

Basildon Borough Council
Castle Point Borough Council
Rochford District Council
Southend-on-Sea Borough Council
Thurrock Council

South Essex Retail Study
Volume 3: Household survey

Peter Brett Associates

November 2017

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Q01 Where did your household last undertake a main food and grocery purchase?													
Aldi, Collier Row Road, Romford, RM5 2AT	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, Eastern Avenue, Southend-on-Sea, SS2 5YB	0.7%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%
Aldi, High Road / Northlands Pavement, Pitsea, SS13 3AB	0.3%	8	6.4%	2	3.9%	3	4.1%	1	0.0%	0	0.0%	0	0.0%
Aldi, High Road, Basildon, SS13 3AB	0.1%	3	5.5%	2	0.5%	0	0.9%	0	0.0%	0	0.0%	0	0.0%
Aldi, London Road, Gravesend, DA11 9LY	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, London Road, Grays, RM17 5YB	0.8%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, London Road, Westcliff-on-Sea, SS0 9HQ	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%
Aldi, Market Place, Romford, RM1 3AB	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, Marlborough Road, Romford, RM7 8AD	1.3%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, Rushbottom Lane, Benfleet, SS7 4BX	0.5%	11	2.7%	1	0.0%	0	0.0%	0	0.0%	0	9.0%	4	4.8%
Aldi, Springfield Road, Chelmsford, CM2 6AP	0.8%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%
Aldi, St Mary's Lane, Upminster, RM14 2QB	1.2%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, The Broadway, Wickford, SS11 7A	0.7%	16	0.0%	0	1.6%	1	18.3%	5	3.7%	1	0.0%	0	0.0%
Asda, Crook Leg, Bexleyheath, DA6 8EQ	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Crossway Boulevard, Greenhithe, DA9 9BT	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Dolphin Approach, Mercury Gardens, Romford, RM1 3EE	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Eastgate Shopping Centre, Basildon, SS14 1AE	0.7%	17	13.6%	5	9.8%	7	0.9%	0	3.3%	1	1.0%	0	0.0%
Asda, Heron Retail Park, Miles Grey Road, Basildon, SS14 3AF	0.8%	19	3.5%	1	16.1%	11	6.0%	2	7.9%	3	0.8%	0	1.2%
Asda, High Street, Strood, ME2 4TR	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, London Road,	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

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Swanley, BR8 7UN													
Asda, Merriellands Crescent, Dagenham, RM9 6SJ	2.6%	60	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, North Shoebury Road,, Shoeburyness, SS3 8DA	1.6%	36	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.5%
Asda, Prospect Place, Dartford, DA1 1BU	0.0%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Queen Elizabeth Square , Chelmsford, CM3 5SY	0.9%	21	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%
Asda, Rawreth Lane, Rayleigh , SS6 9RN	0.7%	16	0.0%	0	0.0%	0	1.4%	0	0.0%	0	1.0%	0	0.0%
Asda, Short Blue Place, Barking, IG11 8FJ	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Thames Way, Gravesend, DA11 0DQ	1.1%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, The Broadway, Bexleyheath, DA6 7BN	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Thurrock Park Way, Tilbury , RM18 7HJ	1.0%	23	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Budgens, Ferry Road, Hullbridge, SS5 6DN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	1.0%
Budgens, High Street, Ingatestone, CM4 9DW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Broadway, Leigh-on-Sea, SS9 1AW	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%
Co-op, Butneys, Basildon, SS14 2DG	0.0%	0	0.5%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%
Co-op, Duke Street, Chelmsford, CM1 1JA	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Faircross Parade, Barking, IG11 8UW	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Foundry Lane, Burnham-on-Crouch, CM0 8BL	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Gloucester Avenue, Moulsham Lodge, Chelmsford , CM2 9LG	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Golden Cross Parade, Rochford, SS4 1UB	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	2.7%
Co-op, Green Lane, Dagenham, RM8 1UU	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Hamlet Court Road, Westcliff-on-Sea, SS0 7EL	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Harewood Road, Pilgrims Hatch, CM15	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

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9PD																								
Co-op, High Road, Benfleet, SS7 5HA	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%	0	0.0%	0	0.0%	0
Co-op, High Road, South Benfleet, SS7 5LA	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
Co-op, High Street, Great Wakering, SS3 0EQ	0.0%	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	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Wickford, SS12 9AT	0.1%	2	0.0%	0	0.0%	0	3.9%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Hutton Road, Shenfield, CM15 8NR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Laindon Centre, Laindon, Basildon, SS15 5TQ	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%	0	0.0%	0	0.0%	0
Co-op, Linden Way, Canvey Island, SS8 9JB	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, London Road, Great Tarpots, South Benfleet, SS7 5UN	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
Co-op, Nevendon Road, Wickford, SS12 0NY	0.0%	0	0.0%	0	0.0%	0	0.5%	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
Co-op, Queens Park Avenue, Billericay, CM12 0UA	0.2%	4	0.0%	0	0.0%	0	0.0%	0	10.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Roche Close, Rochford, SS4 1PX	0.1%	1	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	0.0%	0	0.0%	0
Co-op, Rochford Road, Southend-on-Sea, SS2 6SY	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.6%	0
Co-op, Spa Road, Hockley, SS5 4BE	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, St Peters Terrace, Wickford, SS10 0AP	0.1%	1	0.0%	0	0.0%	0	4.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Sutton Road, Southend-on-Sea, SS2 5PE	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	2.4%	1	1.1%	1
Farmfoods, Greyhound Way, Southend-on-Sea, SS2 5PY	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Iceland, Furtherwick Road, Canvey Island, SS8 7AJ	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Billericay, CM12 9AJ	0.1%	3	0.0%	0	1.6%	1	0.0%	0	5.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Brentwood, CM14 4AJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	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, Maldon, CM9 5PN	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	0.0%	0
Iceland, High Street,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Rayleigh, SS6 7QA													
Iceland, High Street, Wickford, SS12 9AZ	0.0%	1	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%
Iceland, North Street, Hornchurch, RM11 1RL	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, South Mall, Grays, RM17 6QF	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, St Johns Way , Corringham, SS17 7NA	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, The Broadway, Loughton, IG10 3ST	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, York Road, Southend-on-Sea, SS1 2BH	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	5.8%
Lidl, Atlanta Boulevard, Romford, RM1 1TB	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%
Lidl, Cartersfield Road, Waltham Abbey, EN9 1JD	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Daiglen Drive, South Ockendon, RM15 5AE	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, East Mill, Imperial Retail Park, Gravesend, DA11 0DQ	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Foots Cray High Street, Sidcup, DA14 5HJ	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Greyhound Retail Park, Greyhound Way, Southend-on-Sea, SS2 5PY	0.1%	3	0.0%	0	0.5%	0	0.0%	0	0.0%	0	1.2%	0	2.5%
Lidl, London Road, Hadleigh, SS7 2DE	0.2%	6	0.0%	0	0.0%	0	0.0%	0	1.2%	1	8.1%	5	0.0%
Lidl, Manor Road, Basildon, SS15 6PA	0.3%	6	0.0%	0	7.2%	5	0.0%	0	3.6%	1	0.0%	0	0.0%
Lidl, Old Market Retail Park, High Road, Pitsea, SS13 3AB	0.3%	6	6.6%	2	0.7%	0	0.0%	0	1.2%	0	0.0%	0	0.0%
Lidl, Progress Road/Rayleigh Road, Southend-on-Sea, SS9 5PR	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	4	3.0%
Lidl, Waterson Vale, Chelmsford , CM2 9DG	0.7%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	3	0.0%
Lidl, Woodgrange Drive, Southend-on-Sea, SS1 2SE	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	6.4%
M&S Simply Food, Eastwood Road, Rayleigh,	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	4.3%

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Morrisons, Northwick Road, Canvey Island, SS8 0PT	0.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.5%	6	13.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Morrisons, St John's Way, Stanford le Hope, SS17 7NA	0.4%	9	0.0%	0	0.5%	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	0.0%	0	0.0%
Morrisons, Station Parade, Elm Park, RM12 5AB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Western Approaches, Southend-on-Sea, SS2 6SH	0.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	1.5%	0	1.7%	0	1.2%	0	5.7%	1	0.6%	0	8.7%	6	
Morrisons, Wood Lane, Dagenham, RM10 7RA	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Nisa, Derwent Parade , South Ockendon, RM15 5EF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
One Stop, Cluny Square, Southend-on-Sea, SS2 4AF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%
Co-op, North Street, Rochford, SS4 1AA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's Local, Blyth House, Southchurch Road, Southend-on-Sea, SS1 2AY	0.3%	8	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	1.9%	1	0.0%	0	0.0%
Sainsbury's Local, Eastwood Road, Rayleigh, SS6 7LF	0.4%	10	0.0%	0	1.6%	1	0.0%	0	0.0%	0	1.8%	1	4.4%	3	10.1%	3	1.7%	0	0.0%	0	5.8%	1	0.6%	0	0.0%	0	0.0%
Sainsbury's Local, Farnham Road, Harold Hill, RM3 8DX	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	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's Local, London Road, Southend-on-Sea, SS0 9HS	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	0.6%	0	2.1%	1	0.0%
Sainsbury's Local, Spa Road, Hockley , SS5 4PH	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%	0	0.0%	0	0.0%
Sainsbury's Local, West Street, Rochford, SS4 1AS	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's Local,, Cranbrook Road, Ilford, IG2 6HE	0.3%	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	0.0%	0	0.0%	0	0.0%
Sainsbury's, , Loughton, IG10 4PE	0.7%	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	0.0%
Sainsbury's, Basons Lane, Ongar, CM5 9AR	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	0.0%	0	0.0%	0	0.0%
Sainsbury's, Claps Gate Lane, Beckton, E6 6JF	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	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Cricketers Way, East Mayne, Basildon,	0.8%	20	14.5%	6	1.1%	1	12.6%	4	9.2%	3	1.6%	1	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
SS13 1SA													
Sainsbury's, Erith Road, Bexleyheath, DA7 6HJ	0.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, High Road, Chadwell Heath, RM6 6PB	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, High Street, Hornchurch, RM11 1TX	1.4%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Howard Road, Chafford Hundred, Grays, RM16 6YJ	0.6%	13	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%
Sainsbury's, King George Avenue, Ilford, IG2 7SH	0.4%	10	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Knightswick Centre, Canvey Island, SS8 7AD	0.5%	11	0.0%	0	0.7%	0	0.0%	0	0.0%	0	13.1%	6	7.3%
Sainsbury's, London Road, Southend-on-Sea, SS1 1PL	2.0%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Priory Market Place, Dartford, DA1 2HL	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Roden Street, Ilford, IG1 2AA	0.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Stadium Way, Dartford, DA1 4HW	1.7%	38	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%
Sainsbury's, Stadium Way, Rayleigh Weir, Benfleet, SS7 3UB	0.5%	13	0.0%	0	0.0%	0	0.0%	0	1.2%	1	4.6%	3	6.4%
Sainsbury's, Tanners Lane, Barkingside, IC6 1QE	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, The Brewery, Romford, RM1 1AU	1.0%	22	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Torrington Drive, Loughton, IG10 3SZ	0.7%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, William Hunter Way, Brentwood, CM14 4WQ	1.9%	44	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Wingfield Bank, Gravesend, DA11 8JH	1.1%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Ardleigh Green Road, Hornchurch, RM11 2LG	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Armada Centre, Drake Road, Chafford Hundred, Grays, RM16 6PS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Tesco Express, Broadway, Leigh-on-Sea, SS9 1PA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Dukes Walk, Chelmsford, CM1 1GZ	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Fleming Road, Chafford Hundred, Grays , RM16 6YA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Hamlet Court Rd , Southend-on-Sea, SS0 7LJ	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Heygate Avenue, Southend-on-Sea, SS1 1DX	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%
Tesco Express, Kings Street , Stanford le Hope, SS17 0HR	0.0%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%
Tesco Express, Maldon Road, Danbury, CM3 4QW	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Moulsham Street, Chelmsford, CM2 0JA	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Station Road, Burnham-on-Crouch, CM0 8HQ	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Station Road, Sidcup, DA15 7DB	0.7%	17	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%
Tesco Express, The Broadway, Southend-on-Sea, SS1 3ES	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%
Tesco Extra, Bryant Avenue, Harold Wood, RM3 0LL	0.9%	21	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%
Tesco Metro, New Road, Gravesend, DA11 0AF	0.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Airfield Way, Hornchurch, RM12 5AF	2.6%	60	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Ardleigh Green Road, Hornchurch, RM11 2LG	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Brentwood Road, St Mary's, Grays , RM16 4JD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Crammavill Street, Grays, RM16 2BD	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Cranbrook Road, Barking, IG6 1HY	0.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Cuxton Road, Rochester, ME2 2DE	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12													
Tesco, Cygnet View, Grays, RM20 1WN	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Tesco, Cygnet View, Lakeside, West Thurrock, Grays, RM20 1TX	4.6%	105	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Tesco, Edgington Way, Sidcup, DA14 5BN	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Tesco, Elm Park Avenue, Hornchurch, RM12 4SB	0.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Tesco, Fulbridge, Maldon, CM9 4LE	0.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Tesco, Green Lane, Ilford, IG1 1XR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0												
Tesco, Hamlet Court Road, Westcliff-on-Sea, SS0 7LJ	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0												
Tesco, Hazelmere, High Road, Basildon, SS13 3JU	1.4%	32	32.2%	12	11.0%	8	2.5%	1	1.5%	0	7.7%	3	0.8%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0		
Tesco, High Road, Little Heath, RM6 4HY	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	0.0%	0	0.0%	0		
Tesco, High Street, Epping, CM16 4BA	0.6%	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	0.0%	0	0.0%	0		
Tesco, Highbridge Road, Barking, IG11 7BS	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	0.0%	0		
Tesco, Hornchurch Road, Hornchurch, RM11 1PY	1.8%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Tesco, London Road, Leigh-on-Sea, SS9 3JY	0.0%	1	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		
Tesco, London Road, Westcliff-on-Sea, SS0 9PD	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.6%	0	0.0%	0	2.7%	2		
Tesco, Main Road, Romford, RM1 3BT	0.8%	18	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		
Tesco, Mandeville Way, Laindon, Basildon, SS15 6TJ	1.3%	30	2.0%	1	25.5%	18	1.4%	0	7.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Tesco, Manford Way, Chigwell, IG7 4DN	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	0.0%	0		
Tesco, Mayflower Retail Park, Basildon, SS14 3HZ	1.0%	22	6.7%	3	5.7%	4	26.0%	7	9.3%	3	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Tesco, Prince Avenue, Southend-on-Sea, SS0 0JP	1.4%	33	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	3.6%	2	7.9%	2	3.5%	1	16.3%	3	29.9%	3	2.9%	2	13.5%	9
Tesco, Princes Road, Chelmsford, CM2 9XW	0.8%	19	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0		
Tesco, Purbeck Court, Great Baddow, Chelmsford,	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%	0		

