |        |              |     |       | 1    |       |        |         |    |          | 1  |              |    |        |    |        | 0  |        |    |               | 0  |        | 0  |               |
| Easy to get to by car                          | 2.3%   | 12     | 4.3%         | 5   | 6.4%  | 1    | 3.3%  | 4      | 0.0%    | 0  | 1.4%     | 1  | 0.0%         | 0  |        | 0  | 0.0%   | -  | 0.0%   | 0  |               | 0  | 0.0%   |    |               |
| Easy to park                                   | 11.4%  | 57     | 20.1%        | 25  | 15.7% | 3    | 14.1% | 18     | 3.8%    |    | 13.2%    | 7  | 3.5%         | 1  | 0.0%   | 0  | 0.0%   | 0  | 4.2%   | 1  | 0.0%          | _  | 0.0%   | 0  |               |
| Good facilities                                | 1.0%   | 5<br>7 | 2.3%         | 3   | 0.0%  | 0    | 0.0%  | 0      | 0.0%    | 0  | 0.9%     | -  | 4.7%         | 2  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |               | 0  | 0.0%   | 0  |               |
| Good food stores                               | 1.3%   | 8      | 0.9%         | 1   | 0.0%  | 0    | 0.8%  | 1      | 1.3%    | 1  | 0.0%     | 0  | 5.7%<br>0.0% | 2  |        | 1  | 3.9%   | 0  | 0.0%   |    | 0.0%<br>12.0% | 1  | 0.0%   | 0  |               |
| Good pubs, cafés or                            | 1.7%   | 8      | 2.9%         | 4   | 0.0%  | U    | 1.0%  | 1      | 2.1%    | 1  | 3.1%     | 2  | 0.0%         | U  | 0.0%   | 0  | 0.0%   | U  | 0.0%   | U  | 12.0%         | 1  | 0.0%   | U  |               |
| restaurants                                    | 15.00/ | 70     | 10.00/       | 25  | 5 70/ |      | 0.60/ | 10     | 1 6 70/ | 10 | 12.00/   | 7  | 5.70/        | 2  | 5 10/  |    | 22.20/ | 0  | 11.00/ |    | 22 20/        | 2  | 50.00/ | 10 |               |
| Good range of non-food                         | 15.9%  | 79     | 19.9%        | 25  | 5.7%  | 1    | 9.6%  | 12     | 16.7%   | 10 | 13.8%    | 7  | 5.7%         | 2  | 5.1%   | 1  | 33.2%  | 8  | 11.0%  | 1  | 32.3%         | 2  | 59.0%  | 10 |               |
| shops  | 2.50/  | 10     | 1.50/        | 2   | 7.00/ | 2    | 0.00/ | 0      | 0.70/   | 0  | 5.50/    | 2  | 10.00/       |    | 0.00/  | 0  | 2.00/  |    | 4.20/  |    | 7.20/         | 0  | 0.00/  | 0  |               |
| Makes a change from other                      | 2.5%   | 12     | 1.5%         | 2   | 7.9%  | 2    | 0.0%  | 0      | 0.7%    | 0  | 5.5%     | 3  | 10.8%        | 4  | 0.0%   | U  | 3.9%   | 1  | 4.2%   | 1  | 7.3%          | 0  | 0.0%   | 0  |               |
| places   | 1.00/  |        | 1.50/        | 2   | 0.00/ | 0    | 2.00/ | 2      | 1.50/   |    | 2.40/    | 2  | 0.00/        | 0  | 0.00/  | 0  | C 50/  | 2  | 4.20/  |    | 0.00/         | 0  | 0.00/  | 0  |               |
| Quiet  | 1.8%   | 9<br>1 | 1.5%         | 2   |       | 0    | 2.0%  | 2      |         | 0  | 3.4%     | 2  | 0.0%         | 0  |        | 0  |        | 2  | 4.2%   | 1  | 0.0%          | 0  | 0.0%   | 0  |               |
| Safe and secure                                | 0.2%   | -      | 0.0%         | 0   |       | 0    | 0.0%  | 0<br>7 | 0.7%    | 0  | 0.9%     | 0  |              | 0  |        | 0  | 0.0%   | 0  | 0.0%   | 0  |               | 0  | 0.0%   | 0  |               |
| The market                                     | 5.4%   | 27     | 7.6%         | 9   | 4.0%  | 1    | 5.9%  | ,      | 2.4%    | 1  | 5.9%     | 3  | 4.7%         | 2  | 0.0%   | 0  |        | 2  | 9.2%   | 1  | 7.3%          | 0  | 0.0%   | 0  |               |
| Traditional                                    | 2.9%   | 15     | 5.6%         | 7   | 3.2%  | 1    | 2.6%  | 3      | 4.1%    | 2  | 2.3%     | 1  | 0.0%         | 0  |        | 0  |        | 0  | 0.0%   | 0  |               | 0  | 0.0%   | 0  |               |
| Traffic free shopping centre                   | 0.0%   | 0      | 0.0%         | 0   | 0.0%  | 0    | 0.0%  | 0      | 0.0%    | 0  | 0.0%     | 0  | 0.0%         | 0  |        | 0  | 0.0%   | 0  | 0.0%   | 0  |               | 0  | 0.0%   | 0  |               |
| Other  | 4.1%   | 21     | 2.0%         | 2   | 2.0%  | 0    | 2.7%  | 3      | 0.7%    | 0  | 0.0%     | 0  | 0.0%         | 0  |        | 13 | 0.0%   | 0  | 0.0%   | 0  | , , .         | 1  | 0.0%   | 0  |               |
| A specific shop                                | 2.2%   | 11     | 2.0%         | 2   |       | 0    | 4.7%  | 6      | 0.0%    | 0  | 3.8%     | 2  | 0.0%         | 0  |        | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%          | 0  | 0.0%   | 0  |               |
| A specific attraction                          | 0.8%   | 4      | 0.0%         | 0   |       | 0    | 0.0%  | 0      | 0.0%    | 0  | 1.4%     | 1  | 3.5%         | 1  | 4.2%   | 1  | 0.0%   | 0  | 0.0%   | 0  |               | 0  | 4.4%   | 1  |               |
| Free car parking                               | 10.1%  | 50     | 14.7%        | 18  | 22.7% | 5    |       | 24     | 0.8%    | 0  | 1.1%     | 1  | 4.7%         | 2  |        | 0  | 0.0%   | 0  | 0.0%   | 0  |               | 0  | 0.0%   | 0  |               |
| Friendly people / atmosphere                   | 0.6%   | 3      | 1.1%         | 1   | 2.4%  | 1    | 0.8%  | 1      | 0.0%    | 0  | 0.0%     | 0  | 0.0%         | 0  |        | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%          | 0  | 0.0%   | 0  |               |
| Good hairdressers                              | 0.7%   | 4      | 0.0%         | 0   |       | 0    | 3.0%  | 4      | 0.0%    | 0  | 0.0%     | 0  | 0.0%         | 0  |        | 0  | 0.0%   | 0  | 0.0%   | 0  |               | 0  | 0.0%   | 0  |               |
| Good range of independent shops                | 1.4%   | 7      | 3.9%         | 5   | 0.0%  | 0    | 0.8%  | 1      | 0.0%    | 0  | 0.9%     | 0  | 0.0%         | 0  | 0.0%   | 0  | 0.0%   | 0  | 4.2%   | 1  | 0.0%          | 0  | 0.0%   | 0  |               |
| Has a Waitrose store                           | 0.8%   | 4      | 2.2%         | 3   | 1.5%  | 0    | 0.0%  | 0      | 0.0%    | 0  | 1.4%     | 1  | 0.0%         | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%          | 0  | 0.0%   | 0  |               |
| Has Wynch & Blatch Ltd.                        | 0.7%   | 4      | 1.1%         | 1   | 4.7%  | 1    | 0.0%  | 0      | 0.0%    | 0  | 2.3%     | 1  | 0.0%         | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%          | 0  | 0.0%   | 0  |               |
| Unusual / quirky                               | 1.0%   | 5      | 0.0%         | 0   |       | 0    | 1.4%  | 2      | 0.0%    | 0  | 5.7%     | 3  | 0.0%         | 0  |        | 0  | 0.0%   | 0  | 0.0%   | 0  |               | 0  | 0.0%   | 0  |               |
| (Don't know)                                   | 3.2%   | 16     | 0.9%         | 1   | 1.2%  | 0    | 0.0%  | 0      | 0.8%    | 0  | 1.7%     | 1  | 18.4%        | 6  |        | 3  | 9.7%   | 2  | 9.2%   | 1  | 0.0%          | 0  | 5.8%   | 1  |               |
| Weighted base:                                 |        | 499    |              | 125 |       | 22   |       | 125    |         | 58 |          | 53 |              | 34 |        | 24 |        | 25 |        | 12 |               | 6  |        | 16 |               |
| Sample:  |        | 499    |              | 87  |       | 56   |       | 99     |         | 99 |          | 65 |              | 24 |        | 10 |        | 16 |        | 16 |               | 11 |        | 10 |               |
| Sample.  |        | 493    |              | 0/  |       | 30   |       | 99     |         | 77 |          | 03 |              | 24 |        | 10 |        | 10 |        | 10 |               | 11 |        | 10 |               |

Weighted:

|   | Tota         | ıl       | Zone                | 1       | Zone   | 2      | Zone          | 3       | Zone          | 4    | Zone          | 5       | Zone         | 6  | Zone         | 7  | Zone  | 8  | Zone         | 9      | Zone  | 10 | Zone         | 11     |
|---|--------------|----------|---------------------|---------|--------|--------|---------------|---------|---------------|------|---------------|---------|--------------|----|--------------|----|-------|----|--------------|--------|-------|----|--------------|--------|
|   |              |          |                     |         |        |        |               |         |               |      |               |         |              |    |              |    |       |    |              |        |       |    |              |        |
| Q24 What could be impro   | oved ab      | out Su   | udbury <sup>·</sup> | Town    | Centre | that w | ould m        | ake yo  | ou visit      | more | often?        | [MR]    |              |    |              |    |       |    |              |        |       |    |              |        |
| Nothing   | 37.2%        | 409      | 40.9%               | 61      | 37.3%  | 15     | 17.5%         | 22      | 17.2%         | 10   | 30.4%         | 24      | 37.9%        | 51 | 36.7%        | 46 | 48.8% | 78 | 55.4%        | 41     | 28.2% | 16 | 45.8%        | 45     |
| Better access by road   | 2.9%         | 32       | 0.7%                | 1       | 1.3%   | 1      | 3.9%          | 5       | 3.3%          | 2    | 0.6%          | 0       | 3.6%         | 5  | 3.1%         | 4  | 3.9%  | 6  | 5.8%         | 4      | 3.4%  | 2  | 1.3%         | 1      |
| Better public transport   | 1.3%         | 14       | 1.7%                | 2       | 1.1%   | 0      | 2.6%          | 3       | 0.0%          | 0    | 0.6%          | 0       | 2.3%         | 3  | 0.6%         | 1  | 1.0%  | 2  | 1.1%         | 1      | 0.8%  | 0  | 0.6%         | 1      |
| Better signposting  | 0.2%         | 3        | 0.0%                | 0       | 1.1%   | 0      | 0.0%          | 0       | 0.0%          | 0    | 0.0%          | 0       | 0.0%         | 0  | 0.0%         | 0  | 1.3%  | 2  | 0.0%         | 0      | 0.0%  | 0  | 0.0%         | 0      |
| Cleaner streets   | 0.7%         | 8        | 1.1%                | 2       | 0.0%   | 0      | 0.0%          | 0       | 3.6%          | 2    | 0.0%          | 0       | 0.0%         | 0  | 0.0%         | 0  | 1.9%  | 3  | 0.9%         | 1      | 0.0%  | 0  | 0.0%         | 0      |
| Facilities which would assist you if shopping with children       | 0.2%         | 2        | 0.0%                | 0       | ,      | 0      | 2.0%          | 2       | 0.0%          | 0    | 0.0%          | 0       | 0.0%         | 0  | 0.0%         | 0  | 0.0,0 | 0  | 0.0%         | 0      |       | 0  | 0.0%         | 0      |
| Free car parking  | 1.6%         | 18       | 2.0%                | 3       |        | 0      | 8.2%          | 10      | 2.6%          | 1    | 2.2%          | 2       | 0.0%         | 0  | 0.0%         | 0  |       | 0  | 1.1%         | 1      | 0.0%  | 0  |              | 0      |
| Jewellery / food markets / other events                           | 0.0%         | 0        | 0.0%                | 0       | 0.0%   | 0      | 0.0%          | 0       | 0.0%          | 0    | 0.0%          | 0       | 0.0%         | 0  | 0.0%         | 0  | 0.0%  | 0  | 0.0%         | 0      | 0.0%  | 0  | 0.0%         | 0      |
| More / better comparison<br>retailers (i.e. non-food<br>shops)    | 4.8%         | 53       | 7.9%                | 12      | 11.0%  | 4      | 15.4%         | 19      | 17.0%         | 10   | 3.8%          | 3       | 1.6%         | 2  | 0.0%         | 0  | 0.7%  | 1  | 0.7%         | 1      | 1.0%  | 1  | 0.0%         | 0      |
| More / better entertainment / eating places                       | 0.2%         | 3        | 0.0%                | 0       | 0.7%   | 0      | 0.6%          | 1       | 2.7%          | 2    | 0.0%          | 0       | 0.0%         | 0  | 0.0%         | 0  | 0.0%  | 0  | 0.0%         | 0      | 0.0%  | 0  | 0.0%         | 0      |
| More / better food shops  | 1.7%         | 19       | 7.0%                | 10      | 0.7%   | 0      | 1.4%          | 2       | 2.6%          | 1    | 4.0%          | 3       | 0.9%         | 1  | 0.0%         | 0  | 0.0%  | 0  | 0.0%         | 0      | 1.0%  | 1  | 0.0%         | 0      |
| More / better parking   | 3.8%         | 42       | 6.6%                | 10      | 5.1%   | 2      | 8.5%          | 11      | 7.2%          | 4    | 4.8%          | 4       | 3.2%         | 4  | 1.6%         | 2  | 1.0%  | 2  | 2.7%         | 2      | 1.3%  | 1  | 0.6%         | 1      |
| More / better pedestrianised streets                              | 0.6%         | 7        | 0.0%                | 0       |        | 0      | 3.7%          | 5       | 2.6%          | 1    | 0.0%          | 0       | 0.0%         | 0  |              | 0  |       | 0  | 0.9%         | 1      |       | 0  | 0.0%         | 0      |
| More / better public conveniences                                 | 0.4%         | 4        | 0.0%                | 0       | 0.0%   | 0      | 2.3%          | 3       | 2.6%          | 1    | 0.0%          | 0       | 0.0%         | 0  | 0.0%         | 0  | 0.0%  | 0  | 0.0%         | 0      | 0.0%  | 0  | 0.0%         | 0      |
| More / better seats / flower<br>displays                          | 0.1%         | 1        | 0.0%                | 0       | 0.0%   | 0      | 0.0%          | 0       | 1.8%          | 1    | 0.0%          | 0       | 0.0%         | 0  | 0.0%         | 0  | 0.0%  | 0  | 0.0%         | 0      | 0.0%  | 0  | 0.0%         | 0      |
| 1 2   | 0.3%         | 2        | 0.0%                | 0       | 1.1%   | 0      | 1.0%          | 1       | 0.0%          | 0    | 0.0%          | 0       | 0.0%         | 0  | 0.0%         | 0  | 0.0%  | 0  | 1.6%         | 1      | 0.0%  | 0  | 0.00/        | 0      |
| More / better services  |              | 3        |                     | -       |        |        |               | 1       |               | 0    |               |         |              |    |              | -  |       | -  |              | 1      |       | -  | 0.0%         | 0      |
| More advertising More national multiple shops / High Street shops | 0.2%<br>9.3% | 2<br>102 | 0.0%<br>18.5%       | 0<br>28 |        | 0<br>6 | 0.0%<br>25.9% | 0<br>33 | 0.0%<br>37.9% | -    | 0.0%<br>13.7% | 0<br>11 | 0.0%<br>2.1% | 0  | 0.0%<br>0.0% | 0  |       | 0  | 0.0%<br>0.9% | 0<br>1 |       | 0  | 2.1%<br>0.0% | 2<br>0 |
| Protection from the weather (i.e. covered shopping                | 0.2%         | 2        | 0.0%                | 0       | 1.1%   | 0      | 0.0%          | 0       | 0.0%          | 0    | 0.0%          | 0       | 0.0%         | 0  | 0.0%         | 0  | 0.0%  | 0  | 0.0%         | 0      | 0.0%  | 0  | 1.3%         | 1      |
| malls) Shops / services open on Sundays                           | 0.0%         | 0        | 0.0%                | 0       | 1.1%   | 0      | 0.0%          | 0       | 0.0%          | 0    | 0.0%          | 0       | 0.0%         | 0  | 0.0%         | 0  | 0.0%  | 0  | 0.0%         | 0      | 0.0%  | 0  | 0.0%         | 0      |
| Other   | 3.4%         | 37       | 3.3%                | 5       | 5.6%   | 2      | 18.2%         | 23      | 8.0%          | 5    | 0.7%          | 1       | 1.2%         | 2  | 0.0%         | 0  | 0.0%  | 0  | 0.9%         | 1      | 0.0%  | 0  | 0.0%         | 0      |
| Build a by-pass   | 0.6%         | 6        | 3.0%                | 4       | 0.0%   | 0      | 0.8%          | 1       | 1.3%          | 1    | 0.0%          | 0       | 0.0%         | 0  | 0.0%         | 0  | 0.0%  | 0  | 0.0%         | 0      | 0.0%  | 0  | 0.0%         | 0      |
| Fill vacant shops   | 1.1%         | 12       | 0.9%                | 1       | 0.0%   | 0      | 4.2%          | 5       | 8.2%          | 5    | 0.7%          | 1       | 0.0%         | 0  | 0.0%         | 0  | 0.0%  | 0  | 0.0%         | 0      | 0.8%  | 0  | 0.0%         | 0      |
| If it was nearer  | 1.6%         | 18       | 0.0%                | 0       | 0.7%   | 0      | 0.0%          | 0       | 0.0%          | 0    | 0.0%          | 0       | 0.0%         | 0  | 2.5%         | 3  | 1.8%  | 3  | 1.5%         | 1      | 12.0% | 7  | 4.0%         | 4      |
| Less charity shops  | 1.8%         | 19       | 5.5%                | 8       | 0.8%   | 0      | 6.1%          | 8       | 4.5%          | 3    | 0.0%          | 0       | 0.0%         | 0  | 0.0%         | 0  | 0.0%  | 0  | 0.0%         | 0      | 0.0%  | 0  | 0.6%         | 1      |
| Less estate agents  | 0.3%         | 3        | 1.5%                | 2       |        | 0      | 0.8%          | 1       | 0.0%          | 0    | 0.0%          | 0       | 0.0%         | 0  | 0.0%         | 0  | 0.0%  | 0  | 0.0%         | 0      | 0.0%  | 0  | 0.0%         | 0      |
| Less traffic congestion   | 2.1%         | 23       | 3.6%                | 5       |        | 1      | 5.8%          | 7       | 6.7%          | 4    | 1.1%          | 1       | 2.1%         | 3  | 0.0%         | 0  | 0.0%  | 0  | 0.7%         | 1      | 1.3%  | 1  | 0.7%         | 1      |
| More clothes shops  | 0.7%         | 7        | 2.8%                | 4       |        | 1      | 0.8%          | 1       | 0.8%          | 0    | 0.6%          | 0       | 0.0%         | 0  | 0.0%         | 0  | 0.0%  | 0  | 0.0%         | 0      |       | 0  | 0.0%         | 0      |
| More independent shops  | 0.4%         | 4        | 0.9%                | 1       | 1.1%   | 0      | 0.0%          | 0       | 3.6%          | 2    | 0.0%          | 0       | 0.0%         | 0  | 0.0%         | 0  |       | 0  | 0.0%         | 0      |       | 0  | 0.0%         | 0      |
| Open a cinema   | 0.6%         | 6        | 0.9%                | 1       | 0.0%   | 0      | 3.9%          | 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      |
| Open a Marks & Spencer<br>store                                   | 0.5%         | 5        | 0.9%                | 1       | 0.0%   | 0      | 0.0%          | 0       | 2.3%          | 1    | 0.9%          | 1       | 1.2%         | 2  | 0.0%         | ő  |       | 0  | 0.0%         | 0      | 0.0%  | 0  | 0.0%         | 0      |

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| Weighted: | For Carter Jonas | February 2015 |
|-----------|------------------|---------------|
|-----------|------------------|---------------|

|                           | Tota      | ıl           | Zone     | 1          | Zone     | 2         | Zone     | 3          | Zone   | 4         | Zone   | 5         | Zone  | 6          | Zone  | 7          | Zone  | 8          | Zone  | 9         | Zone  | 10        | Zone  | 11        |
|---------------------------|-----------|--------------|----------|------------|----------|-----------|----------|------------|--------|-----------|--------|-----------|-------|------------|-------|------------|-------|------------|-------|-----------|-------|-----------|-------|-----------|
| (Don't know)              | 31.6%     | 347          | 9.2%     | 14         | 19.7%    | 8         | 0.8%     | 1          | 1.9%   | 1         | 37.8%  | 30        | 47.0% | 63         | 55.4% | 70         | 40.8% | 65         | 32.2% | 24        | 53.0% | 30        | 42.9% | 42        |
| Weighted base:<br>Sample: |           | 1100<br>1100 |          | 149<br>100 |          | 39<br>100 |          | 126<br>100 |        | 58<br>100 |        | 80<br>100 |       | 135<br>100 |       | 126<br>100 |       | 159<br>100 |       | 75<br>100 |       | 57<br>100 |       | 97<br>100 |
| Q25 How often do you      | or your h | ouseh        | old visi | it Had     | leigh To | wn C      | entre fo | r you      | non-fo | od sh     | opping | ?         |       |            |       |            |       |            |       |           |       |           |       |           |
| Daily                     | 0.8%      | 9            | 0.0%     | 0          | 0.0%     | 0         | 0.0%     | 0          | 0.0%   | 0         | 9.1%   | 7         | 0.0%  | 0          | 1.4%  | 2          | 0.0%  | 0          | 0.0%  | 0         | 0.0%  | 0         | 0.0%  | 0         |
| 4-6 days a week           | 0.6%      | 7            | 0.0%     | 0          | 0.0%     | 0         | 1.3%     | 2          | 0.0%   | 0         | 6.5%   | 5         | 0.0%  | 0          | 0.0%  | 0          | 0.0%  | 0          | 0.0%  | 0         | 0.0%  | 0         | 0.0%  | 0         |
| 2-3 days a week           | 2.5%      | 27           | 0.0%     | 0          | 0.0%     | 0         | 1.2%     | 2          | 0.0%   | 0         | 28.2%  | 22        | 0.7%  | 1          | 0.0%  | 0          | 0.7%  | 1          | 1.1%  | 1         | 0.0%  | 0         | 0.0%  | 0         |
| One days a week           | 4.4%      | 49           | 0.0%     | 0          | 0.0%     | 0         | 8.8%     | 11         | 1.5%   | 1         | 21.4%  | 17        | 2.9%  | 4          | 11.4% | 14         | 0.9%  | 1          | 0.0%  | 0         | 0.0%  | 0         | 0.0%  | 0         |
| Every two weeks           | 3.0%      | 33           | 0.0%     | 0          | 0.0%     | 0         | 5.6%     | 7          | 1.5%   | 1         | 12.6%  | 10        | 8.3%  | 11         | 2.5%  | 3          | 0.0%  | 0          | 0.0%  | 0         | 0.0%  | 0         | 0.6%  | 1         |
| Monthly                   | 3.4%      | 38           | 1.5%     | 2          | 4.2%     | 2         | 5.5%     | 7          | 2.4%   | 1         | 6.4%   | 5         | 10.7% | 14         | 3.1%  | 4          | 0.7%  | 1          | 0.7%  | 1         | 1.0%  | 1         | 0.0%  | 0         |
| Once every two months     | 2.8%      | 31           | 1.7%     | 2          | 3.2%     | 1         | 3.0%     | 4          | 0.7%   | 0         | 1.5%   | 1         | 7.3%  | 10         | 1.4%  | 2          | 5.6%  | 9          | 0.0%  | 0         | 0.0%  | 0         | 1.0%  | 1         |
| Three - four times a year | 5.8%      | 64           | 6.4%     | 9          | 4.7%     | 2         | 5.0%     | 6          |        | 4         | 1.1%   | 1         | 14.7% | 20         | 6.6%  | 8          | 0.7%  | 1          | 0.7%  | 1         | 3.6%  | 2         | 10.0% | 10        |
| Once a year               | 5.0%      | 55           | 7.0%     | 10         | 5.8%     | 2         | 1.8%     | 2          | 3.5%   | 2         | 3.7%   | 3         | 13.1% | 18         | 4.4%  | 5          | 4.5%  | 7          | 4.8%  | 4         | 1.5%  | 1         | 0.6%  | 1         |
| Less often                | 3.5%      | 38           | 3.9%     | 6          | 2.3%     | 1         | 8.1%     | 10         | 0.7%   | 0         | 2.3%   | 2         | 2.0%  | 3          | 2.9%  | 4          | 4.2%  | 7          | 3.5%  | 3         | 1.9%  | 1         | 2.5%  | 2         |
| Never                     | 67.8%     | 746          | 79.6%    | 118        | 78.7%    | 31        | 59.8%    | 75         | 82.8%  | 48        | 5.6%   | 4         | 40.3% | 55         | 65.3% | 82         |       | 131        | 89.2% | 67        | 92.0% | 52        |       | 83        |
| (Don't know / varies)     | 0.3%      | 3            | 0.0%     | 0          | 1.1%     | 0         | 0.0%     | 0          | 0.0%   | 0         | 1.7%   | 1         | 0.0%  | 0          | 1.1%  | 1          | 0.0%  | 0          | 0.0%  | 0         | 0.0%  | 0         | 0.0%  | 0         |
| Weighted base:            |           | 1100         |          | 149        |          | 39        |          | 126        |        | 58        |        | 80        |       | 135        |       | 126        |       | 159        |       | 75        |       | 57        |       | 97        |
| Sample:                   |           | 1100         |          | 100        |          | 100       |          | 100        |        | 100       |        | 100       |       | 100        |       | 100        |       | 100        |       | 100       |       | 100       |       | 100       |

Weighted:

February 2015

### Babergh & Mid Suffolk Household Survey For Carter Jonas

Zone 2 Total Zone 1 Zone 3 Zone 4 Zone 5 Zone 6 Zone 7 Zone 8 Zone 9 Zone 10 Zone 11 Q26 What do you like about Hadleigh Town Centre? [MR] Those who visit Hadleigh Town Centre for non-food shopping at O25: Nothing / very little 12.5% 44 14.1% 14.1% 1 18.3% 9 6.3% 1 14.7% 11 9.2% 6.4% 3 16.6% 5 12.9% 1 24.3% 5.0% Attractive environment / nice 22.4% 79 18.9% 6 16.9% 1 29.3% 15 17.9% 2 7.8% 6 27.6% 22 27.1% 12 32.9% 9 37.2% 3 31.1% 1 12.3% 2 place 0 Close to friends or relatives 7.2% 26 4.5% 5.1% 0 7.7% 4 0.0% 0 4.9% 4 2.0% 2 32.4% 14 0.0% 0 0.0% 0 9.6% 0 0.0% Close to home 15.8% 56 0.0% 0 0.0% 0 3.3% 2 0.0% 0 58.6% 44 9.4% 8 4.6% 2 0.0% 0 0.0% 0 9.6% 0 0.0% 0 2 Close to work 1.1% 4 0.0% 0 0.0% 0 1.9% 1 0.0% 0 1.7% 1 0.0% 0 4.1% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Compact 6.3% 22 0.0% 0 5.1% 0 9.2% 5 0.0% 0 1.7% 1 15.9% 13 3.0% 1 0.0% 0 21.2% 2 0.0% 0 0.0% 0 0 Easy to get to by bike 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Easy to get to by bus 0.1% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0.6% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 3.9% 2.4% 8 0.0% 0 0.0% 0 0.0% 0 7.1% 3 0.0% 0.0% 0 Easy to get to by car 5.1% 0 4.0% 2 3 0 0 0.0% 0 0.0% 7.3% 10 0 Easy to park 26 0.0% 0 5.1% 0 11.0% 6 7.7% 7.9% 6 12.1% 7.9% 3 0.0% 0 0.0% 0 0.0% 0 0.0% Good facilities 0.9% 3 0.0% 0 0.0% 0 0.0% 0.0% 0 3.1% 2 1.2% 1 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0 0.0% 2 10.0% 8 2 0 0 4.5% 16 0.0% 0 0.0% 0 6.3% 1 2.6% 4.1% 8.5% 2 8.0% 9.6% 0.0% Good food stores 1 2.5% 9 0.0% 0 0.0% 0 0.0% 0.0% 0 0.7% 1 10.1% 8 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Good pubs, cafés or 0 restaurants 19.9% 70 20.9% 7.9% 7 20.9% 2 20.8% 16 34.3% 28 10.4% 5 15.4% 1 28.8% 0.0% 0 Good range of non-food 6 1 13.1% 4 14.4% 1 shops Makes a change from other 4.2% 15 3.7% 7.0% 1.5% 1 8.6% 0.0% 0 7.3% 6 1.8% 1 15.3% 4 0.0% 0 15.8% 1 0.0% 0 places Ouiet 3.1% 11 6.0% 2 0.0% 0 5.5% 3 7.7% 1.0% 1.2% 2.3% 1 5.7% 2 10.6% 1 0.0% 0 4.1% 0 0.0% 0 0.0% 0.0% 0 0 0.0% 0.0% 0 0.0% 0.0% 0.0% 0 0.0% 0 0 0 0.0% 0 0.0% 0 0.0% Safe and secure 0 The market 1.4% 5 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.2% 1 3.0% 1 7.7% 2 0.0% 0 9.6% 0 0.0% 0 Traditional 7.8% 28 10.1% 3 0.0% 0 14.7% 7 6.3% 2.2% 2 14.5% 12 6.0% 3 0.0% 0 0.0% 0 11.9% 0.0% 0 0 0.0% 0 0 0.0% 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0.0% 0.0% 0 0 0.0% 0.0% 0 0.0% Traffic free shopping centre 0 0 0 Other 1.4% 5 0.0% 0 0.0% 0 1.5% 1 0.0% 0 0.6% 0 1.2% 1 2.3% 1 4.3% 0.0% 0 9.6% 0 0.0% 0 3 0 A specific shop 0.7% 0.0% 0 3.9% 0 2.5% 1 0.0% 0 0.0% 0 0.0% 2.3% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 A specific attraction 3.5% 12 0.0% 0 10.3% 4.9% 0.0% 0 0.7% 10.4% 8 0.0% 0.0% 0.0% 0.0% 0 0.0% 0 Free car parking 1 2 1 0 0 0 Friendly people / atmosphere 0.7% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.6% 0 2.4% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Good range of independent 2.6% 9 0.0% 0 4.8% 0 4.4% 2 14.3% 1 2.1% 2 0.0% 0 3.0% 1 7.6% 2 0.0% 0 0.0% 0 0.0% 0 shops 0.8% 3 0 0.0% 0 5.1% 0.0% 0.0% 0 2.0% 0.0% 2.3% 0.0% 0 0.0% 0 0.0% 0 Has a Co-op store 0 0 1 0.0% 0 5 0 0 0.0% 0 Has a Morrisons store 1.5% 0.0% 0 9.0% 1 7.4% 4 3.9% 0 0.6% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 5 2 0.0% 0 0.0% 0 Has Adnam's store 1.4% 6.0% 0 2.5% 1 0.0% 0.7% 1 1.5% 1 0.0% 0 0.0% 0 0 0.0% 0 0.0% Has MW Partridge & Co. 5.8% 21 21.5% 7 25.9% 2 9.0% 7.7% 4.7% 1.2% 3.7% 2 0.0% 6.5% 0.0% 0 0.0% 0 5 4 0 store Unusual / quirky 1.2% 4 0.0% 0 0.0% 0 2.5% 1 6.3% 0.0% 0 1.5% 0.0% 0 0.0% 0 14.2% 0.0% 0 0.0% 0 (Don't know) 5.8% 20 4.5% 1 0.0% 0 3.7% 2 3.9% 0 0.0% 0 0.0% 0 4.9% 2 9.9% 3 0.0% 0 0.0% 0 82.7% 12 354 30 51 10 81 44 28 Weighted base: 75 8 5 14

96

60

30

21

12

9

8

Sample:

343

21

24

41

21

|  | Tota    | ıl           | Zone    | 1          | Zone   | 2         | Zone    | 3          | Zone     | 4         | Zone   | 5         | Zone  | 6          | Zone  | 7          | Zone  | 8          | Zone 9 | 9         | Zone  | 10        | Zone  | 11        |
|--|---------|--------------|---------|------------|--------|-----------|---------|------------|----------|-----------|--------|-----------|-------|------------|-------|------------|-------|------------|--------|-----------|-------|-----------|-------|-----------|
| Q27 What could be impr   | oved ab | out H        | adleigh | Town       | Centre | that v    | vould m | ake y      | ou visit | more      | often? | [MR]      |       |            |       |            |       |            |        |           |       |           |       |           |
| Nothing  | 46.2%   | 508          | 55.8%   | 83         | 53.4%  | 21        | 41.2%   | 52         | 46.9%    | 27        | 37.2%  | 30        | 52.5% | 71         | 40.2% | 50         | 48.1% | 77         | 57.9%  | 43        | 37.2% | 21        | 34.4% | 33        |
| Better access by road  | 0.6%    | 7            | 0.0%    | 0          | 0.0%   | 0         | 0.0%    | 0          | 0.8%     | 0         | 1.3%   | 1         | 1.6%  | 2          | 0.6%  | 1          | 0.0%  | 0          | 0.0%   | 0         | 1.7%  | 1         | 1.3%  | 1         |
| Better public transport  | 0.6%    | 7            | 0.0%    | 0          | 0.0%   | 0         | 1.2%    | 2          | 0.8%     | 0         | 0.0%   | 0         | 1.2%  | 2          | 0.6%  | 1          | 1.6%  | 3          | 0.0%   | 0         | 0.0%  | 0         | 0.0%  | 0         |
| Better signposting   | 0.1%    | 1            | 0.0%    | 0          | 0.0%   | 0         | 0.8%    | 1          | 0.0%     | 0         | 0.0%   | 0         | 0.0%  | 0          | 0.0%  | 0          | 0.0%  | 0          | 0.0%   | 0         | 0.0%  | 0         | 0.0%  | 0         |
| Cleaner streets  | 1.3%    | 14           | 0.0%    | 0          | 0.0%   | 0         | 0.0%    | 0          | 0.0%     | 0         | 0.6%   | 0         | 0.0%  | 0          | 10.6% | 13         | 0.0%  | 0          | 0.0%   | 0         | 0.0%  | 0         | 0.0%  | 0         |
| Facilities which would assist you if shopping with children    | 0.0%    | 0            | 0.0%    | 0          | 0.0%   | 0         | 0.0%    | 0          | 0.0%     | 0         | 0.0%   | 0         | 0.0%  | 0          | 0.0%  | 0          | 0.0%  | 0          | 0.0%   | 0         | 0.0%  | 0         | 0.0%  | 0         |
| Free car parking   | 0.6%    | 7            | 1.2%    | 2          | 0.7%   | 0         | 0.0%    | 0          | 2.2%     | 1         | 0.9%   | 1         | 1.6%  | 2          | 0.0%  | 0          | 0.0%  | 0          | 0.7%   | 1         | 0.0%  | 0         | 0.0%  | 0         |
| Jewellery / food markets / other events                        | 0.0%    | 0            | 0.0%    | 0          | 0.0%   | 0         | 0.0%    | 0          | 0.0%     | 0         | 0.6%   | 0         | 0.0%  | 0          | 0.0%  | 0          | 0.0%  | 0          | 0.0%   | 0         | 0.0%  | 0         | 0.0%  | 0         |
| More / better comparison retailers (i.e. non-food shops)       | 1.8%    | 19           | 1.2%    | 2          | 0.0%   | 0         | 1.0%    | 1          | 0.0%     | 0         | 13.9%  | 11        | 3.9%  | 5          | 0.0%  | 0          | 0.0%  | 0          | 0.0%   | 0         | 0.0%  | 0         | 0.0%  | 0         |
| More / better entertainment / eating places                    | 0.2%    | 2            | 0.0%    | 0          | 0.0%   | 0         | 0.0%    | 0          | 0.0%     | 0         | 0.0%   | 0         | 1.6%  | 2          | 0.0%  | 0          | 0.0%  | 0          | 0.0%   | 0         | 0.0%  | 0         | 0.0%  | 0         |
| More / better food shops                                       | 0.3%    | 3            | 0.0%    | 0          | 0.0%   | 0         | 0.0%    | 0          | 0.0%     | 0         | 2.1%   | 2         | 1.2%  | 2          | 0.0%  | 0          | 0.0%  | 0          | 0.0%   | 0         | 0.0%  | 0         | 0.0%  | 0         |
| More / better parking  | 3.0%    | 33           | 2.6%    | 4          | 0.7%   | 0         | 1.6%    | 2          | 3.4%     | 2         | 7.4%   | 6         | 7.3%  | 10         | 3.9%  | 5          | 1.0%  | 2          | 3.1%   | 2         | 0.0%  | 0         | 0.0%  | 0         |
| More / better pedestrianised streets                           | 0.0%    | 0            | 0.0%    | 0          | 0.0%   | 0         | 0.0%    | 0          | 0.0%     | 0         | 0.0%   | 0         | 0.0%  | 0          | 0.0%  | 0          | 0.0%  | 0          | 0.0%   | 0         | 0.0%  | 0         | 0.0%  | 0         |
| More / better public conveniences                              | 0.1%    | 1            | 0.0%    | 0          | 0.0%   | 0         | 0.0%    | 0          | 0.0%     | 0         | 0.0%   | 0         | 0.0%  | 0          | 0.8%  | 1          | 0.0%  | 0          | 0.0%   | 0         | 0.0%  | 0         | 0.0%  | 0         |
| More / better seats / flower displays                          | 0.0%    | 0            | 0.0%    | 0          | 0.0%   | 0         | 0.0%    | 0          | 0.0%     | 0         | 0.0%   | 0         | 0.0%  | 0          | 0.0%  | 0          | 0.0%  | 0          | 0.0%   | 0         | 0.0%  | 0         | 0.0%  | 0         |
| More / better services   | 0.1%    | 1            | 0.0%    | 0          | 0.0%   | 0         | 0.0%    | 0          | 0.0%     | 0         | 0.0%   | 0         | 0.9%  | 1          | 0.0%  | 0          | 0.0%  | 0          | 0.0%   | 0         | 0.0%  | 0         | 0.0%  | 0         |
| More advertising   | 0.2%    | 2            |         | 0          |        | 0         | 0.8%    | 1          | 0.0%     | 0         | 0.0%   | 0         | 0.0%  | 0          | 0.0%  | 0          | 0.0%  | 0          | 0.0%   | 0         | 0.0%  | 0         |       | 1         |
| More national multiple shops / High Street shops               | 2.9%    | 32           |         | 2          |        | 1         | 4.6%    | 6          | 0.7%     | 0         | 21.2%  | 17        | 2.3%  | 3          | 1.3%  | 2          | 0.0%  | 0          |        | 1         | 0.0%  | 0         |       | 0         |
| Protection from the weather<br>(ie. covered shopping<br>malls) | 0.0%    | 0            | 0.0%    | 0          | 0.0%   | 0         | 0.0%    | 0          | 0.0%     | 0         | 0.0%   | 0         | 0.0%  | 0          | 0.0%  | 0          | 0.0%  | 0          | 0.0%   | 0         | 0.0%  | 0         | 0.0%  | 0         |
| Shops / services open on Sundays                               | 0.0%    | 0            | 0.0%    | 0          | 0.0%   | 0         | 0.0%    | 0          | 0.0%     | 0         | 0.0%   | 0         | 0.0%  | 0          | 0.0%  | 0          | 0.0%  | 0          | 0.0%   | 0         | 0.0%  | 0         | 0.0%  | 0         |
| Other  | 0.7%    | 7            | 0.0%    | 0          | 0.0%   | 0         | 0.0%    | 0          | 0.0%     | 0         | 5.4%   | 4         | 0.7%  | 1          | 0.0%  | 0          | 1.3%  | 2          | 0.0%   | 0         | 0.0%  | 0         | 0.0%  | 0         |
| Better traffic management                                      | 0.3%    | 3            |         | 0          | 0.0%   | 0         | 0.8%    | 1          | 0.0%     | 0         | 0.9%   | 1         | 1.2%  | 2          | 0.0%  | 0          | 0.0%  | 0          | 0.0%   | 0         | 0.0%  | 0         | 0.0%  | 0         |
| Fill vacant shops  | 0.2%    | 3            | 0.0%    | 0          | 0.0%   | 0         | 0.9%    | 1          | 0.0%     | 0         | 1.8%   | 1         | 0.0%  | 0          | 0.0%  | 0          | 0.0%  | 0          | 0.0%   | 0         | 0.0%  | 0         | 0.0%  | 0         |
| If it was nearer   | 2.0%    | 22           | 0.0%    | 0          | 1.1%   | 0         | 3.3%    | 4          | 1.3%     | 1         | 0.0%   | 0         | 0.0%  | 0          | 3.1%  | 4          | 1.8%  | 3          | 0.0%   | 0         | 9.4%  | 5         | 4.6%  | 4         |
| More independent shops   | 0.6%    | 7            | 0.7%    | 1          | 0.0%   | 0         | 0.0%    | 0          | 0.0%     | 0         | 0.7%   | 1         | 2.3%  | 3          | 0.8%  | 1          | 0.7%  | 1          | 0.0%   | 0         | 0.0%  | 0         | 0.0%  | 0         |
| (Don't know)   | 39.5%   | 435          | 38.5%   | 57         | 41.2%  | 16        | 44.9%   | 56         | 45.0%    | 26        | 13.0%  | 10        | 24.7% | 33         | 38.1% | 48         | 45.4% | 72         | 38.3%  | 29        | 51.6% | 29        | 58.4% | 57        |
| Weighted base:<br>Sample:                                      |         | 1100<br>1100 |         | 149<br>100 |        | 39<br>100 |         | 126<br>100 |          | 58<br>100 |        | 80<br>100 |       | 135<br>100 |       | 126<br>100 |       | 159<br>100 |        | 75<br>100 |       | 57<br>100 |       | 97<br>100 |

Weighted:

February 2015

| -                         |           |       |          |        |         |      |          |         |         |       |        |      |       |     |       |     |       |     |       |     |        |     |       |     |
|---------------------------|-----------|-------|----------|--------|---------|------|----------|---------|---------|-------|--------|------|-------|-----|-------|-----|-------|-----|-------|-----|--------|-----|-------|-----|
|                           | Tota      | al    | Zone     | 1      | Zone    | 2    | Zone     | 3       | Zone 4  | 4     | Zone   | 5    | Zone  | 6   | Zone  | 7   | Zone  | 8   | Zone  | 9   | Zone : | 10  | Zone  | 11  |
|                           |           |       |          |        |         |      |          |         |         |       |        |      |       |     |       |     |       |     |       |     |        |     |       |     |
|                           |           |       |          |        |         |      |          |         |         |       |        |      |       |     |       |     |       |     |       |     |        |     |       |     |
| Q28 How often do you      | or your h | ouser | old visi | t Stov | vmarket | Town | n Centre | e for y | our non | -food | shoppi | ing? |       |     |       |     |       |     |       |     |        |     |       |     |
| Daily                     | 1.6%      | 17    | 0.9%     | 1      | 0.8%    | 0    | 1.3%     | 2       | 0.0%    | 0     | 3.1%   | 2.   | 0.0%  | 0   | 0.0%  | 0   | 6.8%  | 11  | 0.0%  | 0   | 1.0%   | 1   | 0.0%  | 0   |
| 4-6 days a week           | 0.6%      | 7     | 0.0%     | 0      | 0.0%    | 0    | 0.0%     | 0       | 0.0%    | 0     | 0.0%   | 0    | 0.0%  | 0   |       | 1   | 3.3%  | 5   | 0.7%  | 1   | 0.0%   | 0   | 0.0%  | 0   |
| 2-3 days a week           | 2.5%      | 28    | 0.0%     | 0      | 1.0%    | 0    | 0.0%     | 0       | 0.0%    | 0     | 0.6%   | 0    | 0.0%  | 0   |       | 5   | 8.7%  | 14  | 9.5%  | 7   | 1.9%   | 1   | 0.0%  | 0   |
| One days a week           | 7.8%      | 85    | 0.0%     | 0      | 2.5%    | 1    | 0.8%     | 1       | 0.0%    | 0     | 1.1%   | 1    | 0.0%  | 0   | 10.7% | 13  | 34.0% | 54  | 14.4% | 11  | 7.4%   | 4   | 0.0%  | 0   |
| Every two weeks           | 5.0%      | 55    | 0.0%     | 0      | 4.2%    | 2    | 0.0%     | 0       | 1.1%    | 1     | 13.0%  | 10   | 0.0%  | 0   | 8.8%  | 11  | 14.3% | 23  | 7.1%  | 5   | 5.1%   | 3   | 0.6%  | 1   |
| Monthly                   | 8.3%      | 91    | 4.0%     | 6      | 3.9%    | 2    | 0.6%     | 1       | 0.7%    | 0     | 8.0%   | 6    | 1.1%  | 1   | 21.5% | 27  | 18.5% | 29  | 11.8% | 9   | 6.3%   | 4   | 6.2%  | 6   |
| Once every two months     | 3.2%      | 35    | 0.0%     | 0      | 5.2%    | 2    | 0.0%     | 0       | 0.8%    | 0     | 0.9%   | 1    | 0.7%  | 1   | 11.6% | 15  | 5.6%  | 9   | 2.5%  | 2   | 3.1%   | 2   | 3.9%  | 4   |
| Three - four times a year | 4.6%      | 50    | 1.2%     | 2      | 2.2%    | 1    | 2.0%     | 2       | 0.0%    | 0     | 4.3%   | 3    | 4.8%  | 6   | 6.5%  | 8   | 1.4%  | 2   | 14.8% | 11  | 15.5%  | 9   | 5.1%  | 5   |
| Once a year               | 3.2%      | 35    | 0.0%     | 0      | 3.0%    | 1    | 0.6%     | 1       | 2.5%    | 1     | 3.7%   | 3    | 1.9%  | 3   | 6.4%  | 8   | 0.0%  | 0   | 4.6%  | 3   | 18.1%  | 10  | 4.9%  | 5   |
| Less often                | 3.9%      | 43    | 0.9%     | 1      | 2.1%    | 1    | 4.1%     | 5       | 4.3%    | 2     | 4.9%   | 4    | 4.1%  | 5   | 4.2%  | 5   | 0.6%  | 1   | 6.2%  | 5   | 9.0%   | 5   | 7.7%  | 7   |
| Never                     | 58.8%     | 647   | 92.9%    | 138    | 74.4%   | 29   | 90.6%    | 114     | 90.6%   | 53    | 60.3%  | 48   | 85.9% | 116 | 25.1% | 32  | 5.5%  | 9   | 27.2% | 20  | 31.7%  | 18  | 71.6% | 70  |
| (Don't know / varies)     | 0.6%      | 7     | 0.0%     | 0      | 0.7%    | 0    | 0.0%     | 0       | 0.0%    | 0     | 0.0%   | 0    | 1.6%  | 2   | 0.6%  | 1   | 1.3%  | 2   | 1.1%  | 1   | 1.0%   | 1   | 0.0%  | 0   |
| Weighted base:            |           | 1100  |          | 149    |         | 39   |          | 126     |         | 58    |        | 80   |       | 135 |       | 126 |       | 159 |       | 75  |        | 57  |       | 97  |
| Sample:                   |           | 1100  |          | 100    |         | 100  |          | 100     |         | 100   |        | 100  |       | 100 |       | 100 |       | 100 |       | 100 |        | 100 |       | 100 |

#### by Zone - SFT's Filtered

Weighted:

#### Babergh & Mid Suffolk Household Survey For Carter Jonas

Zone 2 Total Zone 1 Zone 3 Zone 4 Zone 6 Zone 7 Zone 8 Zone 9 Zone 10 Zone 11 Zone 5 Q29 What do you like about Stowmarket Town Centre? [MR] Those who visit Stowmarket Town Centre for non-food shopping at O28: Nothing / very little 30.7% 139 69.8% 21.0% 2 50.0% 6 57.0% 3 50.0% 16 11.3% 2 23.1% 22 33.6% 51 30.7% 17 29.1% 11 9.1% 3 7.9% 36 0.0% 0 4.3% 0 6.5% 1 7.1% 0 7.6% 2 7.7% 1 5.0% 5 5.9% 9 11.1% 6 14.6% 6 19.2% 5 Attractive environment / nice place 2.9% 1.0% 2 Close to friends or relatives 13 0.0% 0 5.8% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 4.1% 4 3.5% 5 1 2.5% 6.9% Close to home 27.1% 123 0.0% 0 18.0% 2 0.0% 0 0.0% 0 12.4% 4 0.0% 0 35.1% 33 46.1% 69 18.1% 10 10.6% 4 3.5% Close to work 2.0% 9 0.0% 0 0.0% 0 0.0% 0 8.7% 0.0% 0 0.0% 0 2.9% 3 1.8% 3 3.7% 2 2.8% 1 0.0% 0 Compact 7.3% 33 0.0% 0 14.4% 1 13.0% 2 0.0% 0 1.4% 0 5.1% 1 5.9% 6 4.2% 6 15.1% 8 9.9% 4 18.4% 5 Easy to get to by bike 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0 Easy to get to by bus 0.1% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 1.4% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 2.5% 0.0% 0 0.0% 0.0% 0 0.0% 5.9% 2.5% 3 0 Easy to get to by car 11 0 0 0.0% 0 5.1% 1 6 0.6% 6.6% 0.0% 3.9% 2 0 9.5% 3 0 Easy to park 18 13.0% 1 7.5% 0.0% 0 0.0% 0 5.6% 0.0% 9 0.0% 0 4.1% 2 7.1% 0.0% Good facilities 1.9% 9 0.0% 0 0.0% 0 0.0% 0.0% 0 6.2% 2 0.0% 0 0.0% 0 0.8% 2.9% 2 6.4% 2 5.6% 2 0.0% 0 0.0% 0 3 9 2.5% 0.0% 0 0 Good food stores 3.1% 14 0 0.0% 0 0.0% 0 1.4% 6.3% 1 2.8% 5.7% 0.0% 1 1.3% 6 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.4% 2 2.5% 1 0.0% 0 8.9% 2 Good pubs, cafés or 0 restaurants 11.1% 51 0 0.0% 0 11.6% 0 31.4% 16.0% 10 14.1% 8 15.3% Good range of non-food 0.0% 8.4% 1 1.4% 6 15 6.6% 6 15.1% 4 shops Makes a change from other 2.4% 11 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.4% 0 13.4% 3 3.6% 3 0.0% 0 1.0% 1 5.5% 2 6.8% 2 places Ouiet 1.9% 9 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 4.7% 4 0.0% 4.7% 3 3.0% 2.1% 0.5% 2 0 0 0.9% 2 0 0.0% 0 0.0% 0 0.0% 0.0% 0.0% 0 0.0% 1 0.0% 0 0.0% 0 4.1% 0.0% Safe and secure 0 The market 1.4% 6 0.0% 0 2.6% 0 0.0% 0 0.0% 0 4.7% 1 0.0% 0 1.7% 2 0.6% 1 1.9% 1 2.3% 1 0.0% 0 Traditional 1.3% 6 0.0% 0 0.0% 0 8.1% 1 0.0% 0 0.0% 0 0.0% 0 0.9% 1 0.0% 0 0.0% 0 7.1% 3 5.6% 2 0 0.0% 0.9% 0 0.4% 2 0.0% 0.0% 0 0.0% 0 0.0% 0 5.1% 1 0.0% 0 0.0% 0 0.0% 0 0.0% Traffic free shopping centre 0 1 9 3 Other 2.0% 0.0% 0 8.3% 1 0.0% 0 15.6% 9.2% 0.0% 0 1.4% 1 1.4% 2 1.0% 1 0.0% 0 2.6% 0 A specific shop 0.8% 4 0.0% 0 9.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 1.1% 1 0.0% 0 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% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 A specific attraction 3.2% 14 0.0% 0 3.2% 0.0% 0.0% 0 0.0% 0 0.0% 0 14.2% 0.0% 1.2% 0.0% 0 0.0% 0 Cheap car parking 0 0 13 0 Friendly people / atmosphere 0.7% 3 0.0% 0 2.6% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.7% 3 0.0% 0 1.1% 0 0.0% 0 Has a Lidl store 0.7% 3 17.2% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.9% 1 0.0% 0 0.0% 0 1.1% 0 0.0% 0 Has a museum 0.4% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.0% 1.1% 0 3.5% 2 0 0 0.4% 0.0% 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 1.0% 0.0% 0 5.2% Has a train station 0 2 Has an Asda store 1.3% 6 0.0% 0 11.5% 1 6.5% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 6.0% 6.8% 2 4.3% 19 0.0% 0 1.4% 3 3 2 (Don't know) 0.0% 0 0 22.4% 3 0.0% 0 0.0% 33.7% 6 1 0.6% 1 5.6% 7.5% 7.3% Weighted base: 454 11 10 12 5 32 19 94 151 54 39 28

34

14

73

96

74

67

31

Sample:

438

29

q

7

Weighted:

#### Babergh & Mid Suffolk Household Survey For Carter Jonas

Total Zone 2 Zone 7 Zone 9 Zone 10 Zone 11 Zone 1 Zone 3 Zone 4 Zone 5 Zone 6 Zone 8 Q30 What could be improved about Stowmarket Town Centre that would make you visit more often? [MR] 47.9% 55 41.7% 52 17.2% 27 38.4% 29 27 Nothing 36.9% 407 50.7% 75 41.9% 16 25.5% 32 41.1% 24 33.9% 27 40.8% 42.2% 41 0 Better access by road 0.6% 7 0.0% 0 0.0% 0 3.1% 4 0.0% 0 0.6% 0 0.9% 1 0.0% 0 0.7% 1 0.0% 0 0.0% 0 0.0% 0 0.8% 9 0.7% 0.0% 0 2.2% 3 2.6% 0.6% 0 0.0% 0 1.1% 1.0% 2 0.7% 0.0% 0.0% 0 Better public transport 1 1 1 1 0.0% 0 0 0.8% 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0.0% 0 0.0% 0 Better signposting 0.0% 0 0 0 0 0 0.0% Cleaner streets 1.0% 11 0.0% 0 1.1% 0 0.0% 0 0.8% 0 1.5% 1 0.0% 3.1% 4 0 4.4% 3 1.3% 1 0.6% -1 Facilities which would assist 0.2% 3 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.0% 2 0.0% 0 1.7% 1 0.0% 0 you if shopping with children 30 1.5% 0 0 Free car parking 2.8% 0.0% 0 1 0.0% 0 0.0% 0 2.1% 2 0.0% 2.7% 3 13.8% 22 3.1% 2 0.8% 0 0.0% 0.0% 0 0 0.0% 0 0 0.0% 0 0 Jewellery / food markets / 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0.0% 0 0.0% 0.0% other events 10.5% 3 More / better comparison 116 0.0% 0 7.7% 3 1.2% 2 0.0% 0 7.1% 6 3.0% 4 17.1% 21 39.6% 63 16.0% 12 6.0% 1.5% retailers (i.e. non-food shops) More / better entertainment / 0.7% 8 0.0% 0.0% 0 0.0% 0.0% 0 3.1% 0.0% 0 0.6% 1 1.3% 2 2.1% 2 1.7% 0.0% eating places More / better food shops 2.8% 31 0.0% 0 4.8% 2 0.0% 0 0.0% 0 0.6% 0 0.7% 4.0% 5 10.8% 17 3.1% 2 4.7% 3 0.0% 0 2 More / better parking 4.2% 46 0.0% 0 1.8% 1 4.9% 0.0% 0 0.9% 1 2.5% 3 7.6% 10 11.2% 18 6.5% 5 2.9% 1.6% 2 6 0 0 More / better pedestrianised 0.2% 3 0.0% 0 0.0% 0 1.0% 1 0.0% 0 0.0% 0 0.0% 0.0% 0 0.6% 1 0.0% 0 0.8% 0 0.0% streets More / better public 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 conveniences More / better seats / flower 0.3% 4 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 1.2% 2 0.0% 0.0% 0 1.1% 1 1.0% 1 0.6% -1 displays 0.3% 0 0.0% 0 0.0% 0.6% 0.7% 2 0 More / better services 4 0.0% 1.1% 0 0 0.0% 0.0% 0 0.0% 0 3.2% 0.0% 0.3% 3 0.0% 0 0 0.8% 0.0% 0 0.0% 0.0% 0 More advertising 0.0% 0 0 0.0% 0 1.1% 1 0.0% 0.0% 1 0 1.3% -1 3 0 More national multiple shops 6.0% 66 0.9% 1 11.0% 4 2.0% 2 0.7% 0 2.3% 2 0.0% 0 14.6% 18 16.3% 26 10.7% 8 5.1% 0.0% / High Street shops Protection from the weather 0.0% 0 0.0% 0 0.0% 0.0% 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0 0 0 0.0% (ie. covered shopping malls) Shops / services open on 0.0% 0 0.0% 0.0% 0 0.0% 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0.0% 0 0.0% 0 Sundays Other 1.9% 20 0.0% 0 0.0% 0 0.8% 1 0.0% 0 0.0% 0 0.0% 0 2.8% 4 3.8% 6 6.3% 5 7.9% 4 0.6% A complete refurbishment 0.7% 8 0.0% 0.0% 0.0% 0.0% 0 0.9% 0.0% 0 4.3% 5 0.0% 2.1% 2 0.8% 0.0% 0 0 0 0 1 0 0 0.0% 0.0% 1.1% 12 0.0% 0 5.9% 7 1.5% 0.6% 0 0.7% 1 1.1% 0.0% 0 0 1.0% 0.6% If it was nearer 1 1.3% 15 0.0% 0 1.0% 0.0% 0.8% 0 1.3% 0.0% 0 0.0% 5.8% 4.1% 0.8% 0 0.0% 0 Less charity shops 0 0 0 9 3 0.0% 0 0 Less estate agents 0.4% 4 0.0% 0 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 2.7% 4 0.0% 0 0.0% 0 0.0% Less traffic congestion 0.2% 2 0.0% 0 0.7% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0.7% 1 0.0% 0 0.0% 0 1.0% -1 More / better disabled 0.4% 5 0.0% 0 0.0% 0 0.0% 0.0% 0.0% 0 0.0% 0 0.6% 1.6% 3 0.7% 1 1.3% 0.0% 0 0 1 parking and transportation More independent shops 0.6% 6 0.0% 0 1.9% 1 0.0% 0 0.0% 0 1.5% 1 0.0% 0 1.1% 1 1.0% 2 2.0% 2 0.0% 0 0.0% 0 (Don't know) 35.4% 390 47.6% 71 32.1% 13 56.0% 71 51.5% 30 49.0% 39 51.0% 69 14.3% 18 2.8% 4 15.7% 12 25.7% 15 50.6% 49 1100 39 58 80 135 126 75 57 97 Weighted base: 149 126 159 100 100 Sample: 1100 100 100 100 100 100 100 100 100 100

| Weighted:   |                |            |                |          |                |         |                |          |        | F        | or C           | arte | er Jo          | nas      |                |     |                |     |                |          |                |     |                |          | February 2015 |
|---|----------------|------------|----------------|----------|----------------|---------|----------------|----------|--------|----------|----------------|------|----------------|----------|----------------|-----|----------------|-----|----------------|----------|----------------|-----|----------------|----------|---------------|
|   | Tota           | ıl         | Zone           | 1        | Zone           | 2       | Zone           | 3        | Zone 4 | ı        | Zone           | 5    | Zone           | 6        | Zone           | 7   | Zone           | 8   | Zone 9         | )        | Zone 1         | 10  | Zone           | 11       |               |
| Q31 Do you or your hous                                     | sehold v       | visit th   | ne follov      | ving l   | eisure a       | ttracti | ions? [N       | /IR/PR   | 1]     |          |                |      |                |          |                |     |                |     |                |          |                |     |                |          |               |
| Bingo / casino / bookmaker                                  | 6.0%           | 66         | 2.6%           | 4        | 4.2%           | 2       | 3.0%           | 4        |        | 3        | 5.8%           | 5    | ,              | 5        | 12.8%          | 16  | 7.9%           | 13  |                | 4        | 3.3%           | 2   |                | 9        |               |
| Cinema Gym / health club / sports facility                  | 56.7%<br>24.7% | 623<br>271 | 58.8%<br>25.0% | 87<br>37 | 58.7%<br>21.8% |         | 72.8%<br>28.0% | 92<br>35 |        | 29<br>11 | 48.1%<br>31.9% |      | 47.5%<br>16.0% | 64<br>22 | 60.2%<br>34.6% |     | 54.8%<br>27.5% |     | 56.4%<br>25.9% | 42<br>19 | 49.6%<br>25.1% |     | 58.1%<br>11.5% | 56<br>11 |               |
| Theatre/ concert / music venue                              | 41.8%          | 460        | 51.0%          | 76       | 39.5%          | 16      | 42.6%          | 54       | 49.6%  | 29       | 42.9%          | 34   | 48.2%          | 65       | 44.7%          | 56  | 26.4%          | 42  | 36.8%          | 27       | 49.2%          | 28  | 34.3%          | 33       |               |
| Museum / gallery or place of historical / cultural interest | 34.7%          | 381        | 34.9%          | 52       | 30.5%          | 12      | 34.5%          | 43       | 38.9%  | 23       | 27.0%          | 22   | 49.9%          | 67       | 32.1%          | 40  | 32.9%          | 53  | 29.4%          | 22       | 36.3%          | 21  | 28.0%          | 27       |               |
| Pub / bar / nightclub                                       | 47.9%          | 527        | 39.6%          | 59       | 47.6%          | 19      | 54.4%          | 68       | 52.0%  | 30       | 53.0%          | 42   | 46.9%          | 63       | 54.5%          | 68  | 51.0%          | 81  | 41.2%          | 31       | 47.5%          | 27  | 38.9%          | 38       |               |
| Restaurant / café   | 74.2%          | 816        | 76.6%          | 114      | 76.9%          | 30      | 76.8%          | 97       | 81.0%  | 47       | 62.4%          | 50   | 83.8%          | 113      | 83.8%          | 105 | 62.5%          | 100 | 75.5%          | 56       | 68.1%          | 39  | 67.1%          | 65       |               |
| Family entertainment (e.g. tenpin bowling, skating rink)    | 27.5%          |            | 23.8%          | 35       | 28.1%          | 11      | 34.7%          | 44       | 35.3%  | 21       |                |      | 26.4%          | 36       |                |     | 21.3%          |     | 26.6%          | 20       | 24.4%          |     | 36.6%          | 36       |               |
| Other activity  | 0.3%           | 3          | 0.9%           | 1        | 1.6%           | 1       | 0.0%           | 0        |        | 0        |                | 0    | 0.0.0          | 0        | 0.0%           | 0   |                | 0   | 1.1%           | 1        | 0.8%           | 0   |                | 0        |               |
| (None)  | 11.3%          | 125        | 14.1%          | 21       | 9.1%           | 4       | 6.8%           | 9        | 9.3%   | 5        |                | 14   |                | 11       | 8.2%           |     | 17.2%          | 27  | 8.9%           | 7        | 11.9%          | 7   | 10.8%          | 10       |               |
| Bowls   | 0.2%           | 2          | 0.0%           | 0        | 0.0%           | 0       | 0.0%           | 0        | 0.0%   | 0        | 0.6%           | 0    | 0.0.0          | 0        | 0.0%           | 0   | 0.6%           | 1   | 0.0%           | 0        | 1.5%           | 1   | 0.0%           | 0        |               |
| Golf  | 0.3%           | 3          | 0.0%           | 0        | 0.0%           | 0       | 0.0%           | 0        | 0.8%   | 0        | 0.0%           | 0    | 0.0%           | 0        | 0.8%           | 1   | 0.7%           | 1   | 0.0%           | 0        | 0.0%           | 0   | 0.6%           | 1        |               |
| Weighted base:  |                | 1100       |                | 149      |                | 39      |                | 126      |        | 58       |                | 80   |                | 135      |                | 126 |                | 159 |                | 75       |                | 57  |                | 97       |               |
| Sample:   |                | 1100       |                | 100      |                | 100     |                | 100      |        | 100      |                | 100  |                | 100      |                | 100 |                | 100 |                | 100      |                | 100 |                | 100      |               |

| ,, eighteu.   |       |          |       |     |        |      |           |     |        | _    | 01 00    |        | 01 001 |        |        |         |        |         |        |   |        |   |         |   | rebruary 20 |
|---|-------|----------|-------|-----|--------|------|-----------|-----|--------|------|----------|--------|--------|--------|--------|---------|--------|---------|--------|---|--------|---|---------|---|-------------|
|   | Tota  | 1        | Zone  | 1   | Zone 2 | 2    | Zone 3    | 3   | Zone 4 | ļ    | Zone 5   | ;      | Zone 6 | 6      | Zone ' | 7       | Zone 8 | 3       | Zone 9 |   | Zone 1 | 0 | Zone 11 |   |             |
| Q32 Where do you or I   |       |          |       |     |        |      |           |     |        | asin | os or bo | okma   | akers? |        |        |         |        |         |        |   |        |   |         |   |             |
| Gala Bingo, Orwell Retail<br>Park, Ipswich                    | 25.8% | 17       | 0.0%  | 0   | 0.0%   | 0    | 0.0%      | 0   | 0.0%   | 0    | 88.4%    | 3      | 38.8%  | 2      | 17.2%  | 3       | 68.4%  | 9       | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 |             |
| Mecca, Lloyds Avenue, Ipswich                                 | 0.6%  | 0        | 0.0%  | 0   | 0.0%   | 0    | 0.0%      | 0   | 12.4%  | 0    | 0.0%     | 0      | 0.0%   | 0      | 0.0%   | 0       | 0.0%   | 0       | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 |             |
| Winners Bingo & Social<br>Club, Guildhall Street,<br>Thetford | 1.9%  | 1        | 0.0%  | 0   | 45.6%  | 1    | 0.0%      | 0   | 0.0%   | 0    | 0.0%     | 0      | 0.0%   | 0      | 0.0%   | 0       | 0.0%   | 0       | 12.4%  | 1 | 0.0%   | 0 | 0.0%    | 0 |             |
| Bury St Edmunds   | 2.6%  | 2        | 0.0%  | 0   | 34.9%  | 1    | 0.0%      | 0   | 0.0%   | 0    | 0.0%     | 0      | 0.0%   | 0      | 0.0%   | 0       | 0.0%   | 0       | 27.2%  | 1 | 0.0%   | 0 | 0.0%    | 0 |             |
| Capel St Mary   | 1.5%  | 1        |       | 0   |        | 0    | 0.0%      | 0   | 0.0%   | 0    |          |        | 17.6%  | 1      | 0.0%   | 0       |        | 0       |        | 0 | 0.0%   | 0 | 0.0%    | 0 |             |
| Colchester  | 8.7%  | 6        |       | 2   |        | 0    | 0.0%      |     | 67.2%  | 2    |          |        | 21.8%  | 1      | 0.0%   | 0       |        | 0       |        | 0 | 0.0%   | 0 | 0.0%    | 0 |             |
| Eye   | 0.8%  | 1        | 0.0%  | 0   | 0.0%   | 0    | 0.0%      | 0   | 0.0%   | 0    | 0.0%     | 0      | 0.0%   | 0      | 0.0%   | 0       | 0.0%   | 0       | 0.0%   | 0 | 29.2%  | 1 | 0.0%    | 0 |             |
| Ipswich   | 24.9% | 16       | 0.0%  | 0   | 0.0%   | 0    | 0.0%      | 0   | 20.3%  | 1    | 0.0%     | 0      | 21.8%  | 1      | 82.8%  | 13      | 9.5%   | 1       | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 |             |
| Long Melford  | 1.2%  | 1        | 0.0%  | 0   | 0.0%   | 0    | 20.7%     | 1   | 0.0%   | 0    | 0.0%     | 0      | 0.0%   | 0      | 0.0%   | 0       | 0.0%   | 0       | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 |             |
| Stowmarket  | 2.9%  | 2        | 0.0%  | 0   | 19.6%  | 0    | 0.0%      | 0   | 0.0%   | 0    | 0.0%     | 0      | 0.0%   | 0      | 0.0%   | 0       | 12.6%  | 2       | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 |             |
| Sudbury   | 6.6%  | 4        | 36.0% | 1   | 0.0%   | 0    | 79.3%     | 3   | 0.0%   | 0    | 0.0%     | 0      | 0.0%   | 0      | 0.0%   | 0       | 0.0%   | 0       | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 |             |
| Central London  | 1.8%  | 1        | 0.0%  | 0   | 0.0%   | 0    | 0.0%      | 0   | 0.0%   | 0    | 0.0%     | 0      | 0.0%   | 0      | 0.0%   | 0       | 9.5%   | 1       | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0 |             |
| Diss  | 0.9%  | 1        | 0.0%  | 0   | 0.0%   | 0    | 0.0%      | 0   | 0.0%   | 0    | 0.0%     | 0      | 0.0%   | 0      | 0.0%   | 0       | 0.0%   | 0       | 0.0%   | 0 | 0.0%   | 0 | 6.3%    | 1 |             |
| Elmswell  | 3.1%  | 2        |       | 0   | 0.0%   | 0    | 0.0%      | 0   | 0.0%   | 0    |          | 0      | 0.0.0  | 0      | 0.0%   | 0       |        | 0       |        | 2 | 0.0%   | 0 | 0.0%    | 0 |             |
| Harleston   | 5.2%  | 3        |       | 0   | 0.0%   | 0    | 0.0%      | 0   | 0.0%   | 0    |          | 0      |        | 0      | 0.0%   | 0       |        | 0       |        | 0 | 0.0%   | 0 | 36.7%   | 3 |             |
| Norwich   | 5.7%  | 4        |       | 0   | 0.0%   | 0    | 0.0%      | 0   | 0.0%   | 0    |          | 0      | 0.070  | 0      | 0.0%   | 0       |        | 0       |        | 0 | 0.0%   | 0 |         | 4 |             |
| Portsmouth  | 0.7%  | 0        |       | 0   | 0.0%   | 0    | 0.0%      | 0   | 0.0%   |      | 11.6%    | 0      |        | 0      |        | 0       |        | 0       |        | 0 | 0.0%   | 0 | 0.0%    | 0 |             |
| Stradbroke  | 2.4%  | 2        |       | 0   | 0.0%   | 0    | 0.0%      | 0   | 0.0%   | 0    | 0.070    | 0      |        | 0      | 0.0%   | 0       |        | 0       | 0.070  | 0 | 0.0%   | 0 |         | 2 |             |
| Thetford  | 1.5%  | 1        | 0.0%  | 0   | 0.0%   | 0    | 0.0%      | 0   | 0.0%   | 0    |          | 0      |        | 0      |        | 0       |        |         | 12.4%  | 1 | 23.6%  | 0 | 0.0%    | 0 |             |
| Thorndon  | 0.7%  | 0        |       | 0   | 0.0%   | 0    | 0.0%      | 0   | 0.0%   | 0    |          | 0      |        | 0      |        | 0       |        | 0       |        | 0 | 23.6%  | 0 | 0.0%    | 0 |             |
| Wickham Market  | 0.7%  | 0        | 0.0%  | 0   | 0.0%   | 0    | 0.0%      | 0   | 0.0%   | 0    | 0.0%     | 0      | 0.0%   | 0      | 0.0%   | 0       | 0.0%   | 0       | 0.0%   | 0 | 23.6%  | 0 | 0.0%    | 0 |             |
| Weighted base:  |       | 66       |       | 4   |        | 2    |           | 4   |        | 3    |          | 4      |        | 5      |        | 16      |        | 13      |        | 4 |        | 2 |         | 9 |             |
| Sample:   |       | 48       |       | 2   |        | 4    |           | 3   |        | 3    |          | 3      |        | 4      |        | 3       |        | 7       |        | 6 |        | 4 |         | 9 |             |
| Q32AHow often do you<br>Those who visit Bing                  | •     |          |       |     | · ·    | sino | s, or boo | kma | kers?  |      |          |        |        |        |        |         |        |         |        |   |        |   |         |   |             |
| Once a week   | 41.5% | 28       | 36.0% | 1   | 65.2%  | 1    | 100.0%    | 4   | 12.4%  | 0    | 16.0%    | 1      | 38.8%  | 2      | 82.8%  | 13      | 20.3%  | 3       | 0.0%   | 0 | 29.2%  | 1 | 18.9%   | 2 |             |
| Once a fortnight  | 4.3%  | 3        |       | 0   | 0.0%   | 0    | 0.0%      | 0   | 0.0%   |      | 0.0%     | 0      |        | 0      |        | 0       |        |         | 12.4%  | 1 | 23.6%  |   | 20.1%   | 2 |             |
| Once a month  | 30.3% | 20       |       | 0   | 0.0%   | 0    | 0.0%      |     | 87.6%  |      | 52.8%    |        | 17.6%  |        | 11.0%  |         | 19.0%  | 2       |        | 4 | 23.6%  | 0 |         | 6 |             |
| Once every two months   | 9.0%  | 6        |       | 0   | 0.0%   | 0    | 0.0%      | 0   | 0.0%   |      | 21.4%    | 1      |        | 1      | 6.2%   | 1       |        | 2       |        | 0 |        | 0 | 0.0%    | 0 |             |
| Once every six months   | 14.2% | 9        |       |     | 34.9%  | 1    | 0.0%      | 0   | 0.0%   | 0    |          |        | 21.8%  | 1      | 0.0%   |         | 41.7%  | 5       |        | 0 | 0.0%   | 0 | 0.0%    | 0 |             |
| Once a year   | 0.7%  | 0        |       | 0   | 0.0%   | 0    | 0.0%      | Õ   | 0.0%   | 0    |          | 0      |        | 0      |        | 0       |        | 0       |        | 0 | 0.0%   | 0 | 0.0%    | 0 |             |
| Less often  | 0.0%  | 0        |       | 0   |        | 0    | 0.0%      | 0   | 0.0%   | 0    |          | 0      |        | 0      |        | 0       |        | 0       |        | 0 | 0.0%   | 0 | 0.0%    | 0 |             |
| Don't know / varies)  | 0.0%  | 0        |       | 0   | 0.0%   | 0    | 0.0%      | 0   | 0.0%   | 0    |          | 0      |        | 0      |        | 0       |        | 0       |        | 0 | 0.0%   | 0 | 0.0%    | 0 |             |
| · · · · · · · · · · · · · · · · · · ·                         |       | 60       |       | 1   |        | 2    |           | 1   |        | 2    |          | -      |        | F      |        |         |        |         |        | 4 |        | 2 |         | 9 |             |
| Weighted base:  |       | 66<br>49 |       | 4 2 |        | 2    |           | 4   |        | 3    |          | 5<br>4 |        | 5<br>4 |        | 16<br>3 |        | 13<br>7 |        | 4 |        | 2 |         | 9 |             |
| Sample:   |       | 49       |       | 2   |        | 4    |           | 3   |        | 3    |          | 4      |        | 4      |        | 3       |        | /       |        | 6 |        | 4 |         | 9 |             |
|   |       |          |       |     |        |      |           |     |        |      |          |        |        |        |        |         |        |         |        |   |        |   |         |   |             |

