

TABLE 1: ALL COMPARISON GOODS - 2015 MARKET SHARE ANALYSIS (%)
Including Internet Shopping and other Special Forms of Trading

ZONES		1	2	3	4	5	6	7	8	9	10	11	TOTAL STUDY AREA	Babergh District Area (Zones 2-6)	Mid Suffolk Area (Zones 7-11)
BABERGH	Sudbury Town Centre	22.5%	3.5%	27.8%	42.0%	2.3%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	8.5%	13.1%	0.0%
	Hadleigh Town Centre	0.0%	0.2%	0.4%	0.0%	20.3%	1.2%	0.8%	0.0%	0.0%	0.0%	0.0%	1.7%	4.2%	0.2%
	Core Villages	0.7%	0.8%	1.3%	0.2%	0.1%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	1.0%	0.0%
	Other local centres and shops	0.0%	0.1%	0.2%	0.1%	0.0%	2.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.7%	0.0%
	TOWN CENTRE - TOTAL:	23.2%	4.5%	29.7%	42.4%	22.7%	5.1%	0.8%	0.0%	0.0%	0.0%	0.0%	11.0%	19.1%	0.2%
	Out of Centre: <i>Showlands Retail Park</i>	1.5%	0.1%	3.7%	5.0%	0.3%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.9%	1.6%	0.0%
	<i>Copdock Mill Retail Park</i>	0.0%	0.2%	1.2%	0.6%	7.0%	5.9%	5.4%	2.2%	0.5%	2.4%	0.6%	2.6%	3.6%	2.5%
	<i>Tesco, Copdock Interchange</i>	0.0%	0.0%	0.0%	0.0%	0.8%	5.3%	1.7%	0.0%	0.0%	0.3%	0.0%	0.9%	1.9%	0.5%
	<i>Other Out of Centre (1)</i>	2.2%	0.7%	9.2%	7.2%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%	3.5%	0.0%
	OUT OF CENTRE - TOTAL:	3.8%	1.1%	14.1%	12.7%	8.4%	11.3%	7.2%	2.2%	0.5%	2.7%	0.6%	6.1%	10.7%	3.0%
SUB-TOTAL: BABERGH DISTRICT	27.0%	5.6%	43.8%	55.1%	31.1%	16.3%	8.0%	2.2%	0.6%	2.7%	0.6%	17.1%	29.8%	3.2%	
MID SUFFOLK	Stowmarket Town Centre	0.0%	3.3%	0.0%	0.0%	2.6%	0.0%	6.0%	34.6%	7.0%	2.6%	0.0%	6.1%	0.8%	12.7%
	Needham Market	0.0%	0.1%	0.0%	0.0%	0.1%	0.2%	2.7%	0.0%	0.0%	0.0%	0.0%	0.4%	0.1%	0.7%
	Debenham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.1%	0.0%	0.1%	0.0%	0.3%
	Eye	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.2%	0.0%	0.0%	3.1%	0.2%	0.2%	0.0%	0.5%
	Other local centres and shops	0.3%	0.2%	0.2%	0.0%	0.0%	0.1%	0.7%	0.6%	1.6%	1.0%	0.8%	0.5%	0.1%	0.9%
	SUB-TOTAL: MID SUFFOLK DISTRICT	0.3%	3.6%	0.2%	0.1%	2.7%	0.4%	10.6%	35.3%	8.7%	6.8%	1.0%	7.3%	1.0%	15.0%
OTHER CENTRES	Bury St Edmunds	18.3%	65.8%	17.9%	11.8%	2.7%	0.7%	3.9%	13.4%	65.0%	14.1%	1.4%	15.9%	13.9%	16.9%
	Colchester	23.0%	0.0%	12.9%	12.4%	1.9%	9.9%	1.0%	0.3%	0.0%	0.0%	0.1%	7.0%	8.5%	0.4%
	Diss	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.9%	0.2%	24.6%	22.9%	3.6%	0.0%	7.9%
	Ipswich	0.2%	0.6%	4.6%	3.4%	37.4%	45.5%	51.1%	26.3%	1.3%	13.0%	4.3%	19.7%	23.3%	23.0%
	Harleston	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.4%	0.7%	0.0%	1.6%
	Norwich	0.1%	0.3%	0.0%	0.0%	0.1%	0.5%	2.4%	0.8%	1.9%	14.6%	40.0%	4.9%	0.2%	10.3%
	Other Centres	14.0%	5.0%	3.0%	3.0%	1.2%	7.3%	4.7%	0.5%	2.4%	1.4%	6.4%	5.2%	4.3%	3.1%
	SUB-TOTAL: OTHER CENTRES	55.6%	71.7%	38.3%	30.6%	43.4%	64.0%	64.3%	42.2%	70.8%	67.6%	83.5%	57.0%	50.2%	63.1%
SFT	Street Markets	0.2%	0.0%	0.0%	0.2%	0.0%	0.0%	0.1%	0.2%	0.0%	0.2%	0.0%	0.1%	0.0%	0.1%
	Internet	16.8%	19.2%	17.8%	14.0%	22.8%	19.3%	16.9%	20.1%	19.9%	22.7%	14.8%	18.5%	19.0%	18.6%
	SUB-TOTAL: SFT	17.0%	19.2%	17.8%	14.2%	22.8%	19.3%	17.1%	20.3%	19.9%	22.9%	14.8%	18.6%	19.0%	18.7%
TOTAL MARKET SHARE	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

Notes: Other out-of-centre retail floorspace in Babergh District includes B&Q on Springlands Way (Woodhall Business Park) and Homebase on Waldingfield Rd

TABLE 2: CLOTHING AND FOOTWEAR - 2014 MARKET SHARE ANALYSIS (%)
Including Internet Shopping and other Special Forms of Trading