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
CM2 8YX													
Tesco, Sewardstone Road, Waltham Abbey, EN9 1JH	0.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Southchurch Avenue, Southend-on-Sea, SS1 2ZG	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.5%
Tesco, Southend Road, Grays, RM17 5NJ	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%
Tesco, Springfield Road, Chelmsford, CM2 6QT	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Station Road, Burnham-on-Crouch, CM0 8HQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Station Road, Sidcup, DA15 7DB	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose, Bluewater Foodhall, Greenhithe, DA9 9SA	1.0%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose, Fossetts Way, Eastern Avenue, Southend-on-Sea, SS2 4DQ	0.8%	18	0.0%	0	0.0%	0	1.0%	0	0.0%	0	1.6%	1	1.0%
Waitrose, High Street, Billericay, CM12 9BY	0.7%	16	0.0%	0	1.1%	1	0.0%	0	21.0%	7	0.0%	0	0.0%
Waitrose, High Street, Sidcup, DA14 6EN	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose, London Road, Leigh-on-Sea, SS9 3JQ	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	2	0.0%
Waitrose, St Mary's Lane, Upminster, RM14 3BT	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose, Station Road, Longfield, DA3 7QA	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Basildon (incl. Eastgate Shopping Centre)	0.0%	1	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Billericay	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Dartford	0.7%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Gravesend	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Grays	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
intu Lakeside Shopping Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
London - Other	3.1%	71	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
North Melbourne	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Rainham	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Rochford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%
Romford	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%
South Ockendon	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
South Woodham Ferrers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12													
Southend-on-Sea (incl. The Royals Sopping Centre and The Victoris Shopping Centre)	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%	0	0.0%	0	0.0%	0	0.0%	0		
Tarpots	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%	0	0.0%	0	0.0%	0	0.0%	
Wickford	0.1%	1	0.0%	0	0.0%	0	4.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Other - outside area	0.7%	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	0.0%	0	0.6%	0	0.0%	
Other - zone 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	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Other - zone 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	0.0%	0	0.0%	0	0.0%	
Other - zone 20	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	0.0%	0	0.0%	
Other - zone 23	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%	0	0.0%	
Asda, Bentalls Complex, Colchester Road, Heybridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	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, Queen Elizabeth Square, South Woodham Ferrers, Chelmsford	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	2	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Costco, West Thurrock Way, West Thurrock	0.0%	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	0.0%	0	0.0%	0	0.0%	
Iceland, Greyhound Retail Park, Southend-on-Sea	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	3.0%	1	1.0%	0	0.0%	0	0.0%	
Marks & Spencer, High Street, Chelmsford	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	0.0%	0	0.0%	
Sainsbury's, White Hart Lane, Chelmsford, CM2 5PA	1.3%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Southminster	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	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, London Road, Rayleigh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Tesco Express, Meadow Rise, Billericay	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	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, Bridge Road, Rainham	1.2%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Welling	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	0.0%	0	0.0%	0	0.0%	
Internet / delivered	8.8%	203	0.7%	0	5.0%	4	3.0%	1	7.2%	2	3.7%	2	8.3%	5	6.3%	2	11.8%	3	8.7%	2	4.6%	0	1.7%	1	2.8%	2
(Don't know / can't remember)	1.8%	42	0.0%	0	0.0%	0	0.0%	0	0.8%	0	2.2%	1	0.6%	0	1.3%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.6%	0
(Don't do this type of shopping)	0.2%	5	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.6%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2
Weighted base:	2303	38		69	29	33	44	57	30	26	20	10	62	67												
Sample:	2303	100		100	100	100	100	100	101	100	100	100	101	100												

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12													
Q02 And where did you shop the time before that (was it the same, or different, and if so, please specify)?																										
<i>Those who gave a location at Q01</i>																										
Aldi, Collier Row Road, Romford, RM5 2AT	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	0.0%	0	0.0%	0		
Aldi, Eastern Avenue, Southend-on-Sea, SS2 5YB	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	1.2%	0	9.3%	2	8.2%	1	1.5%	1	8.9%	6
Aldi, Friary Place, Strood, ME2 4TP	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%	0	0.0%	0
Aldi, High Road / Northlands Pavement, Pitsea, SS13 3AB	0.6%	13	6.3%	2	7.4%	5	2.0%	1	0.6%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Aldi, High Road, Basildon, SS13 3AB	0.0%	1	0.0%	0	0.6%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, London Road, Gravesend, DA11 9LY	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, London Road, Grays, RM17 5YB	0.5%	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	0.0%	0	0.0%	0
Aldi, London Road, Westcliff-on-Sea, SS0 9HQ	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	1.1%	1	0.0%	0	0.5%	0	0.0%	0	0.6%	0	0.0%	0	7.3%	5
Aldi, Market Place, Romford, RM1 3AB	0.7%	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	0.0%	0	0.0%	0	0.0%	0
Aldi, Marlborough Road, Romford, RM7 8AD	1.5%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Ripple Road, Dagenham, RM9 6SJ	1.9%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Rushbottom Lane, Benfleet, SS7 4BX	0.4%	10	0.7%	0	0.0%	0	0.0%	0	0.0%	0	10.6%	5	5.2%	3	0.8%	0	6.1%	2	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Aldi, Springfield Road, Chelmsford, CM2 6AP	1.0%	23	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
Aldi, St Mary's Lane, Upminster, RM14 2QB	1.0%	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	0.0%	0
Aldi, The Broadway, Wickford, SS11 7A	0.7%	15	0.0%	0	1.7%	1	20.4%	6	6.4%	2	0.0%	0	0.0%	0	0.8%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Crook Leg, Bexleyheath, DA6 8EQ	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	0.0%	0	0.0%	0
Asda, Dolphin Approach, Mercury Gardens, Romford, RM1 3EE	0.0%	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	0.0%	0	0.0%	0	0.0%	0
Asda, Eastgate Shopping Centre, Basildon, SS14 1AE	0.7%	16	20.8%	8	4.0%	3	1.4%	0	7.2%	2	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Heron Retail Park, Miles Grey Road, Basildon, SS14 3AF	0.6%	14	2.6%	1	10.9%	7	3.6%	1	7.5%	2	1.4%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Asda, High Street, Strood, ME2 4TR	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Merriellands Crescent, Dagenham, RM9 6SJ	1.2%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, North Shoebury Road,, Shoeburyness, SS3 8DA	1.2%	28	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.5%
Asda, Prospect Place, Dartford, DA1 1BU	0.0%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Queen Elizabeth Square , Chelmsford, CM3 5SY	0.9%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Rawreth Lane, Rayleigh , SS6 9RN	0.6%	14	0.0%	0	0.0%	0	0.7%	0	0.0%	0	1.0%	0	0.0%
Asda, Short Blue Place, Barking, IG11 8FJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Thames Way, Gravesend, DA11 0DQ	0.8%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, The Broadway, Bexleyheath, DA6 7BN	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Thurrock Park Way, Tilbury , RM18 7HJ	0.8%	17	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Beehive Lane, Chelmsford, CM2 9RP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Beehive Lane, Chelmsford, CM2 9RP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Butneys, Basildon, SS14 2DG	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Cross Road, Maldon, CM9 5ED	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Dene Holm Road, Gravesend, DA11 8LG	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Eastwood Road North , Leigh-On-Sea , SS9 4LS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Ferry Road, Hullbridge, SS5 6ET	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%
Co-op, Foundry Lane, Burnham-on-Crouch, CM0 8BL	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Golden Cross Parade, Rochford, SS4 1UB	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	3.4%
Co-op, Hamlet Court Road, Westcliff-on-Sea, SS0 7EL	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%
Co-op, High Road, Benfleet, SS7 5HA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%
Co-op, High Road, North	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12											
Weald, CM16 6BY																								
Co-op, High Road, South Benfleet, SS7 5LA	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
Co-op, High Street, Great Wakering, SS3 0EQ	0.0%	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	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Stanford le Hope, SS17 0HD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Wickford, SS12 9AT	0.1%	3	0.0%	0	0.0%	0	3.0%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Hutton Road, Shenfield, CM15 8NR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Laindon Centre, Laindon, Basildon, SS15 5TQ	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Linden Way, Canvey Island, SS8 9JB	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%	0	0.0%	0
Co-op, Lodge Lane, Grays, RM17 5RZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Great Tarpots, South Benfleet, SS7 5UN	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
Co-op, Nevendon Road, Wickford, SS12 0NY	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	0.0%	0
Co-op, Queens Park Avenue, Billericay, CM12 0UA	0.1%	2	0.0%	0	0.0%	0	0.0%	0	3.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Roche Close, Rochford, SS4 1PX	0.0%	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	0.6%	0	0.0%	0	0.0%	0
Co-op, Rochford Road, Southend-on-Sea, SS2 6SY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Southchurch Road, Southend-on-Sea, SS1 2PH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Co-op, Spa Road, Hockley, SS5 4BE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	1	0.5%	0	0.0%	0	1.0%	0	0.0%	0
Co-op, St Peters Terrace, Wickford, SS10 0AP	0.1%	1	0.0%	0	0.0%	0	4.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Stock Road, Billericay, CM12 0RP	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
Co-op, Sutton Road, Southend-on-Sea, SS2 5PE	0.0%	0	0.0%	0	0.0%	0	0.0%	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
Co-op, The Sorrels, Stanford le Hope, SS17 7DZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Upshire Road, Waltham Abbey, EN9 3PE	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	0.0%	0
Co-op, West Road,	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	1.7%	1	0.0%	0

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Shoeburyness, SS3 9DT													
Farmfoods, Greyhound Way, Southend-on-Sea, SS2 5PY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	0	0.0%
Farmfoods, High Road, Pitsea, SS13 3BY	0.1%	2	4.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Farmfoods, Waterson Vale, Chelmsford, CM2 9PB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, Corbets Tey Road, Upminster, RM14 2AL	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, Furtherwick Road, Canvey Island, SS8 7AJ	0.1%	2	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.6%	0	0.0%
Iceland, Heathway, Dagenham, RM10 8QS	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, High Street, Billericay, CM12 9AJ	0.0%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%
Iceland, High Street, Maldon, CM9 5PN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, High Street, Rayleigh, SS6 7QA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%
Iceland, High Street, Wickford, SS12 9AZ	0.0%	1	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%
Iceland, London Road, Leigh-on-Sea, SS9 3NF	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%
Iceland, Market Place, Basildon, SS14 1DD	0.0%	1	0.7%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, Market Place, Romford, RM1 3AB	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, South Mall, Grays, RM17 6QF	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, St Johns Way, Corringham, SS17 7NA	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, The Broadway, Loughton, IG10 3ST	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, York Road, Southend-on-Sea, SS1 2BH	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.6%
Lidl, Cartersfield Road, Waltham Abbey, EN9 1JD	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Daiglen Drive, South Ockendon, RM15 5AE	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, East Mill, Imperial Retail Park, Gravesend, DA11 0DQ	0.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Greyhound Retail Park, Greyhound Way, Southend-on-Sea, SS2	0.2%	4	0.0%	0	0.0%	0	0.0%	0	1.0%	0	1.3%	0	1.2%

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
5PY													
Lidl, High Street North, East Ham, E6 2JA	0.0%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%
Lidl, London Road, Hadleigh, SS7 2DE	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.6%	0	12.0%	7	2.0%
Lidl, Manor Road, Basildon, SS15 6PA	0.5%	11	0.0%	0	14.8%	10	0.0%	0	0.8%	0	0.0%	0	0.0%
Lidl, Old Market Retail Park, High Road, Pitsea, SS13 3AB	0.2%	4	6.4%	2	1.3%	1	0.0%	0	0.6%	0	0.0%	0	0.5%
Lidl, Progress Road/Rayleigh Road, Southend-on-Sea, SS9 5PR	0.6%	13	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	15.3%
Lidl, Waterson Vale, Chelmsford, CM2 9DG	0.8%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	3	0.0%
Lidl, Woodgrange Drive, Southend-on-Sea, SS1 2SE	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
M&S Simply Food, Arterial Road, Grays, RM16 3BG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
M&S Simply Food, Eastwood Road, Rayleigh, SS6 7JQ	0.4%	10	0.0%	0	0.0%	0	0.0%	0	0.6%	0	7.6%	2	3.0%
M&S Simply Food, High Street, Epping, CM16 4BP	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
M&S Simply Food, High Street, Maldon, CM9 5PN	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
M&S Simply Food, Mayflower Retail Park, Basildon, SS14 3HZ	0.1%	3	0.5%	0	1.2%	1	0.5%	0	1.7%	1	1.7%	1	0.0%
Marks & Spencer, High Street, Loughton, IG10 4LF	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks & Spencer, High Street, Southend-on-Sea, SS1 1JS	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%
Marks & Spencer, High Street, Brentwood, CM14 4RH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks & Spencer, intu Lakeside Shopping Centre, Grays, RM20 2ZQ	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks & Spencer, Station Road, Upminster, RM14 2SU	0.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks & Spencer, Town	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Square, Basildon, SS14 1DZ													
Morrisons, Coldharbour Road, Gravesend, DA11 8AB	2.0%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Copperfield Road, Chelmsford, CM1 4UX	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, High Road, Loughton, IG10 1RB	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, James Watt Way, Erith, DA8 2AH	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Jenner Close, Sidcup, DA14 6BF	1.1%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Knight Road, Rochester, ME2 2AA	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Limebrook Way, Maldon, CM9 6 GG	2.1%	47	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Link Road, Canvey Island, SS8 9UB	0.6%	13	2.6%	1	0.0%	0	0.0%	0	0.0%	0	19.2%	8	6.2%
Morrisons, London Road, Grays , RM17 5XZ	1.1%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%
Morrisons, London Road, Hadleigh, Benfleet, SS7 2RB	0.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	2	8.0%
Morrisons, Northwick Road, Canvey Island, SS8 0PT	0.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.4%	8	8.3%
Morrisons, St John's Way, Stanford le Hope, SS17 7NA	0.4%	8	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.6%	0	1.2%
Morrisons, Western Approaches, Southend-on-Sea, SS2 6SH	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%
Morrisons, Wood Lane, Dagenham, RM10 7RA	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Nisa, Craven Avenue, Canvey Island, SS8 ODJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%
Nisa, Derwent Parade , South Ockendon, RM15 5EF	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Nisa, Woodgrange Drive, Southend-on-Sea, SS1 2SG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%
Co-op, North Street, Rochford, SS4 1AA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%
Sainsbury's Local, Blyth House, Southchurch Road,	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12													
Southend-on-Sea, SS1 2AY																										
Sainsbury's Local, Eastwood Road, Rayleigh, SS6 7LF	0.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	3.9%	2	8.9%	3	3.1%	1	0.6%	0	0.0%	0	0.0%	0	1.0%	1
Sainsbury's Local, Farnham Road, Harold Hill, RM3 8DX	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	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, London Road, Southend-on-Sea, SS0 9HS	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	1.0%	0	0.0%	0	0.0%	0	2.8%	2
Sainsbury's Local, Spa Road, Hockley, SS5 4PH	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
Sainsbury's Local, West Street, Rochford, SS4 1AS	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local,, Cranbrook Road, Ilford, IG2 6HE	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	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, , Loughton, IG10 4PE	0.8%	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	0.0%	0
Sainsbury's, Basons Lane, Ongar, CM5 9AR	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	0.0%	0	0.0%	0
Sainsbury's, Broadway, Bexleyheath, DA6 7DF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Claps Gate Lane, Beckton, E6 6JF	0.6%	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	0.0%	0	0.0%	0
Sainsbury's, Cricketers Way, East Mayne, Basildon, SS13 1SA	0.8%	18	11.0%	4	1.8%	1	14.7%	4	9.6%	3	1.0%	0	0.0%	0	0.7%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Erith Road, Bexleyheath, DA7 6HJ	0.5%	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	0.0%	0	0.0%	0
Sainsbury's, High Road, Chadwell Heath, RM6 6PB	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	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, High Street, Hornchurch, RM11 1TX	1.9%	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	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Howard Road, Chafford Hundred, Grays, RM16 6YJ	0.7%	15	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	0.0%	0
Sainsbury's, King George Avenue, Ilford, IG2 7SH	0.5%	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	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Knightswick Centre, Canvey Island, SS8 7AD	0.6%	14	0.0%	0	0.7%	0	0.0%	0	0.0%	0	15.3%	7	12.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, London Road, Southend-on-Sea, SS1 1PL	0.8%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	1.8%	0	1.9%	0	9.0%	6	14.7%	9
Sainsbury's, Priory Market	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	0.0%	0	0.0%	0	0.0%	0