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|   | Tota  | ıl  | Zone  | 1  | Zone 2 | 2      | Zone     | 3    | Zone 4 | 1  | Zone  | 5  | Zone  | 6  | Zone   | 7        | Zone  | 8  | Zone 9 | )  | Zone 1 | 0  | Zone 1 | 1  |
|---|-------|-----|-------|----|--------|--------|----------|------|--------|----|-------|----|-------|----|--------|----------|-------|----|--------|----|--------|----|--------|----|
| Q33 Where do you or me<br>Those who visit Cinema                |       | -   |       |    |        | y go t | o the ci | nema | ?      |    |       |    |       |    |        |          |       |    |        |    |        |    |        |    |
| Cineworld Cinemas -<br>Haverhill                                | 2.9%  | 18  | 19.1% | 17 | 0.0%   | 0      | 1.4%     | 1    | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0        | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Cineworld, Cardinal Park, 11<br>Grafton Way, Ipswich            | 31.1% | 193 | 2.8%  | 2  | 0.0%   | 0      | 16.4%    | 15   | 11.4%  | 3  | 79.7% | 31 | 76.2% | 49 | 76.1%  | 57       | 25.9% | 23 | 6.8%   | 3  | 22.7%  | 6  | 7.2%   | 4  |
| Colchester Theatretrain, Oak<br>Tree Centre                     | 0.3%  | 2   | 0.0%  | 0  | 0.0%   | 0      | 0.0%     | 0    | 7.2%   | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0        | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Ipswich Film Theatre, Corn<br>Exchange, King Street,<br>Ipswich | 0.4%  | 3   | 0.0%  | 0  | 0.0%   | 0      | 0.0%     | 0    | 2.2%   | 1  | 5.3%  | 2  | 0.0%  | 0  | 0.0%   | 0        | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| ODEON Colchester, 29-31<br>Head St, Colchester                  | 3.7%  | 23  | 11.7% | 10 | 0.0%   | 0      | 9.5%     | 9    | 0.0%   | 0  | 0.0%  | 0  | 6.7%  | 4  | 0.0%   | 0        | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Regal Theatre, Ipswich<br>Street, Stowmarket                    | 8.6%  | 53  | 0.0%  | 0  | 0.0%   | 0      | 0.0%     | 0    | 0.0%   | 0  | 3.1%  | 1  | 0.0%  | 0  | 14.9%  | 11       | 42.5% | 37 | 4.0%   | 2  | 3.5%   | 1  | 1.7%   | 1  |
| The Quay (Theatre), Quay Lane, Sudbury                          | 0.4%  | 2   | 0.0%  | 0  | 0.0%   | 0      | 1.4%     | 1    | 4.0%   | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0        | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Braintree   | 8.2%  | 51  | 35.5% | 31 | 0.0%   | 0      | 15.5%    | 14   | 19.8%  | 6  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0        | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Bury St Edmunds   | 29.5% | 184 | 27.2% | 24 | 100.0% | 23     | 54.0%    | 49   | 54.2%  | 16 | 6.1%  | 2  | 0.0%  | 0  | 3.9%   | 3        | 17.3% | 15 | 87.9%  | 37 | 45.6%  | 13 | 3.8%   | 2  |
| Colchester  | 0.4%  | 2   | 1.3%  | 1  | 0.0%   | 0      | 0.0%     | 0    | 1.3%   | 0  | 1.2%  | 0  | 0.0%  | 0  | 0.0%   | 0        | 0.0%  | 0  | 0.0%   | 0  | 1.6%   | 0  | 0.0%   | 0  |
| Dedham  | 0.3%  | 2   | 0.0%  | 0  | 0.0%   | 0      | 0.0%     | 0    | 0.0%   | 0  | 0.0%  | 0  | 3.0%  | 2  | 0.0%   | 0        | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Eye   | 0.2%  | 1   | 0.0%  | 0  | 0.0%   | 0      | 0.0%     | 0    | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0        | 0.0%  | 0  | 0.0%   | 0  | 4.8%   | 1  | 0.0%   | 0  |
| Hadleigh  | 0.2%  | 1   | 0.0%  | 0  | 0.0%   | 0      | 0.0%     | 0    | 0.0%   | 0  | 3.1%  | 1  | 0.0%  | 0  | 0.0%   | 0        | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Halstead  | 0.1%  | 1   | 0.0%  | 0  | 0.0%   | 0      | 0.8%     | 1    | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0        | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Haverhill   | 0.5%  | 3   | 2.5%  | 2  | 0.0%   | 0      | 1.0%     | 1    | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0        | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Ipswich   | 2.4%  | 15  | 0.0%  | 0  | 0.0%   | 0      | 0.0%     | 0    | 0.0%   | 0  | 0.0%  | 0  | 12.6% | 8  | 1.1%   | 1        | 4.1%  | 4  | 0.0%   | 0  | 3.5%   | 1  | 2.6%   | 1  |
| Stowmarket  | 1.7%  | 11  | 0.0%  | 0  | 0.0%   | 0      | 0.0%     | 0    | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0        |       | 9  | 1.3%   | 1  | 1.6%   | 0  | 1.3%   | 1  |
| Diss  | 0.2%  | 2   | 0.0%  | 0  | 0.0%   | 0      | 0.0%     | 0    | 0.0%   | 0  | 0.0%  | 0  |       | 0  | 0.0%   | 0        |       | 0  | 0.0%   | 0  | 0.0%   | 0  | 2.8%   | 2  |
| Halesworth  | 0.2%  | 1   | 0.0%  | 0  | 0.0%   | 0      | 0.0%     | 0    | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0        |       | 0  | 0.0%   | 0  | 0.0%   | 0  | 1.7%   | 1  |
| Harlesdon   | 0.1%  | 1   | 0.0%  | 0  | 0.0%   | 0      | 0.0%     | 0    | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0        | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 1.0%   | 1  |
| Hoxne   | 0.1%  | 1   | 0.0%  | 0  | 0.0%   | 0      | 0.0%     | 0    | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0        | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 1.7%   | 1  |
| Norwich   | 7.3%  | 45  | 0.0%  | 0  | 0.0%   | 0      | 0.0%     | 0    | 0.0%   | 0  | 0.0%  | 0  |       | 0  | 0.0%   | 0        |       | 0  | 0.0%   | 0  |        | 3  | 76.2%  | 43 |
| Woodbridge  | 1.0%  | 7   | 0.0%  | 0  | 0.0%   | 0      | 0.0%     | 0    | 0.0%   | 0  | 1.5%  | 1  | 1.5%  | 1  | 4.1%   | 3        | 0.0%  | 0  | 0.0%   | 0  |        | 2  | 0.0%   | 0  |
| C   | 1.0/0 | •   | 0.070 | -  | 0.070  | -      | 0.070    | -    | 0.070  | -  | 1.5/0 | 20 | 1.5/0 | 1  | 7.1 /0 | -        | 0.070 | -  | 0.070  | -  | 0.070  |    | 0.070  | Ü  |
| Weighted base:  |       | 622 |       | 87 |        | 23     |          | 92   |        | 29 |       | 38 |       | 64 |        | 76<br>52 |       | 87 |        | 42 |        | 28 |        | 56 |
| Sample:   |       | 558 |       | 54 |        | 54     |          | 63   |        | 46 |       | 47 |       | 50 |        | 52       |       | 50 |        | 48 |        | 47 |        | 47 |

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## Babergh & Mid Suffolk Household Survey For Carter Jonas

|                       | Tota       | 1   | Zone     | 1       | Zone    | 2  | Zone 3 | 3  | Zone  | 4  | Zone  | 5  | Zone  | 6  | Zone  | 7  | Zone 8 | 8  | Zone 9 | )  | Zone 1 | .0 | Zone 1 | 11 |
|-----------------------|------------|-----|----------|---------|---------|----|--------|----|-------|----|-------|----|-------|----|-------|----|--------|----|--------|----|--------|----|--------|----|
| Q33AHow often do you  |            |     | old visi | t the c | cinema? | ,  |        |    |       |    |       |    |       |    |       |    |        |    |        |    |        |    |        |    |
| Those who visit Cine  | ma at Q31: |     |          |         |         |    |        |    |       |    |       |    |       |    |       |    |        |    |        |    |        |    |        |    |
| Once a week           | 3.7%       | 23  | 1.6%     | 1       | 6.2%    | 1  | 7.3%   | 7  | 5.1%  | 1  | 1.9%  | 1  | 5.6%  | 4  | 2.3%  | 2  | 4.1%   | 4  | 4.3%   | 2  | 1.9%   | 1  | 0.0%   | 0  |
| Once a fortnight      | 8.3%       | 51  | 4.1%     | 4       | 19.3%   | 4  | 6.1%   | 6  | 11.1% | 3  | 8.1%  | 3  | 1.9%  | 1  | 24.1% | 18 | 8.9%   | 8  | 0.0%   | 0  | 10.8%  | 3  | 2.3%   | 1  |
| Once a month          | 30.4%      | 190 | 35.8%    | 31      | 14.6%   | 3  | 22.0%  | 20 | 35.6% | 10 | 52.1% | 20 | 24.4% | 16 | 23.6% | 18 | 34.2%  | 30 | 29.6%  | 12 | 17.8%  | 5  | 41.7%  | 24 |
| Once every two months | 32.7%      | 204 | 32.9%    | 29      | 30.1%   | 7  | 40.3%  | 37 | 25.6% | 7  | 24.6% | 9  | 35.4% | 23 | 30.0% | 23 | 35.6%  | 31 | 37.3%  | 16 | 35.4%  | 10 | 21.7%  | 12 |
| Once every six months | 18.8%      | 117 | 19.4%    | 17      | 25.1%   | 6  | 18.7%  | 17 | 12.4% | 4  | 7.9%  | 3  | 31.2% | 20 | 14.1% | 11 | 14.8%  | 13 | 22.3%  | 9  | 27.3%  | 8  | 18.0%  | 10 |
| Once a year           | 2.7%       | 17  | 2.1%     | 2       | 4.8%    | 1  | 1.9%   | 2  | 7.0%  | 2  | 2.4%  | 1  | 0.0%  | 0  | 3.2%  | 2  | 1.4%   | 1  | 5.2%   | 2  | 3.5%   | 1  | 4.4%   | 3  |
| Less often            | 1.7%       | 10  | 2.8%     | 2       | 0.0%    | 0  | 2.9%   | 3  | 1.6%  | 0  | 1.2%  | 0  | 1.5%  | 1  | 1.1%  | 1  | 0.0%   | 0  | 0.0%   | 0  | 3.4%   | 1  | 2.7%   | 2  |
| (Don't know / varies) | 1.8%       | 11  | 1.3%     | 1       | 0.0%    | 0  | 0.8%   | 1  | 1.6%  | 0  | 1.8%  | 1  | 0.0%  | 0  | 1.6%  | 1  | 1.1%   | 1  | 1.2%   | 1  | 0.0%   | 0  | 9.2%   | 5  |
| Weighted base:        |            | 623 |          | 87      |         | 23 |        | 92 |       | 29 |       | 38 |       | 64 |       | 76 |        | 87 |        | 42 |        | 28 |        | 56 |
| Sample:               |            | 561 |          | 54      |         | 54 |        | 63 |       | 46 |       | 47 |       | 50 |       | 52 |        | 50 |        | 49 |        | 48 |        | 48 |

|  | Total |    | Zone 1 |   | Zone 2 |   | Zone 3 | 3 | Zone 4  | ·   | Zone 5    |        | Zone 6 |   | Zone 7 |   | Zone 8 |   | Zone 9 |    | Zone 10 |   | Zone 11 |   |
|--|-------|----|--------|---|--------|---|--------|---|---------|-----|-----------|--------|--------|---|--------|---|--------|---|--------|----|---------|---|---------|---|
| Where do you or me<br>Those who visit gym / h  |       |    |        |   |        |   |        |   | healthc | ub/ | sports fa | cility | r?     |   |        |   |        |   |        |    |         |   |         |   |
| viss Swim & Fitness Centre,<br>Victoria Road, DISS   | 1.7%  | 5  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0   | 0.0%      | 0      | 0.0%   | 0 | 0.0%   | 0 | 2.2%   | 1 | 0.0%   | 0  | 25.7%   | 4 | 0.0%    | 0 |
| very One Active,<br>Mid-Suffolk Leisure<br>Centre, Stowmarket                                    | 2.3%  | 6  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0   | 1.9%      | 0      | 0.0%   | 0 | 11.0%  | 5 | 0.0%   | 0 | 2.7%   | 1  | 3.1%    | 0 | 0.0%    | 0 |
| Freat Cornard Sports Centre  | 0.6%  | 2  | 0.0%   | 0 | 0.0%   | 0 | 2.2%   | 1 | 7.5%    | 1   | 0.0%      | 0      | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%    | 0 | 0.0%    | 0 |
| Ineat Cornard Sports Centre  Indleigh High Leisure  Centre                                       | 1.2%  | 3  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    |     | 13.8%     | 3      | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%    | 0 |         | 0 |
| arleston Community Leisure Facility  | 1.3%  | 3  | 3.7%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0   | 0.0%      | 0      | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%    | 0 | 22.5%   | 2 |
| swich Sports Club, Henley<br>Road, Ipswich   | 1.4%  | 4  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0   | 10.3%     | 2      | 0.0%   | 0 | 3.0%   | 1 | 0.0%   | 0 | 0.0%   | 0  | 0.0%    | 0 | 0.0%    | 0 |
| ingfisher Leisure Centre,<br>Station Road, Sudbury   | 8.7%  | 23 | 9.5%   |   | 0.0%   |   | 36.6%  |   | 48.6%   |     | 5.0%      | 1      | 0.0%   | 0 |        | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%    | 0 |         | 0 |
| A fitness Bury St Edmunds  | 0.7%  | 2  | 3.7%   | 1 | 5.3%   | 0 | 0.0%   | 0 | 0.0%    | 0   | 0.0%      | 0      | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%    | 0 | 0.0%    | 0 |
| Iwah Health, Beauty and<br>Fitness Studio, Milner<br>Road, Chilton Industrial<br>Estate, Sudbury | 1.7%  | 5  | 10.2%  | 4 | 0.0%   | 0 | 0.0%   | 0 | 7.5%    | 1   | 0.0%      | 0      | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%    | 0 | 0.0%    | 0 |
| orthgate Sports Centre,<br>Sidegate Lane West,<br>Ipswich  | 0.4%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0   | 0.0%      | 0      | 0.0%   | 0 | 2.3%   | 1 | 0.0%   | 0 | 0.0%   | 0  | 0.0%    | 0 | 0.0%    | 0 |
| RG Fitness Gym & Studios, Creeting Road West, Stowmarket   | 1.5%  | 4  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0   | 0.0%      | 0      | 0.0%   | 0 | 4.1%   | 2 | 4.8%   | 2 | 0.0%   | 0  | 0.0%    | 0 | 0.0%    | 0 |
| towupland Sports Centre,<br>Church Road, Stowmarket  | 1.6%  | 4  | 0.0%   | 0 | 4.0%   | 0 | 0.0%   | 0 | 0.0%    | 0   | 10.3%     | 2      | 0.0%   | 0 | 0.0%   | 0 | 3.6%   | 2 | 0.0%   | 0  | 0.0%    | 0 | 0.0%    | 0 |
| tradbroke Swim & Fitness<br>Centre, Wilby Road,<br>Stradbroke                                    | 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  | 14.4%   | 2 | 8.1%    | 1 |
| udbury Sports Centre, Tudor Road   | 1.7%  | 5  | 6.6%   | 2 | 0.0%   | 0 | 3.6%   | 1 | 7.5%    | 1   | 0.0%      | 0      | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%    | 0 | 0.0%    | 0 |
| he Spirit Health Club,<br>London Road, Ipswich   | 0.9%  | 3  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0   | 0.0%      | 0      | 5.5%   | 1 | 3.0%   | 1 | 0.0%   | 0 | 0.0%   | 0  | 0.0%    | 0 |         | 0 |
| est Health and Fitness,<br>Caxton House, Chilton<br>Industrial Estate, Sudbury                   | 0.4%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 9.9%    | 1   | 0.0%      | 0      | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%    | 0 | 0.0%    | 0 |
| raintree   | 0.2%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 5.6%    | 1   | 0.0%      | 0      | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%    | 0 | 0.0%    | 0 |
| ramford  | 0.8%  | 2  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0   | 0.0%      | 0      | 5.5%   | 1 | 2.3%   | 1 | 0.0%   | 0 | 0.0%   | 0  | 0.0%    | 0 | 0.0%    | 0 |
| ury St Edmunds   | 11.3% | 30 | 0.0%   | 0 | 66.6%  | 5 | 11.8%  | 4 | 0.0%    | 0   | 0.0%      | 0      | 0.0%   | 0 | 0.0%   | 0 | 17.8%  |   | 60.6%  | 12 | 7.6%    | 1 | 0.0%    | 0 |
| olchester  | 1.6%  |    | 10.2%  | 4 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0   | 1.9%      | 0      | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%    | 0 | 0.0%    | 0 |
| ebenham  | 0.6%  | 2  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0   | 0.0%      | 0      | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   |    | 11.2%   | 2 | 0.0%    | 0 |
| Iadleigh   | 2.6%  | 7  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0   | 29.0%     | 7      | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%    | 0 | 0.0%    | 0 |
| lalstead   | 0.9%  | 2  | 6.7%   | 2 | 0.0%   | 0 | 0.0%   | 0 | 0.0%    | 0   | 0.0%      | 0      | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%    | 0 | 0.0%    | 0 |

Weighted:

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|  | Tota  | ıl  | Zone  | 1  | Zone 2 | ;  | Zone  | 3  | Zone 4 | ı  | Zone 5 | 5  | Zone  | 6  | Zone  | 7  | Zone  | 8  | Zone 9             | )  | Zone 1 | .0 | Zone 1 | 11 |
|--|-------|-----|-------|----|--------|----|-------|----|--------|----|--------|----|-------|----|-------|----|-------|----|--------------------|----|--------|----|--------|----|
|  |       |     |       |    |        |    |       |    |        |    |        |    |       |    |       |    |       |    |                    |    |        |    |        |    |
| Haverhill  | 0.5%  | 1   | 3.7%  | 1  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%               | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Ipswich  | 12.7% | 34  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 12.6%  | 3  | 23.6% | 5  | 59.5% | 26 | 0.0%  | 0  | 0.0%               | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Manningtree  | 0.4%  | 1   | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 4.5%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%               | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Needham Market   | 0.8%  | 2   | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 3.1%   | 1  | 0.0%  | 0  | 3.0%  | 1  | 0.0%  | 0  | 0.0%               | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Stowmarket   | 15.2% | 41  | 0.0%  | 0  | 12.1%  | 1  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 5.3%  | 2  | 71.6% | 31 | 31.3%              | 6  | 0.0%   | 0  | 0.0%   | 0  |
| Sudbury  | 6.6%  | 18  | 4.9%  | 2  | 8.6%   | 1  | 38.6% | 14 | 13.3%  | 1  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%               | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Abingdon   | 0.2%  | 1   | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%               | 0  | 3.8%   | 1  | 0.0%   | 0  |
| Bungay   | 0.3%  | 1   | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%               | 0  | 0.0%   | 0  | 8.1%   | 1  |
| Central London   | 2.4%  | 6   | 3.7%  | 1  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 22.7% | 5  | 0.0%  | 0  | 0.0%  | 0  | 0.0%               | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Clare  | 1.2%  | 3   | 4.9%  | 2  | 0.0%   | 0  | 3.6%  | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  |       | 0  | 0.0%  | 0  | 0.0%               | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Diss   | 1.0%  | 3   | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 2.3%  | 1  | 0.0%  | 0  | 0.0%               | 0  | 12.6%  | 2  | 0.0%   | 0  |
| Earls Colne  | 1.3%  | 4   | 9.4%  | 4  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%               | 0  | 0.0%   | 0  | 0.0%   | 0  |
| East Bergholt  | 1.9%  | 5   | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 22.8% | 5  | 0.0%  | 0  | 0.0%  | 0  | 0.0%               | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Felixstowe   | 0.8%  | 2   | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 9.8%  | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%               | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Framlingham  | 0.3%  | 1   | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%               | 0  | 0.0%   | 0  | 8.1%   | 1  |
| Harleston  | 0.5%  | 1   | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%               | 0  | 0.0%   | 0  | 16.2%  | 1  |
| Health and Fitness at Kersey<br>Mill, Kersey, Ipswich        | 0.9%  | 2   | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 10.3%  | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%               | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Hintlesham   | 0.4%  | 1   | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 5.5%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%               | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Leavenheath, Colchester                                      | 0.5%  | 1   | 0.0%  | 0  | 0.0%   | 0  | 3.6%  | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  |       | 0  |       | 0  | 0.0%               | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Long Stratton  | 0.5%  | 1   | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  |       | 0  | 0.0%  | 0  | 0.0%               | 0  | 5.0%   | 1  | 8.1%   | 1  |
| Lowestoft  | 0.2%  | 1   | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%               | 0  | 0.0%   | 0  | 6.5%   | 1  |
| Nedging-with-Naughton  | 0.2%  | 0   | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 1.9%   | 0  | 0.0%  | 0  |       | 0  | 0.0%  | 0  | 0.0%               | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Norwich  | 0.4%  | 1   | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  |       | 0  | 0.0%  | 0  | 0.0%               | 0  | 6.8%   | 1  | 0.0%   | 0  |
| Rattlesden   | 0.1%  | 0   | 0.0%  | 0  | 3.3%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  |       | 0  | 0.0%  | 0  | 0.0%               | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Stradbroke   | 1.3%  | 3   | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  |       | 0  | 0.0%  | 0  | 0.0%               | 0  | 9.8%   | 1  | 22.5%  | 2  |
| The Gainsborough Health<br>Club & Spa, Cavendish,<br>Sudbury | 0.5%  | 1   | 3.7%  | 1  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%               | 0  | 0.0%   | 0  | 0.0%   | 0  |
| West Bergholt  | 0.4%  | 1   | 3.0%  | 1  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%               | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Witham   | 2.3%  | 6   |       | 6  |        | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  |       | 0  | 0.0%  | 0  | 0.0%               | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Woodbridge   | 0.7%  | 2   | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  |       | 2  | 0.0%  | 0  | 0.0%               | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Woolpit  | 0.7%  | 1   | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | ,0    | 0  | 0.0%  | 0  | 5.4%               | 1  | 0.0%   | 0  | 0.0%   | 0  |
| •  | 0.770 | 265 | 0.070 | -  | 0.070  |    | 0.070 |    | 0.070  |    | 0.070  |    | 0.070 |    |       |    | 0.070 |    | J. <del>T</del> /0 | 10 | 0.070  | -  | 0.070  |    |
| Weighted base:   |       | 267 |       | 37 |        | 8  |       | 35 |        | 11 |        | 24 |       | 22 |       | 43 |       | 44 |                    | 19 |        | 14 |        | 9  |
| Sample:  |       | 225 |       | 20 |        | 15 |       | 24 |        | 19 |        | 25 |       | 16 |       | 25 |       | 23 |                    | 23 |        | 24 |        | 11 |

| -                     | T. 4        | ,      | 7          | 4       | 7        |         | 7         | •      | 7        |    | 7     | -  | 7     |    | 7     | _  | 7      |    | 7      |    | 7 1    | ^  | 7 1    |    |
|-----------------------|-------------|--------|------------|---------|----------|---------|-----------|--------|----------|----|-------|----|-------|----|-------|----|--------|----|--------|----|--------|----|--------|----|
|                       | Tota        | ı      | Zone       | 1       | Zone 2   | 2       | Zone      | 3      | Zone 4   | •  | Zone  | 3  | Zone  | b  | Zone  | /  | Zone 8 | 5  | Zone 9 | ,  | Zone 1 | U  | Zone 1 | I  |
|                       |             |        |            |         |          |         |           |        |          |    |       |    |       |    |       |    |        |    |        |    |        |    |        |    |
| O244 How often de vou | or vour b   | aucah  | old vici   | 4 4ha 4 | num / ho | althal  | lub / cp/ | arta f | noilitu? |    |       |    |       |    |       |    |        |    |        |    |        |    |        |    |
| Q34AHow often do you  | •           |        |            |         |          | aillici | iub / Spo | ונס ונ | acility? |    |       |    |       |    |       |    |        |    |        |    |        |    |        |    |
| Those who visit gym   | ⁄ пеанпснир | / spor | is jacinty | at Qs.  | 1:       |         |           |        |          |    |       |    |       |    |       |    |        |    |        |    |        |    |        |    |
| Once a week           | 79.8%       | 217    | 92.5%      | 34      | 90.8%    | 8       | 76.1%     | 27     | 81.2%    | 9  | 67.3% | 17 | 87.1% | 19 | 86.5% | 38 | 65.2%  | 29 | 76.0%  | 15 | 88.1%  | 12 | 82.0%  | 9  |
| Once a fortnight      | 3.7%        | 10     | 3.0%       | 1       | 0.0%     | 0       | 2.7%      | 1      | 0.0%     | 0  | 0.0%  | 0  | 7.3%  | 2  | 3.0%  | 1  | 7.2%   | 3  | 6.0%   | 1  | 5.0%   | 1  | 0.0%   | 0  |
| Once a month          | 7.6%        | 20     | 0.0%       | 0       | 0.0%     | 0       | 12.9%     | 5      | 7.5%     | 1  | 21.3% | 5  | 0.0%  | 0  | 5.1%  | 2  | 15.6%  | 7  | 3.3%   | 1  | 0.0%   | 0  | 0.0%   | 0  |
| Once every two months | 3.7%        | 10     | 0.0%       | 0       | 3.1%     | 0       | 4.8%      | 2      | 0.0%     | 0  | 1.8%  | 0  | 0.0%  | 0  | 5.3%  | 2  | 12.0%  | 5  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Once every six months | 2.2%        | 6      | 0.0%       | 0       | 0.0%     | 0       | 0.0%      | 0      | 5.6%     | 1  | 9.7%  | 2  | 5.5%  | 1  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 6.9%   | 1  | 6.5%   | 1  |
| Once a year           | 0.0%        | 0      | 0.0%       | 0       | 0.0%     | 0       | 0.0%      | 0      | 0.0%     | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Less often            | 0.2%        | 1      | 0.0%       | 0       | 0.0%     | 0       | 0.0%      | 0      | 5.6%     | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| (Don't know / varies) | 2.8%        | 8      | 4.5%       | 2       | 6.1%     | 1       | 3.6%      | 1      | 0.0%     | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 14.6%  | 3  | 0.0%   | 0  | 11.5%  | 1  |
| Weighted base:        |             | 271    |            | 37      |          | 9       |           | 35     |          | 11 |       | 25 |       | 22 |       | 43 |        | 44 |        | 19 |        | 14 |        | 11 |
| Sample:               |             | 231    |            | 20      |          | 17      |           | 24     |          | 19 |       | 27 |       | 16 |       | 25 |        | 23 |        | 23 |        | 24 |        | 13 |

| , , ergineer  |       |     |       |    |        |    |       |    |       | _      | ·- ·    |         | - 00     |       |       |        |    |        |    |       |    |        |    |        |    | 10014411 2010 |
|---|-------|-----|-------|----|--------|----|-------|----|-------|--------|---------|---------|----------|-------|-------|--------|----|--------|----|-------|----|--------|----|--------|----|---------------|
|   | Tota  | ıl  | Zone  | 1  | Zone 2 | 2  | Zone  | 3  | Zone  | 4      | Zone    | 5       | Zon      | e 6   | Z     | Zone 7 |    | Zone 8 | 3  | Zone  | 9  | Zone 1 | 10 | Zone 1 | 1  |               |
| Q35 Where do you or me<br>Those who visit the the               |       | -   |       |    | -      | _  |       |    |       | atch a | a conce | rt or w | vatch li | ve mı | ısic? |        |    |        |    |       |    |        |    |        |    |               |
| Colchester Theatretrain, Oak<br>Tree Centre                     | 1.4%  | 6   | 0.0%  | 0  | 0.0%   | 0  | 2.3%  | 1  | 9.2%  | 3      | 0.0%    | 0       | 3.5%     | 2     | 2 0.0 | 0%     | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  |               |
| Ipswich Film Theatre, Corn<br>Exchange, King Street,<br>Ipswich | 1.2%  | 5   | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0      | 1.4%    | 0       | 0.0%     | (     | ) 2.4 | 4%     | 1  | 0.0%   | 0  | 0.0%  | 0  | 10.0%  | 3  | 3.3%   | 1  |               |
| Ipswich Regent, 3 Saint<br>Helen's Street, Ipswich              | 7.3%  | 32  | 4.5%  | 3  | 3.8%   | 1  | 0.0%  | 0  | 3.1%  | 1      | 3.9%    | 1       | 19.8%    | 12    | 2 8.3 | 8%     | 5  | 17.0%  | 7  | 5.1%  | 1  | 3.5%   | 1  | 0.0%   | 0  |               |
| New Wolsey Theatre, Civic<br>Drive, Ipswich                     | 15.0% | 65  | 0.0%  | 0  | 1.7%   | 0  | 12.4% | 7  | 0.0%  | 0      | 62.4%   | 21      | 22.4%    | 14    | 31.   | 5%     | 17 | 11.9%  | 5  | 0.0%  | 0  | 4.3%   | 1  | 4.4%   | 1  |               |
| Regal Theatre, Ipswich<br>Street, Stowmarket                    | 2.5%  | 11  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0      | 1.7%    | 1       | 6.0%     | 4     | 3     | 3%     | 2  | 9.4%   | 4  | 5.1%  | 1  | 0.0%   | 0  | 0.0%   | 0  |               |
| The Corn Exchange, King<br>Street, Ipswich                      | 0.7%  | 3   | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0      | 0.0%    | 0       | 1.6%     | 1     | 1.:   | 5%     | 1  | 2.4%   | 1  | 0.0%  | 0  | 1.7%   | 0  | 0.0%   | 0  |               |
| The Quay (Theatre), Quay<br>Lane, Sudbury                       | 4.8%  | 21  | 5.0%  | 4  | 1.7%   | 0  | 19.9% | 11 | 21.5% | 6      | 1.4%    | 0       | 0.0%     | C     | 0.0   | 0%     | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  |               |
| Bury St Edmunds   | 15.7% | 69  | 18.8% | 13 | 57.3%  | 9  | 14.4% | 8  | 14.9% | 4      | 4.1%    | 1       | 4.2%     | 3     | 3 4.5 | 5%     | 2  | 9.4%   | 4  | 77.5% | 21 | 15.1%  | 4  | 0.0%   | 0  |               |
| Cambridge   | 0.7%  | 3   | 4.1%  | 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  | 0.0%   | 0  |               |
| Colchester  | 6.3%  | 27  | 24.9% | 18 | 0.0%   | 0  | 6.3%  | 3  | 0.0%  | 0      | 2.7%    | 1       | 6.8%     | 4     | 1 2.4 | 4%     | 1  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  |               |
| Halstead  | 0.3%  | 1   | 0.0%  | 0  | 0.0%   | 0  | 2.3%  | 1  | 0.0%  | 0      | 0.0%    | 0       | 0.0%     | (     | 0.0   | 0%     | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  |               |
| Haverhill   | 0.4%  | 2   | 1.6%  | 1  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0      | 0.0%    | 0       | 0.0%     | (     | 0.0   | 0%     | 0  | 0.0%   | 0  | 1.9%  | 1  | 0.0%   | 0  | 0.0%   | 0  |               |
| Ipswich   | 7.2%  | 31  | 4.7%  | 3  | 2.1%   | 0  | 16.5% | 9  | 9.6%  | 3      | 7.2%    | 2       | 10.6%    | 6     | 5 4.  | 7%     | 3  | 5.4%   | 2  | 3.2%  | 1  | 4.6%   | 1  | 2.0%   | 1  |               |
| Long Melford  | 0.1%  | 0   | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 1.4%  | 0      | 0.0%    | 0       | 0.0%     | (     | 0.0   | 0%     | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  |               |
| Sudbury   | 0.7%  | 3   | 1.9%  | 1  | 0.0%   | 0  | 2.2%  | 1  | 1.4%  | 0      | 0.0%    | 0       | 0.0%     | (     | 0.0   | 0%     | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  |               |
| Brighton  | 0.3%  | 1   | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0      | 0.0%    | 0       | 2.0%     | 1     | 0.0   | 0%     | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  |               |
| Bungay  | 0.2%  | 1   | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0      | 0.0%    | 0       | 0.0%     | 0     | 1.3   | 8%     | 1  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  |               |
| Diss  | 0.5%  | 2   | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0      | 0.0%    | 0       | 0.0%     | (     | 2.4   | 4%     | 1  | 0.0%   | 0  | 0.0%  | 0  | 1.7%   | 0  | 2.0%   | 1  |               |
| Framlingham   | 0.2%  | 1   | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0      | 0.0%    | 0       | 0.0%     | 0     | ) 1.: | 5%     | 1  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  |               |
| Lowestoft   | 0.1%  | 1   | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0      | 0.0%    | 0       | 0.0%     | (     | 0.0   | 0%     | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 2.0%   | 1  |               |
| Metfield  | 0.3%  | 1   | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0      | 0.0%    | 0       | 0.0%     | (     |       | 0%     | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 4.4%   | 1  |               |
| Norwich   | 6.6%  | 29  | 0.0%  | 0  |        | 1  | 0.0%  | 0  |       | 0      | 0.0%    | 0       | 0.0%     | (     |       | 5%     | 1  | 5.3%   | 2  | 2.4%  |    | 37.2%  | 9  | 51.9%  | 15 |               |
| Sir John Mills Theatre,<br>Gatacre Road, Ipswich                | 0.3%  | 1   | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  |       | 0      | 0.0%    | 0       |          | C     |       | 4%     | 1  | 0.0%   | 0  | 0.0%  | 0  |        | 0  | 0.0%   | 0  |               |
| Snape   | 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  |               |
| West End / Central London                                       | 26.5% | 116 |       | 24 | 28.4%  | 4  | 23.7% |    |       |        | 15.4%   | 5       |          |       | 1 29. |        |    | 39.1%  | 16 | 2.4%  | 1  | 20.3%  | 5  | 24.4%  | 7  |               |
| Woodbridge  | 0.7%  | 3   | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0      | 0.0%    | 0       | 0.0%     | (     | ) 1.: | 5%     | 1  | 0.0%   | 0  | 2.4%  | 1  | 0.0%   | 0  | 5.7%   | 2  |               |
| Weighted base:  |       | 437 |       | 71 |        | 15 |       | 54 |       | 28     |         | 34      |          | 60    | )     |        | 54 |        | 40 |       | 27 |        | 25 |        | 29 |               |
| Sample:   |       | 457 |       | 46 |        | 36 |       | 41 |       | 47     |         | 43      |          | 49    |       |        | 48 |        | 25 |       | 41 |        | 43 |        | 38 |               |
| 1   |       |     |       |    |        |    |       |    |       |        |         |         |          |       |       |        |    |        |    |       |    |        |    |        |    |               |