ZONES		1	2	3	4	5	6	7	8	9	10	11	TOTAL STUDY AREA	Babergh District Area (Zones 2-6)	Mid Suffolk Area (Zones 7-11)	
BABERGH	Sudbury Town Centre	14.5%	2.2%	14.0%	29.6%	2.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	5.3%	7.8%	0.0%	
	Hadleigh Town Centre	0.0%	0.0%	0.0%	0.0%	0.7%	0.8%	0.8%	0.0%	0.0%	0.0%	0.0%	0.2%	0.4%	0.2%	
	Core Villages	0.0%	1.1%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%	0.0%	
	Other local centres and shops	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
	Out of Centre: <i>Showlands Retail Park</i>	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
	<i>Copdock Mill Retail Park</i>	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	
	<i>Tesco, Copdock Interchange</i>	0.0%	0.0%	0.0%	0.0%	0.0%	4.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	
	<i>Other out of centre</i>	0.9%	0.0%	1.6%	2.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	
	SUB-TOTAL: BABERGH DISTRICT	15.4%	3.3%	15.7%	32.4%	3.3%	6.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	6.6%	10.7%	0.2%
	MID SUFFOLK	Stowmarket Town Centre	0.0%	1.4%	0.0%	0.0%	0.7%	0.0%	3.2%	19.3%	5.3%	2.8%	0.0%	3.5%	0.3%	7.5%
Needham Market		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.2%	
Debenham		0.0%	0.0%	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		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	0.1%	0.0%	0.2%	
Other local centres and shops		1.3%	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%	
SUB-TOTAL: MID SUFFOLK DISTRICT	1.3%	1.4%	0.0%	0.0%	0.7%	0.0%	3.9%	19.3%	5.3%	4.5%	0.0%	3.9%	0.3%	7.9%		
OTHER CENTRES	Bury St Edmunds	29.6%	70.2%	40.9%	26.1%	7.2%	1.3%	10.8%	25.7%	65.8%	23.2%	2.4%	24.3%	23.0%	23.7%	
	Colchester	21.3%	0.0%	18.6%	18.8%	6.7%	13.4%	0.0%	0.0%	0.0%	0.0%	0.0%	8.3%	12.9%	0.0%	
	Diss	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.0%	8.2%	1.1%	0.0%	2.4%	
	Ipswich	0.0%	0.8%	7.2%	6.1%	61.7%	53.5%	63.1%	40.9%	1.1%	20.8%	7.9%	27.0%	31.7%	31.9%	
	Harleston	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.6%	0.3%	0.0%	0.7%	
	Norwich	0.0%	1.1%	0.0%	0.0%	0.0%	1.5%	4.7%	2.5%	3.6%	25.3%	62.4%	7.9%	0.6%	16.8%	
	Other Centres	16.8%	9.6%	5.4%	3.1%	2.4%	12.3%	5.8%	0.0%	0.9%	2.4%	5.6%	6.7%	7.3%	2.9%	
	SUB-TOTAL: OTHER CENTRES	67.7%	81.8%	72.0%	54.1%	78.0%	82.0%	84.3%	69.1%	71.5%	79.7%	90.1%	75.7%	75.6%	78.5%	
SFT	Street Markets	0.8%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.7%	0.0%	0.8%	0.0%	0.3%	0.1%	0.3%	
	Internet	14.9%	13.5%	12.4%	12.8%	18.1%	11.9%	11.0%	10.9%	23.3%	15.0%	9.9%	13.5%	13.4%	13.2%	
	SUB-TOTAL: SFT	15.6%	13.5%	12.4%	13.5%	18.1%	11.9%	11.0%	11.5%	23.3%	15.8%	9.9%	13.8%	13.5%	13.5%	
TOTAL MARKET SHARE	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%		

Notes: Other out-of-centre retail floorspace in Babergh District includes B&Q on Springlands Way (Woodhall Business Park) and Homebase on Waldingfield Rd

TABLE 3: RECORDING MEDIA - 2015 MARKET SHARE ANALYSIS (%)
Including Internet Shopping and other Special Forms of Trading

ZONES		1	2	3	4	5	6	7	8	9	10	11	TOTAL STUDY AREA	Babergh District Area (Zones 2-6)	Mid Suffolk Area (Zones 7-11)	
BABERGH	Sudbury Town Centre	12.5%	0.0%	14.4%	18.5%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.6%	6.4%	0.0%	
	Hadleigh Town Centre	0.0%	0.0%	1.1%	0.0%	5.3%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	1.7%	0.0%	
	Core Villages	0.0%	0.0%	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 local centres and shops	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
	Out of Centre: <i>Showfield Retail Park</i>	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
	<i>Copdock Mill Retail Park</i>	0.0%	0.0%	0.0%	4.8%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.7%	
	<i>Tesco, Copdock Interchange</i>	0.0%	0.0%	0.0%	0.0%	1.2%	5.3%	7.4%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	1.9%	
	<i>Other out of centre</i>	1.5%	0.0%	13.3%	10.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.5%	5.0%	
SUB-TOTAL: BABERGH DISTRICT		14.0%	0.0%	28.8%	34.2%	9.0%	6.4%	7.4%	0.0%	0.0%	0.0%	0.0%	9.6%	15.6%	1.9%	
MID SUFFOLK	Stowmarket Town Centre	0.0%	1.3%	0.0%	0.0%	1.0%	0.0%	4.3%	18.6%	11.0%	3.1%	0.0%	4.4%	0.3%	8.5%	
	Needham Market	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
	Debenham	0.0%	0.0%	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	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.3%	0.0%	0.1%	0.0%	0.3%	
	Other local centres and shops	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
SUB-TOTAL: MID SUFFOLK DISTRICT		0.0%	1.3%	0.0%	0.0%	1.0%	0.0%	4.3%	18.6%	11.0%	5.5%	0.0%	4.5%	0.3%	8.8%	
OTHER CENTRES	Bury St Edmunds	9.5%	33.9%	9.3%	15.6%	0.0%	0.0%	1.1%	6.1%	42.2%	10.6%	0.0%	8.7%	7.7%	10.0%	
	Colchester	14.2%	0.0%	3.6%	0.0%	2.1%	4.3%	0.0%	0.0%	0.0%	0.0%	0.0%	3.0%	2.8%	0.0%	
	Diss	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	16.0%	1.5%	0.0%	3.1%	
	Ipswich	0.0%	0.0%	0.0%	3.4%	11.9%	29.4%	25.8%	8.6%	0.0%	7.7%	1.5%	9.2%	11.9%	10.2%	
	Harleston	0.0%	0.0%	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	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	7.7%	24.5%	3.0%	0.0%	6.0%	
	Other Centres	9.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	3.2%	1.6%	0.0%	0.8%	
	SUB-TOTAL: OTHER CENTRES		35.0%	33.9%	12.9%	19.0%	14.0%	33.8%	29.4%	14.7%	43.4%	27.5%	45.2%	27.0%	22.5%	30.0%
SFT	Street Markets	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
	Internet	51.0%	64.7%	58.3%	46.8%	76.0%	59.9%	59.0%	66.7%	45.6%	67.0%	54.8%	58.9%	61.5%	59.3%	
	SUB-TOTAL: SFT		51.0%	64.7%	58.3%	46.8%	76.0%	59.9%	59.0%	66.7%	45.6%	67.0%	54.8%	58.9%	61.5%	59.3%
TOTAL MARKET SHARE		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
Check		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	0.0%	100.0%	100.0%