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12													
Place, Dartford, DA1 2HL																										
Sainsbury's, Stadium Way, Dartford, DA1 4HW	1.5%	33	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		
Sainsbury's, Stadium Way, Rayleigh Weir, Benfleet, SS7 3UB	0.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	4.2%	2	7.0%	2	10.5%	3	0.0%	0	1.7%	0	0.0%	0	0.8%	0
Sainsbury's, Tanners Lane, Barkingside, IC6 1QE	0.4%	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	0.0%	0	0.0%	0
Sainsbury's, The Brewery, Romford, RM1 1AU	0.4%	9	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%	0	0.0%	0	0.0%	0
Sainsbury's, Torrington Drive, Loughton, IG10 3SZ	0.6%	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	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, William Hunter Way, Brentwood, CM14 4WQ	1.7%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Wingfield Bank, Gravesend, DA11 8JH	1.4%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Ardleigh Green Road, Hornchurch, RM11 2LG	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	0.0%	0	0.0%	0
Tesco Express, Armada Centre, Drake Road, Chafford Hundred, Grays, RM16 6PS	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%	0	0.0%	0
Tesco Express, Broadway, Leigh-on-Sea, SS9 1PA	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	0.6%	0	0.0%	0
Tesco Express, Broomfield Road, Chelmsford, CM1 4DP	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	0.0%	0	0.0%	0
Tesco Express, Calcutta Road, Tilbury, RM18 7QW	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	0.0%	0	0.0%	0
Tesco Express, Derry Avenue, South Ockendon, RM15 5GH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Dukes Walk, Chelmsford, CM1 1GZ	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	0.0%	0	0.0%	0
Tesco Express, Hamlet Court Rd, Southend-on-Sea, SS0 7LJ	0.2%	5	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	6.0%	4
Tesco Express, Heygate Avenue, Southend-on-Sea, SS1 1DX	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	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Hutton Road, Shenfield, CM15 8JD	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%	0	0.0%	0
Tesco Express, Maldon	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	0.0%	0	0.0%	0

South Essex Retail Study for Peter Brett Associates

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Road, Danbury, CM3 4QW													
Tesco Express, Station Road, Burnham-on-Crouch, CM0 8HQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Station Road, Sidcup, DA15 7DB	0.2%	5	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%
Tesco Express, The Broadway, Southend-on-Sea, SS1 3ES	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%
Tesco Extra, Bryant Avenue, Harold Wood, RM3 0LL	1.2%	27	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%
Tesco Metro, Collier Row Lane, Collier Row, RM5 3NL	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Metro, New Road, Gravesend, DA11 0AF	0.7%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Airfield Way, Hornchurch, RM12 5AF	1.8%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Brentwood Road, St Mary's, Grays , RM16 4JD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Coppice Row, Theydon Bois, CM16 7EU	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Crammavill Street, Grays, RM16 2BD	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Cranbrook Road, Barkingside, IG6 1HY	1.8%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Cuxton Road, Rochester, ME2 2DE	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Cygnet View, Grays, RM20 1WN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Cygnet View, Lakeside, West Thurrock , Grays , RM20 1TX	4.9%	110	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Edgington Way, Sidcup, DA14 5BN	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Fulbridge , Maldon, CM9 4LE	0.8%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%
Tesco, Hamlet Court Road, Westcliff-on-Sea, SS0 7LJ	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%
Tesco, Hazelmere, High Road, Basildon, SS13 3JU	1.6%	37	28.0%	11	20.9%	14	3.4%	1	0.0%	0	11.5%	5	3.2%
Tesco, High Street, Epping, CM16 4BA	0.7%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Highbridge Road,	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Barking, IG11 7BS													
Tesco, Hornchurch Road, Hornchurch, RM11 1PY	2.2%	50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%
Tesco, Hutton Road, Shenfield, CM15 8JD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, London Road, Leigh-on-Sea, SS9 3JY	0.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.7%
Tesco, London Road, Westcliff-on-Sea, SS0 9PD	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%
Tesco, Main Road, Romford, RM1 3BT	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Mandeville Way, Laindon, Basildon, SS15 6TJ	0.9%	21	0.0%	0	21.4%	15	0.7%	0	7.2%	2	0.0%	0	0.0%
Tesco, Manford Way, Chigwell, IG7 4DN	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Mayflower Retail Park, Basildon, SS14 3HZ	0.9%	20	8.3%	3	3.0%	2	23.3%	7	16.8%	5	0.8%	0	0.8%
Tesco, Prince Avenue, Southend-on-Sea, SS0 0JP	1.2%	28	0.0%	0	0.0%	0	0.9%	0	0.0%	0	3.7%	2	7.3%
Tesco, Princes Road, Chelmsford, CM2 9XW	0.7%	16	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.9%
Tesco, Purbeck Court, Great Baddow, Chelmsford, CM2 8YX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Sewardstone Road, Waltham Abbey, EN9 1JH	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Southchurch Avenue, Southend-on-Sea, SS1 2ZG	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%
Tesco, Southend Road, Grays, RM17 5NJ	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%
Tesco, Springfield Road, Chelmsford, CM2 6QT	0.7%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Station Road, Burnham-on-Crouch, CM0 8HQ	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Station Road, Sidcup, DA15 7DB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose, Bluewater Foodhall, Greenhithe, DA9 9SA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose, Bluewater Shopping Centre, Dartford, DA9 9SA	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12															
Waitrose, Fossetts Way, Eastern Avenue, Southend-on-Sea, SS2 4DQ	1.0%	23	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	4.8%	1	4.8%	1	8.1%	2	14.4%	1	18.1%	11	6.4%	4
Waitrose, High Street, Billericay, CM12 9BY	0.6%	13	0.0%	0	0.0%	0	2.7%	1	18.8%	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
Waitrose, High Street, Sidcup, DA14 6EN	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, London Road, Leigh-on-Sea, SS9 3JQ	0.4%	8	0.0%	0	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	0.0%	0
Waitrose, St Mary's Lane, Upminster, RM14 3BT	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	0.0%	0	0.0%	0	0.0%	0
Waitrose, Station Road, Longfield, DA3 7QA	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	0.0%	0	0.0%	0	0.0%	0
Welcome, Portsea Road, Tilbury, RM18 8AX	0.0%	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	0.0%	0	0.0%	0
Basildon (incl. Eastgate Shopping Centre)	0.2%	4	1.5%	1	0.6%	0	4.9%	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
Bexleyheath	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%	0	0.0%	0	0.0%	0
Bishops Stortford	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	0.0%	0	0.0%	0	0.0%	0
Bluewater Shopping Centre	1.0%	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	0.0%	0	0.0%	0
Brentwood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chelmsford (incl. Meadows Shopping Centre, High Chelmer Shopping Centre)	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%	0	0.0%	0	0.0%	0
Corringham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dartford	0.6%	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	0.0%	0	0.0%	0	0.0%	0
Gravesend	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%	0	0.0%	0	0.0%	0
Grays	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	0.0%	0	0.0%	0	0.0%	0
intu Lakeside Shopping Centre	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leigh-on-Sea	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%	0	0.0%	0	0.0%	0	0.0%	0
London - Other	4.1%	91	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Melbourne	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainham	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rayleigh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rochford	0.0%	0	0.0%	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	0.0%	0	0.0%	0	0.0%	0
Romford	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	0.0%	0	0.0%	0	0.0%	0
South Benfleet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Ockendon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Woodham Ferrers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southend-on-Sea (incl. The Royals Sopping Centre and The Victoris 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	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - outside area	0.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 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	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Other - zone 13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other - zone 19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other - zone 20	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other - zone 21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Bentalls Complex, Colchester Road, Heybridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Queen Elizabeth Square, South Woodham Ferrers, Chelmsford	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Costco, West Thurrock Way, West Thurrock	0.1%	2	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, Greyhound Retail Park, Southend-on-Sea	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks & Spencer, High Street, Chelmsford	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, White Hart Lane, Chelmsford, CM2 5PA	1.0%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, London Road, Rayleigh	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Meadow Rise, Billericay	0.1%	2	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Extra, Bridge Road, Rainham	0.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Welling	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Internet / delivered	9.3%	210	0.7%	0	4.7%	3	3.4%	1	6.9%	2	1.4%	1	8.4%
(Don't know / can't remember)	2.0%	44	1.6%	1	1.0%	1	0.7%	0	1.0%	0	0.0%	0	1.8%
Weighted base:	2255	38	68	29	32	43	56	30	25	19	10	62	65
Sample:	2269	100	98	100	99	97	97	98	98	99	100	101	97

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12													
Q03 What form of transport do you use to visit your main food shopping destination?																										
<i>Those who gave a location and not those who shop online at Q01</i>																										
Car - Driver	71.0%	1457	62.1%	23	77.6%	50	85.1%	24	87.6%	26	69.0%	28	63.4%	33	81.7%	23	84.3%	19	64.1%	11	77.8%	7	67.3%	41	57.3%	36
Car - Passenger	13.1%	270	16.8%	6	12.6%	8	2.8%	1	4.2%	1	18.0%	7	13.0%	7	9.8%	3	11.6%	3	18.7%	3	16.4%	2	8.9%	5	19.0%	12
Bus	2.8%	58	4.8%	2	1.8%	1	3.9%	1	1.3%	0	2.3%	1	4.9%	2	1.4%	0	0.6%	0	8.9%	2	0.7%	0	8.5%	5	3.6%	2
Cycle	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	3	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	1.0%	1
Disabled vehicle (e.g. mobility scooter)	0.2%	4	0.9%	0	0.0%	0	0.6%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	1.3%	1	0.0%	0
Taxi	0.5%	10	2.0%	1	1.1%	1	0.0%	0	1.3%	0	0.6%	0	0.0%	0	0.7%	0	0.0%	0	0.7%	0	1.3%	0	1.3%	1	0.0%	0
Train	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%	0	0.0%	0
Walk	10.5%	216	12.2%	5	3.9%	3	6.2%	2	5.0%	2	10.0%	4	8.0%	4	6.4%	2	1.8%	0	5.5%	1	3.8%	0	10.2%	6	17.9%	11
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	1.5%	30	1.2%	0	3.0%	2	1.4%	0	0.0%	0	0.0%	0	4.0%	2	0.0%	0	1.6%	0	0.7%	0	0.0%	0	2.4%	1	1.2%	1
Weighted base:		2052		38		64		28		30		41		51		28		22		18		9		61		63
Sample:		2138		99		93		96		92		92		94		92		91		94		93		99		93

Q04 When your household undertakes its main food and grocery spend (STORE MENTIONED AT Q01) does it visit other shops, leisure or service outlets on the same shopping trips? And if so which ones?
[MR]

Those who gave a location and not those who shop online at Q01

Yes - other food shops	5.8%	120	4.0%	1	7.6%	5	3.2%	1	15.9%	5	7.0%	3	0.0%	0	1.4%	0	3.0%	1	2.1%	0	9.6%	1	2.0%	1	4.6%	3
Yes - other non food shops (clothing, footwear, electrical etc)	12.8%	262	9.3%	3	13.6%	9	7.2%	2	24.2%	7	8.9%	4	4.4%	2	9.6%	3	7.9%	2	4.7%	1	6.6%	1	11.0%	7	11.9%	7
Yes - pubs, restaurants or cafes	2.5%	51	0.5%	0	0.6%	0	0.9%	0	0.0%	0	5.3%	2	6.2%	3	2.6%	1	2.4%	1	1.4%	0	2.9%	0	1.3%	1	1.2%	1
Yes - financial service (i.e. bank, building society)	2.8%	57	0.7%	0	1.7%	1	1.7%	0	4.1%	1	4.7%	2	6.9%	4	1.9%	1	1.4%	0	1.4%	0	0.7%	0	2.4%	1	1.2%	1
Yes - other service (e.g. hairdresser, travel agent, estate agent)	0.5%	11	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.6%	0	2.2%	1	0.7%	0	0.0%	0	0.7%	0	1.8%	0	0.7%	0	0.6%	0
Yes - leisure activity	1.4%	29	2.9%	1	0.8%	0	0.7%	0	0.0%	0	2.1%	1	3.0%	2	0.0%	0	0.0%	0	2.3%	0	6.9%	1	2.6%	2	2.4%	2
Yes - other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(No)	74.1%	1520	81.4%	31	82.7%	53	86.1%	24	67.4%	20	72.6%	30	79.4%	41	85.8%	24	86.9%	19	88.3%	16	75.8%	7	73.9%	45	77.9%	49
(Don't know / varies)	4.9%	101	2.6%	1	0.8%	0	3.9%	1	4.1%	1	2.5%	1	2.7%	1	1.8%	0	0.0%	0	2.0%	0	0.7%	0	9.3%	6	2.9%	2
Weighted base:		2052		38		64		28		30		41		51		28		22		18		9		61		63
Sample:		2138		99		93		96		92		92		94		92		91		94		93		99		93

Weighted:

July 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12													
Mean score [£]:																										
Q05 Approximately how much money does your household spend per week on its main food and groceries shop at (STORE MENTIONED AT Q01)?																										
<i>Those who gave a location at Q01</i>																										
£1 - 10	0.2%	5	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	1.0%	1				
£11 - 20	2.6%	59	2.2%	1	0.0%	0	2.0%	1	2.0%	1	1.4%	1	2.8%	2	0.0%	0	2.8%	1	2.5%	0	1.3%	1	3.3%	2		
£21 - 30	5.6%	125	8.1%	3	2.1%	1	4.0%	1	7.2%	2	3.9%	2	5.7%	3	1.3%	0	3.5%	1	6.1%	1	4.3%	0	9.0%	6	16.7%	11
£31 - 40	5.9%	134	4.0%	2	6.7%	5	2.7%	1	5.2%	2	10.6%	5	12.1%	7	4.1%	1	2.0%	0	7.3%	1	9.6%	1	3.2%	2	10.5%	7
£41 - 50	10.3%	232	12.3%	5	18.3%	12	8.9%	3	9.2%	3	4.4%	2	8.2%	5	7.8%	2	11.5%	3	11.2%	2	10.0%	1	10.9%	7	11.5%	7
£51 - 60	5.5%	125	4.3%	2	3.1%	2	7.0%	2	6.5%	2	17.3%	7	4.2%	2	14.0%	4	10.3%	3	10.5%	2	8.0%	1	8.4%	5	5.0%	3
£61 - 70	6.3%	143	5.8%	2	5.1%	3	12.7%	4	7.9%	3	5.7%	2	7.7%	4	4.4%	1	10.7%	3	6.1%	1	5.5%	1	4.0%	2	9.5%	6
£71 - 80	8.1%	183	5.9%	2	6.6%	4	5.8%	2	21.7%	7	19.3%	8	9.9%	6	12.3%	4	10.9%	3	6.7%	1	6.9%	1	9.4%	6	7.5%	5
£81 - 90	4.6%	104	3.3%	1	7.3%	5	9.4%	3	1.7%	1	0.6%	0	8.4%	5	5.1%	2	4.0%	1	3.3%	1	2.1%	0	2.7%	2	1.3%	1
£91 - 100	13.5%	304	16.5%	6	9.9%	7	13.8%	4	12.0%	4	9.8%	4	17.9%	10	12.5%	4	14.0%	4	16.8%	3	16.7%	2	15.1%	9	7.1%	5
£101 - 150	18.1%	408	16.2%	6	27.6%	19	12.1%	3	14.6%	5	9.7%	4	7.6%	4	10.6%	3	18.1%	5	11.4%	2	24.9%	2	10.0%	6	8.1%	5
£151 - 200	4.0%	91	4.6%	2	3.9%	3	6.8%	2	2.9%	1	4.2%	2	2.3%	1	3.6%	1	1.4%	0	1.8%	0	2.5%	0	1.9%	1	3.2%	2
£201+	0.3%	6	0.0%	0	0.6%	0	2.0%	1	0.0%	0	1.1%	0	0.0%	0	0.0%	0	4.7%	1	0.0%	0	1.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	13.4%	303	14.5%	5	7.9%	5	11.0%	3	9.1%	3	10.3%	4	10.8%	6	21.5%	6	7.2%	2	13.1%	3	3.9%	0	20.9%	13	15.3%	10
(Refused)	1.5%	34	2.4%	1	0.9%	1	1.2%	0	0.0%	0	1.2%	1	2.5%	1	2.7%	1	1.7%	0	2.8%	1	1.4%	0	3.4%	2	0.0%	0
<i>Mean:</i>	<i>86.68</i>	<i>82.28</i>	<i>93.25</i>	<i>90.63</i>	<i>81.41</i>	<i>78.92</i>	<i>77.69</i>	<i>85.20</i>	<i>95.14</i>	<i>77.72</i>	<i>87.35</i>	<i>76.98</i>	<i>66.46</i>													
Weighted base:	2255	38	68	29	32	43	56	30	25	19	10	62	65													
Sample:	2269	100	98	100	99	97	97	98	98	99	100	101	97													

Mean score [Times a week]: Everyday = 7, 5 - 6 times a week = 5.5, 3 - 4 times a week = 3.5, Twice a week = 2, Once a week = 1, Once every two weeks = 0.5, Once a month = 0.25, Less often = 0.1

Q06 How often does your household normally visit its main food and grocery shopping destination (STORE MENTIONED AT Q01)?

Those who gave a location at Q01

Everyday	1.5%	35	2.0%	1	2.2%	2	0.5%	0	0.0%	0	0.0%	0	5.3%	3	0.0%	0	0.0%	0	1.0%	0	1.3%	0	0.0%	0	0.8%	0
5 - 6 times a week	0.8%	17	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	1.7%	1	0.0%	0	0.6%	0	0.6%	0	0.0%	0	5.4%	3
3 - 4 times a week	2.2%	49	4.7%	2	2.9%	2	1.6%	0	3.6%	1	2.3%	1	0.6%	0	1.1%	0	0.7%	0	3.7%	1	1.7%	0	3.5%	2	3.1%	2
Twice a week	8.7%	196	6.1%	2	4.2%	3	0.7%	0	4.1%	1	8.3%	4	6.8%	4	11.1%	3	7.9%	2	8.0%	2	4.0%	0	7.8%	5	12.7%	8
Once a week	69.0%	1557	68.6%	26	81.7%	55	75.5%	22	78.2%	25	67.6%	29	70.2%	39	61.1%	18	69.3%	17	71.2%	14	65.9%	6	61.5%	38	59.2%	38
Once every two weeks	8.7%	196	11.5%	4	2.1%	1	9.7%	3	7.7%	3	15.1%	6	2.9%	2	20.7%	6	16.1%	4	11.6%	2	18.9%	2	9.2%	6	5.5%	4
Once a month	4.9%	111	1.8%	1	6.3%	4	5.2%	1	1.4%	0	4.1%	2	8.5%	5	2.6%	1	2.5%	1	1.8%	0	4.6%	0	8.3%	5	11.6%	7
Less often	0.8%	19	4.9%	2	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.6%	0	0.0%	0	0.9%	0	0.0%	0	0.8%	0	0.0%	0	0.6%	0
(Don't know / varies)	3.3%	74	0.0%	0	0.4%	0	6.8%	2	4.2%	1	2.6%	1	4.3%	2	1.7%	1	2.6%	1	2.1%	0	2.3%	0	9.6%	6	1.2%	1
<i>Mean:</i>	<i>1.19</i>	<i>1.21</i>	<i>1.20</i>	<i>1.00</i>	<i>1.08</i>	<i>1.04</i>	<i>1.37</i>	<i>1.10</i>	<i>0.99</i>	<i>1.20</i>	<i>1.06</i>	<i>1.07</i>	<i>1.38</i>													
Weighted base:	2255	38	68	29	32	43	56	30	25	19	10	62	65													
Sample:	2269	100	98	100	99	97	97	98	98	99	100	101	97													

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12														
Q07 Where did your household last undertake your 'top-up' food and grocery purchases? (i.e smaller/ 'basket' shopping purchases which are not part of your main food and groceries shop)																											
Aldi, Eastern Avenue, Southend-on-Sea, SS2 5YB	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	2.0%	0	3.5%	0	0.6%	0	5.2%	3	
Aldi, Friary Place, Strood, ME2 4TP	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	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, High Road / Northlands Pavement, Pitsea, SS13 3AB	0.2%	4	7.4%	3	0.5%	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	0.0%	0	0.0%	0	0.0%
Aldi, High Road, Basildon, SS13 3AB	0.1%	2	0.5%	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	0.0%	0	0.0%
Aldi, London Road, Gravesend, DA11 9LY	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%	0	0.0%	0	0.0%
Aldi, London Road, Grays, RM17 5YB	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	
Aldi, London Road, Westcliff-on-Sea, SS0 9HQ	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	1.1%	0	0.0%	0	0.0%	0	6.3%	4	
Aldi, Market Place, Romford, RM1 3AB	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	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, Ripple Road, Dagenham, RM9 6SJ	1.5%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, Rushbottom Lane, Benfleet, SS7 4BX	0.3%	7	0.7%	0	0.0%	0	0.0%	0	0.0%	0	9.5%	4	4.1%	2	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, Springfield Road, Chelmsford, CM2 6AP	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	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, St Mary's Lane, Upminster, RM14 2QB	0.9%	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	0.0%	0	0.0%
Aldi, The Broadway, Wickford, SS11 7A	0.3%	8	0.7%	0	0.0%	0	10.2%	3	0.8%	0	0.0%	0	0.0%	0	0.6%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Crossway Boulevard, Greenhithe, DA9 9BT	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	0.0%	0	0.0%	0	0.0%
Asda, Eastgate Shopping Centre, Basildon, SS14 1AE	0.4%	8	6.7%	3	7.1%	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%
Asda, Heron Retail Park, Miles Grey Road, Basildon, SS14 3AF	0.3%	7	3.1%	1	6.8%	5	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%
Asda, London Road, Swanley, BR8 7UN	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%	0	0.0%	0	0.0%
Asda, Mercury Gardens, Romford, RM8 1BB	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	0.0%	0	0.0%	0	0.0%
Asda, Merriellands Crescent, Dagenham, RM9 6SJ	0.5%	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	0.0%	0	0.0%	0	0.0%
Asda, North Shoebury Road,, Shoeburyness, SS3 8DA	0.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	2	0.0%	0	16.6%	10	0.9%	1	0.9%	1	

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12											
Asda, Queen Elizabeth Square, Chelmsford, CM3 5SY	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0										
Asda, Rawreth Lane, Rayleigh, SS6 9RN	0.2%	5	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.6%	0	2.1%	1	14.7%	4	0.0%	0	2.7%	0	0.0%	0	0.0%	0
Asda, Short Blue Place, Barking, IG11 8FJ	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	0.0%	0
Asda, Thames Way, Gravesend, DA11 0DQ	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	0.0%	0
Asda, The Broadway, Bexleyheath, DA6 7BN	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	0.0%	0	0.0%	0
Asda, Thurrock Park Way, Tilbury, RM18 7HJ	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	0.0%	0	0.0%	0
Budgens, Church Lane, Doddington, CM15 0NG	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%	0
Budgens, Ferry Road, Hullbridge, SS5 6DN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	5.7%	1	0.0%	0	0.0%	0	0.0%	0
Budgens, High Street, Ingatestone, CM4 9DW	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	0.0%	0
Co-op, Becontree Avenue, Dagenham, RM8 2UD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Beehive Lane, Chelmsford, CM2 9RP	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%	0
Co-op, Beehive Lane, Chelmsford, CM2 9RP	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	0.0%	0
Co-op, Blendon Road, Bexley, DA5 3HP	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	0.0%	0
Co-op, Bridge Street, Writtle, CM1 3DZ	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	0.0%	0
Co-op, Broadway, Leigh-on-Sea, SS9 1AW	0.0%	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%	0
Co-op, Butneys, Basildon, SS14 2DG	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
Co-op, Calcutta Road, Tilbury, RM18 7QU	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	0.0%	0
Co-op, Canterbury Parade, South Road, South Ockendon, RM15 6NH	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	0.0%	0	0.0%	0
Co-op, Church Road, Thundersley, Benfleet, SS7 4EN	0.0%	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
Co-op, Cross Road, Maldon, CM9 5ED	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	0.0%	0
Co-op, Dene Holm Road, Gravesend, DA11 8LG	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	0.0%	0	0.0%	0
Co-op, Duke Street, Chelmsford, CM1 1JA	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	0.0%	0

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12											
Co-op, Eastwood Road North , Leigh-On-Sea , SS9 4LS	0.1%	3	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
Co-op, Ferry Road, Hullbridge, SS5 6ET	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Foundry Lane, Burnham-on-Crouch, CM0 8BL	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	0.0%	0	0.0%	0
Co-op, Gardener Avenue, Corringham, SS17 7SE	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%	0
Co-op, Gloucester Avenue, Moulsham Lodge, Chelmsford , CM2 9LG	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Golden Cross Parade, Rochford, SS4 1UB	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	1.2%	0	3.1%	1	25.8%	3	0.0%	0	0.0%	0
Co-op, Halfway Street, Sidcup, DA15 8DJ	1.0%	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
Co-op, Harewood Road, Pilgrims Hatch, CM15 9PD	0.1%	1	0.0%	0	0.0%	0	0.0%	0	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, Hawley Road, Dartford, DA1 1NP	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Road, Benfleet, SS7 5HA	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	5.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Road, North Weald, CM16 6BY	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	0.0%	0
Co-op, High Road, South Benfleet, SS7 5LA	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
Co-op, High Street, Aveley, RM15 4BB	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	0.0%	0
Co-op, High Street, Great Wakering, SS3 0EQ	0.1%	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
Co-op, High Street, Stanford le Hope, SS17 0HD	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%	0
Co-op, High Street, Wickford, SS12 9AT	0.2%	4	0.0%	0	0.0%	0	9.1%	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
Co-op, Hutton Road, Shenfield, CM15 8NR	0.1%	1	0.0%	0	0.0%	0	0.0%	0	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, Kings Road, Chelmsford, CM1 2BB	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%	0
Co-op, Laindon Centre, Laindon, Basildon, SS15 5TQ	0.1%	3	0.0%	0	3.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Leigh Road, Leigh-on-Sea, SS9 1BZ	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	0.0%	0
Co-op, Linden Way, Canvey Island, SS8 9JB	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12												
Co-op, Lodge Lane, Grays, RM17 5RZ	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	0.0%	0	0.0%	0	
Co-op, London Road, Westcliff-on-Sea, SS0 9LG	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	
Co-op, London Road, Great Tarpots, South Benfleet, SS7 5UN	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%	0	0.0%	0	0.0%	0	0.0%
Co-op, Long Road, Canvey Island, SS8 0JD	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	0.0%
Co-op, Main Road, Danbury, CM3 4NQ	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	0.0%	0	0.0%	0	0.0%
Co-op, Main Road, Hawkwell, SS5 4EG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Melbourne Parade, Melbourne Avenue, Chelmsford, CM1 2DW	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	0.0%	0	0.0%
Co-op, Nevendon Road, Wickford, SS12 0NY	0.0%	1	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%
Co-op, Queens Park Avenue, Billericay, CM12 0UA	0.3%	6	0.0%	0	0.0%	0	0.0%	0	9.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Rayleigh Road, Eastwood, SS9 5PS	0.0%	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	0.0%	0	0.0%	0	0.0%
Co-op, Rayleigh Road, Hutton, Brentwood, CM13 1LZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	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, Roche Close, Rochford, SS4 1PX	0.1%	1	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	5.1%	0	0.0%	0	0.0%
Co-op, Rochford Road, Southend-on-Sea, SS2 6SY	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	0.8%	0	1.9%	0	0.0%	0	2.6%
Co-op, Southchurch Road, Southend-on-Sea, SS1 2PH	0.0%	0	0.0%	0	0.0%	0	0.0%	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%
Co-op, Southend Road, Grays, RM17 5NH	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	0.0%	0	0.0%
Co-op, Spa Road, Hockley, SS5 4BE	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.1%	4	16.2%	4	0.0%	0	0.8%	0	0.0%	0	0.0%
Co-op, Spreadeagle Place, Ingatestone, CM4 9EA	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%	0	0.0%
Co-op, St Peters Terrace, London Road, Wickford, SS10 0AP	0.0%	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	0.0%	0	0.0%	0	0.0%
Co-op, St Peters Terrace, Wickford, SS10 0AP	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%	0	0.0%	0	0.0%	0	0.0%
Co-op, Stanford House, Princess Margaret Road,	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%	0	0.0%