| ,, eighteu.   |       |     |       |    |       |    |          |       |         | _      | 01 0   |    | 001       |        |            |        |        |    |        |    |        |    |        |                | 1 cordary |
|---|-------|-----|-------|----|-------|----|----------|-------|---------|--------|--------|----|-----------|--------|------------|--------|--------|----|--------|----|--------|----|--------|----------------|-----------|
|   | Tota  | ıl  | Zone  | 1  | Zone  | 2  | Zone     | 3     | Zone    | 4      | Zone   | 5  | Zone (    | 5      | Zone '     | 7      | Zone 8 | ;  | Zone 9 | )  | Zone 1 | 0  | Zone 1 | 1              |           |
| Q35AHow often do you o                                    |       |     |       |    |       |    | h a conc | ert o | watch l | live m | nusic? |    |           |        |            |        |        |    |        |    |        |    |        |                |           |
| Once a week   | 0.5%  | 2   | 0.0%  | 0  | 0.0%  | 0  |          | 0     |         | 1      | 0.0%   | 0  |           | 1      | 0.0%       | 0      | 0.0%   | 0  |        | 0  | 1.9%   | 1  | 0.0%   | 0              |           |
| Once a fortnight  | 1.3%  | 6   | 4.2%  | 3  |       | 0  |          | 0     | 1.3%    | 0      | 1.3%   | 0  |           | 1      | 0.0%       | 0      |        | 0  |        | 0  | 1.6%   | 0  |        | 0              |           |
| Once a month  | 7.6%  | 35  | 4.2%  | 3  |       | 0  |          | 8     | 4.3%    | 1      | 4.3%   | 1  | 6.7%      | 4      | 8.5%       | 5      |        |    | 12.4%  | 3  | 3.1%   | 1  |        | 6              |           |
| Once every two months                                     | 26.5% | 122 |       |    | 27.4% | 4  |          |       | 21.3%   | 6      |        |    | 26.7%     | 17     | 25.8%      |        |        | 9  |        |    | 26.1%  | 7  |        | 7              |           |
| Once every six months                                     | 40.7% | 187 |       |    | 57.9% | 9  |          |       | 50.5%   |        | 52.7%  |    | 46.2%     |        | 38.0%      |        |        |    | 25.8%  |    | 43.6%  |    | 25.9%  | 9              |           |
| Once a year   | 15.9% | 73  |       |    | 11.9% | 2  |          | 9     | 8.5%    | 2      | 7.3%   | 3  |           |        | 19.4%      |        | 31.5%  |    | 17.2%  |    | 19.6%  |    | 23.0%  | 8              |           |
| ess often   | 3.0%  | 14  | 0.0%  | 0  |       | 0  |          | 2     | 9.4%    | 3      |        | 0  |           | 5      |            | 1      |        | 0  |        | 2  | 1.6%   | 0  |        | 2              |           |
| Don't know / varies)                                      | 4.5%  | 21  | 3.7%  | 3  | 0.0%  | 0  | 0.0%     | 0     | 1.7%    | 0      | 6.4%   | 2  | 3.0%      | 2      | 6.9%       | 4      | 2.8%   | 1  | 16.4%  | 5  | 2.6%   | 1  | 9.5%   | 3              |           |
| Weighted base:  |       | 460 |       | 76 |       | 16 |          | 54    |         | 29     |        | 34 |           | 65     |            | 56     |        | 42 |        | 27 |        | 28 |        | 33             |           |
| ample:  |       | 478 |       | 49 |       | 37 |          | 41    |         | 49     |        | 44 |           | 52     |            | 50     |        | 26 |        | 42 |        | 48 |        | 40             |           |
| Q36 Where do you or m<br>Those who visit museu            |       | •   |       |    |       |    |          |       |         |        | •      |    | historica | l / cu | Itural int | terest | t?     |    |        |    |        |    |        |                |           |
| oswich Museum   | 10.8% | 33  | 6.5%  | 2  | 0.0%  | 0  | 0.0%     | 0     | 4.2%    | 1      | 22.5%  | 4  | 20.7%     | 13     | 28.3%      | 9      | 0.0%   | 0  | 0.0%   | 0  | 22.3%  | 3  | 0.0%   | 0              |           |
| Ioyse's Hall Museum,<br>Cornhill, Bury St<br>Edmunds      | 0.7%  | 2   | 0.0%  | 0  | 11.5% | 1  | 0.0%     | 0     | 0.0%    | 0      | 0.0%   | 0  | 0.0%      | 0      | 0.0%       | 0      | 0.0%   | 0  | 6.3%   | 1  | 0.0%   | 0  | 0.0%   | 0              |           |
| Iuseum Of East Anglian<br>Life, Iliffe Way,<br>Stowmarket | 5.3%  | 16  | 0.0%  | 0  | 0.0%  | 0  | 0.0%     | 0     | 0.0%    | 0      | 6.7%   | 1  | 2.5%      | 2      | 0.0%       | 0      | 26.0%  | 11 | 11.5%  | 2  | 3.2%   | 0  | 0.0%   | 0              |           |
| orfolk and Suffolk<br>Aviation Museum                     | 0.8%  | 2   | 0.0%  | 0  | 0.0%  | 0  | 0.0%     | 0     | 0.0%    | 0      | 0.0%   | 0  | 2.5%      | 2      | 0.0%       | 0      | 0.0%   | 0  | 0.0%   | 0  | 5.2%   | 1  | 0.0%   | 0              |           |
| ramford   | 0.7%  | 2   | 4.8%  | 2  | 4.1%  | 0  | 0.0%     | 0     | 0.0%    | 0      | 0.0%   | 0  | 0.0%      | 0      | 0.0%       | 0      | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0              |           |
| ury St Edmunds  | 4.8%  | 15  |       |    | 13.5% | 1  | 3.2%     | 1     | 3.8%    | 1      | 0.0%   | 0  |           | 0      | 0.0%       | 0      |        | 5  |        | 5  | 3.9%   | 1  | 5.2%   | 1              |           |
| ambridge  | 3.7%  | 11  | 12.5% | 5  | 9.0%  | 1  | 3.9%     | 1     | 2.4%    | 0      | 3.8%   | 1  | 0.0%      | 0      | 0.0%       | 0      | 0.0%   | 0  | 13.4%  | 2  | 8.3%   | 1  | 0.0%   | 0              |           |
| olchester   | 9.5%  | 29  | 15.6% | 6  | 0.0%  | 0  | 13.4%    | 3     | 15.8%   | 3      | 2.3%   | 0  | 24.3%     | 15     | 0.0%       | 0      |        | 0  | 0.0%   | 0  | 5.2%   | 1  | 0.0%   | 0              |           |
| swich   | 7.5%  | 23  | 0.0%  | 0  | 0.0%  | 0  | 3.2%     | 1     | 0.0%    | 0      | 17.8%  | 3  | 17.3%     | 11     | 16.5%      | 5      | 2.3%   | 1  | 3.2%   | 1  | 6.3%   | 1  | 0.0%   | 0              |           |
| avenham   | 0.9%  | 3   | 0.0%  | 0  | 0.0%  | 0  | 10.9%    | 3     | 0.0%    | 0      | 0.0%   | 0  | 0.0%      | 0      | 0.0%       | 0      | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0              |           |
| ong Melford   | 0.1%  | 0   | 0.0%  | 0  | 4.1%  | 0  | 0.0%     | 0     | 0.0%    | 0      | 0.0%   | 0  | 0.0%      | 0      | 0.0%       | 0      | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0              |           |
| towmarket   | 1.1%  | 3   | 0.0%  | 0  | 3.8%  | 0  | 0.0%     | 0     | 0.0%    | 0      | 0.0%   | 0  | 0.0%      | 0      | 0.0%       | 0      | 3.7%   | 2  | 0.0%   | 0  | 3.9%   | 1  | 3.8%   | 1              |           |
| udbury  | 0.6%  | 2   | 0.0%  | 0  | 0.0%  | 0  | 6.4%     | 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              |           |
| broad   | 0.7%  | 2   | 3.6%  | 1  | 2.5%  | 0  | 0.0%     | 0     | 0.0%    | 0      | 0.0%   | 0  | 0.0%      | 0      | 0.0%       | 0      | 0.0%   | 0  | 3.9%   | 1  | 0.0%   | 0  | 0.0%   | 0              |           |
| hester-le-Street  | 0.4%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 5.2%     | 1     | 0.0%    | 0      | 0.0%   | 0  | 0.0%      | 0      | 0.0%       | 0      | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0              |           |
| orwich  | 5.8%  | 18  | 3.6%  | 1  | 0.0%  | 0  | 5.2%     | 1     | 0.0%    | 0      | 0.0%   | 0  | 4.0%      | 3      | 0.0%       | 0      | 6.0%   | 3  | 4.8%   | 1  | 7.1%   | 1  | 32.7%  | 8              |           |
| ortsmouth   | 0.2%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%     | 0     | 0.0%    | 0      | 0.0%   | 0  | 0.0%      | 0      | 0.0%       | 0      | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 2.3%   | 1              |           |
| oss-on-Wye  | 0.3%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%     | 0     | 0.0%    | 0      | 0.0%   | 0  | 0.0%      | 0      | 0.0%       | 0      | 2.3%   | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0              |           |
| alisbury  | 0.1%  | 0   | 0.0%  | 0  | 4.1%  | 0  | 0.0%     | 0     | 0.0%    | 0      | 0.0%   | 0  | 0.0%      | 0      | 0.0%       | 0      | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0              |           |
| nape  | 0.2%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%     | 0     | 0.0%    | 0      | 0.0%   | 0  | 0.0%      | 0      | 0.0%       | 0      |        | 0  | 0.0%   | 0  | 0.0%   | 0  |        | 1              |           |
| Vest End / Central London                                 | 45.0% | 137 |       | 20 |       | 5  |          | 12    | 71.9%   | 15     |        | 9  |           | 18     |            |        |        | 21 |        | 3  | 34.7%  | 5  |        | 13             |           |
| ork   | 0.6%  | 2   | 0.0%  | 0  | 0.0%  | 0  | 0.0%     | 0     | 0.0%    | 0      | 0.0%   | 0  | 0.0%      | 0      | 4.2%       | 1      | 0.0%   | 0  | 3.2%   | 1  | 0.0%   | 0  | 0.0%   | 0              |           |
| Veighted base:  |       | 305 |       | 38 |       | 11 |          | 24    |         | 20     |        | 20 |           | 63     |            | 32     |        | 42 |        | 16 |        | 14 |        | 25             |           |
| •   |       | 312 |       | 23 |       | 29 |          | 24    |         | 34     |        | 29 |           | 46     |            | 25     |        | 26 |        | 22 |        | 25 |        | 29             |           |
| Sample:   |       | 312 |       | 23 |       | 29 |          | 24    |         | 34     |        | 29 |           | 40     |            | 23     |        | 20 |        | 22 |        | 23 |        | ∠ <del>7</del> |           |
|   |       |     |       |    |       |    |          |       |         |        |        |    |           |        |            |        |        |    |        |    |        |    |        |                |           |

| ~ 5 |         | ~-         | <br> | <br>- |
|-----|---------|------------|------|-------|
| W   | eighted | <b>l</b> : |      |       |

|  | Tota  | ıl  | Zone  | 1  | Zone  | Zone 3  | 3  | Zone  | 4     | Zone      | 5       | Zone     | 6  | Zone  | 7  | Zone  | 3  | Zone 9 | )  | Zone 1 | .0 | Zone  | 1  |
|--|-------|-----|-------|----|-------|---------|----|-------|-------|-----------|---------|----------|----|-------|----|-------|----|--------|----|--------|----|-------|----|
| Q36AHow often do you<br>Those who visit muse | •     |     |       |    |       | •       | •  |       | stori | cal / cul | tural i | nterest? | •  |       |    |       |    |        |    |        |    |       |    |
| Once a week                                  | 0.3%  | 1   | 0.0%  | 0  | 3.6%  | 0 0.0%  | 0  | 0.0%  | 0     | 0.0%      | 0       | 0.0%     | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%   | 0  | 3.5%   | 1  | 0.0%  | 0  |
| Once a fortnight                             | 1.4%  | 5   | 3.5%  | 2  | 0.0%  | 0 0.0%  | 0  | 0.0%  | 0     | 0.0%      | 0       | 2.4%     | 2  | 0.0%  | 0  | 1.8%  | 1  | 0.0%   | 0  | 5.2%   | 1  | 0.0%  | 0  |
| Once a month                                 | 7.5%  | 28  | 11.4% | 6  | 23.5% | 3 15.8% | 7  | 5.5%  | 1     | 6.9%      | 1       | 0.0%     | 0  | 0.0%  | 0  | 4.1%  | 2  | 17.8%  | 4  | 10.0%  | 2  | 7.5%  | 2  |
| Once every two months                        | 24.3% | 93  | 33.7% | 17 | 22.7% | 3 26.9% | 12 | 18.5% | 4     | 23.2%     | 5       | 29.5%    | 20 | 19.2% | 8  | 17.1% | 9  | 13.7%  | 3  | 8.2%   | 2  | 38.3% | 10 |
| Once every six months                        | 37.2% | 142 | 18.7% | 10 | 31.4% | 4 29.4% | 13 | 47.3% | 11    | 42.0%     | 9       | 45.3%    | 31 | 30.7% | 12 | 54.6% | 29 | 28.7%  | 6  | 42.8%  | 9  | 32.9% | 9  |
| Once a year                                  | 20.1% | 77  | 20.2% | 10 | 14.4% | 2 10.5% | 5  | 26.9% | 6     | 24.7%     | 5       | 13.0%    | 9  | 37.2% | 15 | 20.5% | 11 | 26.8%  | 6  | 19.9%  | 4  | 14.3% | 4  |
| Less often                                   | 5.7%  | 22  | 12.4% | 6  | 0.0%  | 0 7.9%  | 3  | 1.7%  | 0     | 0.0%      | 0       | 8.4%     | 6  | 3.3%  | 1  | 0.0%  | 0  | 2.9%   | 1  | 10.3%  | 2  | 7.0%  | 2  |
| (Don't know / varies)                        | 3.5%  | 13  | 0.0%  |    | 4.4%  | 1 9.6%  | 4  | 0.0%  | 0     | 3.2%      | 1       | 1.4%     | 1  | 9.6%  | 4  | 1.8%  | 1  | 10.1%  | 2  | 0.0%   | 0  | 0.0%  | 0  |
| Weighted base:                               |       | 381 |       | 52 |       | 12      | 43 |       | 23    |           | 22      |          | 67 |       | 40 |       | 53 |        | 22 |        | 21 |       | 27 |
| Sample:                                      |       | 386 |       | 33 |       | 33      | 36 |       | 38    |           | 32      |          | 49 |       | 34 |       | 32 |        | 30 |        | 37 |       | 32 |

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# Babergh & Mid Suffolk Household Survey For Carter Jonas

Weighted:

|  | Tota  | l  | Zone         | 1  | Zone         | 2 | Zone  | 3  | Zone 4    | 4      | Zone     | 5     | Zone 6 | 5  | Zone ' | 7  | Zone 8 | 3  | Zone 9 |    | Zone 10 | 0 | Zone 11 | 1 |  |
|--|-------|----|--------------|----|--------------|---|-------|----|-----------|--------|----------|-------|--------|----|--------|----|--------|----|--------|----|---------|---|---------|---|--|
| 237 Where do you on<br>Those who visit pul |       | •  |              |    |              |   | •     |    | / nightcl | ub / ı | nusic ve | enue1 | ?      |    |        |    |        |    |        |    |         |   |         |   |  |
| Braintree                                  | 0.6%  | 3  | 3.4%         | 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 |  |
| Bramford                                   | 0.8%  | 4  | 0.0%         | 0  | 0.0%         | 0 | 0.0%  | 0  | 0.0%      | 0      | 0.0%     | 0     | 0.0%   | 0  | 6.2%   | 4  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0 | 0.0%    | 0 |  |
| rantham                                    | 0.3%  | 1  | 0.0%         | 0  | 0.0%         | 0 | 0.0%  | 0  | 0.0%      | 0      | 0.0%     | 0     | 2.1%   | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0 | 0.0%    | 0 |  |
| ury St Edmunds                             | 6.2%  | 29 | 0.0%         | 0  | 50.2%        | 9 | 1.9%  | 1  | 1.7%      | 0      | 1.4%     | 1     | 0.0%   | 0  | 0.0%   | 0  | 1.6%   | 1  | 50.5%  | 13 | 16.5%   | 3 | 2.0%    | 1 |  |
| olchester                                  | 1.6%  | 8  | 2.5%         | 1  | 0.0%         | 0 | 5.3%  | 4  | 1.7%      | 0      | 0.0%     | 0     | 4.2%   | 2  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0 | 0.0%    | 0 |  |
| opdock Mill                                | 0.3%  | 1  | 0.0%         | 0  | 0.0%         | 0 | 0.0%  | 0  | 0.0%      | 0      | 0.0%     | 0     | 2.1%   | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0 | 0.0%    | 0 |  |
| ebenham                                    | 1.1%  | 5  | 0.0%         | 0  | 0.0%         | 0 | 0.0%  | 0  | 0.0%      | 0      | 0.0%     | 0     | 0.0%   | 0  | 8.7%   | 5  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0 | 0.0%    | 0 |  |
| edham                                      | 0.6%  | 3  | 0.0%         | 0  | 0.0%         | 0 | 0.0%  | 0  | 0.0%      | 0      | 0.0%     | 0     | 5.1%   | 3  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0 | 0.0%    | 0 |  |
| ye .                                       | 1.4%  | 6  | 0.0%         | 0  | 0.0%         | 0 | 0.0%  | 0  | 0.0%      | 0      | 0.0%     | 0     | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 34.6%   | 6 | 0.0%    | 0 |  |
| reat Conard                                | 0.4%  | 2  | 0.0%         | 0  | 0.0%         | 0 | 2.8%  | 2  | 0.0%      | 0      | 0.0%     | 0     | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0 | 0.0%    | 0 |  |
| adleigh                                    | 5.2%  | 25 | 0.0%         | 0  | 0.0%         | 0 | 2.5%  | 2  | 0.0%      | 0      | 58.2%    | 23    | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0 | 0.0%    | 0 |  |
| alstead                                    | 0.1%  | 1  | 0.0%         | 0  | 0.0%         | 0 | 0.0%  | 0  | 0.0%      | 0      | 0.0%     | 0     | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0 |         | 1 |  |
| averhill                                   | 0.3%  | 1  | 2.5%         | 1  | 0.0%         | 0 | 0.0%  | 0  | 0.0%      | 0      | 0.0%     | 0     | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0 | 0.0%    | 0 |  |
| swich                                      | 14.0% | 67 | 0.0%         | 0  | 0.0%         | 0 | 0.0%  | 0  | 0.0%      | 0      |          | 14    | 36.3%  | 21 | 28.7%  | 18 | 16.7%  | 13 | 0.0%   | 0  | 0.0%    | 0 | 4.4%    | 1 |  |
| avenham                                    | 2.1%  | 10 | 2.0%         | 1  | 6.3%         | 1 | 11.7% | 8  | 0.0%      | 0      | 0.0%     | 0     | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0 | 0.0%    | 0 |  |
| ong Melford                                | 4.3%  | 21 | 18.8%        | 10 | 1.4%         | 0 | 15.1% | 10 | 0.0%      | 0      | 0.0%     | 0     | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0 | 0.0%    | 0 |  |
| anningtree                                 | 1.7%  | 8  | 0.0%         | 0  | 0.0%         | 0 | 0.0%  | 0  | 0.0%      | 0      | 0.0%     | 0     |        | 8  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0 | 0.0%    | 0 |  |
| eedham                                     | 0.2%  | 1  | 0.0%         | 0  | 0.0%         | 0 | 0.0%  | 0  | 0.0%      | 0      | 0.0%     | 0     | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0 | 2.5%    | 1 |  |
| eedham Market                              | 0.8%  | 4  | 0.0%         | 0  | 0.0%         | 0 | 0.0%  | 0  | 0.0%      | 0      | 1.9%     | 1     | 0.0%   | 0  | 5.3%   | 3  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0 | 0.0%    | 0 |  |
| owmarket                                   | 14.5% | 69 | 0.0%         | 0  | 3.9%         | 1 | 0.0%  | 0  | 0.0%      | 0      | 1.4%     | 1     | 0.0%   | 0  | 9.9%   | 6  | 77.1%  | 59 | 8.6%   | 2  | 2.9%    | 1 | 0.0%    | 0 |  |
| udbury                                     | 15.7% | 75 |              |    | 10.7%        | 2 | 50.4% | 34 | 93.6%     | 26     | 0.0%     | 0     | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0 |         | 0 |  |
| cton                                       | 0.3%  | 1  | 0.0%         | 0  | 0.0%         | 0 | 1.9%  | 1  | 0.0%      | 0      | 0.0%     | 0     | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0 | 0.0%    | 0 |  |
| ldham                                      | 0.3%  | 1  | 2.5%         | 1  | 0.0%         | 0 | 0.0%  | 0  | 0.0%      | 0      | 0.0%     | 0     | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0 | 0.0%    | 0 |  |
| acton                                      | 0.2%  | 1  | 0.0%         | 0  | 0.0%         | 0 | 0.0%  | 0  | 0.0%      | 0      | 0.0%     | 0     | 0.0%   | 0  | 0.0%   | 0  | 1.3%   | 1  | 0.0%   | 0  | 0.0%    | 0 | 0.0%    | 0 |  |
| adingham                                   | 0.2%  | 1  | 0.0%         | 0  | 0.0%         | 0 | 0.0%  | 0  | 0.0%      | 0      | 0.0%     | 0     | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0 | 2.5%    | 1 |  |
| arham                                      | 0.2%  | 1  | 0.0%         | 0  | 0.0%         | 0 | 0.0%  | 0  | 0.0%      | 0      | 0.0%     | 0     | 0.0%   | 0  | 1.3%   | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0 | 0.0%    | 0 |  |
| entley                                     | 0.6%  | 3  | 0.0%         | 0  | 0.0%         | 0 | 0.0%  | 0  | 0.0%      | 0      | 0.0%     | 0     | 5.1%   | 3  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0 | 0.0%    | 0 |  |
| eyton                                      | 0.0%  | 1  | 0.0%         | 0  | 0.0%         | 0 | 0.0%  | 0  | 0.0%      | 0      | 0.0%     | 0     | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 2.1%   | 1  | 0.0%    | 0 | 0.0%    | 0 |  |
| otesdale                                   | 0.1%  | 1  | 0.0%         | 0  | 0.0%         | 0 | 0.0%  | 0  | 0.0%      | 0      | 0.0%     | 0     | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 4.7%    | 1 | 0.0%    | 0 |  |
| oxford                                     | 0.2%  | 2  | 0.0%         | 0  | 0.0%         | 0 | 3.6%  | 2  | 0.0%      | 0      | 0.0%     | 0     | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0 |         | 0 |  |
| adfield St. George                         | 0.5%  | 0  | 0.0%         | 0  | 2.3%         | 0 | 0.0%  | 0  | 0.0%      | 0      | 0.0%     | 0     | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0 | 0.0%    | 0 |  |
| radheid St. George<br>rockley              | 0.1%  | 0  | 0.0%         | 0  | 2.5%<br>1.7% | 0 | 0.0%  | 0  | 0.0%      | 0      | 0.0%     | 0     | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0 | 0.0%    | 0 |  |
| •  | 0.1%  | 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 | 2.5%    | 1 |  |
| ungay                                      |       | 1  |              |    |              | 0 |       | -  |           | 1      |          | 0     |        | -  |        |    |        |    |        |    | 0.0%    |   |         | 0 |  |
| ambridge                                   | 0.2%  | 1  | 0.0%         | 0  | 0.0%         | 0 | 0.0%  | 0  | 3.0%      | 0      | 0.0%     | 0     | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0 | 0.0%    | 0 |  |
| entral London                              | 0.3%  | 2  | 0.0%<br>0.0% | 0  | 0.0%         | 0 | 0.0%  | -  | 0.0%      |        | 0.0%     | 0     | 0.0%   | -  | 2.0%   | 1  | 0.0%   |    | 0.0%   | 0  | 0.0%    | 0 | 0.0%    | 0 |  |
| elmondiston                                | 0.4%  |    |              |    | 0.0%         |   | 0.0%  | 0  | 0.0%      | 0      | 0.0%     | 0     | 3.7%   | 2  | 0.0%   |    | 0.0%   | 0  | 0.0%   | 0  | 0.0%    |   | 0.0%    | 0 |  |
| elmsford                                   | 1.3%  |    |              | 6  | 0.0%         | 0 | 0.0%  | -  | 0.0%      | 0      | 0.0%     | -     | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   |    | 0.0%    | 0 | 0.0%    | - |  |
| nevington                                  | 0.1%  | 1  | 0.0%         | 0  | 3.1%         | 1 | 0.0%  | 0  | 0.0%      | 0      | 0.0%     | 0     | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0 | 0.0%    | 0 |  |
| are  | 0.2%  | 1  | 2.0%         | 1  | 0.0%         | 0 | 0.0%  | 0  | 0.0%      | 0      | 0.0%     | 0     | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0 | 0.0%    | 0 |  |
| aydon                                      | 2.8%  | 13 | 0.0%         | 0  | 0.0%         | 0 | 0.0%  | 0  | 0.0%      | 0      | 0.0%     | 0     | 0.0%   | 0  |        | 13 | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0 | 0.0%    | 0 |  |
| ockfield                                   | 0.2%  | 1  | 0.0%         | 0  | 4.0%         | 1 | 0.0%  | 0  | 0.0%      | 0      | 0.0%     | 0     | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0 | 0.0%    | 0 |  |
| oddenham                                   | 0.2%  | 1  | 0.0%         | 0  | 0.0%         | 0 | 0.0%  | 0  | 0.0%      | 0      | 0.0%     | 0     | 0.0%   | 0  | 1.6%   | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0 | 0.0%    | 0 |  |
| olne Engaine                               | 0.4%  | 2  | 3.4%         | 2  | 0.0%         | 0 | 0.0%  | 0  | 0.0%      | 0      | 0.0%     | 0     | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0 | 0.0%    | 0 |  |
| otton                                      | 0.3%  | 2  | 0.0%         | 0  | 0.0%         | 0 | 0.0%  | 0  | 0.0%      | 0      | 0.0%     | 0     | 0.0%   | 0  | 0.0%   | 0  | 2.1%   | 2  | 0.0%   | 0  | 0.0%    | 0 | 0.0%    | 0 |  |

Weighted:

# Babergh & Mid Suffolk Household Survey For Carter Jonas

| , reighteu.                |              |            |              |          |              |          |              |          |              | _        | <b>0</b> - <b>0</b> |          |              |          |              |          |              |          |              |          |              |          |              |          | 1 001 0017 2010 |
|----------------------------|--------------|------------|--------------|----------|--------------|----------|--------------|----------|--------------|----------|---------------------|----------|--------------|----------|--------------|----------|--------------|----------|--------------|----------|--------------|----------|--------------|----------|-----------------|
|                            | Tota         | ıl         | Zone         | 1        | Zone 2       | 2        | Zone 3       | 3        | Zone 4       | ļ        | Zone                | 5        | Zone 6       | 6        | Zone '       | 7        | Zone 8       | 8        | Zone 9       | )        | Zone 10      | 0        | Zone 1       | .1       |                 |
| Dennington                 | 0.4%         | 2          | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%                | 0        | 0.0%         | 0        | 1.3%         | 1        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 4.4%         | 1        |                 |
| Diss                       | 1.0%         | 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        | 21.2%        | 4        | 2.5%         | 1        |                 |
| Earl Soham                 | 0.2%         | 1          | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%                | 0        | 0.0%         | 0        | 1.3%         | 1        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        |              | 0        |                 |
| Earls Colne                | 0.7%         | 3          | 5.9%         | 3        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%                | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        |                 |
| East Bergholt              | 0.7%         | 3          | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%                | 0        | 5.9%         | 3        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        |                 |
| Elmswell                   | 0.3%         | 1          | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%                | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 5.4%         | 1        | 0.0%         | 0        | 0.0%         | 0        |                 |
| Felsham                    | 0.2%         | 1          | 0.0%         | 0        | 4.8%         | 1        | 0.0%         | 0        | 0.0%         | 0        | 0.0%                | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        |                 |
| Fordham, Cambridgeshire    | 0.4%         | 2          |              | 2        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%                | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        |                 |
| Framlingham                | 0.2%         | 1          | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%                | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 2.5%         | 1        |                 |
| Fressingfield              | 0.2%         | 1          | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%                | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 4.0%         | 1        |                 |
| Glemsford                  | 1.9%         | 9          |              | 9        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%                | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        |                 |
| Great Finborough           | 0.2%         | 1          | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%                | 0        | 0.0%         | 0        | 0.0%         | 0        | 1.3%         | 1        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        |                 |
| Groton                     | 0.4%         | 2          |              | 0        | 0.0%         | 0        | 2.5%         | 2        | 0.0%         | 0        | 0.0%                | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        |                 |
| Harleston                  | 0.8%         | 4          | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%                | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        |              | 4        |                 |
| Hessett                    | 0.2%         | 1          | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%                | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 3.4%         | 1        | 0.0%         | 0        |              | 0        |                 |
| Hintlesham                 | 0.2%         | 1          | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%                | 0        | 1.7%         | 1        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        |                 |
| Holbrook                   | 0.2%         | 1          | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%                | 0        | 1.7%         | 1        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        |              | 0        |                 |
| Holton                     | 0.7%<br>0.3% | 3          | 0.0%         | 0        | 0.0%<br>0.0% | 0        | 0.0%         | 0        | 0.0%<br>0.0% | 0        | 0.0%                | 0        | 0.0%<br>0.0% | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%<br>0.0% | 0        | 0.0%         | 0        |              | 2        |                 |
| Hoxne                      | 1.1%         | 2 5        | 0.0%<br>0.0% | 0        | 0.0%         | 0        | 0.0%<br>0.0% | 0        | 0.0%         | 0        | 0.0%<br>0.0%        | 0        | 9.2%         | 5        | 0.0%<br>0.0% | 0        | 0.0%<br>0.0% | 0        | 0.0%         | 0        | 0.0%<br>0.0% | 0        | 5.3%<br>0.0% | 0        |                 |
| Kersey<br>Lawshall         | 0.2%         | 1          | 0.0%         | 0        | 4.5%         | 1        | 0.0%         | 0        | 0.0%         | 0        | 0.0%                | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        |                 |
| Laxfield                   | 0.2%         | 1          | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%                | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        |              | 1        |                 |
| Leavenheath                | 0.1%         | 2          |              | 0        | 0.0%         | 0        | 2.3%         | 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        |                 |
| Mendham                    | 0.2%         | 1          | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%                | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        |              | 1        |                 |
| Monks Eleigh               | 0.1%         | 0          |              | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 1.1%                | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        |                 |
| North Walsham              | 0.1%         | 1          | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%                | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 2.5%         | 1        | 0.0%         | 0        | 0.0%         | 0        |                 |
| Norton                     | 0.5%         | 3          | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%                | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        |              | 3        | 0.0%         | 0        | 0.0%         | 0        |                 |
| Norwich                    | 1.9%         | 9          | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%                | 0        | 0.0%         | 0        | 4.1%         | 3        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 22.5%        | 7        |                 |
| Rattlesden                 | 0.2%         | 1          | 0.0%         | 0        | 4.0%         | 1        | 0.0%         | 0        | 0.0%         | 0        | 0.0%                | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        |                 |
| Redgrave                   | 0.1%         | 1          | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%                | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 2.9%         | 1        | 0.0%         | 0        |                 |
| Rickinghall                | 0.5%         | 2          | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%                | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 12.6%        | 2        | 0.0%         | 0        |                 |
| Shotley                    | 0.2%         | 1          | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%                | 0        | 1.7%         | 1        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        |              | 0        |                 |
| Sicklesmere                | 0.1%         | 1          | 0.0%         | 0        | 3.1%         | 1        | 0.0%         | 0        | 0.0%         | 0        | 0.0%                | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        |                 |
| Southwold                  | 0.3%         | 1          | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%                | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        |              | 1        |                 |
| Stradbroke                 | 0.7%         | 3          | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%                | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        |              | 3        |                 |
| Stratford St. Mary         | 0.2%         | 1          | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%                | 0        | 1.7%         | 1        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        |              | 0        |                 |
| Stutton                    | 0.3%         | 1          | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%                | 0        | 0.0%         | 0        | 2.1%         | 1        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        |                 |
| Tharston                   | 0.3%         | 1          | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%                | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 5.4%         | 1        | 0.0%         | 0        | 0.0%         | 0        |                 |
| Tostock                    | 0.5%         | 3          | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%                | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 9.9%         | 3        | 0.0%         | 0        | 0.0%         | 0        |                 |
| Waldringfield              | 0.3%         | 2          |              | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%                | 0        | 2.8%         | 2        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        |                 |
| Washbrook<br>Wast Parabalt | 0.2%         | 1<br>1     | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%                | 0        | 0.0%         | 0        | 1.6%         | 1        | 0.0%         | 0        | 0.0%<br>0.0% | 0        | 0.0%         | 0        | 0.0%         | 0        |                 |
| West Bergholt              | 0.3%         | 3          | 2.5%         | 1        | 0.0%         | 0        | 0.0%         | 0        | 0.0%         | 0        | 0.0%                | 0        | 0.0%         | -        | 0.0%         |          | 0.0%         | 0        |              | 0        | 0.0%         | 0        | 0.0%         | 0        |                 |
| Woodbridge<br>Woodpit      | 0.7%<br>0.1% | 3<br>1     | 0.0%<br>0.0% | 0        | 0.0%<br>0.0% | 0        | 0.0%         | 0        | 0.0%<br>0.0% | 0        | 0.0%                | 0        | 0.0%<br>0.0% | 0        | 4.5%         | 3        |              | 0        | 0.0%<br>2.1% | 1        | 2.3%         | 0        | 0.0%         | 0        |                 |
| Woolpit<br>Yaxley          | 0.1%         | 0          | 0.0%         | 0        | 0.0%         | 0        | 0.0%<br>0.0% | 0        | 0.0%         | 0        | 0.0%<br>0.0%        | 0        | 0.0%         | 0        | 0.0%<br>0.0% | 0        | 0.0%<br>0.0% | 0        | 0.0%         | 0        | 0.0%<br>2.3% | 0        | 0.0%<br>0.0% | 0        |                 |
| •                          | 0.1%         |            | 0.070        |          | 0.070        |          | 0.070        |          | 0.070        |          | 0.0%                | -        | 0.070        | -        | 0.070        |          | 0.070        |          | 0.070        |          | 2.370        |          | 0.070        |          |                 |
| Weighted base:<br>Sample:  |              | 477<br>424 |              | 54<br>34 |              | 19<br>40 |              | 67<br>47 |              | 28<br>41 |                     | 40<br>41 |              | 57<br>41 |              | 62<br>39 |              | 77<br>42 |              | 25<br>33 |              | 19<br>34 |              | 29<br>32 |                 |