TABLE 4: AUDIO VISUAL - 2015 MARKET SHARE ANALYSIS (%)
Including Internet Shopping and other Special Forms of Trading

ZONES		1	2	3	4	5	6	7	8	9	10	11	TOTAL STUDY AREA	Babergh District Area (Zones 2-6)	Mid Suffolk Area (Zones 7-11)	
BABERGH	Sudbury Town Centre	15.9%	2.0%	19.5%	39.1%	2.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.0%	10.2%	0.0%	
	Hadleigh Town Centre	0.0%	0.0%	0.0%	0.0%	4.7%	1.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.6%	1.2%	0.2%	
	Core Villages	0.0%	0.0%	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 local centres and shops	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
	Out of Centre: <i>Showfield Retail Park</i>	1.4%	0.0%	1.6%	7.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.8%	1.1%	0.2%	
	<i>Copdock Mill Retail Park</i>	0.0%	0.0%	6.0%	2.7%	26.0%	18.9%	22.3%	4.3%	0.0%	2.9%	0.0%	8.3%	12.8%	7.3%	
	<i>Tesco, Copdock Interchange</i>	0.0%	0.0%	0.0%	0.0%	1.3%	3.3%	1.1%	0.0%	0.0%	2.4%	0.0%	0.7%	1.3%	0.6%	
	<i>Other out of centre</i>	0.0%	0.9%	4.9%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	1.7%	0.0%	
SUB-TOTAL: BABERGH DISTRICT		17.2%	2.9%	32.0%	50.4%	34.7%	23.1%	25.1%	4.3%	0.0%	5.2%	0.0%	18.2%	28.3%	8.3%	
MID SUFFOLK	Stowmarket Town Centre	0.0%	4.1%	0.0%	0.0%	10.8%	0.0%	6.9%	29.8%	4.2%	1.3%	0.0%	6.1%	2.5%	10.9%	
	Needham Market	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
	Debenham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.2%	
	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%	0.0%	
	Other local centres and shops	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	1.1%	0.0%	0.1%	0.1%	0.3%	
SUB-TOTAL: MID SUFFOLK DISTRICT		0.0%	4.8%	0.0%	0.0%	10.8%	0.0%	7.6%	29.8%	5.0%	2.4%	0.0%	6.3%	2.6%	11.3%	
OTHER CENTRES	Bury St Edmunds	19.3%	58.7%	12.7%	9.0%	0.7%	0.0%	0.0%	6.4%	54.7%	7.7%	0.7%	12.2%	11.1%	11.9%	
	Colchester	30.3%	0.0%	15.6%	18.5%	0.0%	5.9%	0.0%	0.0%	0.0%	0.0%	0.0%	8.0%	8.2%	0.0%	
	Diss	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	1.8%	0.0%	26.2%	12.7%	2.7%	0.0%	6.4%	
	Ipswich	1.0%	0.0%	5.6%	1.4%	21.3%	28.4%	22.2%	16.2%	1.7%	10.7%	1.2%	11.2%	14.7%	12.0%	
	Harleston	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.3%	0.3%	0.0%	0.6%	
	Norwich	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	3.3%	0.0%	2.2%	10.1%	52.9%	5.8%	0.2%	11.8%	
	Other Centres	9.1%	1.2%	5.3%	3.1%	0.0%	0.0%	2.2%	0.8%	5.7%	0.0%	4.7%	3.4%	2.0%	2.6%	
	SUB-TOTAL: OTHER CENTRES		59.7%	59.9%	39.2%	31.9%	23.0%	34.3%	29.2%	25.2%	64.3%	54.7%	75.7%	43.5%	36.2%	45.3%
SFT	Street Markets	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
	Internet	23.0%	32.4%	28.8%	17.7%	31.5%	42.6%	38.1%	40.7%	30.7%	37.6%	24.3%	32.0%	33.0%	35.1%	
	SUB-TOTAL: SFT		23.0%	32.4%	28.8%	17.7%	31.5%	42.6%	38.1%	40.7%	30.7%	37.6%	24.3%	32.0%	33.0%	35.1%
TOTAL MARKET SHARE		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
Check		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	0.0%	100.0%	100.0%

TABLE 5: DOMESTIC ELECTRICAL APPLIANCES - 2015 MARKET SHARE ANALYSIS (%)
Including Internet Shopping and other Special Forms of Trading