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
East Tilbury, RM18 8YP													
Co-op, Station Road, Harold Wood, RM3 0BP	0.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Steynton Avenue, Bexley, DA5 3HP	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Stock Road, Billericay, CM12 0RP	0.1%	2	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%
Co-op, Sutton Road, Southend-on-Sea, SS2 5PE	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, The Sorrels, Stanford le Hope, SS17 7DZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Torquay Road, Springfield, CM1 6NF	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Trent Road, Chelmsford, CM1 2LQ	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Turpin Avenue, Collier Row, RM5 2PU	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Upshire Road, Waltham Abbey, EN9 3PE	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, West Road, Shoeburyness, SS3 9DT	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Woodland Avenue, Brentwood, CM13 1HH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Costcutter, Ongar Road, Brentwood, CM15 9JN	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Costcutter, Osier Drive, Basildon, SS15 4HP	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%
Farmfoods, Greyhound Way, Southend-on-Sea, SS2 5PY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%
Farmfoods, High Road, Pitsea, SS13 3BY	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Farmfoods, The Mall, Grays, RM17 6QE	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, Corbets Tey Road, Upminster, RM14 2AL	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, Furtherwick Road, Canvey Island, SS8 7AJ	0.1%	3	2.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	0	2.7%
Iceland, High Street, Billericay, CM12 9AJ	0.1%	2	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%
Iceland, High Street, Brentwood, CM14 4AJ	0.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, High Street, Maldon, CM9 5PN	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, High Street, Rayleigh, SS6 7QA	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	2	0.0%

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12											
Iceland, High Street, Wickford, SS12 9AZ	0.1%	2	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
Iceland, London Road, Leigh-on-Sea, SS9 3NF	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	0.0%	0
Iceland, Market Place, Basildon, SS14 1DD	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	0.0%	0
Iceland, North Street, Hornchurch, RM11 1RL	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	0.0%	0	0.0%	0
Iceland, Rectory Road, Hadleigh, Benfleet, SS7 2ND	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%	0	0.0%	0
Iceland, St Johns Way , Corringham, SS17 7NA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, St John's Way, Stanford le Hope, SS17 7NA	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	0.0%	0
Iceland, York Road, Southend-on-Sea, SS1 2BH	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.6%	0	0.0%	0	0.6%	0
Lidl, Cartersfield Road, Waltham Abbey, EN9 1JD	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	0.0%	0
Lidl, Daiglen Drive, South Ockendon, RM15 5AE	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	0.0%	0
Lidl, East Mill, Imperial Retail Park, Gravesend, DA11 0DQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Greyhound Retail Park, Greyhound Way, Southend-on-Sea, SS2 5PY	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	1.3%	0	1.9%	1	0.7%	0
Lidl, London Road, Hadleigh, SS7 2DE	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	0	3.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Manor Road, Basildon, SS15 6PA	0.2%	5	0.5%	0	6.8%	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
Lidl, Old Market Retail Park, High Road, Pitsea, SS13 3AB	0.1%	2	5.0%	2	0.5%	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
Lidl, Progress Road/Rayleigh Road, Southend-on-Sea, SS9 5PR	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Waterson Vale, Chelmsford , CM2 9DG	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%	0
Lidl, Woodgrange Drive, Southend-on-Sea, SS1 2SE	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	2.7%	2	0.0%	0
Londis, Fir Trees, Abridge,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
RM4 1DG													
Londis, London Road, Westcliff-on-Sea, SS0 7JG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%
Londis, Warley Hill, Warley, CM14 5HR	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Londis, West Road, Westcliff-on-Sea, SS0 9AY	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%
M&S Simply Food, Eastwood Road, Rayleigh, SS6 7JQ	0.3%	6	0.0%	0	0.0%	0	0.0%	0	1.0%	0	1.1%	1	9.8%
M&S Simply Food, High Street, Maldon, CM9 5PN	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
M&S Simply Food, Mayflower Retail Park , Basildon, SS14 3HZ	0.1%	2	0.0%	0	0.0%	0	0.7%	0	1.2%	0	0.0%	0	0.0%
Marks & Spencer, High Street, Epping, CM16 4BP	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks & Spencer, High Street, Loughton, IG10 4LF	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks & Spencer, High Street, Southend-on-Sea, SS1 1JS	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%
Marks & Spencer, High Street,, Brentwood, CM14 4RH	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%
Marks & Spencer, intu Lakeside Shopping Centre, Grays , RM20 2ZQ	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks & Spencer, Station Road, Upminster, RM14 2SU	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks & Spencer, Town Square, Basildon, SS14 1DZ	0.1%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
McColls, Ongar Road, Brentwood, CM15 9DZ	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Coldharbour Road, Gravesend, DA11 8AB	1.2%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Copperfield Road, Chelmsford, CM1 4UX	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, High Road, Loughton, IG10 1RB	0.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, James Watt Way,	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Erith, DA8 2AH													
Morrisons, Jenner Close, Sidcup, DA14 6BF	1.1%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Limebrook Way, Maldon, CM9 6 GG	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Link Road, Canvey Island, SS8 9UB	0.5%	11	0.0%	0	3.9%	3	0.0%	0	0.0%	0	14.7%	6	3.1%
Morrisons, London Road, Grays , RM17 5XZ	0.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%
Morrisons, London Road. Hadleigh, Benfleet, SS7 2RB	0.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	14.0%
Morrisons, Northwick Road, Canvey Island, SS8 0PT	0.4%	9	0.0%	0	0.0%	0	0.0%	0	6.3%	3	10.5%	6	0.0%
Morrisons, St John's Way, Stanford le Hope, SS17 7NA	0.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Station Parade, Elm Park, RM12 5AB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Western Approaches, Southend-on-Sea, SS2 6SH	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.6%
Morrisons, Wood Lane, Dagenham, RM10 7RA	0.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Nisa, Derwent Parade , South Ockendon, RM15 5EF	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Nisa, Gaynes Park, Upminster, RM14 2HL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Nisa, Hatch Road, Pilgrims Hatch, CM15 9QB	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Nisa, Rayleigh Road, Eastwood, Leigh-on-sea , SS9 5HX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Nisa, Third Avenue , Canvey Island, SS8 9SU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%
Nisa, Whitmore Way , Basildon, SS14 2HB	0.1%	3	7.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
One Stop, Grange Road, Billericay, CM11 2RF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%
Co-op, North Street, Rochford, SS4 1AA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%
Premier, Southchurch Road, Southend-on-Sea, SS1 2NL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%
Sainsbury's Local, Avenue Road, Bexleyheath, DA7	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12			
4EQ																
Sainsbury's Local, Blyth House, Southchurch Road, Southend-on-Sea, SS1 2AY	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0
Sainsbury's Local, Eastwood Road, Rayleigh, SS6 7LF	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.6%	0	9.8%	3	1.2%	0	0.0%	0
Sainsbury's Local, Hamlet Court Road, Westcliff-on-Sea, SS0 7ES	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, London Road, Southend-on-Sea, SS0 9HS	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Spa Road, Hockley, SS5 4PH	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.9%	0	0.0%	0
Sainsbury's Local, West Street, Rochford, SS4 1AS	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	1	0.8%	0
Sainsbury's Local, High Road, Ilford, IG1 1LL	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Loughton, IG10 4PE	0.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Basons Lane, Ongar, CM5 9AR	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Cricketers Way, East Mayne, Basildon, SS13 1SA	0.3%	7	4.7%	2	3.7%	3	2.1%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Sainsbury's, Erith Road, Bexleyheath, DA7 6HJ	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, High Road, Chadwell Heath, RM6 6PB	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, High Street, Hornchurch, RM11 1TX	0.7%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Howard Road, Chafford Hundred, Grays, RM16 6YJ	1.6%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, King George Avenue, Ilford, IG2 7SH	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Knightswick Centre, Canvey Island, SS8 7AD	0.3%	7	0.0%	0	0.7%	0	0.0%	0	0.0%	0	9.0%	4	4.9%	3	0.0%	0
Sainsbury's, London Road, Leigh-on-sea, SS9 2AB	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0
Sainsbury's, London Road, Southend-on-Sea, SS1 1PL	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	1.3%	0
Sainsbury's, Priory Market	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

South Essex Retail Study for Peter Brett Associates

Weighted:

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Place, Dartford, DA1 2HL													
Sainsbury's, Stadium Way, Dartford, DA1 4HW	1.0%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Stadium Way, Rayleigh Weir, Benfleet, SS7 3UB	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%
Sainsbury's, Torrington Drive, Loughton, IG10 3SZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, William Hunter Way, Brentwood, CM14 4WQ	0.7%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Wingfield Bank, Gravesend, DA11 8JH	0.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Spar, Bridgewater Drive, Southend-on-Sea, SS0 0DH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%
Spar, Chipping Row, South Woodham Ferrers, CM3 5XU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Spar, Leigh Road, Southend-on-Sea, SS9 1BS	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%
Spar, Warwick Parade, South Woodham Ferrers, CM3 5JT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Spar, Wrotham Road, Meopham, DA13 0RQ	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Ardleigh Green Road, Hornchurch, RM11 2LG	1.0%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Armada Centre, Drake Road, Chafford Hundred, Grays, RM16 6PS	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Broadway, Leigh-on-Sea, SS9 1PA	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%
Tesco Express, Broomfield Road, Chelmsford, CM1 4DP	0.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Calcutta Road, Tilbury, RM18 7QW	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Dartford Road, Dartford, DA1 3EN	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Derry Avenue, South Ockendon,	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

South Essex Retail Study for Peter Brett Associates

Weighted:

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RM15 5GH													
Tesco Express, Dukes Walk, Chelmsford, CM1 1GZ	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Fleming Road, Chafford Hundred, Grays , RM16 6YA	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Gravesend Road, Rochester, ME2 3PW	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Hamlet Court Rd , Southend-on-Sea, SS0 7LJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%
Tesco Express, Hutton Road, Shenfield, CM15 8JD	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Kings Street , Stanford le Hope, SS17 0HR	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Maldon Road, Danbury, CM3 4QW	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Moulsham Street, Chelmsford, CM2 0JA	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Silva Island Way , Wickford, SS12 9NR	0.1%	1	0.0%	0	0.0%	0	4.9%	1	0.0%	0	0.0%	0	0.0%
Tesco Express, Southend Road, Wickford, SS11 8EE	0.1%	2	0.0%	0	0.0%	0	6.5%	2	0.0%	0	0.0%	0	0.0%
Tesco Express, Station Road, Burnham-on-Crouch, CM0 8HQ	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, The Broadway, Southend-on-Sea, SS1 3ES	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%
Tesco Metro, Collier Row Lane, Collier Row, RM5 3NL	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Metro, New Road, Gravesend, DA11 0AF	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Airfield Way, Hornchurch, RM12 5AF	1.5%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%
Tesco, Ardleigh Green Road, Hornchurch, RM11 2LG	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Brentwood Road, St Mary's, Grays , RM16 4JD	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12											
Tesco, Coppice Row, Theydon Bois, CM16 7EU	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	0.0%	0	0.0%	0
Tesco, Crammavill Street, Grays, RM16 2BD	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	0.0%	0
Tesco, Cranbrook Road, Barkingside, IG6 1HY	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	0.0%	0
Tesco, Cranbrook Road, Ilford, IG2 6LE	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%	0
Tesco, Cuxton Road, Rochester, ME2 2DE	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	0.0%	0
Tesco, Cygnet View, Grays, RM20 1WN	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	0.0%	0
Tesco, Cygnet View, Lakeside, West Thurrock, Grays, RM20 1TX	0.7%	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	0.0%	0	0.0%	0
Tesco, Front Lane, Upminster, RM14 1XL	0.5%	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	0.0%	0	0.0%	0
Tesco, Fulbridge, Maldon, CM9 4LE	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	0.0%	0	0.0%	0
Tesco, Hazelmere, High Road, Basildon, SS13 3JU	0.3%	7	13.3%	5	2.2%	2	0.7%	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
Tesco, High Road, Chadwell Heath, RM6 6PR	0.1%	1	0.0%	0	0.0%	0	0.0%	0	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, High Street, Epping, CM16 4BA	0.4%	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	0.0%	0
Tesco, Hutton Road, Shenfield, CM15 8JD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, London Road, Leigh-on-Sea, SS9 3JY	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	0.0%	0	0.0%	0
Tesco, London Road, Westcliff-on-Sea, SS0 9PD	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Tesco, Main Road, Romford, RM1 3BT	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Mandeville Way, Laindon, Basildon, SS15 6TJ	0.6%	14	4.9%	2	14.2%	10	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
Tesco, Mayflower Retail Park, Basildon, SS14 3HZ	0.0%	1	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
Tesco, Perry Street, Gravesend, DA12 5RT	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%	0
Tesco, Prince Avenue, Southend-on-Sea, SS0 0JP	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	2.0%	1	3.4%	1	1.0%	0	1.9%	0	0.0%	0	0.9%	1
Tesco, Princes Road, Chelmsford, CM2 9XW	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	0.0%	0	0.0%	0
Tesco, Purbeck Court, Great	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	0.0%	0