# Babergh & Mid Suffolk Household Survey For Carter Jonas

Weighted:

| Weighted:                                   |       |     |       |    |        |      |           |       |        | F  | or Ca  | ırte | er Jon | as |        |    |       |    |        |    |        |    |        |    | February 2015 |
|---|-------|-----|-------|----|--------|------|-----------|-------|--------|----|--------|------|--------|----|--------|----|-------|----|--------|----|--------|----|--------|----|---------------|
|   | Tota  | ıl  | Zone  | 1  | Zone 2 | 2    | Zone      | 3     | Zone 4 | ļ  | Zone 5 | 5    | Zone ( | ó  | Zone 7 | •  | Zone  | 3  | Zone 9 | ı  | Zone 1 | 0  | Zone 1 | 1  |               |
| Q37AHow often do you<br>Those who visit pub |       |     |       |    |        | nigh | tclub / m | nusic | venue? |    |        |      |        |    |        |    |       |    |        |    |        |    |        |    |               |
| Once a week                                 | 29.7% | 157 | 27.0% | 16 | 31.6%  | 6    | 26.8%     | 18    | 24.4%  | 7  | 29.1%  | 12   | 32.3%  | 21 | 46.6%  | 32 | 23.5% | 19 | 22.3%  | 7  | 20.0%  | 5  | 34.6%  | 13 |               |
| Once a fortnight                            | 20.1% | 106 | 14.8% | 9  | 34.0%  | 6    | 22.4%     | 15    | 25.5%  | 8  | 38.5%  | 16   | 18.3%  | 12 | 10.2%  | 7  | 26.3% | 21 | 6.6%   | 2  | 30.5%  | 8  | 4.1%   | 2  |               |
| Once a month                                | 31.0% | 163 | 33.2% | 20 | 17.4%  | 3    | 37.9%     | 26    | 37.0%  | 11 | 25.8%  | 11   | 24.1%  | 15 | 28.3%  | 19 | 30.6% | 25 | 39.8%  | 12 | 34.0%  | 9  | 30.5%  | 12 |               |
| Once every two months                       | 11.7% | 61  | 11.5% | 7  | 14.7%  | 3    | 10.7%     | 7     | 13.1%  | 4  | 2.4%   | 1    | 12.4%  | 8  | 9.6%   | 7  | 15.5% | 13 | 25.9%  | 8  | 7.6%   | 2  | 6.9%   | 3  |               |
| Once every six months                       | 4.0%  | 21  | 6.6%  | 4  | 0.0%   | 0    | 2.2%      | 2     | 0.0%   | 0  | 3.1%   | 1    | 5.2%   | 3  | 3.4%   | 2  | 1.5%  | 1  | 3.8%   | 1  | 3.6%   | 1  | 13.7%  | 5  |               |
| Once a year                                 | 0.4%  | 2   | 0.0%  | 0  | 2.3%   | 0    | 0.0%      | 0     | 0.0%   | 0  | 1.1%   | 0    | 1.5%   | 1  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |               |
| Less often                                  | 0.6%  | 3   | 5.2%  | 3  | 0.0%   | 0    | 0.0%      | 0     | 0.0%   | 0  | 0.0%   | 0    | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |               |
| (Don't know / varies)                       | 2.7%  | 14  | 1.9%  | 1  | 0.0%   | 0    | 0.0%      | 0     | 0.0%   | 0  | 0.0%   | 0    | 6.1%   | 4  | 1.9%   | 1  | 2.6%  | 2  | 1.7%   | 1  | 4.3%   | 1  | 10.3%  | 4  |               |
| Weighted base:                              |       | 527 |       | 59 |        | 19   |           | 68    |        | 30 |        | 42   |        | 63 |        | 68 |       | 81 |        | 31 |        | 27 |        | 38 |               |
| Sample:                                     |       | 477 |       | 37 |        | 40   |           | 48    |        | 42 |        | 45   |        | 46 |        | 45 |       | 45 |        | 41 |        | 48 |        | 40 |               |

### Page 508 February 2015

### Babergh & Mid Suffolk Household Survey For Carter Jonas

by Zone - 51 1 51 neered

Weighted:

Total Zone 2 Zone 7 Zone 9 Zone 10 Zone 11 Zone 1 Zone 3 Zone 4 Zone 5 Zone 6 Zone 8 Q38 Where do you or members of your household normally go to a restaurant? Those who visit restaurants at O31: AND Excl Nulls & SFT Braintree 0.7% 5 4.4% 0.0% 0 0.0% 0 1.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.3% 2 0.0% 0 0.0% 0.0% 0 0.0% 0 0 2.3% 2 0.0% 0.0% 0 0.0% 0 0.0% 0 Bramford 0 0 0.0% 0.0% 0 5 2 0 2 77.1% 37 32.4% Bury St Edmunds 16.5% 116 4.4% 4 70.8% 21 12.4% 11 11.5% 4.2% 0.0% 2.0% 27.8% 22 10 1.2% Colchester 3.2% 22 10.0% 10 0.0% 0 2.9% 3 0.0% 0 2.4% 8.5% 8 0.9% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Copdock Mill 0.4% 3 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 2.8% 3 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Debenham 0.6% 4 0.0% 0 0.0% 0.0% 0.0% 0 0.0% 0 0.0% 0 3.7% 3 0.0% 0 0.0% 1.4% 0 0.0% 0 0 0 0 Dedham 0.4% 3 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 3.3% 3 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Eye 1.4% 10 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 2.0% 2 0.0% 0 0.0% 0 20.8% 6 3.7% 2 Great Conard 0.1% 1 0.0% 0 0.0% 0 1.0% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0 2 0.0% Hadleigh 3.7% 26 0.0% 0.0% 0 3.7% 3 0.0% 0 49.4% 21 2.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Halstead 0.5% 4 2.8% 3 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.1% 0.0% 0 1.2% 0.7% 5 5.3% 5 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Haverhill 150 0 47 22 2 21.3% 0.0% 0.0% 0 0.0% 3.7% 2 34.0% 14 49.5% 60.2% 55 26.9% 9.3% 5.4% 7.8% **Ipswich** 0 4 4 2.1% 15 2.5% 2 4.7% 0.8% 0 3.2% 0.0% 0 0.0% 0 0 Lavenham 8.9% 8 1 1.0% 0 0.0% 0.0% 0 0.0% 29 Long Melford 4.2% 9.8% 10 1.8% 1 15.8% 14 9.2% 4 1.1% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.6% 11 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 11.8% 11 0.0% 0 0.0% 0.0% 0.0% 0 0.0% 0 Manningtree 0 0.3% 2 0.0% 0 0.0% 0.0% 0.0% 0 0 1.4% 1.2% 0 Needham 0 0 0.0% 0 0.0% 1 0.0% 0 0.0% 0 0.0% Needham Market 0.4% 3 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.8% 0.0% 0 0.9% 1.2% 0.0% 0 0.0% 0 0.0% 0 Stowmarket 6.2% 44 0.0% 0 1.1% 0 0.0% 0 0.0% 0 1.1% 0 0.0% 0 8.8% 8 39.7% 32 5.0% 2 1.7% 0.0% 0 Sudbury 16.7% 117 33.9% 33 6.8% 2 51.7% 47 73.9% 34 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 2.3% 0.0% 0 0.0% 0 0 0.9% 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0.0% 0 0.0% 0 Abroad 0.0% 0 0 0 0 0 0.0% Aldeburgh 0.1% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.1% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.2% 1 1.4% 1 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Assington 0 0 0.0% 0.0% 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0.0% 0.0% 0 1.4% Badingham 0.1% 1 0.0% 0 0 0 0 2 Basildon 0.3% 2.5% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0 Beccles 0.2% 1 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 2.3% 0.1% 0 0.0% 0 1.3% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Beyton 0 0.0% 0.0% 0 0.0% 0.0% Bildeston 0.1% 1 0.0% 0 0 0.0% 0 0 1.8% 0.0% 0 0.0% 0 0 0.0% 0 0.0% 0 Boxford 0.1% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.1% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0 Bradfield St. Clare 0.1% 0 0.0% 0 1.5% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Bungay 0.1% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.4% 0.2% 0.0% 0 0 0.0% 0 Cambridge 1 1.4% 1 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 2 Cavendish 0.3% 2.3% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 5 Central London 0.6% 0.0% 0 1.5% 0.0% 0.0% 0 0.0% 0 2.0% 2 0.0% 0 0.0% 2.4% 1.4% 0 1.2% 0.2% 0.0% 0 0.0% 0.0% 0 1.3% 0.0% 0.0% 0.0% 0 Chelmondiston 1 0 0.0% 0 0.0% 0 1 0 0.0% 0 0 0.0% 0 0.3% 2 Clare 2.3% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Claydon 0.3% 2 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 2.3% 2 0.0% 0.0% 0.0% 0 0.0% 0 Cockfield 0.2% 1 0.0% 0 1.1% 0 0.8% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1 0.3% 2 2 0.0% 0 0 0 0.0% 0 Colne Engaine 1.9% 0 0.0% 0 0.0% 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 Cotton 0.2% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 2.0% 2 0.0% 0 0.0% 0 0.0% 0 16.3% Diss 2.9% 21 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 2.8% 3 1.2% 0.0% 0 29.1% 9 8 1 Earls Colne 1.2% 9 9.0% 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 0.0% 0 2 0 0.0% 2 0 East Bergholt 0.3% 0.0% 0.0% 0.0% 0 0.0% 0 2.3% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% Elmswell 0.2% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 2.8% 1 0.0% 0 0.0% 0

Weighted:

# Babergh & Mid Suffolk Household Survey For Carter Jonas

|                     | Tota  | l   | Zone  | 1        | Zone 2 | ;  | Zone 3 | 3        | Zone  | 4        | Zone  | 5  | Zone  | 6        | Zone | 7  | Zone  | 8  | Zone 9 | )  | Zone 1 | 10       | Zone 1 | 11 |
|---------------------|-------|-----|-------|----------|--------|----|--------|----------|-------|----------|-------|----|-------|----------|------|----|-------|----|--------|----|--------|----------|--------|----|
|                     |       |     |       |          |        |    |        |          |       |          |       |    |       |          |      |    |       |    |        |    |        |          |        |    |
| Felixstowe          | 0.3%  | 2   | 0.0%  | 0        | 0.0%   | 0  | 0.0%   | 0        | 0.0%  | 0        | 0.0%  | 0  | 1.0%  | 1        | 0.9% | 1  | 0.0%  | 0  | 0.0%   | 0  |        | 0        | 0.0%   | 0  |
| Felsham             | 0.0%  | 0   |       | 0        | 1.1%   | 0  | 0.0%   | 0        | 0.0%  | 0        | 0.0%  | 0  | 0.0%  | 0        | 0.0% | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0        | 0.0%   | 0  |
| Framlingham         | 0.2%  | 1   | 0.0%  | 0        | 0.0%   | 0  | 0.0%   | 0        | 0.0%  | 0        | 0.0%  | 0  | 0.0%  | 0        | 1.4% | 1  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0        | 0.0%   | 0  |
| Fressingfield       | 0.1%  | 1   | 0.0%  | 0        | 0.0%   | 0  | 0.0%   | 0        | 0.0%  | 0        | 0.0%  | 0  | 0.0%  | 0        | 0.0% | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0        | 1.2%   | 1  |
| Glemsford           | 0.3%  | 2   | 2.5%  | 2        | 0.0%   | 0  | 0.0%   | 0        | 0.0%  | 0        | 0.0%  | 0  | 0.0%  | 0        | 0.0% | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0        | 0.0%   | 0  |
| Great Yarmouth      | 0.2%  | 2   | 0.0%  | 0        | 0.0%   | 0  | 0.0%   | 0        | 0.0%  | 0        | 0.0%  | 0  | 0.0%  | 0        | 0.0% | 0  | 0.0%  | 0  | 0.0%   | 0  | 2.3%   | 1        | 1.9%   | 1  |
| Halesworth          | 0.1%  | 1   | 0.0%  | 0        | 0.0%   | 0  | 0.0%   | 0        | 0.0%  | 0        | 0.0%  | 0  | 0.0%  | 0        | 0.0% | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0        | 1.2%   | 1  |
| Harleston           | 1.1%  | 8   | 0.0%  | 0        | 1.8%   | 1  | 0.0%   | 0        | 0.0%  | 0        | 0.0%  | 0  | 0.0%  | 0        | 0.0% | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0        | 14.7%  | 7  |
| Hintlesham          | 0.1%  | 1   | 0.0%  | 0        | 0.0%   | 0  | 0.0%   | 0        | 0.0%  | 0        | 0.0%  | 0  | 1.0%  | 1        | 0.0% | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0        | 0.0%   | 0  |
| Holbrook            | 0.2%  | 2   | 0.0%  | 0        | 0.0%   | 0  | 0.0%   | 0        | 0.0%  | 0        | 0.0%  | 0  | 1.7%  | 2        | 0.0% | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0        | 0.0%   | 0  |
| Kedington           | 0.2%  | 1   | 1.1%  | 1        | 0.0%   | 0  | 0.0%   | 0        | 0.0%  | 0        | 0.0%  | 0  | 0.0%  | 0        | 0.0% | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0        | 0.0%   | 0  |
| Kersey              | 0.1%  | 1   | 0.0%  | 0        | 0.0%   | 0  | 0.8%   | 1        | 0.0%  | 0        | 0.0%  | 0  | 0.0%  | 0        | 0.0% | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0        | 0.0%   | 0  |
| Kesgrave            | 0.2%  | 2   | 0.0%  | 0        | 0.0%   | 0  | 0.0%   | 0        | 0.0%  | 0        | 0.0%  | 0  | 1.7%  | 2        | 0.0% | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0        | 0.0%   | 0  |
| Lawshall            | 0.1%  | 1   | 0.0%  | 0        | 2.0%   | 1  | 0.0%   | 0        | 0.0%  | 0        | 0.0%  | 0  | 0.0%  | 0        | 0.0% | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0        | 0.0%   | 0  |
| Leavenheath         | 0.1%  | 1   | 0.0%  | 0        | 0.0%   | 0  | 0.8%   | 1        | 0.0%  | 0        | 0.0%  | 0  | 0.0%  | 0        | 0.0% | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0        | 0.0%   | 0  |
| Little Waldingfield | 0.0%  | 0   | 0.0%  | 0        | 0.9%   | 0  | 0.0%   | 0        | 0.0%  | 0        | 0.0%  | 0  | 0.0%  | 0        | 0.0% | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0        | 0.0%   | 0  |
| Lowestoft           | 0.1%  | 1   | 0.0%  | 0        | 0.0%   | 0  | 0.0%   | 0        | 0.0%  | 0        | 0.0%  | 0  | 0.0%  | 0        | 0.0% | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0        | 1.2%   | 1  |
| Melton              | 0.1%  | 1   | 0.0%  | 0        | 0.0%   | 0  | 0.0%   | 0        | 0.0%  | 0        | 0.0%  | 0  | 1.0%  | 1        | 0.0% | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0        | 0.0%   | 0  |
| Monks Eleigh        | 0.1%  | 1   | 0.0%  | 0        | 0.0%   | 0  | 1.0%   | 1        | 0.0%  | 0        | 0.0%  | 0  | 0.0%  | 0        | 0.0% | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0        | 0.0%   | 0  |
| North Walsham       | 0.2%  | 1   | 0.0%  | 0        | 0.0%   | 0  | 0.0%   | 0        | 0.0%  | 0        | 0.0%  | 0  | 0.0%  | 0        | 0.0% | 0  | 0.0%  | 0  | 1.3%   | 1  | 0.0%   | 0        | 1.2%   | 1  |
| Norwich             | 2.4%  | 17  | 0.0%  | 0        | 0.0%   | 0  | 0.0%   | 0        | 0.0%  | 0        | 0.0%  | 0  | 0.0%  | 0        | 1.9% | 2  | 0.0%  | 0  | 0.0%   | 0  | 1.7%   | 1        | 29.6%  | 15 |
| Pin Mill            | 0.2%  | 2   | 0.0%  | 0        | 0.0%   | 0  | 0.0%   | 0        | 0.0%  | 0        | 0.0%  | 0  | 1.7%  | 2        | 0.0% | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0        | 0.0%   | 0  |
| Rattlesden          | 0.1%  | 0   | 0.0%  | 0        | 1.5%   | 0  | 0.0%   | 0        | 0.0%  | 0        | 0.0%  | 0  | 0.0%  | 0        | 0.0% | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0        | 0.0%   | 0  |
| Rede                | 0.1%  | 0   | 0.0%  | 0        | 1.5%   | 0  | 0.0%   | 0        | 0.0%  | 0        | 0.0%  | 0  | 0.0%  | 0        | 0.0% | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0        | 0.0%   | 0  |
| Shepreth            | 0.1%  | 1   | 0.0%  | 0        | 0.0%   | 0  | 0.0%   | 0        | 0.0%  | 0        | 0.0%  | 0  | 0.0%  | 0        | 0.0% | 0  | 0.0%  | 0  | 0.0%   | Õ  | 0.0%   | 0        | 1.4%   | 1  |
| Shotley             | 0.3%  | 2   |       | 0        | 0.0%   | 0  | 0.0%   | 0        | 0.0%  | 0        | 0.0%  | 0  | 2.0%  | 2        | 0.0% | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0        | 0.0%   | 0  |
| Sicklesmere         | 0.1%  | 1   | 0.0%  | 0        | 0.0%   | 0  | 0.0%   | 0        | 0.0%  | 0        | 0.0%  | 0  | 0.0%  | 0        | 0.0% | 0  | 0.0%  | 0  | 1.1%   | 1  | 0.0%   | 0        | 0.0%   | 0  |
| Snape               | 0.2%  | 2   |       | 0        | 0.0%   | 0  | 0.0%   | 0        | 0.0%  | 0        | 0.0%  | 0  | 1.7%  | 2        | 0.0% | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0        | 0.0%   | 0  |
| Southwold           | 0.4%  | 3   | 0.0%  | 0        | 0.0%   | 0  | 0.0%   | 0        | 0.0%  | 0        | 0.0%  | 0  | 1.7%  | 2        | 0.0% | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0        | 2.6%   | 1  |
| Stradbroke          | 0.3%  | 2   | 0.0%  | 0        | 0.0%   | 0  | 0.0%   | 0        | 0.0%  | 0        | 0.0%  | 0  | 0.0%  | 0        | 0.0% | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0        | 3.8%   | 2  |
| Stutton             | 0.1%  | 1   | 0.0%  | 0        | 0.0%   | 0  | 0.0%   | 0        | 0.0%  | 0        | 0.0%  | 0  | 1.0%  | 1        | 0.0% | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0        | 0.0%   | 0  |
| Thetford            | 0.1%  | 1   | 0.0%  | 0        | 0.0%   | 0  | 0.0%   | 0        | 0.0%  | 0        | 0.0%  | 0  | 0.0%  | 0        | 0.0% | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0        | 1.4%   | 1  |
| Thorndon            | 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  | 1.4%   | 0        | 0.0%   | 0  |
| Tuddenham           | 0.1%  | 1   | 0.0%  | 0        | 0.0%   | 0  | 0.0%   | 0        | 0.0%  | 0        | 0.0%  | 0  | 0.0%  | 0        | 1.1% | 1  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0        | 0.0%   | 0  |
| West Bergholt       | 0.4%  | 2   | 2.5%  | 2        | 0.0%   | 0  | 0.0%   | 0        | 0.0%  | 0        | 0.0%  | 0  | 0.0%  | 0        | 0.0% | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0        | 0.0%   | 0  |
| Woodbridge          | 1.2%  | 8   | 0.0%  | 0        | 0.0%   | 0  | 0.0%   | 0        | 0.0%  | 0        | 0.0%  | 0  | 1.0%  | 1        | 6.4% | 6  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0        | 3.4%   | 2  |
| Weighted base:      | 1.270 | 704 | 0.075 | 98       | 0.070  | 30 | 3.070  | 92       | 0.073 | 46       | 0.073 | 42 | 1.070 | 95       | 0,0  | 92 | 0.070 | 81 | 0.070  | 49 | 0.075  | 31       | 2      | 50 |
| •                   |       | 713 |       | 98<br>63 |        | 72 |        | 92<br>71 |       | 46<br>77 |       | 60 |       | 93<br>74 |      |    |       | 53 |        | 63 |        | 51<br>54 |        | 60 |
| Sample:             |       | /13 |       | 03       |        | 12 |        | / 1      |       | //       |       | 00 |       | /4       |      | 66 |       | 33 |        | 03 |        | 54       |        | 00 |

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# **Babergh & Mid Suffolk Household Survey For Carter Jonas**

| Weighted:                                     |       |     |           |        |          |    |       |    |        | F  | or Ca  | arte | er Jo | nas |        |     |       |     |        |    |        |    |       |    | February 2015 |
|---|-------|-----|-----------|--------|----------|----|-------|----|--------|----|--------|------|-------|-----|--------|-----|-------|-----|--------|----|--------|----|-------|----|---------------|
|   | Tota  | ıl  | Zone      | 1      | Zone 2   | 2  | Zone  | 3  | Zone 4 | ļ  | Zone 5 | 5    | Zone  | 6   | Zone ' | 7   | Zone  | 8   | Zone 9 | ı  | Zone 1 | 0  | Zone  | 11 |               |
| Q38AHow often do you<br>Those who visit resta |       |     | ıold visi | t a re | staurant | ?  |       |    |        |    |        |      |       |     |        |     |       |     |        |    |        |    |       |    |               |
| Once a week                                   | 18.1% | 147 | 14.7%     | 17     | 7.1%     | 2  | 22.1% | 21 | 18.8%  | 9  | 25.7%  | 13   | 12.5% | 14  | 28.2%  | 30  | 16.6% | 17  | 13.0%  | 7  | 16.7%  | 6  | 17.4% | 11 |               |
| Once a fortnight                              | 19.1% | 156 | 12.3%     | 14     | 20.9%    | 6  | 21.7% | 21 | 22.3%  | 11 | 15.4%  | 8    | 23.0% | 26  | 18.2%  | 19  | 23.4% | 23  | 19.3%  | 11 | 22.8%  | 9  | 12.5% | 8  |               |
| Once a month                                  | 32.6% | 266 | 30.7%     | 35     | 39.4%    | 12 | 40.8% | 39 | 35.0%  | 16 | 38.7%  | 19   | 20.7% | 23  | 25.8%  | 27  | 35.1% | 35  | 34.3%  | 19 | 27.2%  | 10 | 43.8% | 29 |               |
| Once every two months                         | 17.7% | 145 | 26.5%     | 30     | 23.5%    | 7  | 7.6%  | 7  | 19.1%  | 9  | 17.9%  | 9    | 24.8% | 28  | 16.5%  | 17  | 12.1% | 12  | 20.8%  | 12 | 14.1%  | 5  | 11.5% | 7  |               |
| Once every six months                         | 8.6%  | 70  | 12.4%     | 14     | 9.0%     | 3  | 6.1%  | 6  | 3.8%   | 2  | 0.9%   | 0    | 15.0% | 17  | 8.1%   | 9   | 6.5%  | 6   | 7.8%   | 4  | 11.3%  | 4  | 7.3%  | 5  |               |
| Once a year                                   | 0.4%  | 3   | 0.0%      | 0      | 0.0%     | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0    | 1.9%  | 2   | 0.0%   | 0   | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0  | 1.1%  | 1  |               |
| Less often                                    | 0.6%  | 5   | 1.0%      | 1      | 0.0%     | 0  | 1.0%  | 1  | 0.0%   | 0  | 0.0%   | 0    | 1.3%  | 1   | 0.0%   | 0   | 0.0%  | 0   | 0.0%   | 0  | 3.3%   | 1  | 0.0%  | 0  |               |
| (Don't know / varies)                         | 2.9%  | 24  | 2.5%      | 3      | 0.0%     | 0  | 0.8%  | 1  | 1.0%   | 0  | 1.4%   | 1    | 0.9%  | 1   | 3.2%   | 3   | 6.2%  | 6   | 4.8%   | 3  | 4.7%   | 2  | 6.3%  | 4  |               |
| Weighted base:                                |       | 816 |           | 114    |          | 30 |       | 97 |        | 47 |        | 50   |       | 113 |        | 105 |       | 100 |        | 56 |        | 39 |       | 65 |               |
| Sample:                                       |       | 815 |           | 74     |          | 74 |       | 76 |        | 79 |        | 70   |       | 87  |        | 79  |       | 61  |        | 75 |        | 67 |       | 73 |               |

# Babergh & Mid Suffolk Household Survey For Carter Jonas

Weighted:

|  | Total | l   | Zone  | 1  | Zone 2 | 2  | Zone  | 3  | Zone     | 4   | Zone 5 |    | Zone 6 | •  | Zone 7 | 7  | Zone 8 | 8  | Zone 9 |    | Zone 1 | 0  | Zone 11 | L  |
|--|-------|-----|-------|----|--------|----|-------|----|----------|-----|--------|----|--------|----|--------|----|--------|----|--------|----|--------|----|---------|----|
| Q39 Where do you or me<br>Those who partake in fa                        |       | •   |       |    |        | -  |       | •  | ertainme | nt? |        |    |        |    |        |    |        |    |        |    |        |    |         |    |
| Bowlsworld, Ipswich  | 9.6%  | 26  | 0.0%  |    | 0.0%   | 0  | 3.0%  | 1  | 0.0%     |     | 39.3%  | 8  | 14.0%  | 5  | 20.1%  | 6  |        | 1  | 0.0%   |    | 20.7%  | 3  | 12.0%   | 2  |
| Bury Bowl, The Autopark,<br>Eastgate Street, Bury St.<br>Edmunds         | 9.7%  | 26  | 0.0%  | 0  | 61.2%  | 7  | 12.0% | 5  | 0.0%     | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 5.0%   | 2  | 45.1%  | 9  | 26.4%  | 4  | 3.1%    | 1  |
| Demon Xtreme Sports, D7<br>Cowdray Centre, Cowdray<br>Avenue, Colchester | 2.2%  | 6   | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 3.2%     | 1   | 0.0%   | 0  | 16.2%  | 5  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0  |
| Namco Fun Scape Ltd,<br>Sproughton Road, Ipswich                         | 6.4%  | 17  | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%     | 0   | 4.7%   | 1  | 13.1%  | 4  | 20.1%  | 6  | 16.4%  | 5  | 0.0%   | 0  | 7.2%   | 1  | 0.0%    | 0  |
| Rollerworld, Eastgate Industrial Estate Moorside, Colchester             | 1.5%  | 4   | 4.2%  | 1  | 0.0%   | 0  | 6.2%  | 3  | 0.0%     | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0  |
| Tenpin Colchester  | 6.6%  | 18  | 24.3% | 8  | 0.0%   | 0  | 1.8%  | 1  | 16.3%    | 3   | 0.0%   | 0  | 19.0%  | 6  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0  |
| Braintree  | 2.6%  | 7   | 21.5% | 7  | 0.0%   | 0  | 0.0%  | 0  | 0.0%     | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0  |
| Bury St Edmunds  | 5.3%  | 14  | 4.2%  | 1  | 11.0%  | 1  | 4.0%  | 2  | 0.0%     | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 38.6%  | 7  | 9.4%   | 1  | 6.9%    | 1  |
| Colchester   | 0.5%  | 1   | 4.2%  | 1  | 0.0%   | 0  | 0.0%  | 0  | 0.0%     | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0  |
| Debenham   | 0.3%  | 1   | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%     | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 5.3%   | 1  | 0.0%    | 0  |
| Ipswich  | 19.6% | 53  | 0.0%  | 0  | 2.9%   | 0  | 9.8%  | 4  | 0.0%     | 0   | 36.6%  | 8  | 37.7%  | 12 | 0.0%   | 0  | 69.9%  | 22 | 10.3%  | 2  | 23.8%  | 3  | 7.7%    | 1  |
| Stowmarket   | 6.2%  | 17  | 0.0%  | 0  | 6.2%   | 1  | 0.0%  | 0  | 0.0%     | 0   | 0.0%   | 0  | 0.0%   | 0  | 45.8%  | 13 | 5.0%   | 2  | 5.9%   | 1  | 0.0%   | 0  | 0.0%    | 0  |
| Sudbury  | 19.5% | 53  | 37.4% | 12 | 8.1%   | 1  | 53.2% | 23 | 73.8%    | 15  | 13.1%  | 3  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0  |
| Central London   | 0.3%  | 1   | 0.0%  | 0  | 0.0%   | 0  | 2.2%  | 1  | 0.0%     | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0  |
| Chelmsford   | 0.2%  | 0   | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 2.4%     | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0  |
| Edinburgh  | 0.1%  | 0   | 0.0%  | 0  | 2.4%   | 0  | 0.0%  | 0  | 0.0%     | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0  |
| Great Whelnetham   | 0.1%  | 0   | 0.0%  | 0  | 2.9%   | 0  | 0.0%  | 0  | 0.0%     | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%    | 0  |
| King Pin, Gloster Road,<br>Martlesham Heath,<br>Ipswich                  | 0.2%  | 0   | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%     | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 3.3%   | 0  | 0.0%    | 0  |
| Martlesham   | 1.8%  | 5   | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%     | 0   | 0.0%   | 0  | 0.0%   | 0  | 9.5%   | 3  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 10.8%   | 2  |
| Norwich  | 4.3%  | 12  | 0.0%  | 0  |        | 0  | 0.0%  | 0  | 0.0%     | 0   | 0.0%   | 0  |        | 0  |        | 0  |        | 0  |        | 0  | 4.0%   | 1  | 59.4%   | 11 |
| Sproughton   | 1.0%  | 3   | 0.0%  | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%     | 0   | 6.2%   | 1  |        | 0  |        | 1  | 0.0%   | 0  |        | 0  | 0.0%   | 0  |         | 0  |
| Strikes, Byford Road,<br>Sudbury   | 2.3%  | 6   | 4.2%  | 1  | 5.2%   | 1  | 7.9%  | 3  | 4.3%     | 1   | 0.0%   | 0  |        | 0  |        | 0  |        | 0  |        | 0  | 0.0%   | 0  |         | 0  |
| Weighted base:   |       | 272 |       | 33 |        | 11 |       | 43 |          | 20  |        | 21 |        | 32 |        | 29 |        | 32 |        | 19 |        | 13 |         | 19 |
| Sample:  |       | 211 |       | 20 |        | 23 |       | 26 |          | 24  |        | 16 |        | 19 |        | 12 |        | 15 |        | 15 |        | 21 |         | 20 |

Weighted:

0

0

0

0

0.0%

# Babergh & Mid Suffolk Household Survey For Carter Jonas

Total Zone 2 Zone 7 Zone 9 Zone 10 Zone 11 Zone 1 Zone 3 Zone 4 Zone 5 Zone 6 Zone 8 Q39AHow often do you or your household visit for family entertainment? Those who partake in family entertainment activities at O31: Once a week 3.5% 11 0.0% 5.3% 0.0% 0 7.7% 2 11.1% 9.3% 3 4.3% 1 0.0% 0 3.2% 1 0.0% 0 2.0% 8.6% 26 0.0% 0 0.0% 0 4.3% 2 0.0% 0 0.0% 0 3.3% 1 44.0% 13 20.1% 7 0.0% 0 5.2% 1 5.6% 2 Once a fortnight 14.0% 42 14.6% 5 6.8% 1 15.7% 7 22.6% 5 8.4% 2 13.7% 5 13.1% 4 10.9% 4 30.1% 6 3.9% 1 10.9% Once a month 27.5% 18 22.0% 5 16.5% 4 30.0% Once every two months 83 33.2% 12 31.4% 3 41.6% 11 11.7% 4 44.3% 15 21.8% 4 28.1% 4 11.3% 4 Once every six months 24.0% 73 28.8% 10 21.7% 2 30.2% 13 28.7% 6 26.1% 6 13.7% 5 22.6% 7 21.8% 7 20.5% 4 21.7% 3 24.6% 9 3 30.3% 2 Once a year 10.9% 33 11.6% 4 34.8% 4 6.0% 3 14.8% 3 2.0% 0 19.3% 7 4.3% 1 2.8% 1 16.8% 4 5.7% 2 7.2% 3 Less often 9.3% 28 7.0% 0.0% 0 2.2% 1 2.3% 0 35.9% 8 0.0% 0 0.0% 0 7.5% 2 7.8% 1 30.9% 11 8.9% 2.3% 7 4.8% 2 0.0% 0.0% 1.9% 0.0% 0 3.3% 0.0% 0.0% 0.0% 0 3.2% (Don't know / varies) 0 0 0 1 0 0 0 3 302 35 Weighted base: 11 44 21 22 36 30 34 20 14 36 231 22 23 27 26 18 22 13 16 16 22 26 Sample: Q40 Where do you or members of your household normally go for other leisure activities not mentioned? Those who go to other leisure attractions at Q31: AND Excl Nulls & SFT 0 0 0.0% Braintree 45.9% 1 100.0% 0.0% 0 0.0% 0 0.0% 0.0% 0.0% 0.0% 0 0.0% 0.0% 0 0.0% 0 10.8% 0 0.0% 0 99.9% 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 Bury St Edmunds 0 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 99.9% 0 0 14.6% 0 0.0% Eye Norwich 28.7% 1 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 100.0% 0.0% 0 0.0% 0 0 1 3 0 0 0 0 0 0 0 0 Weighted base: 0 Sample: 4 0 0 0 0 0 0 0 Q40AHow often do you or your household visit for other leisure activities not mentioned? Those who go to other leisure attractions at Q31: Once a week 48.8% 2 0.0% 0 50.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 100.0% 1 99.9% 0 0.0% 0 9.8% 0.0% 0 50.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0.0% 0.0% 0 0.0% 0 Once a fortnight 0 0 0.0% 0 0 Once a month 41.4% 1 100.0% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Once every two months 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0 0.0% 0 0 0.0% 0.0% 0 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% Once every six months Once a year 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Less often 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0%