ZONES		1	2	3	4	5	6	7	8	9	10	11	TOTAL STUDY AREA	Babergh District Area (Zones 2-6)	Mid Suffolk Area (Zones 7-11)
BABERGH	Sudbury Town Centre	25.3%	1.8%	26.1%	43.6%	12.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	25.3%	14.5%	0.0%
	Hadleigh Town Centre	0.0%	0.0%	0.0%	0.0%	12.3%	4.2%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	3.6%	0.2%
	Core Villages	0.0%	0.0%	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 local centres and shops	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Out of Centre: <i>Showfield Retail Park</i>	1.8%	0.0%	4.8%	5.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	2.0%
	<i>Copdock Mill Retail Park</i>	0.8%	0.0%	8.1%	5.1%	27.3%	21.2%	21.0%	5.4%	1.5%	1.6%	2.1%	0.8%	14.6%	7.8%
	<i>Tesco, Copdock Interchange</i>	0.0%	0.0%	0.0%	0.0%	1.4%	7.5%	1.1%	0.0%	0.0%	2.1%	0.0%	0.0%	2.6%	0.5%
	<i>Other out of centre</i>	0.0%	0.0%	3.0%	4.9%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%
SUB-TOTAL: BABERGH DISTRICT		27.8%	1.8%	42.0%	59.5%	54.6%	32.8%	22.9%	5.4%	1.5%	3.7%	2.1%	27.8%	38.9%	8.5%
MID SUFFOLK	Stowmarket Town Centre	0.8%	4.3%	0.0%	0.0%	0.0%	0.0%	8.5%	52.7%	11.7%	1.2%	0.0%	0.8%	0.5%	18.6%
	Needham Market	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Debenham	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%	0.2%
	Eye	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%	0.1%
	Other local centres and shops	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.7%	1.0%	0.0%	0.0%	0.0%	0.5%
	SUB-TOTAL: MID SUFFOLK DISTRICT		0.8%	4.3%	0.0%	0.0%	0.0%	0.0%	10.3%	52.7%	12.4%	3.1%	0.0%	0.8%	0.5%
OTHER CENTRES	Bury St Edmunds	15.7%	66.5%	9.8%	7.7%	1.3%	0.0%	0.0%	4.0%	57.9%	6.6%	0.0%	15.7%	10.9%	10.9%
	Colchester	26.2%	0.0%	10.3%	13.9%	0.0%	6.8%	0.0%	0.0%	0.0%	0.0%	0.0%	26.2%	6.6%	0.0%
	Diss	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	28.5%	24.5%	0.0%	0.0%	8.1%
	Ipswich	2.0%	0.7%	2.2%	1.6%	26.0%	27.7%	33.5%	4.7%	6.5%	2.9%	2.6%	2.0%	14.5%	11.9%
	Harleston	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.9%	0.0%	0.0%	1.6%
	Norwich	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.1%	0.0%	2.6%	9.9%	34.0%	0.0%	0.0%	8.7%
	Other Centres	8.0%	1.4%	4.2%	0.9%	1.1%	0.0%	4.5%	0.0%	5.5%	1.5%	4.9%	8.0%	1.7%	3.1%
	SUB-TOTAL: OTHER CENTRES		51.9%	68.5%	26.6%	24.0%	28.4%	34.4%	41.1%	8.7%	72.6%	49.3%	75.0%	51.9%	33.6%
SFT	Street Markets	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Internet	19.5%	25.4%	31.4%	16.5%	17.0%	32.7%	25.7%	33.2%	13.6%	44.0%	23.0%	19.5%	27.1%	27.6%
	SUB-TOTAL: SFT		19.5%	25.4%	31.4%	16.5%	17.0%	32.7%	25.7%	33.2%	13.6%	44.0%	23.0%	19.5%	27.1%
TOTAL MARKET SHARE		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Check		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

TABLE 6: BOOKS AND STATIONARY - 2015 MARKET SHARE ANALYSIS (%)
Including Internet Shopping and other Special Forms of Trading

ZONES		1	2	3	4	5	6	7	8	9	10	11	TOTAL STUDY AREA	Babergh District Area (Zones 2-6)	Mid Suffolk Area (Zones 7-11)
BABERGH	Sudbury Town Centre	29.7%	5.2%	34.4%	58.2%	3.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	12.0%	17.0%	0.0%
	Hadleigh Town Centre	0.0%	0.0%	0.7%	0.0%	20.0%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.3%	0.0%
	Core Villages	1.9%	0.0%	1.5%	0.0%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%
	Other local centres and shops	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Out of Centre: <i>Showfield Retail Park</i>	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	<i>Copdock Mill Retail Park</i>	0.0%	0.0%	0.0%	0.0%	3.8%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%
	<i>Tesco, Copdock Interchange</i>	0.0%	0.0%	0.0%	0.0%	4.6%	4.1%	2.4%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	2.2%
	<i>Other out of centre</i>	0.0%	0.0%	7.9%	7.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.1%	0.0%
SUB-TOTAL: BABERGH DISTRICT		31.6%	5.2%	44.5%	66.1%	32.2%	8.4%	2.4%	0.0%	0.0%	0.0%	0.0%	17.2%	28.6%	0.6%
MID SUFFOLK	Stowmarket Town Centre	0.0%	2.2%	0.0%	0.0%	11.5%	0.0%	7.8%	39.1%	12.6%	4.2%	0.0%	8.5%	2.3%	15.3%
	Needham Market	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.3%
	Debenham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.6%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.7%
	Eye	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%	0.1%
	Other local centres and shops	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	1.2%	3.1%	0.9%	0.0%	0.5%	0.0%	1.1%
SUB-TOTAL: MID SUFFOLK DISTRICT		0.0%	2.2%	0.0%	0.0%	11.5%	0.0%	12.2%	40.2%	15.7%	6.1%	0.0%	9.4%	2.3%	17.5%
OTHER CENTRES	Bury St Edmunds	7.6%	54.3%	10.5%	4.4%	0.0%	0.8%	0.0%	10.0%	55.4%	8.9%	0.0%	9.7%	9.3%	12.2%
	Colchester	16.4%	0.0%	2.6%	0.0%	0.0%	5.8%	0.0%	0.0%	0.0%	0.0%	0.0%	3.3%	2.6%	0.0%
	Diss	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.6%	0.7%	0.0%	24.7%	31.7%	4.2%	0.0%	9.8%
	Ipswich	0.0%	0.0%	4.4%	0.0%	28.2%	43.9%	48.1%	8.9%	2.0%	3.6%	2.6%	15.6%	20.8%	16.3%
	Harleston	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.5%	0.4%	0.0%	1.0%
	Norwich	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.7%	16.6%	1.7%	0.0%	4.1%
	Other Centres	14.8%	0.9%	1.5%	0.0%	1.1%	2.4%	4.9%	0.0%	2.0%	2.1%	5.0%	3.9%	1.5%	2.8%
	SUB-TOTAL: OTHER CENTRES		38.8%	55.1%	19.1%	4.4%	29.4%	52.9%	55.6%	19.6%	59.4%	47.0%	61.4%	38.9%	34.3%
SFT	Street Markets	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%
	Internet	29.6%	37.5%	36.4%	28.8%	26.9%	38.7%	29.8%	40.1%	24.9%	46.9%	38.6%	34.4%	34.8%	35.6%
	SUB-TOTAL: SFT		29.6%	37.5%	36.4%	29.5%	26.9%	38.7%	29.8%	40.1%	24.9%	46.9%	38.6%	34.5%	34.9%
TOTAL MARKET SHARE		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Check		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