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Baddow, Chelmsford, CM2 8YX													
Tesco, Southchurch Avenue, Southend-on-Sea, SS1 2ZG	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%
Tesco, Southend Road, Grays, RM17 5NJ	0.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Springfield Road, Chelmsford, CM2 6QT	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Station Road, Burnham-on-Crouch, CM0 8HQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Station Road, Sidcup, DA15 7DB	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose, Bluewater Foodhall, Greenhithe, DA9 9SA	1.0%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose, Fossetts Way, Eastern Avenue, Southend-on-Sea, SS2 4DQ	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.7%	0	8.3%	2	5.5%
Waitrose, High Street, Billericay, CM12 9BY	0.3%	8	0.0%	0	0.5%	0	0.0%	0	19.9%	7	0.0%	0	0.0%
Waitrose, High Street, Sidcup, DA14 6EN	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose, London Road, Leigh-on-Sea, SS9 3JQ	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%
Waitrose, St Mary's Lane, Upminster, RM14 3BT	0.1%	3	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose, Station Road, Longfield, DA3 7QA	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Welcome, Portsea Road, Tilbury, RM18 8AX	0.0%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%
Basildon (incl. Eastgate Shopping Centre)	0.1%	3	4.1%	2	1.5%	1	0.5%	0	0.0%	0	0.0%	0	0.0%
Bexleyheath	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Billericay	0.1%	2	0.0%	0	0.0%	0	0.0%	0	4.9%	2	0.0%	0	0.0%
Bishops Stortford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bluewater Shopping Centre	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Brentwood	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Canvey Island	0.2%	5	0.0%	0	0.0%	0	0.0%	0	9.9%	4	0.6%	0	0.0%
Central London / West End	0.3%	8	0.0%	0	2.2%	2	0.0%	0	0.8%	0	0.0%	0	0.0%
Chelmsford (incl. Meadows Shopping Centre, High Chelmer Shopping Centre)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Corringham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Dagenham	0.7%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12											
Dartford	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	0.0%	0
Gravesend	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grays	0.1%	1	0.0%	0	0.0%	0	0.0%	0	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 Baddow	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	0.0%	0
Hockley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ingatestone	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leigh-on-Sea	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
London - Other	2.8%	64	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Loughton	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	0.0%	0
Maldon	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	0.0%	0
Pitsea	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%	0	0.0%	0	0.0%	0	0.0%	0
Rayleigh	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	5.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rochford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	7.2%	1	7.2%	1	0.0%	0	0.0%	0	0.0%	0
Romford	0.5%	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	0.0%	0
South Benfleet	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Ockendon	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%	0
South Woodham Ferrers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southend-on-Sea (incl. The Royals Sopping Centre and The Victoris Shopping Centre)	0.3%	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	9.4%	6	2.7%	2
Stanford-le-Hope	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	0.0%	0
Tarpots	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	0.0%	0
Thundersley	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	1.1%	1	0.0%	0	0.0%	0
Tilbury	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	0.0%	0
Westcliff-on-Sea	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	0.0%	0	7.3%	5
Wickford	0.0%	1	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	0.0%	0
Other - outside area	1.1%	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%	0
Other - zone 4	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	0.0%	0
Other - zone 6	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	0.0%	0
Other - zone 8	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%	0	0.0%	0
Other - zone 10	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	0.0%	0	0.0%	0	0.0%	0
Other - zone 11	0.1%	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	2.4%	1	0.0%	0	0.0%	0
Other - zone 12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 13	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%	0	0.0%	0
Other - zone 14	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	0.0%	0
Other - zone 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
Other - zone 16	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	0.0%	0
Other - zone 20	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	0.0%	0	0.0%	0
Other - zone 21	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	0.0%	0	0.0%	0
Other - zone 23	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	0.0%	0	0.0%	0
Asda, Bentalls Complex, Colchester Road, Heybridge	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%	0
Asda, Queen Elizabeth Square, South Woodham Ferrers, Chelmsford	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	0.0%	0

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Ashingdon	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Costco, West Thurrock Way, West Thurrock	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hullbridge	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%
Hutton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%
Iceland, Greyhound Retail Park, Southend-on-Sea	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks & Spencer, High Street, Chelmsford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, White Hart Lane, Chelmsford, CM2 5PA	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Shoeburyness	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%
Southminster	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, London Road, Rayleigh	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	2.8%
Tesco Express, Meadow Rise, Billericay	0.2%	5	0.0%	0	1.6%	1	0.0%	0	8.9%	3	0.0%	0	0.0%
Tesco Extra, Bridge Road, Rainham	0.7%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Thorpe Bay	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%
Welling	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Internet / delivered (Don't know / can't remember)	0.1%	2	0.9%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%
(Don't do this type of shopping)	6.3%	145	8.0%	3	4.3%	3	0.0%	0	4.7%	2	1.2%	1	2.6%
	30.3%	697	28.3%	11	35.4%	25	54.6%	16	31.1%	10	29.4%	13	29.7%
Weighted base:	2303	38	69	29	33	44	57	30	26	20	10	62	67
Sample:	2303	100	100	100	100	100	100	101	100	100	100	101	100

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12													
Q08 And where did you go for top-up food shopping the time before that?																										
<i>Those who gave a location at Q07</i>																										
Aldi, Eastern Avenue, Southend-on-Sea, SS2 5YB	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	2.2%	0	3.8%	0	0.0%	0	7.8%	3
Aldi, Friary Place, Strood, ME2 4TP	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
Aldi, High Road / Northlands Pavement, Pitsea, SS13 3AB	0.2%	3	9.3%	2	0.0%	0	0.0%	0	0.9%	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
Aldi, High Road, Basildon, SS13 3AB	0.1%	2	1.9%	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
Aldi, London Road, Grays, RM17 5YB	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	1.6%	1
Aldi, London Road, Westcliff-on-Sea, SS0 9HQ	0.3%	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	1.8%	0	0.0%	0	0.0%	0	8.2%	3
Aldi, Marlborough Road, Romford, RM7 8AD	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	0.0%	0	0.0%	0	0.0%	0
Aldi, Ripple Road, Dagenham, RM9 6SJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Rushbottom Lane, Benfleet, SS7 4BX	0.3%	4	0.0%	0	0.7%	0	0.0%	0	0.0%	0	5.4%	2	4.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Springfield Road, Chelmsford, CM2 6AP	0.6%	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	0.0%	0	0.0%	0
Aldi, St Mary's Lane, Upminster, RM14 2QB	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, The Broadway, Wickford, SS11 7A	0.3%	4	1.1%	0	0.0%	0	5.8%	1	1.2%	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
Asda, Crossway Boulevard, Greenhithe, DA9 9BT	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Eastgate Shopping Centre, Basildon, SS14 1AE	0.4%	6	7.4%	2	6.5%	3	6.0%	1	0.0%	0	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, Heron Retail Park, Miles Grey Road, Basildon, SS14 3AF	0.5%	7	4.0%	1	13.5%	6	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
Asda, London Road, Swanley, BR8 7UN	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
Asda, Mercury Gardens, Romford, RM8 1BB	0.3%	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%	0	0.0%	0	0.0%	0
Asda, Merriellands Crescent, Dagenham, RM9 6SJ	1.4%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, North Shoebury Road,, Shoeburyness, SS3 8DA	0.4%	6	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	10.3%	4	0.0%	0	0.0%	0
Asda, Queen Elizabeth	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	0.0%	0	0.0%	0	0.0%	0

South Essex Retail Study for Peter Brett Associates

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Square , Chelmsford, CM3 5SY													
Asda, Rawreth Lane, Rayleigh , SS6 9RN	0.3%	5	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%
Asda, Thames Way, Gravesend, DA11 0DQ	0.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, The Broadway, Bexleyheath, DA6 7BN	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Thurrock Park Way, Tilbury , RM18 7HJ	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Walebone Lane, Chadwell Heath, RM8 1BB	0.9%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Budgens, Church Lane, Doddingtonhurst, CM15 0NG	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Budgens, Ferry Road, Hullbridge, SS5 6DN	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%
Budgens, High Street, Ingatestone, CM4 9DW	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Beehive Lane, Chelmsford, CM2 9RP	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Beehive Lane, Chelmsford, CM2 9RP	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Bridge Street, Writtle, CM1 3DZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Broadway, Leigh-on-Sea, SS9 1AW	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%
Co-op, Calcutta Road, Tilbury, RM18 7QU	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Canterbury Parade, South Road, South Ockendon, RM15 6NH	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Church Road, Thundersley, Benfleet, SS7 4EN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%
Co-op, Church Road, Thundersley, SS7 4EN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%
Co-op, Cross Road, Maldon, CM9 5ED	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Duke Street, Chelmsford, CM1 1JA	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Eastwood Road North , Leigh-On-Sea , SS9 4LS	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%
Co-op, Faircross Parade, Barking, IG11 8UW	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Ferry Road,	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.3%	2	0.0%

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Hullbridge, SS5 6ET													
Co-op, Foundry Lane, Burnham-on-Crouch, CM0 8BL	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Gardener Avenue, Corringham, SS17 7SE	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Gloucester Avenue, Moulsham Lodge, Chelmsford, CM2 9LG	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Golden Cross Parade, Rochford, SS4 1UB	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.7%
Co-op, Halfway Street, Sidcup, DA15 8DJ	1.5%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Hamlet Court Road, Westcliff-on-Sea, SS0 7EL	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%
Co-op, Harewood Road, Pilgrims Hatch, CM15 9PD	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Hawley Road, Dartford, DA1 1NP	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, High Road, South Benfleet, SS7 5LA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%
Co-op, High Road, Benfleet, SS7 5HA	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%
Co-op, High Road, North Weald, CM16 6BY	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, High Street, Aveley, RM15 4BB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, High Street, Great Wakering, SS3 0EQ	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.5%	2	0.0%
Co-op, High Street, Stanford le Hope, SS17 0HD	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, High Street, Wickford, SS12 9AT	0.3%	5	0.0%	0	0.0%	0	18.1%	2	0.0%	0	0.0%	0	0.0%
Co-op, Hutton Road, Shenfield, CM15 8NR	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Kings Road, Chelmsford, CM1 2BB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Laindon Centre, Laindon, Basildon, SS15 5TQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Leigh Road, Leigh-on-Sea, SS9 1BZ	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%
Co-op, Linden Way, Canvey Island, SS8 9JB	0.0%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%
Co-op, Lodge Lane, Grays,	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
RM17 5RZ													
Co-op, London Road, Leigh-on-Sea, SS9 3JE	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, London Road, Westcliff-on-Sea, SS0 9LG	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%
Co-op, London Road,Great Tarpots, South Benfleet, SS7 5UN	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Long Road, Canvey Island, SS8 0JD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Main Road, Danbury, CM3 4NQ	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Main Road, Hawkwell, SS5 4EG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Melbourne Parade, Melbourne Avenue, Chelmsford, CM1 2DW	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Nevendon Road, Wickford, SS12 0NY	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%
Co-op, Queens Park Avenue, Billericay, CM12 0UA	0.3%	5	0.0%	0	0.0%	0	0.0%	0	10.8%	2	0.0%	0	0.0%
Co-op, Rayleigh Road, Eastwood, SS9 5PS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Rayleigh Road, Hutton, Brentwood, CM13 1LZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Roche Close, Rochford, SS4 1PX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%
Co-op, Rochford Road, Southend-on-Sea, SS2 6SY	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%
Co-op, Southchurch Road, Southend-on-Sea, SS1 2PH	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%
Co-op, Spa Road, Hockley, SS5 4BE	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.0%
Co-op, Spredaeagle Place, Ingatestone, CM4 9EA	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, St Peters Terrace, London Road, Wickford, SS10 0AP	0.1%	1	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0	0.0%
Co-op, St Peters Terrace, Wickford, SS10 0AP	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Stanford House, Princess Margaret Road, East Tilbury, RM18 8YP	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

South Essex Retail Study for Peter Brett Associates

Weighted:

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Co-op, Station Road, Harold Wood, RM3 0BP	0.9%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Station Road, Longfield, DA3 7QD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Steynton Avenue, Bexley, DA5 3HP	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Stock Road, Billericay, CM12 0RP	0.1%	2	0.0%	0	0.0%	0	0.0%	0	5.4%	1	0.0%	0	0.0%
Co-op, Sutton Road, Southend-on-Sea, SS2 5PE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%
Co-op, The Sorrels, Stanford le Hope, SS17 7DZ	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Torquay Road, Springfield, CM1 6NF	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Trent Road, Chelmsford, CM1 2LQ	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Turpin Avenue, Collier Row, RM5 2PU	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Upshire Road, Waltham Abbey, EN9 3PE	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, West Road, Shoeburyness, SS3 9DT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%
Co-op, Woodland Avenue, Brentwood, CM13 1HH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Costcutter, Ongar Road, Brentwood, CM15 9JN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Costcutter, Osier Drive, Basildon, SS15 4HP	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%
Costcutter, The Broadway, Grays, RM17 6EW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Farmfoods, Greyhound Way, Southend-on-Sea, SS2 5PY	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%
Farmfoods, High Road, Pitsea, SS13 3BY	0.1%	1	4.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Farmfoods, The Mall, Grays, RM17 6QE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, Corbets Tey Road, Upminster, RM14 2AL	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, Furtherwick Road, Canvey Island, SS8 7AJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	3.1%
Iceland, High Street, Billericay, CM12 9AJ	0.1%	2	0.0%	0	0.0%	0	0.0%	0	6.7%	1	0.0%	0	0.0%
Iceland, High Street, Brentwood, CM14 4AJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, High Street,	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Maldon, CM9 5PN													
Iceland, High Street, Rayleigh, SS6 7QA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, High Street, Wickford, SS12 9AZ	0.1%	2	0.0%	0	0.0%	0	3.9%	1	0.0%	0	0.0%	0	0.0%
Iceland, London Road, Leigh-on-Sea, SS9 3NF	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, Market Place, Basildon, SS14 1DD	0.1%	1	2.6%	1	0.9%	0	0.0%	0	0.9%	0	0.0%	0	0.0%
Iceland, North Street, Hornchurch, RM11 1RL	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, Rectory Road, Hadleigh, Benfleet, SS7 2ND	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	1	0.0%
Iceland, South Mall, Grays, RM17 6QF	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, St Johns Way, Corringham, SS17 7NA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, York Road, Southend-on-Sea, SS1 2BH	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%
Lidl, Cartersfield Road, Waltham Abbey, EN9 1JD	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Daiglen Drive, South Ockendon, RM15 5AE	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, East Mill, Imperial Retail Park, Gravesend, DA11 0DQ	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Footh Cray High Street, Sidcup, DA14 5HJ	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Greyhound Retail Park, Greyhound Way, Southend-on-Sea, SS2 5PY	0.5%	7	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	2.7%
Lidl, London Road, Hadleigh, SS7 2DE	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.7%	1	2.6%	1	1.1%
Lidl, Longbridge Road, Dagenham, RM8 2DB	2.3%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Manor Road, Basildon, SS15 6PA	0.6%	9	0.9%	0	19.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Old Market Retail Park, High Road, Pitsea, SS13 3AB	0.2%	3	6.5%	2	1.8%	1	1.5%	0	0.0%	0	0.9%	0	0.0%
Lidl, Progress Road/Rayleigh Road, Southend-on-Sea, SS9 5PR	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Lidl, Waterson Vale, Chelmsford , CM2 9DG	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Woodgrange Drive, Southend-on-Sea, SS1 2SE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%
Londis, London Road, Westcliff-on-Sea, SS0 7JG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%
Co-op, Mungo Park Road, Rainham, RM13 7PP	0.9%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Londis, West Road, Westcliff-on-Sea, SS0 9AY	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%
M&S Simply Food, Eastwood Road, Rayleigh, SS6 7JQ	0.5%	7	0.0%	0	0.0%	0	0.0%	0	1.4%	0	1.6%	1	20.5%
M&S Simply Food, High Street, Maldon, CM9 5PN	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
M&S Simply Food, Mayflower Retail Park , Basildon, SS14 3HZ	0.1%	2	1.4%	0	0.9%	0	1.2%	0	3.3%	1	0.0%	0	0.0%
Marks & Spencer, High Street, Epping, CM16 4BP	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks & Spencer, High Street, Loughton, IG10 4LF	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks & Spencer, High Street, Southend-on-Sea, SS1 1JS	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	1	1.1%	0	0.0%
Marks & Spencer, High Street,, Brentwood, CM14 4RH	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks & Spencer, intu Lakeside Shopping Centre, Grays , RM20 2ZQ	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks & Spencer, Station Road, Upminster, RM14 2SU	1.3%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks & Spencer, Town Square, Basildon, SS14 1DZ	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
McColls, Ongar Road, Brentwood, CM15 9DZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Coldharbour Road, Gravesend, DA11 8AB	1.2%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Copperfield Road, Chelmsford, CM1	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