0 0.0%

0

0

0

0

0.0%

0 0.0%

0

0

0 0.0%

0

0

0.0%

(Don't know / varies)

Weighted base:

Sample:

0

0.0%

0

3

5

0.0%

0.0%

0 0.0%

2

0.0%

0

0.0%

0

0

# Babergh & Mid Suffolk Household Survey For Carter Jonas

Weighted:

|   | Tota      | 1     | Zone     | 1     | Zone    | 2     | Zone      | 3      | Zone      | 4    | Zone   | 5     | Zone       | 6    | Zone      | 7      | Zone      | 8      | Zone 9   | )   | Zone  | 10 | Zone  | 11 |  |
|---|-----------|-------|----------|-------|---------|-------|-----------|--------|-----------|------|--------|-------|------------|------|-----------|--------|-----------|--------|----------|-----|-------|----|-------|----|--|
| Q41 What improvements                         | s could b | oe ma | de to Ba | bergl | h & Mid | Suffo | lk's leis | ure of | ffer that | woul | d make | you v | isit / paı | take | in leisuı | re act | ivities m | nore c | ften? [M | IR] |       |    |       |    |  |
| Nothing                                       | 39.7%     | 437   | 36.2%    | 54    | 55.2%   | 22    | 25.9%     | 33     | 36.0%     | 21   | 36.8%  | 29    | 48.1%      | 65   | 34.9%     | 44     | 43.9%     | 70     | 49.7%    | 37  | 48.7% | 28 | 36.0% | 35 |  |
| A casino                                      | 0.0%      | 0     | 0.0%     | 0     | 0.0%    | 0     | 0.0%      | 0      | 0.0%      | 0    |        | 0     | 0.0%       | 0    | 0.0%      | 0      | 0.0%      | 0      | 0.0%     | 0   | 0.0%  | 0  |       | 0  |  |
| A swimming pool                               | 4.7%      | 51    | 1.2%     | 2     | 1.9%    | 1     | 8.1%      | 10     | 5.1%      | 3    | 5.1%   | 4     | 7.0%       | 9    | 3.5%      | 4      | 3.5%      | 6      | 8.4%     | 6   | 5.5%  | 3  | 2.6%  | 3  |  |
| A theatre                                     | 0.3%      | 4     | 1.8%     | 3     | 1.1%    | 0     | 0.0%      | 0      | 0.0%      | 0    | 0.6%   | 0     | 0.0%       | 0    | 0.0%      | 0      | 0.0%      | 0      | 0.0%     | 0   | 0.0%  | 0  |       | 0  |  |
| An art house cinema                           | 1.3%      | 15    | 4.7%     | 7     | 0.0%    | 0     | 0.8%      | 1      | 6.5%      | 4    | 0.6%   | 0     | 0.0%       | 0    | 0.0%      | 0      | 0.0%      | 0      | 0.0%     | 0   | 2.0%  | 1  | 1.3%  | 1  |  |
| Better cinema provision e.g. new multi-screen | 4.4%      | 49    | 7.1%     | 11    | 0.0%    | 0     | 8.7%      | 11     | 27.7%     | 16   |        | 0     | 0.0%       | 0    |           | 0      | 4.6%      | 7      | 0.0%     | 0   | 2.0%  | 1  | 2.3%  | 2  |  |
| Bingo   | 0.0%      | 0     | 0.0%     | 0     | 0.0%    | 0     | 0.0%      | 0      | 0.0%      | 0    | 0.0%   | 0     | 0.0%       | 0    | 0.0%      | 0      | 0.0%      | 0      | 0.0%     | 0   | 0.0%  | 0  | 0.0%  | 0  |  |
| Cheaper prices                                | 4.7%      | 52    | 2.6%     | 4     | 7.0%    | 3     | 7.1%      | 9      | 2.8%      | 2    | 4.4%   | 3     | 5.7%       | 8    | 3.6%      | 5      | 7.4%      | 12     | 3.4%     | 3   | 7.3%  | 4  | 0.7%  | 1  |  |
| mproved access by foot and cycle              | 0.9%      | 9     | 0.0%     | 0     | 1.9%    | 1     | 2.0%      | 2      | 0.0%      | 0    | 0.0%   | 0     | 3.9%       | 5    | 0.0%      | 0      | 0.0%      | 0      | 0.0%     | 0   | 0.8%  | 0  | 0.6%  | 1  |  |
| mproved public transport                      | 2.0%      | 22    | 4.6%     | 7     | 4.8%    | 2     | 0.6%      | 1      | 1.3%      | 1    | 2.0%   | 2     | 0.9%       | 1    | 2.5%      | 3      | 2.8%      | 4      | 1.6%     | 1   | 0.8%  | 0  | 0.0%  | 0  |  |
| mproved security / CCTV                       | 0.0%      | 0     | 0.0%     | 0     | 0.0%    | 0     | 0.0%      | 0      | 0.0%      | 0    | 0.0%   | 0     | 0.0%       | 0    | 0.0%      | 0      | 0.0%      | 0      | 0.0%     | 0   | 0.0%  | 0  | 0.0%  | 0  |  |
| mproved street furniture                      | 0.2%      | 2     | 0.0%     | 0     | 0.0%    | 0     | 0.0%      | 0      | 1.1%      | 1    | 0.0%   | 0     | 0.0%       | 0    | 0.0%      | 0      | 1.0%      | 2      | 0.0%     | 0   | 0.0%  | 0  | 0.0%  | 0  |  |
| nprovements in the built environment          | 0.8%      | 9     | 0.0%     | 0     | 0.0%    | 0     | 1.4%      | 2      | 0.7%      | 0    | 0.9%   | 1     | 0.0%       | 0    | 0.8%      | 1      | 1.0%      | 2      | 1.1%     | 1   | 2.0%  | 1  | 1.3%  | 1  |  |
| Iore / better car parking                     | 2.2%      | 24    | 2.0%     | 3     | 5.1%    | 2     | 5.3%      | 7      | 1.8%      | 1    | 1.9%   | 1     | 2.6%       | 4    | 3.3%      | 4      | 0.6%      | 1      | 1.1%     | 1   | 1.0%  | 1  | 0.0%  | 0  |  |
| ore / better cultural facilities              | 0.7%      | 8     | 2.6%     | 4     | 1.8%    | 1     | 0.0%      | 0      | 1.1%      | 1    | 0.0%   | 0     | 0.0%       | 0    | 0.0%      | 0      | 1.0%      | 2      | 1.1%     | 1   | 0.0%  | 0  | 0.0%  | 0  |  |
| lore / better disabled access                 | 0.5%      | 6     | 0.0%     | 0     | 0.0%    | 0     | 0.0%      | 0      | 0.0%      | 0    | 0.0%   | 0     | 0.0%       | 0    | 0.0%      | 0      | 1.6%      | 3      | 3.8%     | 3   | 0.8%  | 0  | 0.0%  | 0  |  |
| ore / better health clubs / gyms              | 0.8%      | 9     | 1.8%     | 3     | 0.0%    | 0     | 0.8%      | 1      | 0.0%      | 0    | 0.9%   | 1     | 1.6%       | 2    | 0.0%      | 0      | 0.7%      | 1      | 0.9%     | 1   | 1.0%  | 1  | 0.0%  | 0  |  |
| fore / better policing                        | 0.8%      | 9     | 0.0%     | 0     | 0.0%    | 0     | 0.0%      | 0      | 0.0%      | 0    | 9.5%   | 8     | 0.0%       | 0    | 1.4%      | 2      | 0.0%      | 0      | 0.0%     | 0   | 0.0%  | 0  | 0.0%  | 0  |  |
| Iore / better public houses                   | 0.4%      | 4     | 0.9%     | 1     | 0.0%    | 0     | 0.0%      | 0      | 0.0%      | 0    | 0.0%   | 0     | 0.0%       | 0    | 0.0%      | 0      | 0.7%      | 1      | 0.7%     | 1   | 0.0%  | 0  | 1.3%  | 1  |  |
| Iore / better seats                           | 0.7%      | 8     | 0.0%     | 0     | 0.0%    | 0     | 0.0%      | 0      | 0.0%      | 0    | 9.5%   | 8     | 0.0%       | 0    | 0.0%      | 0      | 0.0%      | 0      | 0.0%     | 0   | 0.8%  | 0  | 0.0%  | 0  |  |
| Iore / better signposting and information     | 0.6%      | 7     | 0.0%     | 0     | 0.0%    | 0     | 2.4%      | 3      | 1.1%      | 1    | 0.0%   | 0     | 0.9%       | 1    | 0.6%      | 1      | 0.6%      | 1      | 0.0%     | 0   | 0.0%  | 0  | 0.0%  | 0  |  |
| Iore better parks / green<br>spaces           | 0.2%      | 3     | 0.0%     | 0     | 1.5%    | 1     | 1.0%      | 1      | 1.5%      | 1    | 0.0%   | 0     | 0.0%       | 0    | 0.0%      | 0      | 0.0%      | 0      | 0.0%     | 0   | 0.0%  | 0  | 0.0%  | 0  |  |
| fore for children and teenagers               | 5.9%      | 65    | 3.3%     | 5     | 2.4%    | 1     | 11.5%     | 15     | 4.0%      | 2    | 16.7%  | 13    | 2.5%       | 3    | 3.5%      | 4      | 9.2%      | 15     | 6.0%     | 4   | 0.8%  | 0  | 1.9%  | 2  |  |
| Iore local sports & recreation facilities     | 2.1%      | 24    | 0.9%     | 1     | 0.0%    | 0     | 10.3%     | 13     | 8.0%      | 5    | 1.6%   | 1     | 0.0%       | 0    | 1.4%      | 2      | 0.0%      | 0      | 0.0%     | 0   | 1.3%  | 1  | 0.7%  | 1  |  |
| ore nightclubs                                | 0.0%      | 0     | 0.0%     | 0     | 0.0%    | 0     | 0.0%      | 0      | 0.0%      | 0    | 0.0%   | 0     | 0.0%       | 0    | 0.0%      | 0      | 0.0%      | 0      | 0.0%     | 0   | 0.0%  | 0  | 0.0%  | 0  |  |
| ore pavement cafés                            | 0.0%      | 0     | 0.0%     | 0     | 0.0%    | 0     | 0.0%      | 0      | 0.0%      | 0    | 0.0%   | 0     | 0.0%       | 0    | 0.0%      | 0      | 0.0%      | 0      | 0.0%     | 0   | 0.0%  | 0  | 0.0%  | 0  |  |
| ore quality restaurants                       | 0.7%      | 8     | 0.0%     | 0     | 0.7%    | 0     | 3.3%      | 4      | 1.6%      | 1    | 0.0%   | 0     | 0.0%       | 0    | 0.0%      | 0      | 0.7%      | 1      | 0.0%     | 0   | 0.0%  | 0  |       | 1  |  |
| ore street cleaning                           | 0.3%      | 4     | 0.0%     | 0     | 1.1%    | 0     | 0.0%      | 0      | 0.0%      | 0    | 0.0%   | 0     | 0.0%       | 0    | 1.4%      | 2      | 1.0%      | 2      | 0.0%     | 0   | 0.0%  | 0  | 0.0%  | 0  |  |
| ovision of public toilets                     | 0.0%      | 1     | 0.0%     | 0     | 0.0%    | 0     | 0.0%      | 0      | 0.0%      | 0    | 0.0%   | 0     | 0.0%       | 0    | 0.0%      | 0      | 0.0%      | 0      | 0.7%     | 1   | 0.0%  | 0  | 0.0%  | 0  |  |
| n-pin bowling                                 | 0.3%      | 3     | 0.0%     | 0     | 0.0%    | 0     | 0.0%      | 0      | 0.0%      | 0    | 0.0%   | 0     | 1.9%       | 3    | 0.0%      | 0      | 0.0%      | 0      | 0.0%     | 0   | 0.8%  | 0  | 0.0%  | 0  |  |
| her   | 1.1%      | 12    | 0.0%     | 0     | 1.1%    | 0     | 0.0%      | 0      | 3.2%      | 2    | 0.7%   | 1     | 0.9%       | 1    | 0.0%      | 0      | 0.7%      | 1      | 2.4%     | 2   | 3.0%  | 2  | 3.4%  | 3  |  |
| community centre / hall                       | 0.6%      | 6     | 0.7%     | 1     | 0.0%    | 0     | 0.0%      | 0      | 0.0%      | 0    | 0.0%   | 0     | 0.0%       | 0    | 2.5%      | 3      | 1.2%      | 2      | 0.0%     | 0   | 0.0%  | 0  | 0.0%  | 0  |  |
| n ice-skating rink                            | 0.5%      | 5     | 0.0%     | 0     | 0.8%    | 0     | 0.0%      | 0      | 0.0%      | 0    | 0.0%   | 0     | 0.0%       | 0    | 0.0%      | 0      | 0.0%      | 0      | 4.7%     | 3   | 1.0%  | 1  | 0.7%  | 1  |  |
| etter advertising                             | 0.7%      | 7     | 2.5%     | 4     | 0.0%    | 0     | 0.0%      | 0      | 0.0%      | 0    | 0.0%   | 0     | 1.2%       | 2    | 0.0%      | 0      | 0.7%      | 1      | 1.1%     | 1   | 0.0%  | 0  | 0.0%  | 0  |  |
| heaper parking                                | 0.2%      | 3     | 0.0%     | 0     | 5.1%    | 2     | 0.0%      | 0      | 0.0%      | 0    | 0.0%   | 0     | 0.0%       | 0    | 0.0%      | 0      | 0.0%      | 0      | 0.0%     | 0   | 1.0%  | 1  | 0.0%  | 0  |  |
| onger opening hours                           | 1.0%      | 11    | 4.0%     | 6     | 0.0%    | 0     | 0.0%      | 0      | 1.5%      | 1    | 0.0%   | 0     | 0.0%       | 0    | 1.1%      | 1      | 0.0%      | 0      | 3.8%     | 3   | 0.0%  | 0  | 0.0%  | 0  |  |

Weighted:

# Babergh & Mid Suffolk Household Survey For Carter Jonas

| , cigircu.                                    |                |           |                |            |               |       |                |        |               | _       | <b>0</b> - <b>0</b> |       | J_ U U        |        |                |            |               |         |                |     |                |     |                |          | 1 coldaly 20 |
|---|----------------|-----------|----------------|------------|---------------|-------|----------------|--------|---------------|---------|---------------------|-------|---------------|--------|----------------|------------|---------------|---------|----------------|-----|----------------|-----|----------------|----------|--------------|
|   | Tota           | al        | Zone           | 1          | Zone          | 2     | Zone           | 3      | Zone          | 4       | Zone                | e 5   | Zon           | e 6    | Zone           | e <b>7</b> | Zone          | 8       | Zone           | 9   | Zone           | 10  | Zone           | 11       |              |
| More / better activities for                  | 0.3%           | 4         | 0.9%           | 1          | 1.1%          | 0     | 0.6%           | 1      | 0.7%          | 0       | 0.0%                | 0     | 0.0%          | 0      | 0.0%           | 0          | 0.0%          | 0       | 0.0%           | 0   | 0.0%           | 0   | 0.7%           | 1        |              |
| the elderly<br>More / better facilities in    | 1.3%           | 14        | 0.0%           | 0          | 0.8%          | 0     | 0.0%           | 0      | 0.0%          | 0       | 0.0%                | 0     | 2.7%          | 4      | 4.1%           | 5          | 0.0%          | 0       | 1.8%           | 1   | 1.0%           | 1   | 2.8%           | 3        |              |
| general                                       | 0.00/          |           | 0.00/          |            | 0.00/         | 0     | 1.00/          |        | 0.70/         | 0       | 0.00/               | 0     | 0.00/         |        | 0.00/          |            | 4.00/         | _       | 0.00/          | 0   | 0.00/          |     | 0.00/          | 0        |              |
| More adult evening classes                    | 0.9%           | 9         |                | 1          | 0.0%          | 0     |                | 1      | 0.7%          | 0       |                     | 0     |               | 0      |                | 0          |               | 6       | 0.0%           | 0   |                | 0   |                | 0        |              |
| Squash / tennis courts                        | 0.3%           | 4         | 0.9%           | 10         | 0.0%          | 0     |                | 0      |               | 0       |                     | 1     | 0.0%          | 0      |                | 0          |               | 0       | 0.0%           | 0   |                | 2   | 0.00           | 0        |              |
| (Don't do leisure activities)<br>(Don't know) | 12.1%<br>16.7% |           | 12.1%<br>17.3% | 18<br>26   |               | 3     | 14.1%<br>12.9% | 18     | 4.3%<br>12.5% |         | 10.2%<br>19.9%      | 8     |               |        | 15.6%<br>22.8% | 20<br>29   |               | 17      | 12.9%<br>10.5% |     | 12.4%<br>13.9% | 8   | 17.4%<br>28.6% | 17<br>28 |              |
| ` '   | 10.7%          |           | 17.5%          |            | 0.9%          |       |                |        | 12.5%         |         |                     | 16    | 13.5%         |        |                |            |               |         | 10.5%          |     |                |     | 28.0%          |          |              |
| Weighted base:                                |                | 1100      |                | 149        |               | 39    |                | 126    |               | 58      |                     | 80    |               | 135    |                | 126        |               | 159     |                | 75  |                | 57  |                | 97       |              |
| Sample:                                       |                | 1100      |                | 100        |               | 100   |                | 100    |               | 100     |                     | 100   |               | 100    |                | 100        |               | 100     |                | 100 |                | 100 |                | 100      |              |
| GEN Gender of respond                         | ent:           |           |                |            |               |       |                |        |               |         |                     |       |               |        |                |            |               |         |                |     |                |     |                |          |              |
| Male  | 31.9%          | 351       | 29.0%          | 43         | 35.2%         | 14    | 24.9%          | 31     | 36.4%         | 21      | 36.2%               | 29    |               |        | 43.1%          |            | 28.1%         | 45      | 26.8%          | 20  | 24.8%          | 14  | 36.6%          | 36       |              |
| Female  | 68.1%          | 749       | 71.0%          | 106        | 64.8%         | 25    | 75.1%          | 94     | 63.6%         | 37      | 63.8%               | 51    | 67.5%         | 91     | 56.9%          | 71         | 71.9%         | 114     | 73.2%          | 55  | 75.2%          | 43  | 63.4%          | 62       |              |
| Weighted base:                                |                | 1100      |                | 149        |               | 39    |                | 126    |               | 58      |                     | 80    |               | 135    |                | 126        |               | 159     |                | 75  |                | 57  |                | 97       |              |
| Sample:                                       |                | 1100      |                | 100        |               | 100   |                | 100    |               | 100     |                     | 100   |               | 100    |                | 100        |               | 100     |                | 100 |                | 100 |                | 100      |              |
| AGE Can I ask how old                         | vou are i      | nlesse    | .2             |            |               |       |                |        |               |         |                     |       |               |        |                |            |               |         |                |     |                |     |                |          |              |
| AGE Gailt ask flow old                        | you are p      | picasc    | ••             |            |               |       |                |        |               |         |                     |       |               |        |                |            |               |         |                |     |                |     |                |          |              |
| 18-24   | 3.5%           | 38        | 0.0%           | 0          | 0.0%          | 0     | 0.0%           | 0      | 0.0%          | 0       | 18.9%               | 15    | 0.0%          | 0      | 10.6%          | 13         | 0.0%          | 0       | 0.0%           | 0   | 0.0%           | 0   | 10.0%          | 10       |              |
| 25-34   | 12.2%          | 134       | 4.0%           | 6          | 10.8%         | 4     | 23.2%          | 29     | 18.0%         | 10      | 12.4%               | 10    | 7.8%          | 10     | 6.9%           | 9          | 19.7%         | 31      | 15.2%          | 11  | 0.0%           | 0   | 13.1%          | 13       |              |
| 35-44   | 16.0%          | 176       | 13.1%          | 20         | 14.6%         | 6     | 18.8%          | 24     | 17.5%         | 10      | 10.0%               | 8     | 15.7%         | 21     | 14.1%          |            | 21.3%         | 34      | 12.3%          | 9   | 17.0%          | 10  | 17.2%          | 17       |              |
| 45-54   | 19.7%          | 217       | 31.4%          |            | 16.4%         | 6     | 19.6%          | 25     | 17.2%         | 10      | 11.3%               | 9     | 23.9%         | 32     | 16.6%          | 21         | 18.7%         | 30      | 12.1%          | 9   | 20.9%          | 12  | 17.1%          | 17       |              |
| 55-64   | 19.5%          | 214       | 20.8%          | 31         | 32.8%         | 13    | 14.0%          | 18     | 14.1%         | 8       | 17.8%               | 14    | 21.1%         | 29     | 21.0%          | 26         | 19.9%         | 32      | 20.6%          | 15  | 22.8%          | 13  | 15.8%          | 15       |              |
| 65+   | 27.0%          | 297       |                |            | 23.3%         | 9     |                |        | 31.2%         |         | 27.9%               | 22    |               | 40     |                | 34         |               | 31      |                |     | 37.0%          | 21  |                | 23       |              |
| (Refused)                                     | 2.2%           | 24        | 2.3%           | 3          | 2.0%          | 1     | 1.9%           | 2      | 2.0%          | 1       | 1.7%                | 1     | 2.2%          | 3      | 3.9%           | 5          | 0.9%          | 1       | 2.1%           | 2   | 2.3%           | 1   | 2.7%           | 3        |              |
| Weighted base:                                |                | 1100      |                | 149        |               | 39    |                | 126    |               | 58      |                     | 80    |               | 135    |                | 126        |               | 159     |                | 75  |                | 57  |                | 97       |              |
| Sample:                                       |                | 1100      |                | 100        |               | 100   |                | 100    |               | 100     |                     | 100   |               | 100    |                | 100        |               | 100     |                | 100 |                | 100 |                | 100      |              |
| EMP Which of the follow                       | ing bes        | t desc    | ribes th       | e chie     | ef wage       | earne | er of you      | ır hou | sehold's      | s curr  | ent em              | ploym | ent situ      | uation | ? [PR]         |            |               |         |                |     |                |     |                |          |              |
| *** 1' 0'11.'                                 | 40.00/         | 520       | 41 10/         | <i>c</i> 1 | 16.60/        | 10    | 10.20/         |        | 10.00/        | 20      | 50.20/              | 40    | 40.00/        |        | 50.60/         |            | 54.20/        | 0.6     | 12.20/         | 2.1 | 47.10/         | 27  | 50.50/         | 40       |              |
| Working full time                             | 49.0%          |           |                |            | 46.6%         | 18    |                |        | 49.9%         | 29<br>7 | 50.3%               | 40    |               |        | 53.6%          |            | 54.3%         | 86      |                | 31  | 47.1%          | 27  |                | 49       |              |
| Working part time                             | 6.7%           | 74        | 5.0%           | 7          |               | 2     |                |        | 12.0%         | 1       |                     | 6     |               | 11     |                | 7          |               | 10      |                | 5   |                | 4   |                | 6<br>1   |              |
| Unemployed                                    | 2.3%           | 26        |                | 0          |               | 2     |                | 4      |               | -       | 9.5%<br>30.5%       | 8     |               | 4      |                | 0          |               | 3<br>47 | 2.7%<br>42.8%  | 2   |                | 20  | 0.7%           | -        |              |
| Retired<br>A housewife                        | 32.8%<br>1.2%  | 361<br>13 |                | 0          | 33.7%<br>0.0% | 0     | 31.9%<br>0.0%  | 40     | 31.0%<br>0.7% | 18      |                     | 24    | 35.6%<br>1.6% | 48     | 31.3%<br>1.1%  | 39<br>1    | 29.4%<br>3.3% | 47<br>5 | 42.8%<br>3.8%  | 32  | 35.6%<br>0.0%  | 20  | 27.1%<br>1.3%  | 26<br>1  |              |
| A student                                     | 0.4%           | 5         |                | 0          |               | 0     |                | 4      |               | 0       | ,                   | 0     |               | 0      |                | 0          |               | 0       |                | 0   |                | 0   |                | 0        |              |
| Self employed                                 | 4.1%           | 45        |                | 21         |               | 3     |                | 1      | 1.9%          | 1       | 1.6%                | 1     | 0.0%          | 0      |                | 6          |               | 4       | 0.0%           | 1   | 3.0%           | 2   |                | 6        |              |
| Sick / disabled                               | 0.9%           | 10        |                | 2          |               | 0     |                | 1      | 0.0%          | 0       |                     | 0     |               | 1      | 0.0%           | 0          |               | 3       | 0.7%           | 0   |                | 2   |                | 1        |              |
| Other   | 0.9%           | 0         |                | 0          |               | 0     |                | 0      | 0.0%          | 0       | 0.0,0               | 0     |               | 0      |                | 0          |               | 0       | 0.0%           | 0   |                | 0   |                | 0        |              |
| (Refused)                                     | 2.4%           | 26        |                | 4          |               | 0     |                | 4      | 2.0%          | 1       | 0.0%                | 1     | 1.1%          | 1      |                | 5          |               | 1       |                | 1   |                | 1   | 6.6%           | 6        |              |
| ` ´   | 2.170          |           | 3.070          |            | 1.070         |       |                |        | 2.070         | _       |                     | _     | 1.1/0         |        |                |            |               |         | 1.1/0          |     |                | _   | 0.070          |          |              |
| Weighted base:                                |                | 1100      |                | 149        |               | 39    |                | 126    |               | 58      |                     | 80    |               | 135    |                | 126        |               | 159     |                | 75  |                | 57  |                | 97       |              |
| Sample:                                       |                | 1100      |                | 100        |               | 100   |                | 100    |               | 100     |                     | 100   |               | 100    |                | 100        |               | 100     |                | 100 |                | 100 |                | 100      |              |

# Babergh & Mid Suffolk Household Survey For Carter Jonas

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|---------------|--|----|-------|----|
|---------------|--|----|-------|----|

|                          | Tota       | ıl     | Zone     | 1       | Zone      | 2    | Zone        | 3     | Zone   | 4     | Zone  | 5   | Zone  | 6   | Zone  | 7   | Zone  | 8   | Zone 9 | )   | Zone 1 | 10  | Zone  | 11  |
|--------------------------|------------|--------|----------|---------|-----------|------|-------------|-------|--------|-------|-------|-----|-------|-----|-------|-----|-------|-----|--------|-----|--------|-----|-------|-----|
| HOM How many people      | live in yo | ur ho  | me inclu | uding   | yoursel   | and  | childrer    | 1?    |        |       |       |     |       |     |       |     |       |     |        |     |        |     |       |     |
| One                      | 15.3%      | 168    | 16.5%    | 25      | 11.8%     | 5    | 9.5%        | 12    | 17.9%  | 10    | 18.3% | 15  | 18.4% | 25  | 16.7% | 21  | 12.5% | 20  | 18.0%  | 13  | 24.1%  | 14  | 9.6%  | 9   |
| Two                      | 35.9%      | 395    |          |         | 37.3%     | 15   | 31.6%       |       | 40.2%  |       | 32.3% |     | 39.9% |     | 36.8% |     | 31.9% |     | 45.6%  |     | 34.8%  | 20  | 34.2% | 33  |
| Three                    | 16.6%      | 182    | 15.0%    | 22      | 25.6%     | 10   | 27.7%       | 35    | 18.2%  |       | 18.7% | 15  | 10.9% |     | 12.1% | 15  | 13.9% | 22  | 11.2%  | 8   | 14.5%  | 8   | 21.7% | 21  |
| Four                     | 19.7%      | 217    | 18.0%    | 27      | 19.0%     | 7    | 13.3%       | 17    | 15.0%  | 9     | 24.4% | 19  | 19.0% | 26  | 24.6% | 31  | 27.0% | 43  | 16.8%  | 13  | 17.6%  | 10  | 16.2% | 16  |
| Five                     | 7.6%       | 84     | 7.9%     | 12      | 2.3%      | 1    | 11.7%       | 15    | 3.7%   | 2     | 5.4%  | 4   | 7.4%  | 10  | 3.6%  | 5   | 10.7% | 17  | 7.6%   | 6   | 4.9%   | 3   | 10.2% | 10  |
| Six                      | 1.7%       | 18     | 1.6%     | 2       | 1.9%      | 1    | 3.3%        | 4     | 2.9%   | 2     | 0.0%  | 0   | 0.7%  | 1   | 1.4%  | 2   | 1.7%  | 3   | 0.9%   | 1   | 1.7%   | 1   | 2.1%  | 2   |
| Seven or more            | 0.3%       | 4      | 0.0%     | 0       | 0.0%      | 0    | 0.0%        | 0     | 0.0%   | 0     | 0.0%  | 0   | 0.7%  | 1   | 0.0%  | 0   | 1.3%  | 2   | 0.0%   | 0   | 1.3%   | 1   | 0.0%  | 0   |
| (Refused)                | 2.9%       | 32     | 5.0%     | 7       | 2.1%      | 1    | 2.9%        | 4     | 2.0%   | 1     | 0.9%  | 1   | 3.0%  | 4   | 4.8%  | 6   | 0.9%  | 1   | 0.0%   | 0   | 1.2%   | 1   | 6.0%  | 6   |
| Weighted base:           |            | 1100   |          | 149     |           | 39   |             | 126   |        | 58    |       | 80  |       | 135 |       | 126 |       | 159 |        | 75  |        | 57  |       | 97  |
| Sample:                  |            | 1100   |          | 100     |           | 100  |             | 100   |        | 100   |       | 100 |       | 100 |       | 100 |       | 100 |        | 100 |        | 100 |       | 100 |
| •                        |            |        |          |         |           |      |             |       |        |       |       |     |       |     |       |     |       |     |        |     |        |     |       |     |
| ADU How many adults      | aged 16 y  | ears a | and ove  | r, incl | uding yo  | urse | lf, live ir | ı you | housel | nold? |       |     |       |     |       |     |       |     |        |     |        |     |       |     |
| One                      | 18.6%      | 204    | 16.5%    | 25      | 17.3%     | 7    | 14.3%       | 18    | 21.5%  | 13    | 15.2% | 12  | 20.0% | 27  | 16.7% | 21  | 23.1% | 37  | 22.9%  | 17  | 24.8%  | 14  | 14.9% | 14  |
| Two                      | 55.2%      | 607    | 54.2%    |         | 49.6%     | 19   | 55.7%       | 70    | 57.3%  | 33    | 60.3% | 48  | 52.9% |     | 61.2% | 77  | 52.9% | 84  | 64.4%  | 48  | 52.1%  | 30  | 46.9% | 46  |
| Three                    | 15.2%      | 168    | 19.0%    | 28      | 24.4%     | 10   | 15.4%       | 19    | 11.7%  | 7     | 11.3% | 9   | 15.2% | 20  | 12.4% | 16  | 14.6% | 23  | 8.5%   | 6   | 10.0%  | 6   | 23.8% | 23  |
| Four or more             | 8.1%       | 89     | 5.2%     | 8       | 6.5%      | 3    | 11.7%       | 15    | 7.5%   | 4     | 12.3% | 10  | 9.0%  | 12  | 4.8%  | 6   | 8.5%  | 14  | 4.3%   | 3   | 11.9%  | 7   | 8.4%  | 8   |
| (Refused)                | 2.9%       | 32     | 5.0%     | 7       | 2.1%      | 1    | 2.9%        | 4     | 2.0%   | 1     | 0.9%  | 1   | 3.0%  | 4   | 4.8%  | 6   | 0.9%  | 1   | 0.0%   | 0   | 1.2%   | 1   | 6.0%  | 6   |
| Weighted base:           |            | 1100   |          | 149     |           | 39   |             | 126   |        | 58    |       | 80  |       | 135 |       | 126 |       | 159 |        | 75  |        | 57  |       | 97  |
| Sample:                  |            | 1100   |          | 100     |           | 100  |             | 100   |        | 100   |       | 100 |       | 100 |       | 100 |       | 100 |        | 100 |        | 100 |       | 100 |
| •                        |            |        |          |         |           |      |             |       |        |       |       |     |       |     |       |     |       |     |        |     |        |     |       |     |
| CHI How many childre     | n aged 15  | year   | s and ur | nder, I | ive in yo | ur h | ousehol     | d?    |        |       |       |     |       |     |       |     |       |     |        |     |        |     |       |     |
| None                     | 66.0%      | 727    | 68.0%    | 101     | 74.8%     | 29   | 55.6%       | 70    | 68.5%  | 40    | 69.0% | 55  | 72.5% | 98  | 64.1% | 80  | 55.8% | 89  | 72.2%  | 54  | 77.2%  | 44  | 68.5% | 66  |
| One                      | 10.1%      | 111    | 8.1%     | 12      | 9.7%      | 4    | 21.6%       | 27    | 16.1%  | 9     | 15.6% | 12  | 5.2%  | 7   | 11.2% | 14  | 6.9%  | 11  | 5.7%   | 4   | 5.9%   | 3   | 6.8%  | 7   |
| Two                      | 17.0%      | 187    | 15.4%    | 23      | 9.0%      | 4    | 16.5%       | 21    | 9.6%   | 6     | 13.9% | 11  | 18.5% | 25  | 18.6% | 23  | 28.4% | 45  | 14.6%  | 11  | 9.2%   | 5   | 14.0% | 14  |
| Three                    | 3.2%       | 35     | 1.8%     | 3       | 4.4%      | 2    | 3.4%        | 4     | 2.3%   | 1     | 0.7%  | 1   | 0.9%  | 1   | 1.4%  | 2   | 6.0%  | 9   | 7.6%   | 6   | 3.2%   | 2   | 4.8%  | 5   |
| Four or more             | 0.8%       | 9      | 1.6%     | 2       | 0.0%      | 0    | 0.0%        | 0     | 1.5%   | 1     | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |       | 3   | 0.0%   | 0   | 3.4%   | 2   | 0.0%  | 0   |
| (D C 1)                  | 2.9%       | 32     | 5.0%     | 7       | 2.1%      | 1    | 2.9%        | 4     | 2.0%   | 1     | 0.9%  | 1   | 3.0%  | 4   | 4.8%  | 6   | 0.9%  | 1   | 0.0%   | 0   | 1.2%   | 1   | 6.0%  | 6   |
| (Refused)                |            |        |          |         |           |      |             |       |        |       |       |     |       |     |       |     |       |     |        |     |        |     |       |     |
| (Rerused) Weighted base: |            | 1100   |          | 149     |           | 39   |             | 126   |        | 58    |       | 80  |       | 135 |       | 126 |       | 159 |        | 75  |        | 57  |       | 97  |

Weighted:

# Babergh & Mid Suffolk Household Survey For Carter Jonas

|                        | Tot            | al      | Zone     | 1      | Zone     | 2        | Zone      | 3         | Zone  | 4        | Zone  | 5        | Zone  | 6         | Zone  | 7         | Zone  | 8         | Zone  | 9        | Zone  | 10       | Zone  | 11       |
|------------------------|----------------|---------|----------|--------|----------|----------|-----------|-----------|-------|----------|-------|----------|-------|-----------|-------|-----------|-------|-----------|-------|----------|-------|----------|-------|----------|
| INC Approximately w    | hat is you     | r total | househ   | old in | come?    |          |           |           |       |          |       |          |       |           |       |           |       |           |       |          |       |          |       |          |
| £0 - £15,000           | 8.5%           | 93      | 6.1%     | 9      | 11.7%    | 5        | 14.0%     | 18        | 16.1% | 9        | 6.8%  | 5        | 8.5%  | 12        | 4.9%  | 6         | 7.5%  | 12        | 8.3%  | 6        | 9.3%  | 5        | 6.0%  | 6        |
| £15,001 - £20,000      | 3.7%           | 41      | 0.9%     | 1      | 3.3%     | 1        | 4.8%      | 6         | 7.1%  | 4        | 4.0%  | 3        | 3.0%  | 4         | 3.3%  | 4         | 5.9%  | 9         | 5.9%  | 4        | 4.0%  | 2        | 0.6%  | 1        |
| £20,001 - £30,000      | 6.0%           | 66      | 6.6%     | 10     | 6.1%     | 2        | 5.2%      | 7         | 1.8%  | 1        | 5.5%  | 4        | 0.7%  | 1         | 10.1% | 13        | 8.4%  | 13        | 4.1%  | 3        | 9.7%  | 5        | 7.0%  | 7        |
| £30,001 - £40,000      | 10.8%          | 119     | 12.5%    | 19     | 1.5%     | 1        | 7.5%      | 9         | 13.5% | 8        | 6.4%  | 5        | 14.6% | 20        | 15.7% | 20        | 14.3% | 23        | 7.2%  | 5        | 7.4%  | 4        | 6.1%  | 6        |
| £40,001 - £50,000      | 6.0%           | 66      | 5.9%     | 9      | 6.8%     | 3        | 3.9%      | 5         | 7.5%  | 4        | 9.2%  | 7        | 6.3%  | 8         | 2.5%  | 3         | 12.3% | 20        | 7.6%  | 6        | 1.3%  | 1        | 0.0%  | 0        |
| £50,001 - £60,000      | 3.5%           | 38      | 3.5%     | 5      | 12.3%    | 5        | 2.1%      | 3         | 6.5%  | 4        | 2.5%  | 2        | 2.9%  | 4         | 2.5%  | 3         | 2.5%  | 4         | 3.8%  | 3        | 6.6%  | 4        | 2.2%  | 2        |
| £60,001 - £70,000      | 2.3%           | 25      | 2.4%     | 4      | 2.6%     | 1        | 3.1%      | 4         | 0.0%  | 0        | 1.3%  | 1        | 1.2%  | 2         | 5.2%  | 6         | 1.3%  | 2         | 4.6%  | 3        | 0.0%  | 0        | 2.5%  | 2        |
| £70,001 - £80,000      | 1.9%           | 21      | 3.1%     | 5      | 0.0%     | 0        | 1.5%      | 2         | 0.0%  | 0        | 1.5%  | 1        | 2.1%  | 3         | 3.8%  | 5         | 0.0%  | 0         | 2.0%  | 2        | 3.2%  | 2        | 2.8%  | 3        |
| £80,001 - £90,000      | 1.4%           | 16      | 0.0%     | 0      | 3.8%     | 1        | 4.3%      | 5         | 0.8%  | 0        | 0.0%  | 0        | 2.5%  | 3         | 0.8%  | 1         | 0.0%  | 0         | 0.9%  | 1        | 0.0%  | 0        | 3.4%  | 3        |
| £90,001 - £100,000     | 0.4%           | 4       | 0.9%     | 1      | 0.0%     | 0        | 0.0%      | 0         | 0.0%  | 0        | 0.0%  | 0        | 0.9%  | 1         | 0.8%  | 1         | 0.0%  | 0         | 0.0%  | 0        | 0.0%  | 0        | 0.7%  | 1        |
| £100,001 - £150,000    | 1.9%           | 21      |          | 3      | 0.8%     | 0        |           | 1         | 6.0%  | 4        | 0.7%  | 1        | 5.6%  | 8         | 1.1%  | 1         | 0.0%  | 0         | 1.5%  | 1        | 1.3%  | 1        | 1.7%  | 2        |
| £150,001+              | 0.6%           | 7       | 0.00     | 1      | 0.0%     | 0        |           | 2         | 0.0%  | 0        | 0.9%  | 1        | 1.6%  | 2         | 0.0%  | 0         |       | 0         | 0.0%  | 0        | 1.3%  | 1        | 0.0%  | 0        |
| (Don't know / refused) | 52.9%          | 582     | 55.3%    | 82     | 51.2%    | 20       | 51.1%     | 64        | 40.5% | 24       | 61.2% | 49       | 50.1% | 68        | 49.6% | 62        | 47.8% | 76        | 54.1% | 40       | 56.0% | 32       | 67.0% | 65       |
| Weighted base:         |                | 1100    |          | 149    |          | 39       |           | 126       |       | 58       |       | 80       |       | 135       |       | 126       |       | 159       |       | 75       |       | 57       |       | 97       |
| Sample:                |                | 1100    |          | 100    |          | 100      |           | 100       |       | 100      |       | 100      |       | 100       |       | 100       |       | 100       |       | 100      |       | 100      |       | 100      |
| CAR How many cars of   | loes your      | house   | hold ow  | n or h | nave the | use      | of?       |           |       |          |       |          |       |           |       |           |       |           |       |          |       |          |       |          |
| None                   | 5.3%           | 59      | 1.5%     | 2      | 3.5%     | 1        | 6.6%      | 8         | 11.9% | 7        | 3.4%  | 3        | 5.4%  | 7         | 3.8%  | 5         | 7.8%  | 13        | 5.1%  | 4        | 6.2%  | 3        | 5.7%  | 6        |
| One                    | 38.1%          | 420     |          |        | 31.2%    | 12       |           |           | 44.1% |          | 47.3% | 38       |       | 53        | 36.6% |           | 39.4% |           | 45.2% | 34       | 35.7% |          | 27.4% | 27       |
| Two                    | 38.3%          | 422     |          |        | 41.8%    |          | 32.7%     | 41        |       |          | 29.3% | 23       |       |           | 46.0% |           | 40.6% |           | 37.9% |          | 36.2% | 20       |       | 35       |
| Three or more          | 15.2%          |         |          |        | 21.5%    |          | 19.3%     | 24        | 9.0%  |          | 19.2% | 15       |       | 18        | 8.9%  |           | 11.3% |           | 11.8% |          | 20.8% |          | 23.4% | 23       |
| (Refused)              | 3.0%           |         | 5.0%     | 7      |          | 1        |           | 4         | 2.0%  | 1        | 0.9%  | 1        | 2.7%  | 4         | 4.8%  | 6         |       | 1         | 0.0%  | 0        | 1.2%  | 1        | 7.0%  | 7        |
| Weighted base:         |                | 1100    |          | 149    |          | 39       |           | 126       |       | 58       |       | 80       |       | 135       |       | 126       |       | 159       |       | 75       |       | 57       |       | 97       |
| Sample:                |                | 1100    |          | 100    |          | 100      |           | 100       |       | 100      |       | 100      |       | 100       |       | 100       |       | 100       |       | 100      |       | 100      |       | 100      |
| FUT Would you be wi    | lling to be    | recon   | tacted f | or fut | ure qual | ity co   | ontrol pu | ırpos     | es?   |          |       |          |       |           |       |           |       |           |       |          |       |          |       |          |
|                        | 65 <b>7</b> 0/ | 723     | 62.2%    | 92     | 54.6%    | 21       | 70.1%     | 88        | 76.2% | 44       | 68.2% | 54       | 62.1% | 84        | 76.4% | 96        | 63.3% | 101       | 57.1% | 43       | 72.8% | 41       | 59.0% | 57       |
| Yes                    | 65.7%          |         |          |        |          |          | 70        | 00        |       |          |       |          |       |           |       |           |       |           |       |          |       |          |       |          |
| Yes<br>No              | 65.7%<br>34.3% |         |          |        | 45.4%    | 18       | 29.9%     | 38        | 23.8% | 14       | 31.8% | 25       | 37.9% | 51        | 23.6% | 30        | 36.7% | 59        | 42.9% | 32       | 27.2% | 15       | 41.0% | 40       |
|                        | 65.7%<br>34.3% |         |          |        | 45.4%    | 18<br>39 | 29.9%     | 38<br>126 | 23.8% | 14<br>58 | 31.8% | 25<br>80 | 37.9% | 51<br>135 | 23.6% | 30<br>126 | 36.7% | 59<br>159 | 42.9% | 32<br>75 | 27.2% | 15<br>57 | 41.0% | 40<br>97 |

February 2015

# Babergh & Mid Suffolk Household Survey For Carter Jonas

Weighted:

|                | Tota         | al       | Zone  | 1   | Zone  | 2  | Zone         | 3   | Zone         | 4  | Zone         | 5  | Zone 6       | 5   | Zone           | 7        | Zone         | 8   | Zone 9        | )  | Zone 1       | 0  | Zone 1 | 11 |  |
|----------------|--------------|----------|-------|-----|-------|----|--------------|-----|--------------|----|--------------|----|--------------|-----|----------------|----------|--------------|-----|---------------|----|--------------|----|--------|----|--|
| PC Postcode:   |              |          |       |     |       |    |              |     |              |    |              |    |              |     |                |          |              |     |               |    |              |    |        |    |  |
| CO10 0         | 5.7%         | 63       | 0.0%  | 0   | 0.0%  | 0  | 50.1%        | 63  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0   | 0.0%           | 0        | 0.0%         | 0   | 0.0%          | 0  | 0.0%         | 0  | 0.0%   | 0  |  |
| CO10 1         | 3.8%         | 42       |       | 0   |       | 0  |              |     | 72.3%        | 42 | 0.0%         | 0  | 0.0%         | 0   |                | 0        |              | 0   | 0.0%          | 0  | 0.0%         | 0  |        | 0  |  |
| CO10 2         | 1.5%         | 16       |       | 0   |       | 0  |              | 0   |              | 16 | 0.0%         | 0  | 0.0%         | 0   | 0.0%           | 0        |              | 0   | 0.0%          | 0  | 0.0%         | 0  |        | 0  |  |
| CO10 5         | 1.5%         | 17       |       | 0   |       | 0  | 13.5%        | 17  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0   | 0.0%           | 0        | 0.0%         | 0   | 0.0%          | 0  | 0.0%         | 0  |        | 0  |  |
| CO10 7         | 5.1%         | 57       |       | 57  |       | 0  |              | 0   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0   | 0.0%           | 0        | 0.0%         | 0   | 0.0%          | 0  | 0.0%         | 0  |        | 0  |  |
| CO10 8         | 2.8%         |          | 20.5% | 31  |       | 0  |              | 0   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0   | 0.0%           | 0        | 0.0%         | 0   | 0.0%          | 0  | 0.0%         | 0  |        | 0  |  |
| CO10 9         | 3.3%         | 36       | 0.0%  | 0   |       | 0  | 28.7%        | 36  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0   | 0.0%           | 0        | 0.0%         | 0   | 0.0%          | 0  | 0.0%         | 0  | 0.0%   | 0  |  |
| CO11 1         | 2.7%         | 30       | 0.0%  | 0   | 0.0%  | 0  | 0.0%         | 0   | 0.0%         | 0  | 0.0%         | 0  | 22.1%        | 30  | 0.0%           | 0        | 0.0%         | 0   | 0.0%          | 0  | 0.0%         | 0  | 0.0%   | 0  |  |
| CO6 2          | 2.5%         | 28       | 18.8% | 28  | 0.0%  | 0  | 0.0%         | 0   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0   | 0.0%           | 0        | 0.0%         | 0   | 0.0%          | 0  | 0.0%         | 0  | 0.0%   | 0  |  |
| CO6 3          | 1.7%         | 18       | 12.3% | 18  | 0.0%  | 0  | 0.0%         | 0   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0   | 0.0%           | 0        | 0.0%         | 0   | 0.0%          | 0  | 0.0%         | 0  | 0.0%   | 0  |  |
| CO6 4          | 0.9%         | 10       | 0.0%  | 0   | 0.0%  | 0  | 7.6%         | 10  | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0   | 0.0%           | 0        | 0.0%         | 0   | 0.0%          | 0  | 0.0%         | 0  | 0.0%   | 0  |  |
| CO6 5          | 0.0%         | 0        | 0.0%  | 0   | 0.0%  | 0  | 0.0%         | 0   | 0.0%         | 0  | 0.6%         | 0  | 0.0%         | 0   | 0.0%           | 0        | 0.0%         | 0   | 0.0%          | 0  | 0.0%         | 0  | 0.0%   | 0  |  |
| CO7 6          | 1.9%         | 20       | 0.0%  | 0   | 0.0%  | 0  | 0.0%         | 0   | 0.0%         | 0  | 0.0%         | 0  | 15.2%        | 20  | 0.0%           | 0        | 0.0%         | 0   | 0.0%          | 0  | 0.0%         | 0  | 0.0%   | 0  |  |
| CO8 5          | 0.7%         | 8        | 5.2%  | 8   | 0.0%  | 0  | 0.0%         | 0   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0   | 0.0%           | 0        | 0.0%         | 0   | 0.0%          | 0  | 0.0%         | 0  | 0.0%   | 0  |  |
| CO9 2          | 0.7%         | 8        | 5.2%  | 8   | 0.0%  | 0  | 0.0%         | 0   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0   | 0.0%           | 0        | 0.0%         | 0   | 0.0%          | 0  | 0.0%         | 0  | 0.0%   | 0  |  |
| IP13 7         | 1.0%         | 11       | 0.0%  | 0   | 0.0%  | 0  | 0.0%         | 0   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0   | 8.8%           | 11       | 0.0%         | 0   | 0.0%          | 0  | 0.0%         | 0  | 0.0%   | 0  |  |
| IP13 8         | 0.6%         | 7        | 0.0%  | 0   | 0.0%  | 0  | 0.0%         | 0   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0   | 0.0%           | 0        | 0.0%         | 0   | 0.0%          | 0  | 0.0%         | 0  | 7.1%   | 7  |  |
| IP14 1         | 3.6%         | 40       | 0.0%  | 0   | 0.0%  | 0  | 0.0%         | 0   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0   | 0.0%           | 0        | 24.8%        | 40  | 0.0%          | 0  | 0.0%         | 0  | 0.0%   | 0  |  |
| IP14 2         | 3.2%         | 35       | 0.0%  | 0   | 0.0%  | 0  | 0.0%         | 0   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0   | 0.0%           | 0        | 21.9%        | 35  | 0.0%          | 0  | 0.0%         | 0  | 0.0%   | 0  |  |
| IP14 3         | 1.4%         | 16       |       | 0   |       | 0  |              | 0   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0   |                | 0        |              | 16  | 0.0%          | 0  | 0.0%         | 0  |        | 0  |  |
| IP14 4         | 3.1%         | 34       |       | 0   |       | 0  | 0.0%         | 0   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0   | 0.0%           |          | 21.5%        | 34  | 0.0%          | 0  | 0.0%         | 0  |        | 0  |  |
| IP14 5         | 3.2%         | 35       |       | 0   |       | 0  | 0.0%         | 0   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0   | 0.0%           |          | 22.0%        | 35  | 0.0%          | 0  | 0.0%         | 0  |        | 0  |  |
| IP14 6         | 2.8%         | 31       |       | 0   |       | 0  |              | 0   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         |     | 24.4%          | 31       | 0.0%         | 0   | 0.0%          | 0  | 0.0%         | 0  |        | 0  |  |
| IP20 0         | 1.3%         | 14       |       | 0   |       | 0  |              | 0   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0   |                | 0        |              | 0   | 0.0%          | 0  | 0.0%         |    | 14.3%  | 14 |  |
| IP20 9         | 2.9%         | 31       |       | 0   |       | 0  | 0.0%         | 0   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0   |                | 0        |              | 0   | 0.0%          | 0  | 0.0%         |    | 32.3%  | 31 |  |
| IP21 4         | 2.4%         | 26       |       | 0   |       | 0  | 0.0%         | 0   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0   | 0.0%           | 0        |              | 0   | 0.0%          | 0  | 0.0%         |    | 26.8%  | 26 |  |
| IP21 5         | 1.7%         | 19       |       | 0   |       | 0  |              | 0   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0   | 0.0%           | 0        |              | 0   | 0.0%          | 0  | 0.0%         |    | 19.5%  | 19 |  |
| IP22 1         | 2.0%         | 22       |       | 0   |       | 0  | 0.0%         | 0   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0   | 0.0%           | 0        | 0.0%         | 0   | 0.0%          | 0  | 38.3%        | 22 | 0.0%   | 0  |  |
| IP23 7         | 2.3%         | 26       |       | 0   |       | 0  | 0.0%         | 0   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0   | 0.0%           | 0        | 0.0%         | 0   | 0.0%          | 0  | 45.2%        | 26 |        | 0  |  |
| IP23 8         | 0.9%         | 9        |       | 0   |       | 0  | 0.0%         | 0   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0   | 0.0%           | 0        | 0.0%         | 0   | 0.0%          | 0  | 16.5%        | 9  |        | 0  |  |
| IP29 4         | 1.9%         | 20       |       | 0   |       | 20 | 0.0%         | 0   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0   | 0.0%           | 0        |              | 0   | 0.0%          | 0  | 0.0%         | 0  |        | 0  |  |
| IP30 0         | 1.7%         | 19       |       | 0   |       | 19 | 0.0%         | 0   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0   |                | 0        | 0.0,0        | 0   | 0.0%          | 0  | 0.0%         | 0  | 0.0.0  | 0  |  |
| IP30 9         | 4.0%         | 44       |       | 0   |       | 0  | 0.0%         | 0   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0   | 0.0%           | 0        |              |     | 59.5%         | 44 | 0.0%         | 0  |        | 0  |  |
| IP31 3         | 2.8%<br>3.0% | 30<br>33 |       | 0   |       | 0  | 0.0%<br>0.0% | 0   | 0.0%<br>0.0% | 0  | 0.0%<br>0.0% | 0  | 0.0%<br>0.0% | 0   | 0.0%<br>26.7%  | 0<br>33  | 0.0%<br>0.0% | 0   | 40.5%<br>0.0% | 30 | 0.0%<br>0.0% | 0  | 0.00   | 0  |  |
| IP6 0          |              |          |       |     |       | 0  |              |     |              |    |              | 0  |              |     |                |          |              |     |               | 0  |              | 0  |        | 0  |  |
| IP6 8          | 1.4%<br>1.5% | 16       |       | 0   |       | 0  | 0.0%<br>0.0% | 0   | 0.0%         | 0  | 0.0%<br>0.0% | 0  | 0.0%<br>0.0% |     | 12.5%<br>12.9% | 16<br>16 | 0.0%<br>0.0% | 0   | 0.0%<br>0.0%  | 0  | 0.0%<br>0.0% | 0  |        | 0  |  |
| IP6 9<br>IP7 5 | 2.7%         | 16<br>30 |       | 0   |       | 0  |              | 0   | 0.0%<br>0.0% |    | 37.8%        | 30 | 0.0%         | 0   |                | 0        | 0.0%         | 0   | 0.0%          | 0  | 0.0%         | 0  |        | 0  |  |
| IP7 5<br>IP7 6 | 2.7%         | 22       |       | 0   |       | 0  |              | 0   | 0.0%         |    | 27.1%        | 22 | 0.0%         | 0   |                | 0        |              | 0   | 0.0%          | 0  | 0.0%         | 0  |        | 0  |  |
| IP7 0<br>IP7 7 | 2.5%         | 28       |       | 0   |       | 0  | 0.0%         | 0   | 0.0%         |    | 34.6%        | 28 | 0.0%         | 0   | 0.0%           | 0        | 0.0%         | 0   | 0.0%          | 0  | 0.0%         | 0  | 0.00   | 0  |  |
| IP7 7<br>IP8 3 | 2.3%         | 28<br>24 |       | 0   |       | 0  |              | 0   | 0.0%         | 0  | 0.0%         |    | 18.1%        | 24  | 0.0%           | 0        |              | 0   | 0.0%          | 0  | 0.0%         | 0  |        | 0  |  |
| IP8 4          | 1.7%         | 19       |       | 0   |       | 0  | 0.0%         | 0   | 0.0%         | 0  | 0.0%         | 0  |              | 0   |                | 19       | 0.0%         | 0   | 0.0%          | 0  | 0.0%         | 0  |        | 0  |  |
| IP6 4<br>IP9 1 | 1.7%         | 13       |       | 0   |       | 0  | 0.0%         | 0   | 0.0%         | 0  | 0.0%         |    | 10.0%        | 13  | 0.0%           | 0        | 0.0%         | 0   | 0.0%          | 0  | 0.0%         | 0  |        | 0  |  |
| IP9 1<br>IP9 2 | 4.3%         | 47       | 0.0%  | 0   |       | 0  | 0.0%         | 0   | 0.0%         | 0  | 0.0%         | 0  |              | 47  | 0.0%           | 0        | 0.0%         | 0   | 0.0%          | 0  | 0.0%         | 0  |        | 0  |  |
|                | 4.570        |          |       |     | 0.070 | -  | 0.070        | Ü   | 0.070        |    | 0.070        |    | JT. 170      |     | 0.070          | -        | 0.070        |     | 0.070         | -  | 0.070        |    | 0.070  | 07 |  |
| Weighted base: |              | 1100     |       | 149 |       | 39 |              | 126 |              | 58 |              | 80 |              | 135 |                | 126      |              | 159 |               | 75 |              | 57 |        | 97 |  |

Weighted:

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# Babergh & Mid Suffolk Household Survey For Carter Jonas

|                | Tota  | ıl   | Zone   | 1   | Zone   | 2   | Zone   | 3   | Zone   | 4   | Zone   | 5   | Zone   | 6   | Zone   | 7   | Zone   | 8   | Zone   | 9   | Zone   | 10  | Zone   | 11  |
|----------------|-------|------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Sample:        |       | 1100 |        | 100 |        | 100 |        | 100 |        | 100 |        | 100 |        | 100 |        | 100 |        | 100 |        | 100 |        | 100 |        | 100 |
| ZON            |       |      |        |     |        |     |        |     |        |     |        |     |        |     |        |     |        |     |        |     |        |     |        |     |
| Zone 1         | 13.5% | 149  | 100.0% | 149 | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   |
| Zone 2         | 3.6%  | 39   | 0.0%   | 0   | 100.0% | 39  | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   |
| Zone 3         | 11.4% | 126  | 0.0%   | 0   | 0.0%   | 0 1 | 100.0% | 126 | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   |
| Zone 4         | 5.3%  | 58   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 100.0% | 58  | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   |
| Zone 5         | 7.3%  | 80   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 100.0% | 80  | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   |
| Zone 6         | 12.3% | 135  | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 100.0% | 135 | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   |
| Zone 7         | 11.4% | 126  | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 100.0% | 126 | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   |
| Zone 8         | 14.5% | 159  | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 100.0% | 159 | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   |
| Zone 9         | 6.8%  | 75   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 100.0% | 75  | 0.0%   | 0   | 0.0%   | 0   |
| Zone 10        | 5.1%  | 57   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 100.0% | 57  | 0.0%   | 0   |
| Zone 11        | 8.8%  | 97   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 100.0% | 97  |
| Weighted base: |       | 1100 |        | 149 |        | 39  |        | 126 |        | 58  |        | 80  |        | 135 |        | 126 |        | 159 |        | 75  |        | 57  |        | 97  |
| Sample:        |       | 1100 |        | 100 |        | 100 |        | 100 |        | 100 |        | 100 |        | 100 |        | 100 |        | 100 |        | 100 |        | 100 |        | 100 |

# Appendix 7:

Other Responses – Summary Counts

# Babergh & Mid Suffolk Household Survey For Carter Jonas 'Other' Responses

### Q02 What do you like about this store / town centre?

| Click & collect service           | 2  |
|-----------------------------------|----|
| Free home delivery service        | 2  |
| Locally-sourced produce           | 2  |
| Wide aisles                       | 2  |
| Close to station                  | 1  |
| Good / easy access generally      | 1  |
| Good organic range                | 1  |
| Has a Costa Coffee in-store       | 1  |
| I get a lift to that store        | 1  |
| Less choice, so easier to shop    | 1  |
| No self-service checkouts         | 1  |
| Offers a Christmas savings scheme | 1  |
| Out-of-town location              | 1  |
| Pleasant atmosphere               | 1  |
| Scan & shop facility              | 1  |
| Sells only food                   | 1  |
| Total                             | 20 |

Q04 When you visit (STORE MENTIONED AT Q01) for your main food shopping, do you combine your shopping with other activities (for example non-food shopping, leisure / entertainment, visiting restaurants, bars, banks, etc.)?

| Yes - church                              | 2 |
|---|---|
| Yes - amenity tip                         | 1 |
| Yes - ice-skating                         | 1 |
| Yes - music lessons                       | 1 |
| Yes - pick up / drop off at train station | 1 |
| Yes - taking dog to vets                  | 1 |
| Yes - variable leisure activities         | 1 |
|   |   |
| Total                                     | 8 |

# Q10A Which internet / home delivery retailer do you also use for your household's shopping for men's, women's, children's and baby clothing and footwear (fashion items - not sports clothing and footwear)?

| Land's End              | 3 |
|-------------------------|---|
| Marisota                | 3 |
| Bon Marché              | 2 |
| Damart                  | 2 |
| Daxon                   | 2 |
| Fat Face                | 2 |
| JD Williams             | 2 |
| Ambrose Wilson          | 1 |
| Artigiano               | 1 |
| Boohoo.com              | 1 |
| Charles Tyrwhitt        | 1 |
| Fifty Plus              | 1 |
| Freemans                | 1 |
| Gap                     | 1 |
| Gudrun Sjödén           | 1 |
| JD Sports               | 1 |
| Joe Brown's             | 1 |
| Joseph Turner, Menswear | 1 |
| Joules                  | 1 |
| Loake Shoemakers        | 1 |
| Matalan                 | 1 |
| People Tree             | 1 |
| Primark                 | 1 |
| Sports Shoes.Com        | 1 |
| Uniqlo                  | 1 |
| Witt-International      | 1 |
| Wynsors World of Shoes  | 1 |
| •                       |   |

**Total** 

**36** 

| Q12A | recording media for pictures a   | y retailer do you also use for your household's shopping for and sound (e.g. records, pre-recorded and unrecorded CDs & otographic use, etc. ) (Excluding video games)?                       |
|------|----------------------------------|---|
|      | Simply Be                        | 1   |
|      | Sky                              | 1   |
|      | TJ Hughes                        | 1   |
|      | Wow HD                           | 1   |
|      | Total                            | 4   |
| Q13A |                                  | y retailer do you also use for your household's shopping for imputer items (such as stereos, radios, TVs, software, nones, etc.)?   |
|      | Appliances Direct                | 1   |
|      | Bose                             | 1   |
|      | Dyson                            | 1   |
|      | Hewlett Packard                  | 1   |
|      | Jigsaw24                         | 1   |
|      | Total                            | 5   |
| Q14A | all other domestic electrical go | ry retailer do you also use for your household's shopping for<br>bods including small domestic electrical appliances (such as<br>ters, food mixers) and white goods (fridges, freezers,<br>1? |
|      | Hughes                           | 2   |
|      | Appliances Direct                | 1   |
|      | Bosch                            | 1   |
|      | Dixons Retail                    | 1   |
|      | Electrical Discount UK           | 1   |
|      | Euronics                         | 1   |
|      | Leisure Cooker                   | 1   |
|      | Studio                           | 1   |
|      | The Hut                          | 1   |
|      | TJ Hughes                        | 1   |

Total

Q15A Which internet / home delivery retailer do you also use for your household's shopping for books (incl. dictionaries, encyclopedias, text books, guidebooks and musical scores) and stationery (incl. writing pads, envelopes pens, diaries, etc.) and drawing materials?

| Viking Direct    | 4  |
|------------------|----|
| Waterstones      | 3  |
| Abe Books        | 2  |
| Ebooks.com       | 2  |
| Cartridge People | 1  |
| Eden             | 1  |
| Postscript       | 1  |
| Vistaprint       | 1  |
| Wordery          | 1  |
|                  |    |
| Total            | 16 |

Q16A Which internet / home delivery retailer do you also use for your household's shopping for games & toys; pets and pet products; hobby items; sport equipment and camping goods; bicycles; and musical instruments?

| Pet Supermarket        | 3 |
|------------------------|---|
| Deramores              | 2 |
| Cards.com              | 1 |
| Disney Store           | 1 |
| Early Learning Centre  | 1 |
| Evans Cycles           | 1 |
| GJW Titmuss            | 1 |
| Go Outdoors            | 1 |
| Hobbies UK             | 1 |
| Honey's                | 1 |
| Pet Planet             | 1 |
| Pets At Home           | 1 |
| Royal Canin            | 1 |
| Su-Bridge Pet Supplies | 1 |
| Vet UK                 | 1 |
| Wiggle                 | 1 |
| Yarn Paradise          | 1 |
|                        |   |

**Total** 

20

| Q17A | Which internet / home delivery retailer do you also use for your furniture, carpets, other floor coverings and household textiles (i etc.)?  |    |  |  |  |  |  |  |
|------|--|----|--|--|--|--|--|--|
|      | DFS  | 2  |  |  |  |  |  |  |
|      | Aldiss   | 1  |  |  |  |  |  |  |
|      | Dorma  | 1  |  |  |  |  |  |  |
|      | Dunelm Mill  | 1  |  |  |  |  |  |  |
|      | Freegle  | 1  |  |  |  |  |  |  |
|      | Furniture Village  | 1  |  |  |  |  |  |  |
|      | House of Bath  | 1  |  |  |  |  |  |  |
|      | JD Williams  | 1  |  |  |  |  |  |  |
|      | Oak Furniture Land   | 1  |  |  |  |  |  |  |
|      | QVC  | 1  |  |  |  |  |  |  |
|      | Studio   | 1  |  |  |  |  |  |  |
|      | The Range  | 1  |  |  |  |  |  |  |
|      | Total  | 13 |  |  |  |  |  |  |
| Q18A | 8A Which internet / home delivery retailer do you also use for your household's shopping for DIY goods, decorating supplies and garden products (such as drills, lawn mowers, hammers, hedge cutters, garden tools, plants, shrubs etc.)?  |    |  |  |  |  |  |  |
|      | Tool Station   | 2  |  |  |  |  |  |  |
|      | Jersey Plants  | 1  |  |  |  |  |  |  |
|      | Screwfix   | 1  |  |  |  |  |  |  |
|      | Total  | 4  |  |  |  |  |  |  |
| Q19A | A Which internet / home delivery retailer do you also use for your household's shopping on all goods for personal care, including electric appliances (e.g. electric razors, hair dryers, curling tongs, electric toothbrushes), non-electric appliances (e.g. scissors, hand razors, bathroom scales), cosmetics, perfume, toothpaste, aftershave, sun tan lotions, etc.? |    |  |  |  |  |  |  |
|      | Avon   | 3  |  |  |  |  |  |  |
|      | Ambrose Wilson   | 1  |  |  |  |  |  |  |
|      | Body Shop  | 1  |  |  |  |  |  |  |
|      | Compass Independent Living   | 1  |  |  |  |  |  |  |
|      | Healthspan   | 1  |  |  |  |  |  |  |
|      | Madmoo   | 1  |  |  |  |  |  |  |
|      | Total  | 8  |  |  |  |  |  |  |

| Which internet / home delivery retailer do you also use for your household's shopping for     |
|---|
| medical goods (e.g. drugs, medicine), other pharmaceutical products (e.g. vitamins, plasters, |
| thermometers, bandages, syringes); and therapeutic appliances / equipment (e.g. spectacles,   |
| contact lenses, hearing aids, wheelchairs, etc.)?   |
|   |

| Total                      | 5 |
|----------------------------|---|
| Nature's Best              | 1 |
| Healthy Living Direct      | 1 |
| Healthspan                 | 1 |
| Essential Lotions and Oils | 1 |
| Crabtree-Evelyn            | 1 |

Q21A Which internet / home delivery retailer do you also use for your household's shopping on all other goods including jewelry & watches; glassware, china, tableware and household utensils; and other personal effects (e.g. travel goods, suitcases, prams, sunglasses)?

| Total                      | 5 |
|----------------------------|---|
| The Jewel Hut              | 1 |
| QVC                        | 1 |
| Pia.com                    | 1 |
| Not on the High Street.com | 1 |
| Diamond.com                | 1 |

# Q23 Excluding Christmas shopping, where did you last buy books, stationery and cards?

| Others:  |   |
|--|---|
| Familiarity  | 2 |
| Provision of medical services (doctor, dentist, optician etc.) | 2 |
| East to get to by train  | 1 |
| Family-friendly  | 1 |
| Good selection of charity shops                                | 1 |
| Has everything I need  | 1 |
| Total  | 8 |
| A specific shop:   |   |
| Angelo Smith   | 1 |
| Argos  | 1 |
| Card Factory   | 1 |
| Lingard Fabrics  | 1 |
| New Look   | 1 |
| Sainsbury's  | 1 |
| Tesco  | 1 |
| WH Smith   | 1 |
| Total  | 8 |
| A specific attraction:   |   |
| Chiropractor Services  | 1 |
| Sudbury Cricket Club   | 1 |
| Swimming Gala  | 1 |
| Swimming Pool  | 1 |
| The Meadows  | 1 |
| Total  | 5 |

# Q24 What could be improved about Sudbury Town Centre that would make you visit more often?

| A complete refurbishment              | 2                |
|---------------------------------------|------------------|
| Less cafés / coffee shops             | 2                |
| Less cheap shops                      | 2<br>2<br>2<br>2 |
| Less takeaway restaurants             | 2                |
| More compact                          | 2                |
| A safer environment                   | 1                |
| Better atmosphere                     | 1                |
| Better pavements                      | 1                |
| Better range of facilities in general | 1                |
| Develop the water meadows             | 1                |
| Get rid of Wynch & Blatch shop        | 1                |
| Improve bus station                   | 1                |
| Improve the one way system            | 1                |
| Less betting shops                    | 1                |
| Less food shops                       | 1                |
| Lower-priced clothes shops            | 1                |
| More / better market stalls           | 1                |
| More seating areas                    | 1                |
| Open a John Lewis store               | 1                |
| Open a Primark store                  | 1                |
| Open a River Island store             | 1                |
| Open an Evans store                   | 1                |
| Stop expanding / building             | 1                |
| Total                                 | 28               |

# Q26 What do you like about Hadleigh Town Centre?

### Others:

| Agricultural shows       | 1 |
|--------------------------|---|
| Familiarity              | 1 |
| Good bike shop           | 1 |
| Good chocolate shop      | 1 |
| Good football facilities | 1 |
| Good Post Office         | 1 |

### Total 6

# A specific shop: Buyright Disc

| Buyright Discount               | 1 |
|---------------------------------|---|
| East Anglian Children's Hospice | 1 |
| Plum Green                      | 1 |

### Total 3

### **Q27** What could be improved about Hadleigh Town Centre that would make you visit more often? Less charity shops 2 Better market 1 More / better security 1 Open a farm shop 1 Open a fishmonger's 1 Open a greengrocer's 1 Open a jeweller's 1 Open a pound shop 1 Open a Waitrose store 1 10 **Total Q29** What do you like about Stowmarket Town Centre? Others: **Familiarity** 2 Good bakers 1 Good charity shops 1 Good range of independent shops 1 Good sports facilities 1 Has Mark Royal Bowls sports shop 1 Has a VW dealership 1 Has a swimming pool 1 9 **Total** A specific shop: 2 Morrisons Specsavers 2 Argos 1 Hearts Homebrew 1 **Hughes Electricals** 1

**Total** 

7

# Q30 What could be improved about Stowmarket Town Centre that would make you visit more often?

| Better / more friendly atmosphere               | 2 |
|---|---|
| Open a DIY store                                | 2 |
| Better market                                   | 1 |
| Cheaper parking                                 | 1 |
| Development of the chapel                       | 1 |
| Fill vacant shops                               | 1 |
| Free parking                                    | 1 |
| If it was busier                                | 1 |
| Improve the railway crossing                    | 1 |
| Keep all the schools open                       | 1 |
| Less banks                                      | 1 |
| Make it bigger                                  | 1 |
| Make it the same as Diss Town Centre            | 1 |
| More CCTV                                       | 1 |
| More compact                                    | 1 |
| More restaurants with eating-outside facilities | 1 |
| Open a cinema                                   | 1 |
| Open a hardware store                           | 1 |
| Open a Marks & Spencer store                    | 1 |
| Open a New Look store                           | 1 |
| Open a Primark store                            | 1 |
| Put it back to how it used to be                | 1 |
|   |   |

# Q31 Do you or your household visit the following leisure attractions?

Total

| Choir practice       | 1 |
|----------------------|---|
| Clay pigeon shooting | 1 |
| Dancing              | 1 |
| Horse racing         | 1 |
| Motor racing         | 1 |
|                      |   |

24

# Q41 What improvements could be made to Babergh & Mid Suffolk's leisure offer that would make you visit / partake in leisure activities more often?

| Outdoor music concerts                     | 2  |
|--|----|
| Clubs for overweight people                | 1  |
| Free parking                               | 1  |
| Go-karting facility                        | 1  |
| Improved access by car                     | 1  |
| Install AstroTurf in Stowmarket            | 1  |
| More hotels                                | 1  |
| Repair public footpaths                    | 1  |
| Skate park                                 | 1  |
| Ski centre                                 | 1  |
| Special needs facilities                   | 1  |
| Spread the leisure throughout the district | 1  |
| Steam rooms / saunas                       | 1  |
| Total                                      | 14 |

# **Appendix 8:**

Sample Questionnaire

#### Job No. 090215

Babergh and Mid Suffolk Household Survey

Good morning / afternoon / evening, I am ..... from NEMS Market Research and we are conducting a short survey in your area about shopping and leisure activities, on behalf on Babergh and Mid Suffolk District Councils. Do you have time to answer some questions please? It will take about five to ten minutes.