TABLE 7: GAMES, TOYS, HOBBIES, PETS, ETC - 2015 MARKET SHARE ANALYSIS (%)
Including Internet Shopping and other Special Forms of Trading

ZONES		1	2	3	4	5	6	7	8	9	10	11	TOTAL STUDY AREA	Babergh District Area (Zones 2-6)	Mid Suffolk Area (Zones 7-11)	
BABERGH	Sudbury Town Centre	24.4%	4.2%	29.1%	46.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	9.4%	13.9%	0.0%	
	Hadleigh Town Centre	0.0%	0.0%	0.0%	0.0%	16.3%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	1.4%	3.0%	0.3%	
	Core Villages	1.7%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	
	Other local centres and shops	0.0%	1.0%	0.0%	0.0%	0.0%	7.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.3%	0.0%	
	Out of Centre: <i>Showfield Retail Park</i>	1.2%	0.0%	4.9%	10.2%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.7%	0.0%	
	<i>Copdock Mill Retail Park</i>	0.0%	1.0%	0.0%	0.0%	8.1%	11.9%	2.8%	5.3%	2.7%	1.3%	0.9%	3.4%	5.3%	3.0%	
	<i>Tesco, Copdock Interchange</i>	0.0%	0.0%	0.0%	0.0%	0.0%	6.0%	5.3%	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%	1.3%	
	<i>Other out of centre</i>	0.0%	0.0%	9.9%	1.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.2%	0.0%	
SUB-TOTAL: BABERGH DISTRICT		27.3%	6.2%	45.7%	57.3%	26.5%	24.9%	9.3%	5.3%	2.7%	1.3%	0.9%	19.4%	32.8%	4.6%	
MID SUFFOLK	Stowmarket Town Centre	0.0%	3.8%	0.0%	0.0%	1.5%	0.0%	4.2%	34.9%	6.0%	2.5%	0.0%	6.4%	0.7%	12.2%	
	Needham Market	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	5.9%	0.0%	0.0%	0.0%	0.0%	0.8%	0.6%	1.5%	
	Debenham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.4%	
	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%	
	Other local centres and shops	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	1.8%	1.3%	0.0%	0.0%	0.5%	0.0%	1.0%	
	SUB-TOTAL: MID SUFFOLK DISTRICT		0.0%	3.8%	0.0%	0.0%	1.5%	1.8%	12.7%	36.7%	7.3%	2.5%	0.0%	7.8%	1.2%	15.1%
OTHER CENTRES	Bury St Edmunds	10.6%	47.0%	6.4%	5.8%	0.0%	0.0%	1.0%	7.8%	56.8%	4.3%	0.0%	9.3%	7.3%	11.7%	
	Colchester	17.4%	0.0%	11.0%	4.9%	0.7%	7.4%	0.0%	0.0%	0.0%	0.0%	0.0%	4.9%	6.2%	0.0%	
	Diss	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.8%	0.0%	20.4%	33.2%	4.4%	0.0%	9.2%	
	Ipswich	0.0%	0.0%	7.5%	4.2%	19.2%	28.4%	42.6%	17.3%	1.6%	18.8%	4.6%	14.3%	15.1%	19.1%	
	Harleston	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%	1.4%	
	Norwich	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	0.0%	12.1%	22.6%	2.9%	0.0%	6.1%	
	Other Centres	11.1%	2.2%	2.1%	1.2%	0.0%	2.4%	4.9%	0.0%	1.3%	2.1%	8.2%	3.7%	1.8%	3.2%	
	SUB-TOTAL: OTHER CENTRES		39.1%	49.2%	27.1%	16.1%	19.9%	38.2%	51.0%	26.0%	59.7%	57.6%	76.0%	40.3%	30.4%	50.6%
SFT	Street Markets	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
	Internet	33.6%	40.8%	27.2%	26.6%	52.1%	35.1%	27.1%	32.0%	30.4%	38.6%	23.1%	32.4%	35.6%	29.7%	
	SUB-TOTAL: SFT		33.6%	40.8%	27.2%	26.6%	52.1%	35.1%	27.1%	32.0%	30.4%	38.6%	23.1%	32.4%	35.6%	29.7%
TOTAL MARKET SHARE		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
Check		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	0.0%	100.0%	100.0%

TABLE 8: FURNITURE, CARPETS, FLOOR COVERINGS & SOFT FURNISHINGS - 2015 MARKET SHARE ANALYSIS (%)
Including Internet Shopping and other Special Forms of Trading