South Essex Retail Study for Peter Brett Associates

Weighted:

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4UX													
Morrisons, High Road, Loughton, IG10 1RB	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, James Watt Way, Erith, DA8 2AH	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Jenner Close, Sidcup, DA14 6BF	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Knight Road, Rochester, ME2 2AA	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Limebrook Way, Maldon, CM9 6 GG	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Link Road, Canvey Island, SS8 9UB	0.8%	11	0.0%	0	6.5%	3	0.0%	0	0.0%	0	25.1%	8	2.6%
Morrisons, London Road, Grays , RM17 5XZ	0.9%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%
Morrisons, London Road, Hadleigh, Benfleet, SS7 2RB	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	18.1%
Morrisons, Northwick Road, Canvey Island, SS8 OPT	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	2	4.2%
Morrisons, St John's Way, Stanford le Hope, SS17 7NA	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Station Parade, Elm Park, RM12 5AB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Western Approaches, Southend-on-Sea, SS2 6SH	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%
Morrisons, Wood Lane, Dagenham, RM10 7RA	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Nisa, Craven Avenue, Canvey Island, SS8 ODJ	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	2	0.0%
Nisa, Derwent Parade , South Ockendon, RM15 5EF	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Nisa, Gaynes Park, Upminster, RM14 2HL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Nisa, Hatch Road, Pilgrims Hatch, CM15 9QB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Nisa, Jotmans Lane , Benfleet, SS7 5AX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%
Nisa, Rayleigh Road, Eastwood, Leigh-on-sea , SS9 5HX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Nisa, Third Avenue , Canvey Island, SS8 9SU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%
Nisa, Whitmore Way ,	0.1%	2	7.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

South Essex Retail Study for Peter Brett Associates

Weighted:

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Basildon, SS14 2HB													
Co-op, North Street, Rochford, SS4 1AA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.9%
Premier, Southchurch Road, Southend-on-Sea, SS1 2NL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%
Sainsbury's Local, Avenue Road, Bexleyheath, DA7 4EQ	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's Local, Blyth House, Southchurch Road, Southend-on-Sea, SS1 2AY	0.3%	4	0.0%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0	9.9%
Sainsbury's Local, Eastwood Road, Rayleigh, SS6 7LF	0.2%	3	0.0%	0	0.0%	0	0.0%	0	13.9%	2	0.7%	0	0.0%
Sainsbury's Local, Hamlet Court Road, Westcliff-on-Sea, SS0 7ES	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%
Sainsbury's Local, London Road, Southend-on-Sea, SS0 9HS	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%
Sainsbury's Local, Spa Road, Hockley, SS5 4PH	0.2%	3	0.0%	0	0.0%	0	0.0%	0	9.9%	2	7.9%	2	0.0%
Sainsbury's Local, West Street, Rochford, SS4 1AS	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	1	3.2%
Sainsbury's Local,, High Road, Ilford, IG1 1LL	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, , Loughton, IG10 4PE	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Basons Lane, Ongar, CM5 9AR	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Broadway, Bexleyheath, DA6 7DF	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Cricketers Way, East Mayne, Basildon, SS13 1SA	0.3%	5	4.2%	1	6.1%	3	4.6%	1	0.0%	0	0.0%	0	0.0%
Sainsbury's, Erith Road, Bexleyheath, DA7 6HJ	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, High Road, Chadwell Heath, RM6 6PB	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, High Street, Hornchurch, RM11 1TX	1.5%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Howard Road, Chafford Hundred, Grays, RM16 6YJ	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%
Sainsbury's, King George	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12													
Avenue, Ilford, IG2 7SH	0.7%	10	3.2%	1	1.2%	0	0.0%	0	0.0%	0	9.6%	3	16.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Knightswick Centre, Canvey Island, SS8 7AD	0.3%	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	0.0%	0
Sainsbury's, London Road, Leigh-on-sea, SS9 2AB	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	0.9%	0	1.7%	1	4.7%	2
Sainsbury's, Stadium Way, Rayleigh Weir, Benfleet, SS7 3UB	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	3.1%	1	2.2%	0	1.5%	0	0.0%	0	3.0%	0	0.0%	0	0.0%	0
Sainsbury's, The Brewery, Romford, RM1 1AU	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	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Torrington Drive, Loughton, IG10 3SZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, William Hunter Way, Brentwood, CM14 4WQ	0.7%	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
Sainsbury's, Wingfield Bank, Gravesend, DA11 8JH	1.4%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Bridgewater Drive, Southend-on-Sea, SS0 0DH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	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
Spar, Chipping Row, South Woodham Ferrers, CM3 5XU	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	0.0%	0	0.0%	0
Spar, Leigh Road, Southend-on-Sea, SS9 1BS	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%	0	0.0%	0
Spar, Warwick Parade, South Woodham Ferrers, CM3 5JT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Wrotham Road, Meopham, DA13 0RQ	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
Tesco Express, Ardleigh Green Road, Hornchurch, RM11 2LG	1.3%	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	0.0%	0	0.0%	0
Tesco Express, Armada Centre, Drake Road, Chafford Hundred, Grays, RM16 6PS	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	0.0%	0	0.0%	0
Tesco Express, Broadway, Leigh-on-Sea, SS9 1PA	0.2%	3	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	1.0%	0	3.5%	1
Tesco Express, Broomfield Road, Chelmsford, CM1	0.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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4DP													
Tesco Express, Calcutta Road, Tilbury, RM18 7QW	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Dartford Road, Dartford, DA1 3EN	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Derry Avenue, South Ockendon, RM15 5GH	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Dukes Walk, Chelmsford, CM1 1GZ	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Fleming Road, Chafford Hundred, Grays, RM16 6YA	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Gravesend Road, Rochester, ME2 3PW	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Hamlet Court Rd, Southend-on-Sea, SS0 7LJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%
Tesco Express, Heygate Avenue, Southend-on-Sea, SS1 1DX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%
Tesco Express, Kings Street, Stanford le Hope, SS17 0HR	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Maldon Road, Danbury, CM3 4QW	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Moulsham Street, Chelmsford, CM2 0JA	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Silva Island Way, Wickford, SS12 9NR	0.1%	2	0.0%	0	0.0%	0	12.1%	2	1.2%	0	0.0%	0	0.0%
Tesco Express, Southend Road, Wickford, SS11 8EE	0.1%	2	0.0%	0	0.0%	0	11.0%	1	0.0%	0	0.0%	0	0.0%
Tesco Express, Station Road, Burnham-on-Crouch, CM0 8HQ	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, The Broadway, Southend-on-Sea, SS1 3ES	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	5.9%
Tesco Metro, Collier Row Lane, Collier Row, RM5	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%

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3NL													
Tesco Metro, New Road, Gravesend, DA11 0AF	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Airfield Way, Hornchurch, RM12 5AF	1.9%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%
Tesco, Ardleigh Green Road, Hornchurch, RM11 2LG	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Brentwood Road, St Mary's, Grays, RM16 4JD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Coppice Row, Theydon Bois, CM16 7EU	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Crammavill Street, Grays, RM16 2BD	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Cranbrook Road, Barkingside, IG6 1HY	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Cranbrook Road, Ilford, IG2 6LE	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Cuxton Road, Rochester, ME2 2DE	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Cygnet View, Grays, RM20 1WN	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Cygnet View, Lakeside, West Thurrock, Grays, RM20 1TX	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Front Lane, Upminster, RM14 1XL	0.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Fulbridge, Maldon, CM9 4LE	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Hazelmere, High Road, Basildon, SS13 3JU	0.7%	9	22.8%	5	4.3%	2	0.0%	0	0.0%	0	1.4%	0	0.0%
Tesco, High Road, Chadwell Heath, RM6 6PR	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, High Street, Epping, CM16 4BA	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Hutton Road, Shenfield, CM15 8JD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, London Road, Benfleet, SS7 5TH	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, London Road, Leigh-on-Sea, SS9 3JY	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%
Tesco, London Road, Westcliff-on-Sea, SS0 9PD	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%
Tesco, Main Road, Romford, RM1 3BT	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Mandeville Way, Laindon, Basildon, SS15	0.7%	10	7.7%	2	18.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
6TJ													
Tesco, Mayflower Retail Park, Basildon , SS14 3HZ	0.1%	2	1.1%	0	0.0%	0	10.2%	1	1.5%	0	0.0%	0	0.0%
Tesco, Perry Street, Gravesend, DA12 5RT	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Prince Avenue, Southend-on-Sea, SS0 0JP	0.3%	4	0.0%	0	1.3%	1	1.5%	0	0.0%	0	0.0%	0	1.6%
Tesco, Princes Road, Chelmsford, CM2 9XW	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Purbeck Court, Great Baddow, Chelmsford, CM2 8YX	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Sewardstone Road, Waltham Abbey, EN9 1JH	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Southchurch Avenue , Southend-on-Sea, SS1 2ZG	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%
Tesco, Southend Road, Grays, RM17 5NJ	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Springfield Road, Chelmsford, CM2 6QT	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Station Road, Burnham-on-Crouch, CM0 8HQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Station Road, Sidcup, DA15 7DB	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose, Fossetts Way, Eastern Avenue, Southend-on-Sea, SS2 4DQ	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%
Waitrose, High Street, Billericay, CM12 9BY	0.8%	11	0.0%	0	0.9%	0	0.0%	0	33.7%	7	0.0%	0	1.2%
Waitrose, High Street, Sidcup, DA14 6EN	0.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose, London Road, Leigh-on-Sea, SS9 3JQ	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%
Waitrose, St Mary's Lane, Upminster, RM14 3BT	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Welcome, Portsea Road, Tilbury, RM18 8AX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	3.5%	1	0.0%	0	0.0%
Basildon (incl. Eastgate Shopping Centre)	0.3%	5	8.9%	2	5.2%	2	1.2%	0	0.0%	0	0.0%	0	0.0%
Bexleyheath	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Billericay	0.2%	3	0.0%	0	0.9%	0	0.0%	0	9.7%	2	0.0%	0	0.0%
Bishops Stortford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bluewater Shopping Centre	1.8%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12													
Brentwood	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	0.0%	0		
Canvey Island	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.5%	4	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London / West End	0.8%	12	0.0%	0	2.7%	1	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
Chelmsford (incl. Meadows Shopping Centre, High Chelmer Shopping Centre)	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Corringham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dagenham	1.1%	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	0.0%	0
Dartford	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	0.0%	0	0.0%	0
Gravesend	0.6%	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	0.0%	0	0.0%	0
Grays	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	0.0%	0	0.0%	0
Great Baddow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hockley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	4.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ingatestone	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
intu Lakeside Shopping Centre	0.3%	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%	0	0.0%	0	0.0%	0
Leigh-on-Sea	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0
London - Other	3.7%	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	0.0%	0	0.0%	0	0.0%	0
Maldon	0.3%	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%	0	0.0%	0	0.0%	0
Pitsea	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	0.0%	0	0.0%	0
Rayleigh	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.0%	2	8.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rochford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	10.3%	1	7.6%	1	0.0%	0	0.0%	0	0.0%	0
Romford	1.2%	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	0.0%	0
Sidcup	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	0.0%	0	0.0%	0	0.0%	0
South Benfleet	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	10.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Ockendon	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%	0	0.0%	0
South Woodham Ferrers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southend-on-Sea (incl. The Royals Sopping Centre and The Victoris Shopping Centre)	0.6%	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	14.5%	6	6.9%	3	0.0%	3
Stanford-le-Hope	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thundersley	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	1.7%	1	0.0%	0	0.0%	0
Tilbury	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	0.0%	0	0.0%	0
Westcliff-on-Sea	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	0.0%	0	0.0%	0	10.8%	4
Wickford	0.1%	1	0.0%	0	0.0%	0	6.6%	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
Other - outside area	1.6%	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	0.0%	0	0.0%	0	0.0%	0
Other - zone 3	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 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	3.8%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 11	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	5.1%	2	0.9%	0	0.0%	0
Other - zone 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	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 13	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	1.2%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Other - zone 14	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	0.0%	0	0.0%	0
Other - zone 16	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 - zone 20	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 21	0.9%	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	0.0%	0

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	
Other - zone 23	0.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Bentalls Complex, Colchester Road, Heybridge	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Queen Elizabeth Square, South Woodham Ferrers, Chelmsford	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashingdon	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, West Thurrock Way, West Thurrock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Wakering	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0
Hullbridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0
Iceland, Greyhound Retail Park, Southend-on-Sea	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Marks & Spencer, High Street, Chelmsford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, White Hart Lane, Chelmsford, CM2 5PA	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shoeburyness	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	2
Southminster	0.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, London Road, Rayleigh	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	0	5.0%	1	0.0%	0
Tesco Express, Meadow Rise, Billericay	0.4%	5	0.0%	0	2.7%	1	0.0%	0	16.1%	3	0.0%	0	0.0%	0
Tesco Extra, Bridge Road, Rainham	3.1%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thorpe Bay	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1
Welling	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered (Don't know / can't remember)	0.1%	1	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.9%	0	0.8%	0
	4.7%	68	2.5%	1	2.5%	1	4.5%	1	2.7%	1	2.3%	1	2.9%	1
Weighted base:	1461	24	42	13	21	30	39	18	20	13	7	39	41	
Sample:	1501	65	57	52	68	65	64	65	77	60	69	65	62	