#### QA Are you the person responsible, or jointly responsible for food and non-food shopping in your household?

YES - CONTINUE INTERVIEW

NO – ASK TO SPEAK TO THE PERSON WHO IS RESPONSIBLE FOR MOST OF THE household's SHOPPING, IF NOT AVAILABLE THANK AND CLOSE INTERVIEW.

READ OUT: Please note all the following questions are excluding any special shopping trips you may make for christmas shopping

### Q01 In which store or shopping centre do you NORMALLY shop at for all your household's main food and grocery shopping needs (i.e. primarily bulk trolley purchases)?

DO NOT READ OUT. ONE ANSWER ONLY. INTERVIEWER INCLUDE STORES FULL NAME (E.G. TESCO EXTRA, TESCO EXPRESS, ETC) AND ADDRESS.

#Food Food list

GO TO Q01A Internet / mail order GO TO Q05 078 (Don't know / varies) GO TO CLOSE (Dont do this type of shopping) 079

Those who do their main food shopping via the Internet at Q01:

Q01A Which retailer do you purchase your main food internet / home delivery shopping from? DO NOT READ OUT. ONE ANSWER ONLY.

GO TO Q06 #NetFc Internet food list

Excluding those who do their main food shopping via the Internet at Q01:

### What do you like about this store / town centre?

DO NOT READ OUT. CODE UP TO THREE RESPONSES ONLY.

- Nothing / very little
- Attractive environment / nice place 2
- Close to friends or relatives 3
- 4 Close to home
- 5 Close to work
- 6 Compact
- Easy to get to by bike
- 8 Easy to get to by bus
- 9 Easy to get to by car
- A B Easy to park
- Good facilities
- С Good food stores
- D Good pubs, cafés or restaurants
- Е Good range of non-food shops
- Makes a change from other places
- G Quiet
- Н Safe and secure
- The market (food/ farmers market, other markets)
- Traditional
- Κ Traffic free shopping centre
- Other (PLEASE WRITE IN)
- A specific shop (PLEASE WRITE IN)
- A specific attraction (PLEASE WRITE IN)
- 0 (Dont know)

Excluding those who do their main food shopping via the Internet at Q01:

### How do you normally travel to (STORE MENTIONED AT Q01)? DO NOT READ OUT. ONE ANSWER ONLY. Q03

- Car / van (as driver)
- Car / van (as passenger)
- 3 Bus, minibus or coach
- Using park & ride facility 4
- Motorcycle, scooter or moped 5
- Walk 6
- Taxi
- Train
- 9 Bicycle
- Mobility scooter / wheelchair
- Other (PLEASE WRITE IN) В
- (Don't know / varies)

Excluding those who do their main food shopping via the Internet at Q01: When you visit (STORE MENTIONED AT Q01) for your main food shopping, do you combine your Q04 shopping with other activities (for example non-food shopping, leisure / entertainment, visiting restaurants, bars, banks, etc.)?

DO NOT READ OUT. CAN BE MULTICODED. PROBE FULLY. Anywhere else?

|   | Veg. per food charping   | GOTO Q05 |
|---|--|----------|
| 1 | Yes - non-food shopping  |          |
| 2 | Yes - other food shopping  | GOTO Q05 |
| 3 | Yes - bars / pubs  | GOTO Q05 |
| 4 | Yes - bingo  | GOTO Q05 |
| 5 | Yes - cafés  | GOTO Q05 |
| 6 | Yes - cinemas  | GOTO Q05 |
| 7 | Yes - get petrol   | GOTO Q05 |
| 8 | Yes - go to park   | GOTO Q05 |
| 9 | Yes - gyms / health and fitness  | GOTO Q05 |
| Α | Yes - library  | GOTO Q05 |
| В | Yes - markets  | GOTO Q05 |
| С | Yes - meeting family   | GOTO Q05 |
| D | Yes - meeting friends  | GOTO Q05 |
| E | Yes - museums / art gallery  | GOTO Q05 |
| F | Yes - other service (e.g. travel agent, estate agent etc.)             | GOTO Q05 |
| G | Yes - personal service (e.g. hairdressers, beauty salon etc.)          | GOTO Q05 |
| Н | Yes - restaurants  | GOTO Q05 |
| 1 | Yes - swimming   | GOTO Q05 |
| J | Yes - theatre  | GOTO Q05 |
| K | Yes - visiting services such as banks and other financial institutions | GOTO Q05 |
| 1 | Yes - work   | GOTO Q05 |
| M | Yes - other (PLEASE WRITE IN)  | GOTO Q05 |
| N | No.  | GOTO Q06 |
| 0 | (Don't know)   | GOTO Q06 |
| 0 | (DOLL MIOW)  | 33.3 Q00 |

Excluding those who do their main food shopping via the Internet at Q01:

Q05 When you combine your trip with other activities, where do you normally go? DO NOT READ OUT. CAN BE MULTICODED. PROBE FULLY. Anywhere else?

# Q06 In addition to (STORE MENTIONED AT Q01), is there any other store that you regularly use for your

main-food shopping?
DO NOT READ OUT. CAN BE MULTICODED. INTERVIEWER - INCLUDE STORES FULL NAME (E.G. TESCO EXTRA, TESCO EXPRESS, ETC) AND ADDRESS.

| #Foo | od Food list          | GO TO Q07  |
|------|-----------------------|------------|
| 077  | Internet / mail order | GO TO Q06A |
| 078  | (Don't know / varies) | GO TO Q07  |
| 079  | (Nowhere else)        | GO TO Q07  |

Those who do their main food shopping via the Internet at Q06:

Which internet / home delivery retailer do you also use for your main food shopping? DO NOT READ OUT. ONE ANSWER ONLY.

#NetFc Internet food list

 ${\tt Q07} \quad \text{In addition to your main food shopping, where do you normally do most of your household's small} \\$ scale top-up food shopping (i.e. the store you visit regularly (2+ times a week to buy bread, milk, etc., on a day-to-day basis)?

DO NOT READ OUT. ONE ANSWER ONLY. INTERVIEWER - INCLUDE STORES FULL NAME (E.G. TESCO EXTRA, TESCO EXPRESS, ETC) AND ADDRESS.

| #Foo | od Food List              | GO TO Q08  |
|------|---------------------------|------------|
| 077  | Internet / mail order     | GO TO Q07A |
| 078  | (Don't know / varies)     | GO TO Q08  |
| 079  | (Dont do top-up shopping) | GO TO Q10  |

Those who do their top-up food shopping via the Internet at Q07:

Q07A Which retailer do you purchase your top-up food internet / home delivery shopping from? DO NOT READ OUT. ONE ANSWER ONLY.

#NetFcInternet food list

Those who do top-up shopping at Q07:

Of all the money you spend on your main and top-up food shopping, what share goes to your main food shopping?

DO NOT READ OUT. PLEASE WRITE IN TO THE NEAREST WHOLE %

- % (PLEASE WRITE IN)
- (Dont know)
- (Refused)

Those who do top-up shopping at Q07:

In addition to (STORE MENTIONED AT Q07), is there any other store that you regularly use for your

household's small scale top-up food shopping?
DO NOT READ OUT. ONE ANSWER ONLY. INTERVIEWER - INCLUDE STORES FULL NAME (E.G. TESCO EXTRA, TESCO EXPRESS, ETC) AND ADDRESS.

| #Foo | od Food List          | GO TO Q10  |
|------|-----------------------|------------|
| 077  | Internet / mail order | GO TO Q09A |
| 078  | (Don't know / varies) | GO TO Q10  |
| 079  | (Nowhere else)        | GO TO Q10  |

Those who also do top-up shopping via the Internet at Q09:

Q09A Which internet / home delivery retailer do you also use for your top-up food shopping? DO NOT READ OUT. ONE ANSWER ONLY.

READ OUT: I would now like to ask you some questions about your non-food shopping habits /

Q10 In which ONE town centre, freestanding store or retail park do you do most of your household's shopping for mens, womens, childrens and baby clothing and footwear (fashion items - not sports clothing and footwear)?

DO NOT READ OUT. ONE ANSWER ONLY.

INTERVIEWER NOTE: PLEASE PROBE FULLY FOR ROAD NAME AND LOCATION IF LOCATED OUT OF CENTRE.

#NonF Non-Food List GO TO Q11 046 Internet / catalogue GO TO Q10A (Dont know) GO TO Q12 **GO TO Q12** (Dont do this type of shopping)

**GO TO Q12** 

Those who do most of their clothing and footwear via the Internet at Q10:

Q10A Which internet / home delivery retailer do you also use for your household's shopping for mens, womens, childrens and baby clothing and footwear (fashion items - not sports clothing and

DO NOT READ OUT. ONE ANSWER ONLY.

#NetNoInternet Non-Food List

Those who buy clothing and footwear (excluding via the Internet) at Q10:

How do you normally travel to (STORE OR CENTRE MENTIONED AT Q10)? DO NOT READ OUT. ONE ANSWER ONLY Q11

- Car / van (as driver)
- 2 Car / van (as passenger)
- Bus, minibus or coach
- 4 Using park & ride facility
- 5 Motorcycle, scooter or moped
- 6 Walk
- Taxi
- 8 Train
- Bicycle
- Mobility scooter / wheelchair
- В Other (PLEASE WRITE IN)
- С (Dont know)
- Q12 Where do you normally do most of your household's shopping for recording media for pictures and sound (e.g. records, pre-recorded and unrecorded CDs & DVDs, unexposed films for photographic use, etc.) (Excluding video games)?

DO NOT READ OUT. ONE ANSWER ONLY.

INTERVIEWER NOTE: PLEASE PROBE FULLY FOR ROAD NAME AND LOCATION IF LOCATED OUT OF CENTRE

| #NonF Non-Food List |                                 | GO TO Q13  |
|---------------------|---------------------------------|------------|
| 046                 | Internet / catalogue            | GO TO Q12A |
| 047                 | (Dont know)                     | GO TO Q13  |
| 048                 | (Dont do this type of shopping) | GO TO Q13  |

Those who buy recording media products via the Internet at Q12:

Q12A Which internet / home delivery retailer do you also use for your household's shopping for recording media for pictures and sound (e.g. records, pre-recorded and unrecorded CDs & DVDs, unexposed films for photographic use, etc.) (Excluding video games)? DO NOT READ OUT. ONE ANSWER ONLY.

#NetNo Internet Non-Food List

Q13 Where do you normally do most of your household's shopping for audio visual, photographic, computer items (such as stereos, radios, TVs, software, cameras, kindles, ipads, telephones, etc.)?

DO NOT READ OUT. ONE ANSWER ONLY.

INTERVIEWER NOTE: PLEASE PROBE FULLY FOR ROAD NAME AND LOCATION IF LOCATED OUT OF CENTRE.

| #NonF Non-Food List |                                 | GO TO Q14  |
|---------------------|---------------------------------|------------|
| 046                 | Internet / catalogue            | GO TO Q13A |
| 047                 | (Dont know)                     | GO TO Q14  |
| 048                 | (Dont do this type of shopping) | GO TO Q14  |

Those who buy audio / visual equipment via the Internet at Q13:

Q13A Which internet / home delivery retailer do you also use for your household's shopping for audio visual, photographic, computer items (such as stereos, radios, TVs, software, cameras, kindles, ipads, telephones, etc.)?

DO NOT READ OUT. ONE ANSWER ONLY.

#NetNo Internet Non-Food List

Q14 Where do you normally do most of your household's shopping for all other domestic electrical goods including small domestic electrical appliances (such as irons, kettles, fans, coffee makers, food mixers) and white goods (fridges, freezers, dishwashers) and smaller etc)?

DO NOT READ OUT. ONE ANSWER ONLY.

INTERVIEWER NOTE: PLEASE PROBE FULLY FOR ROAD NAME AND LOCATION IF LOCATED OUT OF CENTRE.

| #Nonl | F Non-Food List                 | GO TO Q15  |
|-------|---------------------------------|------------|
| 046   | Internet / catalogue            | GO TO Q14A |
| 047   | (Dont know)                     | GO TO Q15  |
| 048   | (Dont do this type of shopping) | GO TO Q15  |

Thoe who buy domestic electrical goods via the Internet at Q14:

Q14A Which internet / home delivery retailer do you also use for your household's shopping for all other domestic electrical goods including small domestic electrical appliances (such as irons, kettles, fans, coffee makers, food mixers) and white goods (fridges, freezers, dishwashers) and smaller etc)?

DO NOT READ OUT. ONE ANSWER ONLY.

#NetNoInternet Non-Food List

Q15 Where do you normally do most of your household's shopping for books (incl. dictionaries, encyclopaedias, text books, guidebooks and musical scores) and stationary (incl. writing pads, envelopes pens, diaries, etc.) and drawing materials?
INTERVIEWER NOTE: PLEASE PROBE FULLY FOR ROAD NAME AND LOCATION IF LOCATED OUT OF

CENTRE.

#NonF Non-Food List **GO TO Q16** 046 Internet / catalogue GO TO Q15A 047 (Dont know) GO TO Q16 048 (Dont do this type of shopping) **GO TO Q16** 

Those who buy books and stationery via the Internet at Q15:

Q15A Which internet / home delivery retailer do you also use for your household's shopping for books (incl. dictionaries, encyclopaedias, text books, guidebooks and musical scores) and stationery (incl. writing pads, envelopes pens, diaries, etc.) and drawing materials? DO NOT READ OUT. ONE ANSWER ONLY.

#NetNo Internet Non-Food List

Q16 Where do you normally do most of your household's shopping for games & toys; pets and pet products; hobby items; sport equipment and camping goods; bicycles; and musical instruments?

DO NOT READ OUT. ONE ANSWER ONLY.

| #Non | F Non-Food List                 | GO TO Q17  |
|------|---------------------------------|------------|
| 046  | Internet / catalogue            | GO TO Q16A |
| 047  | (Dont know)                     | GO TO Q17  |
| 048  | (Dont do this type of shopping) | GO TO Q17  |

Those who buy games, toys, pet products, sports equipment etc. via the Internet at Q16:

Q16A Which internet / home delivery retailer do you also use for your household's shopping for games & toys; pets and pet products; hobby items; sport equipment and camping goods; bicycles; and musical instruments? DO NOT READ OUT. ONE ANSWER ONLY.

#NetNo Internet Non-Food List

Where do you normally do most of your household's shopping for furniture, carpets, other floor coverings and household textiles (includes beds, sofas, tables, etc)? INTERVIEWER NOTE: PLEASE PROBE FULLY FOR ROAD NAME AND LOCATION IF LOCATED OUT OF CENTRE

| #NonF Non-Food List |                                 | GO TO Q18  |
|---------------------|---------------------------------|------------|
| 046                 | Internet / catalogue            | GO TO Q17A |
| 047                 | (Dont know)                     | GO TO Q18  |
| 048                 | (Dont do this type of shopping) | GO TO Q18  |

Those who buy furniture, carpets and other floor coverings via the Internet at Q17:

Q17A Which internet / home delivery retailer do you also use for your household's shopping for furniture, carpets, other floor coverings and household textiles (includes beds, sofas, tables, etc)?

DO NOT READ OUT. ONE ANSWER ONLY.

#NetNoInternet Non-Food List

Where do you normally do most of your household's shopping for DIY goods, decorating supplies and garden products (such as drills, lawn mowers, hammers, hedge cutters, garden tools, plants, shrubs etc)?

INTERVIEWER NOTE: PLEASE PROBE FULLY FOR ROAD NAME AND LOCATION IF LOCATED OUT OF

| #Non | nF Non-Food List                | GO TO Q19  |
|------|---------------------------------|------------|
| 046  | Internet / catalogue            | GO TO Q18A |
| 047  | (Dont know)                     | GO TO Q19  |
| 048  | (Dont do this type of shopping) | GO TO Q19  |

Those who buy DIY goods, decorating supplies and garden products via the Internet at Q18:

Q18A Which internet / home delivery retailer do you also use for your household's shopping for DIY goods, decorating supplies and garden products (such as drills, lawn mowers, hammers, hedge cutters, carden tools. plants. shrubs etc)?
DO NOT READ OUT. ONE ANSWER ONLY.

#NetNoInternet Non-Food List

Where do you normally do most of your household's shopping on all goods for personal care, including electric appliances (e.g. electric razors, hair dryers, curling tongs, electric toothbrishes), non-electric appliances (e.g. scissors, hand razors, bathroom scales), cosmetics, perfume, toothpaste, aftershave, sun tan lotions, etc. INTERVIEWER NOTE: PLEASE PROBE FULLY FOR ROAD NAME AND LOCATION IF LOCATED OUT OF CENTRE

| #NonF Non-Food List |                                 | GO TO Q20  |
|---------------------|---------------------------------|------------|
| 046                 | Internet / catalogue            | GO TO Q19A |
| 047                 | (Dont know)                     | GO TO Q20  |
| 048                 | (Dont do this type of shopping) | GO TO Q20  |

Thoe who buy personal care goods via the Internet at Q19:

Q19A Which internet / home delivery retailer do you also use for your household's shopping on all goods for personal care, including electric appliances (e.g. electric razors, hair dryers, curling tongs, electric toothbrishes), non-electric appliances (e.g. scissors, hand razors, bathroom scales), cosmetics, perfume. toothpaste. aftershave. sun tan lotions. etc. DO NOT READ OUT. ONE ANSWER ONLY.

#NetNoInternet Non-Food List

Q20 Where do you normally do most of your household's shopping for medical goods (e.g. drugs, medicine), other pharmaceutical products (e.g. vitamins, plasters, thermometers, bandages, syringes); and therapeutic appliances / equipment (e.g. spectacles, contact lenses, hearing aids,

wheelchairs, etc.).
INTERVIEWER NOTE: PLEASE PROBE FULLY FOR ROAD NAME AND LOCATION IF LOCATED OUT OF

#NonF Non-Food List **GO TO Q21** 046 Internet / catalogue GO TO Q20A 047 (Dont know) **GO TO Q21** (Dont do this type of shopping) 048 GO TO Q21

Those who buy medical goods via the Internet at Q20:

Q20A Which internet / home delivery retailer do you also use for your household's shopping for medical goods (e.g. drugs, medicine), other pharmaceutical products (e.g. vitamins, plasters, thermometers, bandages, syringes); and therapeutic appliances / equipment (e.g. spectacles, contact lenses, hearing aids. wheelchairs. etc.).
DO NOT READ OUT. ONE ANSWER ONLY.

#NetNoInternet Non-Food List

Q21 Where do you normally do most of your household's shopping on all other goods including jewellery & watches; glassware, china, tableware and household utensils; and other personal effects (e.g. travel goods, suitcases, prams, sunglasses);

INTERVIEWER NOTE: PLEASE PROBE FULLY FOR ROAD NAME AND LOCATION IF LOCATED OUT OF CENTRE.

| #Non | if Non-Food List                | GO TO Q22  |
|------|---------------------------------|------------|
| 046  | Internet / catalogue            | GO TO Q21A |
| 047  | (Dont know)                     | GO TO Q22  |
| 048  | (Dont do this type of shopping) | GO TO Q22  |

Thoe who buy all other types of goods via the Internet at Q21:

Q21A Which internet / home delivery retailer do you also use for your household's shopping on all other goods including jewellery & watches; glassware, china, tableware and household utensils; and other personal effects (e.g. travel goods, suitcases, prams, sunglasses); DO NOT READ OUT. ONE ANSWER ONLY.

#NetNoInternet Non-Food List

How often do you or your household visit Sudbury Town Centre for your non food shopping? DO NOT READ OUT. ONE ANSWER ONLY.

| 1 | Daily                   | GO TO Q23        |
|---|-------------------------|------------------|
| 1 | Daily                   |                  |
| 2 | 4-6 days a week         | GO TO Q23        |
| 3 | 2-3 days a week         | GO TO Q23        |
| 4 | One days a week         | GO TO Q23        |
| 5 | Every two weeks         | GO TO Q23        |
| 6 | Monthly                 | GO TO Q23        |
| 7 | Once every two months   | GO TO Q23        |
| 8 | Three-four times a year | GO TO Q23        |
| 9 | Once a year             | GO TO Q23        |
| Α | Less often              | GO TO Q23        |
| В | Never                   | <b>GO TO Q24</b> |
| С | (Dont know / varies)    | GO TO Q23        |

Those who visit Sudbury Town Centre for non-food shopping at Q22:

What do you like about Sudbury Town Centre?

DO NOT READ OUT. CODE UP TO THREE RESPONSES ONLY.

- Nothing / very little
- 2 Attractive environment / nice place
- 3 Close to friends or relatives
- Close to home
- Close to work
- Compact
- Easy to get to by bike
- 8 Easy to get to by bus
- 9 Easy to get to by car
- Easy to park Α
- В Good facilities
- Good food stores
- Good pubs, cafés or restaurants D
- Е Good range of non-food shops
- F G Makes a change from other places
- Quiet Safe and secure Н
- The market
- Traffic free shopping centre
- Other (PLEASE WRITE IN)
- A specific shop (PLEASE WRITE IN) М
- Ν A specific attraction (PLEASE WRITE IN) (Dont know)

#### What could be improved about Sudbury Town Centre that would make you visit more often? DO NOT READ OUT. MARK UP TO THREE RESPONSES ONLY Nothing 2 Better access by road Better public transport 3 4 Better signposting 5 Cleaner streets Facilities which would assist you if shopping with children Free car parking Jewellery / food markets / other events More / better comparison retailers (i.e. non-food shops) 9 More / better entertainment / eating places A B More / better food shops С More / better parking More / better pedestrianised streets Е More / better public conveniences More / better seats / flower displays G More / better services Н More advertising More national multiple shops / High Street shops Protection from the weather (ie. covered shopping malls) Shops / services open on Sundays Κ Other (PLEASE WRITE IN) М Q25 How often do you or your household visit Hadleigh Town Centre for your non-food shopping? DO NOT READ OUT. ONE ANSWER ONLY. GO TO Q26 4-6 days a week GO TO Q26 3 2-3 days a week GO TO Q26 4 One days a week GO TO Q26 5 Every two weeks GO TO Q26 Monthly GO TO Q26 6 Once every two months GO TO Q26 Three - four times a year GO TO Q26 Once a year GO TO Q26 Less often GO TO Q26 В Never **GO TO Q27** (Dont know / varies) С GO TO Q26 Those who visit Hadleigh Town Centre for non-food shopping at Q22: Q26 What do you like about Hadleigh Town Centre? DO NOT READ OUT. CODE UP TO THREE RESPONSES ONLY. Nothing / very little Attractive environment / nice place Close to friends or relatives 2 3 Close to home 5 Close to work

Compact Easy to get to by bike

Easy to park Good facilities

Quiet Safe and secure

The market Traditional

(Dont know)

Good food stores

Easy to get to by bus

Easy to get to by car

Good pubs, cafés or restaurants

Good range of non-food shops Makes a change from other places

Traffic free shopping centre

Other (PLEASE WRITE IN)
A specific shop (PLEASE WRITE IN)
A specific attraction (PLEASE WRITE IN)

8

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### What could be improved about Hadleigh Town Centre that would make you visit more often?

DO NOT READ OUT. CODE UP TO THREE RESPONSES ONLY.

- Nothing
- 2 Better access by road
- 3 Better public transport
- 4 Better signposting
- 5 Cleaner streets
- 6 Facilities which would assist you if shopping with children
- Free car parking
- Jewellery / food markets / other events 8
- More / better comparison retailers (i.e. non-food shops)
- More / better entertainment / eating places
- В More / better food shops
- С
- More / better parking More / better pedestrianised streets
- D E More / better public conveniences
- More / better seats / flower displays
- G More / better services
- More advertising
- More national multiple shops / High Street shops
- Protection from the weather (ie. covered shopping malls)
- Shops / services open on Sundays
- Other (PLEASE WRITE IN)
- (Don't know) Μ

### How often do you or your household visit Stowmarket Town Centre for your non-food shopping?

DO NOT READ OUT. ONE ANSWER ONLY.

| 4 | Deile                     | CO TO COO |
|---|---------------------------|-----------|
| 1 | Daily                     | GO TO Q29 |
| 2 | 4-6 days a week           | GO TO Q29 |
| 3 | 2-3 days a week           | GO TO Q29 |
| 4 | One days a week           | GO TO Q29 |
| 5 | Every two weeks           | GO TO Q29 |
| 6 | Monthly                   | GO TO Q29 |
| 7 | Once every two months     | GO TO Q29 |
| 8 | Three - four times a year | GO TO Q29 |
| 9 | Once a year               | GO TO Q29 |
| Α | Less often                | GO TO Q29 |
| В | Never                     | GO TO Q30 |
| С | (Dont know / varies)      | GO TO Q29 |

Those who visit Stowmarket Town Centre for non-food shopping at Q25:

#### Q29

What do you like about Stowmarket Town Centre?
DO NOT READ OUT. CODE UP TO THREE RESPONSES ONLY.

- Nothing / very little
- 2 Attractive environment / nice place
- 3 Close to friends or relatives
- Close to home
- 5 Close to work
- 6 Compact
- Easy to get to by bike
- 8 Easy to get to by bus
- Easy to get to by car
- A B Easy to park
- Good facilities
- C D Good food stores
- Good pubs, cafés or restaurants
- Е Good range of non-food shops
- Makes a change from other places
- Safe and secure
- The market
- Traditional
- Traffic free shopping centre Other (PLEASE WRITE IN) Κ
- Μ A specific shop (PLEASE WRITE IN)
- A specific attraction (PLEASE WRITE IN)
- (Dont know)

### What could be improved about Stowmarket Town Centre that would make you visit more often?

DO NOT READ OUT. CODE UP TO THREE RESPONSES ONLY.

- Nothing
- 2 Better access by road
- 3 Better public transport
- 4 Better signposting
- 5 Cleaner streets
- Facilities which would assist you if shopping with children 6
- Free car parking
- Jewellery / food markets / other events 8
- More / better comparison retailers (i.e. non-food shops)
- More / better entertainment / eating places
- В More / better food shops
- С More / better parking
- More / better pedestrianised streets
- D E More / better public conveniences
- More / better seats / flower displays
- G More / better services
- More advertising
- More national multiple shops / High Street shops
- Protection from the weather (ie. covered shopping malls)
- Κ Shops / services open on Sundays
- Other (PLEASE WRITE IN)
- (Don't know) Μ

#### How often do you or your household visit the following leisure attractions? Q31

READ OUT. ONE ANSWER PER ATTRACTION.

### Once a week|Once a fortnight|Once a month|Once every two months|Once every six months|Once a year|Don't gol(Dont know / varies)

| 1 | Bingo / casino / bookmaker                                  | GO TO Q32 |
|---|---|-----------|
| 2 | Cinema  | GO TO Q33 |
| 3 | Gym / health club / sports facility                         | GO TO Q34 |
| 4 | Theatre/ concert / music venue                              | GO TO Q35 |
| 5 | Museum / gallery or place of historical / cultural interest | GO TO Q36 |
| 6 | Pub / bar / nightclub                                       | GO TO Q37 |
| 7 | Restaurant / café   | GO TO Q38 |
| 8 | Family entertainment (e.g. tenpin bowling, skating rink)    | GO TO Q39 |
| 9 | Other activity (PLEASE WRITE IN)                            | GO TO Q40 |

Those who visit Bingo, Casino or Bookmaker facilities at Q31:

#### Q32 Where do you or members of your household normally go to play bingo or visit casinos or bookmakers?

DO NOT READ OUT. ONE ANSWER ONLY.

IF OTHER OR RESPONDENTS STATES A PARTICULAR FACILITY, PLEASE SPECIFY THE FACILITY NAME, RETAIL PARK / LEISURE PARK, ROAD NAME AND AREA

#Bingc Bingo List

Those who visit Cinema at Q31:

### Where do you or members of your household normally go to the cinema?

DO NOT READ OUT. ONE ANSWER ONLY.

IF OTHER OR RESPONDENTS STATES A PARTICULAR FACILITY, PLEASE SPECIFY THE FACILITY NAME, RETAIL PARK / LEISURE PARK, ROAD NAME AND AREA

#Ciner Cinema List

Those who visit gym / healthclub / sports facility at Q31:

Q34

Where do you or members of your household normally go to use a gym / healthclub / sports facility? DO NOT READ OUT. ONE ANSWER ONLY.

IF OTHER OR RESPONDENTS STATES A PARTICULAR FACILITY, PLEASE SPECIFY THE FACILITY NAME, RETAIL PARK / LEISURE PARK, ROAD NAME AND AREA

#Healt Healthclub List

### Those who visit the theatre, concerts and / or music venues at Q31:

Where do you or members of your household normally go to visit the theatre, watch a concert or watch live music?

DO NOT READ OUT. ONE ANSWER ONLY.

#Theat Theatre List

### Those who visit museum, gallery or other place of historical / cultural interest at Q31:

Where do you or members of your household normally go to a museum, gallery, or other place of historical / cultural interest?

DO NOT READ OUT. ONE ANSWER ONLY.

#Muse Museum List

### Q37 Those who visit pub / bars / nightclub /music venue at Q31:

Where do you or members of your household normally go to a pub / bar / nightclub / music venue? DO NOT READ OUT. ONE ANSWER ONLY.

#Leisu Leisure List

### Those who visit restaurants at Q31:

Where do you or members of your household normally go to a restaurant? DO NOT READ OUT. ONE ANSWER ONLY.

#Leisu Leisure List

Q39 Those who partake in family entertainment activities at Q31:

Where do you or members of your household normally go for family entertainment?

DO NOT READ OUT. ONE ANSWER ONLY.

IF OTHER OR RESPONDENTS STATES A PARTICULAR FACILITY, PLEASE SPECIFY THE FACILITY NAME, RETAIL PARK / LEISURE PARK, ROAD NAME AND AREA

#Famil Family Entertainment List

Q40 Those who go to other leisure attractions at Q31:

Where do you or members of your household normally go for other leisure activities not mentioned? DO NOT READ OUT. ONE ANSWER ONLY.

#Leisu Leisure List

### Q41 What improvements could be made to Babergh & Mid Suffolk's leisure offer that would make you visit / partake in leisure activities more often?

DO NOT READ OUT. CODE UP TO THREE RESPONSES ONLY.

- Nothing
- 2 A casino
- A swimming pool 3
- A theatre
- 5 An art house cinema
- 6 Better cinema provision e.g. new multi-screen
- Bingo
- Cheaper prices 8
- 9 Improved access by foot and cycle
- Improved public transport Α
- Improved security / CCTV
- С Improved street furniture
- D Improvements in the built environment
- E More / better car parking More / better cultural facilities
- G More / better disabled access
- More / better health clubs / gyms Н
- More / better policing
- More / better public houses
- Κ More / better seats
- More / better signposting and information
- М More better parks / green spaces
- More for children Ν
- More local sports & recreation facilities 0
- More nightclubs
- Q More pavement cafes
- More quality restaurants
- s More street cleaning
- Provision of public toilets
- U
- Ten-pin bowling
  Other (PLEASE WRITE IN)
- (Dont do leisure activities) W
- (Don't know)

#### GEN Gender of respondent:

DO NOT READ OUT. CODE FROM OBSERVATION.

- Male
- Female 2

#### AGE Can I ask how old you are please?

DO NOT READ OUT. ONE ANSWER ONLY.

- 18-24
- 25-34 2
- 35-44 3
- 45-54
- 5 55-64 65+
- (Refused)

### OCC What is the occupation of the main income earner in the household?

IF RETIRED ASK FOR PREVIOUS OCCUPATION.

- Occupation (PLEASE WRITE IN)
- Retired state pension ONLY
- 3 (Refused)

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

READ OUT. ONE ANSWER ONLY.

- Working full time
- Working part time
- 3 Unemployed
- Retired
- 5 A housewife
- A student 6
- Self employed
- Sick / disabled Other (PLEASE WRITE IN)
- (Refused)

| ном                                  | How many people live in your home including yourself and children? DO NOT READ OUT. ONE ANSWER ONLY.  |
|--------------------------------------|---|
| 1<br>2<br>3<br>4<br>5<br>6<br>7<br>8 | One Two Three Four Five Six Seven or more (Refused)   |
| ADU                                  | How many adults aged 16 years and over, including yourself, live in your household? DO NOT READ OUT. ONE ANSWER ONLY.   |
| 1<br>2<br>3<br>4<br>5                | One Two Three Four or more (Refused)  How many children aged 15 years and under, live in your household? DO NOT READ OUT. ONE ANSWER ONLY.  |
| 1<br>2<br>3<br>4<br>5<br>6           | None One Two Three Four or more (Refused)   |
| INC                                  | Approximately what is your total household income? DO NOT READ OUT. ONE ANSWER ONLY.  |
| 1 2 3 4 5 6 7 8 9 A B C D            | £0 - £15,000<br>£15,001 - £20,000<br>£20,001 - £30,000<br>£30,001 - £40,000<br>£40,001 - £50,000<br>£50,001 - £60,000<br>£60,001 - £70,000<br>£70,001 - £80,000<br>£80,001 - £90,000<br>£90,001 - £100,000<br>£100,001 - £150,000<br>£150,001+<br>(Dont know / refused) |
| CAR                                  | How many cars does your household own or have the use of? DO NOT READ OUT. ONE ANSWER ONLY.   |
| 1<br>2<br>3<br>4<br>5                | None One Two Three or more (Refused)  Would you be willing to be recontacted for future quality control purposes?   |
|                                      | DO NOT READ OUT. ONE ANSWER ONLY.   |
| 1                                    | Yes<br>No<br>Thank & close  |

Thank & close

# **Appendix 9:**

Мар

# Proposed Study Area & Zones