ZONES		1	2	3	4	5	6	7	8	9	10	11	TOTAL STUDY AREA	Babergh District Area (Zones 2-6)	Mid Suffolk Area (Zones 7-11)	
BABERGH	Sudbury Town Centre	15.2%	5.0%	16.9%	17.8%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.8%	7.3%	0.0%	
	Hadleigh Town Centre	0.0%	0.0%	0.0%	0.0%	30.4%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%	5.9%	0.0%	
	Core Villages	0.9%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	
	Other local centres and shops	0.0%	0.0%	0.8%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	
	Out of Centre: <i>Showfield Retail Park</i>	4.9%	1.0%	17.7%	15.7%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.0%	0.0%	
	<i>Copdock Mill Retail Park</i>	0.0%	0.0%	2.1%	0.0%	7.2%	7.7%	7.5%	2.2%	0.9%	6.8%	1.1%	3.2%	4.4%	3.7%	
	<i>Tesco, Copdock Interchange</i>	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
	<i>Other out of centre</i>	0.0%	1.3%	2.1%	4.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	
SUB-TOTAL: BABERGH DISTRICT		21.0%	7.2%	40.6%	38.3%	39.4%	8.7%	7.5%	2.2%	0.9%	6.8%	1.1%	16.0%	26.3%	3.7%	
MID SUFFOLK	Stowmarket Town Centre	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%	3.6%	20.3%	2.6%	1.3%	0.0%	3.3%	0.2%	7.1%	
	Needham Market	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.3%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.8%	
	Debenham	0.0%	0.0%	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	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	1.4%	0.0%	0.0%	2.7%	0.0%	0.3%	0.1%	0.7%	
	Other local centres and shops	0.0%	0.0%	1.3%	0.0%	0.0%	1.0%	1.4%	1.0%	2.0%	0.0%	3.5%	1.0%	0.7%	1.6%	
SUB-TOTAL: MID SUFFOLK DISTRICT		0.0%	2.2%	1.3%	0.9%	0.0%	1.0%	9.7%	21.2%	4.6%	4.0%	3.5%	5.0%	1.0%	10.2%	
OTHER CENTRES	Bury St Edmunds	30.8%	68.7%	21.5%	13.9%	2.8%	0.0%	5.7%	17.8%	72.7%	21.1%	3.1%	20.5%	15.6%	21.0%	
	Colchester	33.7%	0.0%	17.6%	27.6%	0.0%	9.7%	7.3%	2.1%	0.0%	0.0%	0.9%	11.4%	10.9%	2.6%	
	Diss	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%	0.0%	0.0%	35.8%	30.1%	4.1%	0.0%	10.7%	
	Ipswich	0.0%	1.3%	1.8%	4.2%	48.6%	59.7%	51.3%	39.6%	0.0%	8.4%	3.5%	22.5%	29.1%	25.6%	
	Harleston	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%	0.2%	
	Norwich	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	3.4%	12.9%	42.0%	4.2%	0.0%	10.3%	
	Other Centres	7.0%	9.0%	1.0%	12.2%	1.5%	13.3%	6.7%	1.6%	3.0%	0.0%	7.6%	5.9%	7.0%	4.0%	
SUB-TOTAL: OTHER CENTRES		71.4%	79.1%	41.9%	57.9%	52.9%	82.7%	73.5%	61.2%	79.2%	78.2%	88.2%	68.8%	62.6%	74.4%	
SFT	Street Markets	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.2%	
	Internet	7.5%	11.5%	16.2%	2.9%	7.7%	7.6%	8.4%	15.4%	15.3%	11.0%	7.2%	10.2%	10.1%	11.5%	
	SUB-TOTAL: SFT		7.5%	11.5%	16.2%	2.9%	7.7%	7.6%	9.3%	15.4%	15.3%	11.0%	7.2%	10.3%	10.1%	11.7%
TOTAL MARKET SHARE		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
Check		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	0.0%	100.0%	100.0%

TABLE 9: DIY, GARDENING, ETC - 2015 MARKET SHARE ANALYSIS (%)
Including Internet Shopping and other Special Forms of Trading

ZONES		1	2	3	4	5	6	7	8	9	10	11	TOTAL STUDY AREA	Babergh District Area (Zones 2-6)	Mid Suffolk Area (Zones 7-11)	
BABERGH	Sudbury Town Centre	21.9%	3.0%	30.5%	20.0%	2.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.2%	11.4%	0.0%	
	Hadleigh Town Centre	0.0%	1.6%	0.0%	0.0%	38.7%	3.3%	0.9%	0.0%	0.0%	0.0%	0.0%	3.3%	8.5%	0.2%	
	Core Villages	0.8%	2.1%	1.0%	0.0%	0.9%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	
	Other local centres and shops	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.8%	0.0%	0.7%	0.4%	0.3%	
	Out of Centre: <i>Showfield Retail Park</i>	8.1%	0.0%	4.4%	8.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.1%	0.0%	
	<i>Copdock Mill Retail Park</i>	0.0%	1.0%	0.0%	1.2%	12.5%	9.3%	11.5%	10.1%	0.0%	13.2%	3.3%	3.3%	5.7%	8.0%	
	<i>Tesco, Copdock Interchange</i>	0.0%	0.0%	0.0%	0.0%	3.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	
	<i>Other out of centre</i>	25.5%	4.8%	53.6%	68.9%	3.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	14.3%	23.0%	
SUB-TOTAL: BABERGH DISTRICT		56.3%	12.4%	89.5%	98.4%	62.3%	15.3%	12.4%	10.1%	0.8%	13.2%	4.0%	34.7%	52.6%	8.5%	
MID SUFFOLK	Stowmarket Town Centre	0.0%	4.5%	0.0%	0.0%	0.0%	0.0%	3.7%	4.5%	0.8%	1.0%	0.0%	1.3%	0.5%	2.4%	
	Needham Market	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	3.5%	0.0%	0.0%	0.0%	0.0%	0.5%	0.2%	0.9%	
	Debenham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.3%	
	Eye	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.2%	0.0%	0.2%	0.0%	0.7%	
	Other local centres and shops	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	3.0%	2.6%	6.3%	0.9%	1.0%	0.1%	2.2%	
	SUB-TOTAL: MID SUFFOLK DISTRICT		0.0%	5.3%	0.0%	0.0%	0.9%	0.0%	8.3%	7.5%	3.4%	12.6%	0.9%	3.1%	0.8%	6.5%
OTHER CENTRES	Bury St Edmunds	1.9%	80.1%	4.4%	0.0%	0.0%	0.0%	0.0%	7.4%	88.2%	11.8%	1.6%	11.3%	10.6%	17.4%	
	Colchester	25.5%	0.0%	5.4%	0.9%	0.0%	12.5%	0.0%	0.0%	0.0%	0.0%	0.0%	5.8%	5.6%	0.0%	
	Diss	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	25.8%	11.2%	2.2%	0.0%	5.8%	
	Ipswich	0.0%	1.0%	0.0%	0.0%	34.0%	71.3%	73.7%	70.9%	3.1%	22.8%	7.6%	31.6%	29.1%	42.4%	
	Harleston	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	13.1%	1.1%	0.0%	2.6%	
	Norwich	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.3%	52.8%	4.9%	0.0%	11.4%	
	Other Centres	14.7%	0.0%	0.0%	0.0%	0.0%	0.0%	3.3%	1.2%	2.1%	3.0%	5.1%	3.3%	0.0%	2.9%	
	SUB-TOTAL: OTHER CENTRES		42.0%	81.0%	9.7%	0.9%	34.0%	83.7%	77.7%	79.6%	93.4%	71.7%	91.4%	60.2%	45.3%	82.5%
SFT	Street Markets	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.1%	0.0%	0.1%	
	Internet	1.7%	1.3%	0.8%	0.7%	2.9%	1.0%	1.6%	2.8%	2.3%	2.6%	3.0%	1.9%	1.3%	2.4%	
	SUB-TOTAL: SFT		1.7%	1.3%	0.8%	0.7%	2.9%	1.0%	1.6%	2.8%	2.3%	2.6%	3.7%	1.9%	1.3%	2.6%
TOTAL MARKET SHARE		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
Check		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	0.0%	100.0%	100.0%

TABLE 10: PERSONAL CARE - 2015 MARKET SHARE ANALYSIS (%)
Including Internet Shopping and other Special Forms of Trading

ZONES		1	2	3	4	5	6	7	8	9	10	11	TOTAL STUDY AREA	Babergh District Area (Zones 2-6)	Mid Suffolk Area (Zones 7-11)	
BABERGH	Sudbury Town Centre	42.9%	5.1%	60.3%	83.1%	4.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	17.9%	27.7%	0.0%	
	Hadleigh Town Centre	0.0%	0.0%	2.1%	0.0%	61.6%	1.8%	1.6%	0.0%	0.0%	0.0%	0.0%	5.2%	12.2%	0.4%	
	Core Villages	0.0%	1.1%	0.8%	0.0%	0.0%	5.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	2.3%	0.0%	
	Other local centres and shops	0.0%	0.0%	0.0%	0.0%	0.0%	5.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	1.7%	0.0%	
	Out of Centre: <i>Showfield Retail Park</i>	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
	<i>Copdock Mill Retail Park</i>	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.3%	0.1%	0.5%	
	<i>Tesco, Copdock Interchange</i>	0.0%	0.0%	0.0%	0.0%	1.5%	14.0%	3.7%	0.0%	0.0%	0.0%	0.0%	0.0%	2.2%	4.9%	
	<i>Other out of centre</i>	3.2%	0.0%	19.1%	9.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.1%	6.5%	
SUB-TOTAL: BABERGH DISTRICT		46.1%	6.2%	82.3%	92.3%	68.1%	26.9%	7.1%	0.0%	0.0%	0.0%	0.0%	30.1%	55.5%	1.8%	
MID SUFFOLK	Stowmarket Town Centre	0.0%	6.7%	0.0%	0.0%	5.1%	0.0%	14.0%	74.5%	15.5%	4.9%	0.0%	14.0%	1.5%	28.4%	
	Needham Market	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.2%	0.1%	0.4%	
	Debenham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.9%	0.0%	0.1%	0.0%	0.3%	
	Eye	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	10.6%	0.0%	0.5%	0.0%	1.2%	
	Other local centres and shops	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.9%	0.8%	0.2%	0.0%	0.4%	
SUB-TOTAL: MID SUFFOLK DISTRICT		0.0%	7.9%	0.0%	0.0%	5.1%	0.0%	16.8%	74.5%	15.5%	17.3%	0.8%	15.1%	1.6%	30.7%	
OTHER CENTRES	Bury St Edmunds	2.7%	80.5%	4.6%	0.7%	2.9%	1.3%	0.7%	5.0%	73.8%	9.1%	0.0%	10.5%	9.9%	14.1%	
	Colchester	20.7%	0.0%	4.0%	0.0%	0.0%	6.1%	0.0%	0.0%	0.0%	0.0%	0.0%	4.1%	3.2%	0.0%	
	Diss	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.5%	4.3%	2.1%	48.6%	49.4%	7.9%	0.0%	16.9%	
	Ipswich	0.0%	0.0%	2.3%	1.5%	21.2%	49.9%	62.6%	3.6%	0.7%	2.8%	1.6%	16.0%	21.1%	18.0%	
	Harleston	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	22.5%	2.0%	0.0%	4.1%	
	Norwich	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	5.0%	12.6%	1.5%	0.0%	3.2%	
	Other Centres	20.0%	1.1%	0.0%	0.0%	0.0%	8.9%	5.6%	0.0%	0.9%	0.0%	8.3%	5.3%	3.0%	3.1%	
SUB-TOTAL: OTHER CENTRES		43.4%	81.7%	10.9%	2.2%	24.1%	66.3%	73.9%	12.9%	77.6%	65.5%	94.3%	47.3%	37.2%	59.3%	
SFT	Street Markets	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
	Internet	10.5%	4.2%	6.9%	5.5%	2.7%	6.9%	2.3%	12.5%	6.9%	17.2%	4.9%	7.5%	5.7%	8.2%	
	SUB-TOTAL: SFT		10.5%	4.2%	6.9%	5.5%	2.7%	6.9%	2.3%	12.5%	6.9%	17.2%	4.9%	7.5%	5.7%	8.2%
TOTAL MARKET SHARE		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
Check		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	0.0%	100.0%	100.0%

TABLE 11: MEDICAL GOODS - 2015 MARKET SHARE ANALYSIS (%)
Including Internet Shopping and other Special Forms of Trading

ZONES		1	2	3	4	5	6	7	8	9	10	11	TOTAL STUDY AREA	Barbergh District Area (Zones 2-6)	Mid Suffolk Area (Zones 7-11)	
BABERGH	Sudbury Town Centre	43.0%	8.8%	58.2%	87.1%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	17.9%	28.1%	0.0%	
	Hadleigh Town Centre	0.0%	1.2%	3.5%	0.0%	76.3%	1.7%	1.6%	0.0%	0.0%	0.0%	0.0%	6.4%	15.3%	0.4%	
	Core Villages	4.9%	5.4%	15.2%	1.3%	0.6%	17.9%	0.0%	0.0%	0.0%	0.0%	0.0%	4.9%	10.7%	0.0%	
	Other local centres and shops	0.0%	0.0%	2.1%	0.0%	0.0%	11.7%	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%	4.2%	0.0%	
	Out of Centre: <i>Shawfield Retail Park</i>	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
	<i>Copdock Mill Retail Park</i>	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.3%	
	<i>Tesco, Copdock Interchange</i>	0.0%	0.0%	0.0%	0.0%	0.7%	18.6%	4.6%	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%	1.2%	
	<i>Other out of centre</i>	3.2%	0.0%	14.9%	9.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.7%	0.0%	
SUB-TOTAL: BABERGH DISTRICT		51.1%	15.4%	93.9%	97.9%	81.2%	49.8%	7.3%	0.0%	0.0%	0.0%	0.0%	36.7%	69.8%	1.9%	
MID SUFFOLK	Stowmarket Town Centre	0.0%	4.7%	0.0%	0.0%	1.8%	0.0%	8.7%	88.1%	13.1%	6.4%	0.0%	14.8%	0.8%	29.1%	
	Needham Market	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	19.1%	0.7%	0.0%	0.0%	0.0%	2.4%	0.2%	5.1%	
	Debenham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	9.6%	0.0%	0.0%	0.9%	0.0%	1.2%	0.0%	2.6%	
	Eye	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	22.6%	4.9%	1.5%	0.0%	3.7%	
	Other local centres and shops	0.0%	1.6%	0.0%	0.0%	0.0%	0.0%	5.2%	0.0%	18.6%	7.0%	3.3%	2.6%	0.2%	5.6%	
	SUB-TOTAL: MID SUFFOLK DISTRICT		0.0%	6.3%	0.0%	0.0%	2.8%	0.0%	42.5%	88.8%	31.6%	37.0%	8.2%	22.5%	1.2%	46.0%
OTHER CENTRES	Bury St Edmunds	3.7%	72.8%	1.4%	0.7%	0.6%	1.2%	0.0%	4.8%	61.7%	7.2%	1.4%	8.8%	8.9%	11.6%	
	Colchester	12.7%	0.0%	2.7%	0.0%	5.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.6%	2.3%	0.0%	
	Diss	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.8%	0.7%	0.9%	44.8%	30.8%	5.3%	0.0%	12.5%	
	Ipswich	0.0%	0.0%	1.4%	0.0%	15.5%	32.6%	38.6%	2.8%	0.9%	0.9%	0.0%	10.4%	13.3%	10.9%	
	Harleston	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	34.8%	3.0%	0.0%	7.0%	
	Norwich	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.2%	11.3%	1.1%	0.0%	2.7%	
	Other Centres	31.6%	3.4%	0.0%	0.0%	10.4%	7.5%	1.5%	0.7%	0.9%	9.4%	7.7%	7.7%	3.6%	4.4%	
	SUB-TOTAL: OTHER CENTRES		47.9%	76.2%	5.5%	0.7%	16.1%	49.3%	48.8%	9.7%	64.2%	56.9%	87.7%	39.0%	28.1%	49.2%
SFT	Street Markets	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.2%	
	Internet	1.0%	2.1%	0.6%	1.5%	0.0%	0.9%	0.7%	1.5%	4.2%	6.1%	4.1%	1.7%	0.9%	2.7%	
	SUB-TOTAL: SFT		1.0%	2.1%	0.6%	1.5%	0.0%	0.9%	1.3%	1.5%	4.2%	6.1%	4.1%	1.8%	0.9%	2.9%
TOTAL MARKET SHARE		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
Check		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	0.0%	100.0%	100.0%

TABLE 12: OTHER COMPARISON GOODS - 2015 MARKET SHARE ANALYSIS (%)
Including Internet Shopping and other Special Forms of Trading

ZONES		1	2	3	4	5	6	7	8	9	10	11	TOTAL STUDY AREA	Barbergh District Area (Zones 2-6)	Mid Suffolk Area (Zones 7-11)	
BABERGH	Sudbury Town Centre	28.8%	1.6%	41.6%	51.1%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	13.0%	17.0%	0.0%	
	Hadleigh Town Centre	0.0%	0.0%	0.0%	0.0%	5.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	1.3%	0.0%	
	Core Villages	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.6%	0.0%	
	Other local centres and shops	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
	Out of Centre: <i>Shawfield Retail Park</i>	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
	<i>Copdock Mill Retail Park</i>	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.4%	
	<i>Tesco, Copdock Interchange</i>	0.0%	0.0%	0.0%	0.0%	0.0%	4.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	1.4%	
	<i>Other out of centre</i>	0.0%	1.6%	3.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	
SUB-TOTAL: BABERGH DISTRICT		28.8%	3.2%	44.9%	51.1%	7.3%	8.4%	1.0%	0.0%	0.0%	0.0%	0.0%	15.0%	21.9%	0.3%	
MID SUFFOLK	Stowmarket Town Centre	0.0%	3.6%	0.0%	0.0%	0.8%	0.0%	11.0%	52.8%	11.9%	2.6%	0.0%	9.5%	0.5%	19.3%	
	Needham Market	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
	Debenham	0.0%	0.0%	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	0.0%	0.0%	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 local centres and shops	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
SUB-TOTAL: MID SUFFOLK DISTRICT		0.0%	3.6%	0.0%	0.0%	0.8%	0.0%	11.0%	52.8%	11.9%	2.6%	0.0%	9.5%	0.5%	19.3%	
OTHER CENTRES	Bury St Edmunds	21.9%	73.1%	12.7%	11.6%	2.1%	2.0%	2.7%	12.9%	65.7%	18.0%	1.3%	15.9%	13.2%	17.0%	
	Colchester	21.0%	0.0%	17.5%	14.1%	1.7%	18.9%	0.0%	0.0%	0.0%	0.0%	0.0%	8.6%	13.0%	0.0%	
	Diss	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%	1.3%	0.0%	27.2%	20.2%	2.9%	0.0%	8.2%	
	Ipswich	0.0%	1.2%	5.5%	3.7%	47.7%	43.1%	58.2%	17.2%	0.0%	10.2%	3.7%	19.3%	25.4%	21.5%	
	Harleston	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	12.2%	1.0%	0.0%	2.3%	
	Norwich	1.3%	0.0%	0.0%	0.0%	0.0%	2.0%	3.5%	2.7%	3.0%	24.2%	41.4%	5.5%	0.7%	13.0%	
	Other Centres	15.8%	8.9%	6.0%	1.2%	4.2%	8.1%	1.0%	1.3%	5.8%	2.1%	4.3%	5.9%	6.3%	2.6%	
	SUB-TOTAL: OTHER CENTRES		60.0%	83.1%	41.7%	30.6%	55.6%	74.2%	67.5%	35.4%	74.5%	81.6%	83.1%	59.0%	58.5%	64.6%
SFT	Street Markets	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
	Internet	11.3%	10.0%	13.4%	18.3%	36.3%	17.4%	20.5%	11.8%	13.7%	15.8%	16.9%	16.5%	19.0%	15.8%	
	SUB-TOTAL: SFT		11.3%	10.0%	13.4%	18.3%	36.3%	17.4%	20.5%	11.8%	13.7%	15.8%	16.9%	16.5%	19.0%	15.8%
TOTAL MARKET SHARE		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
Check		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	0.0%	100.0%	100.0%