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12													
Mean score [£]:																										
Q09 Approximately how much money does your household spend per week on top-up food and groceries shopping (STORE MENTIONED AT Q07)?																										
<i>Those who gave a location at Q07</i>																										
£1 - 10	24.5%	358	36.5%	9	19.2%	8	18.2%	2	25.7%	5	40.0%	12	17.3%	7	32.0%	6	25.1%	5	25.4%	3	44.2%	3	28.1%	11	27.1%	11
£11 - 20	29.7%	433	26.1%	6	33.1%	14	35.8%	5	29.1%	6	36.8%	11	37.3%	15	25.3%	5	25.5%	5	38.7%	5	22.4%	2	29.2%	11	37.2%	15
£21 - 30	13.5%	197	12.1%	3	29.7%	12	21.0%	3	18.3%	4	8.7%	3	14.2%	6	13.0%	2	24.4%	5	11.6%	1	6.1%	0	21.7%	8	16.6%	7
£31 - 40	9.2%	135	1.1%	0	3.9%	2	11.1%	1	4.7%	1	3.4%	1	16.4%	6	2.2%	0	5.1%	1	5.0%	1	0.9%	0	3.1%	1	2.4%	1
£41 - 50	4.3%	62	9.4%	2	3.6%	2	1.5%	0	8.0%	2	1.6%	0	1.5%	1	2.5%	0	4.8%	1	3.2%	0	11.6%	1	3.0%	1	1.2%	0
£51 - 60	1.1%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	3.3%	0	0.0%	0	3.5%	1
£61 - 70	1.4%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	2.8%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	1.2%	0
£71 - 80	0.2%	3	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	0.0%	0
£81 - 90	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	0.0%	0	0.0%	0
£91 - 100	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£101 - 150	0.1%	2	0.0%	0	3.4%	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
£151 - 200	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£201+	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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)	13.4%	196	12.4%	3	6.4%	3	10.8%	1	10.2%	2	6.3%	2	9.7%	4	18.1%	3	12.5%	3	14.5%	2	8.4%	1	10.6%	4	10.8%	4
(Refused)	2.1%	31	1.6%	0	0.7%	0	1.5%	0	1.7%	0	0.9%	0	3.6%	1	3.1%	1	0.8%	0	1.6%	0	2.0%	0	4.4%	2	0.0%	0
<i>Mean:</i>	<i>22.51</i>		<i>19.31</i>		<i>25.67</i>		<i>20.65</i>		<i>24.18</i>		<i>17.06</i>		<i>21.32</i>		<i>19.96</i>		<i>21.14</i>		<i>18.84</i>		<i>18.97</i>		<i>19.26</i>		<i>18.34</i>	
Weighted base:	1461		24		42		13		21		30		39		18		20		13		7		39		41	
Sample:	1501		65		57		52		68		65		64		65		77		60		69		65		62	

Q10 Does your household also spend money on food and groceries in small shops? (i.e., not supermarkets)

Yes	30.2%	696	23.2%	9	23.5%	16	42.2%	12	38.2%	12	27.4%	12	33.8%	19	37.9%	11	43.2%	11	23.4%	5	36.5%	4	35.1%	22	29.3%	20
No	69.8%	1607	76.8%	29	76.5%	53	57.8%	17	61.8%	20	72.6%	32	66.2%	38	62.1%	19	56.8%	15	76.6%	15	63.5%	6	64.9%	40	70.7%	47
Weighted base:	2303		38		69		29		33		44		57		30		26		20		10		62		67	
Sample:	2303		100		100		100		100		100		100		101		100		100		100		101		100	

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Q11 Where are these small shops located?													
<i>Those who use small shops at Q10</i>													
Barking	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Barkingside	2.5%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Basildon (incl. Eastgate Shopping Centre)	7.1%	49	54.1%	5	44.5%	7	28.8%	3	0.0%	0	0.0%	0	0.0%
Bexleyheath	3.9%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Billericay	2.2%	15	0.0%	0	0.0%	0	90.6%	11	0.0%	0	0.0%	0	0.0%
Brentwood	1.8%	12	0.0%	0	0.0%	0	0.0%	0	2.0%	0	0.0%	0	0.0%
Canvey Island	2.3%	16	8.7%	1	19.8%	3	0.0%	0	0.0%	0	74.4%	9	16.5%
Central London / West End	0.1%	0	0.0%	0	2.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Chelmsford (incl. Meadows Shopping Centre, High Chelmer Shopping Centre)	3.1%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0	0.0%
Corringham	1.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Dagenham	2.4%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Dartford	4.0%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Epping	1.8%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Gravesend	4.5%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Grays	1.9%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Great Baddow	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hadleigh	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	1	0.0%
Hockley	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.7%
Hornchurch	3.4%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ilford	1.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ingatstone	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
intu Lakeside Shopping Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Laindon	0.6%	5	0.0%	0	27.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%
Leigh-on-Sea	3.5%	25	0.0%	0	0.0%	0	0.0%	0	2.2%	0	27.5%	5	0.0%
London - Other	1.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Loughton	1.8%	12	0.0%	0	2.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Maldon	2.2%	16	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0	0.0%
Pitsea	0.4%	2	28.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Rainham	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Rayleigh	2.4%	17	0.0%	0	0.0%	0	2.1%	0	0.0%	0	0.0%	0	80.8%
Rochford	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	43.2%
Romford	4.8%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sidcup	1.7%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
South Benfleet	1.0%	7	0.0%	0	0.0%	0	0.0%	0	23.5%	3	20.5%	4	0.0%
South Ockendon	1.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
South Woodham Ferrers	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	0	0.0%
Southend-on-Sea (incl. The Royals Sopping Centre and The Victoris Shopping Centre)	3.5%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	1	2.1%

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	
Stanford-le-Hope	1.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stratford (incl. Westfield Stratford)	0.1%	1	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swanley	1.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thundersley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tilbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tiptree	0.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Upminster	2.0%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waltham Abbey	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westcliff-on-Sea	1.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickford	2.0%	14	8.7%	1	0.0%	0	57.7%	7	1.6%	0	0.0%	0	0.0%	0
Witham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - outside area	3.4%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0
Other - zone 3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 14	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 17	0.1%	1	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 19	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 20	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 21	1.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 23	3.8%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashingdon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Wakering	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hullbridge	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hutton	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shoeburyness	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southminster	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thorpe Bay	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	5.5%	38	0.0%	0	0.0%	0	4.8%	1	5.8%	1	0.0%	0	17.8%	3
Weighted base:	696	9		16	12	12	12	19	11	11	5	4	22	20
Sample:	770	19		24	38	37	28	32	38	35	28	35	32	36

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12													
Mean score [£]:																										
Q12 Approximately how much money does your household spend per week on food and groceries in these small shops?																										
<i>Those who use small shops at Q10</i>																										
£1 - 10	37.1%	258	85.5%	8	56.2%	9	71.7%	9	55.7%	7	58.8%	7	35.0%	7	39.8%	5	36.4%	4	28.0%	1	61.6%	2	22.5%	5	53.1%	10
£11 - 20	21.2%	148	3.0%	0	7.0%	1	10.1%	1	19.1%	2	28.4%	3	42.3%	8	38.9%	4	25.8%	3	19.2%	1	21.8%	1	24.8%	5	6.4%	1
£21 - 30	7.8%	54	0.0%	0	19.2%	3	3.3%	0	8.5%	1	2.2%	0	4.7%	1	5.1%	1	1.6%	0	12.7%	1	2.9%	0	10.7%	2	8.9%	2
£31 - 40	2.3%	16	2.3%	0	2.3%	0	6.5%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0	2.0%	0	2.7%	0	1.7%	0	0.0%	0	2.0%	0
£41 - 50	1.9%	13	0.0%	0	3.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0	2.7%	0	0.0%	0	0.0%	0	9.8%	2
£51 - 60	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%	0	0.0%	0
£61 - 70	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£71 - 80	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	0	0.0%	0	0.0%	0	0.0%	0
£81 - 90	0.1%	1	0.0%	0	0.0%	0	0.0%	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
£91 - 100	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	0.0%	0	0.0%	0	0.0%	0
£101 - 150	0.4%	3	0.0%	0	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%	0
£151 - 200	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£201+	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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)	25.8%	179	9.2%	1	10.4%	2	7.1%	1	13.9%	2	7.9%	1	13.0%	3	13.1%	2	30.6%	3	29.5%	1	10.3%	0	39.1%	8	19.8%	4
(Refused)	2.7%	19	0.0%	0	0.0%	0	0.0%	0	2.9%	0	0.0%	0	3.2%	1	3.1%	0	0.0%	0	2.7%	0	1.7%	0	3.0%	1	0.0%	0
<i>Mean:</i>	<i>16.07</i>		<i>8.37</i>		<i>18.02</i>		<i>12.28</i>		<i>12.78</i>		<i>13.66</i>		<i>13.49</i>		<i>13.75</i>		<i>14.34</i>		<i>19.37</i>		<i>9.52</i>		<i>14.36</i>		<i>15.79</i>	
Weighted base:	696		9		16		12		12		12		19		11		11		5		4		22		20	
Sample:	770		19		24		38		37		28		32		38		35		28		35		32		36	

Mean score [%]:

Q13 Approximately what proportion of your household's total spending on all food and grocery goods is done using the Internet?

0	74.8%	1723	92.2%	35	81.1%	56	64.1%	18	72.3%	24	85.1%	37	81.5%	47	83.3%	25	75.3%	19	73.9%	14	75.9%	7	72.2%	45	85.6%	57
1- 10%	3.2%	74	2.5%	1	4.8%	3	0.9%	0	2.7%	1	7.0%	3	3.3%	2	3.6%	1	2.6%	1	11.7%	2	10.0%	1	2.1%	1	4.2%	3
11 - 20%	1.4%	31	0.0%	0	1.1%	1	0.9%	0	4.5%	1	3.5%	2	0.0%	0	0.0%	0	2.0%	1	1.8%	0	0.0%	0	5.8%	4	0.0%	0
21 - 30%	1.1%	25	0.0%	0	0.0%	0	1.2%	0	2.1%	1	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.8%	0	2.4%	0	0.0%	0	0.7%	0
31 - 40%	0.2%	4	0.7%	0	1.6%	1	1.1%	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	0.9%	1
41 - 50%	2.5%	57	0.7%	0	4.1%	3	0.0%	0	6.7%	2	0.0%	0	3.4%	2	0.0%	0	2.0%	1	0.0%	0	1.6%	0	1.1%	1	2.1%	1
51 - 60%	1.8%	42	0.0%	0	2.2%	2	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.6%	0	0.0%	0	0.0%	0	0.7%	0
61 - 70%	1.0%	23	0.0%	0	0.0%	0	2.0%	1	1.5%	0	0.0%	0	0.0%	0	1.3%	0	4.9%	1	0.0%	0	3.7%	0	1.1%	1	0.0%	0
71 - 80%	3.8%	87	0.0%	0	1.6%	1	4.0%	1	2.5%	1	0.8%	0	6.0%	3	4.9%	1	2.9%	1	9.1%	2	0.0%	0	0.8%	1	0.0%	0
81 - 90%	2.6%	59	0.7%	0	2.4%	2	0.7%	0	0.0%	0	1.3%	1	3.0%	2	3.2%	1	2.7%	1	0.0%	0	2.7%	0	2.4%	1	2.2%	1
91 - 100%	3.2%	74	0.5%	0	0.5%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	1.6%	0	1.6%	0	0.8%	0	1.0%	0	0.6%	0	0.6%	0
(Don't know / varies)	2.5%	58	2.7%	1	0.5%	0	17.6%	5	4.4%	1	0.8%	0	2.0%	1	2.1%	1	2.9%	1	0.0%	0	1.4%	0	7.3%	4	2.9%	2
(Refused)	2.0%	46	0.0%	0	0.0%	0	5.5%	2	0.0%	0	1.6%	1	0.0%	0	0.0%	0	2.0%	1	1.2%	0	1.3%	0	6.6%	4	0.0%	0
<i>Mean:</i>	<i>12.88</i>		<i>2.03</i>		<i>8.63</i>		<i>9.43</i>		<i>11.65</i>		<i>2.70</i>		<i>9.83</i>		<i>9.66</i>		<i>12.18</i>		<i>10.13</i>		<i>7.99</i>		<i>6.73</i>		<i>5.01</i>	
Weighted base:	2303		38		69		29		33		44		57		30		26		20		10		62		67	
Sample:	2303		100		100		100		100		100		100		101		100		100		100		101		100	

South Essex Retail Study for Peter Brett Associates

Weighted:

July 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12																			
Q14 So, speaking as an individual, can you tell me where you last made a purchase of clothes or shoes?																																
Basildon (incl. Eastgate Shopping Centre)	6.1%	140	59.3%	22	51.7%	36	27.6%	8	33.1%	11	43.7%	19	19.0%	11	5.6%	2	21.1%	5	1.0%	0	0.0%	0	0.0%	0	0.6%	0						
Bexleyheath	1.9%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0				
Billericay	0.1%	3	0.0%	0	1.6%	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				
Braintree	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.6%	0	0.5%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0				
Brentwood	0.9%	21	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	0.7%	0	0.0%	0				
Bromley	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Cambridge	1.5%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Canary Wharf	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Canvey Island	0.2%	5	2.0%	1	0.0%	0	0.0%	0	0.0%	0	5.1%	2	3.8%	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		
Central London / West End	0.9%	21	0.0%	0	0.7%	0	2.0%	1	3.7%	1	0.0%	0	0.6%	0	0.8%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Chelmsford (incl. Meadows Shopping Centre, High Chelmer Shopping Centre)	6.9%	160	0.0%	0	1.6%	1	4.9%	1	9.5%	3	2.2%	1	1.4%	1	6.2%	2	12.5%	3	1.2%	0	7.7%	1	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Corringham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dagenham	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dartford	0.9%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Epping	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gravesend	2.1%	49	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grays	0.7%	16	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hadleigh	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	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
Harlow	0.9%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hockley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ilford	1.8%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leigh-on-Sea	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
London - Other	0.1%	2	0.7%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Loughton	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maldon	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pitsea	0.0%	1	0.0%	0	0.0%	0	0.7%	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	0.0%	0	0.0%	0
Rainham	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rayleigh	0.3%	7	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	2.7%	2	8.8%	3	7.2%	2	0.6%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rochford	0.0%	0	0.0%	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	2.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Romford	10.0%	231	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sidcup	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Woodham Ferrers	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%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southend-on-Sea (incl. The Royals Sopping Centre and The Victoris Shopping Centre)	6.2%	144	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	3	24.5%	14	36.1%	11	8.2%	2	52.6%	10	44.4%	4	59.0%	36	58.1%	39	0.0%	0	0.0%	0	0.0%	0
Stratford (incl. Westfield Stratford)	2.2%	50	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	2.0%	1	0.8%	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
Swanley	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%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tilbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Upminster	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12													
Waltham Abbey	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Westcliff-on-Sea	0.0%	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	0.6%	0	0.0%	0	0.7%	0		
Wickford	0.3%	6	0.0%	0	0.0%	0	11.4%	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		
Woodford	0.0%	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	0.0%	0	0.0%	0		
Airport Retail Park, Rochford Road, Southend-on-Sea	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	6.5%	1	3.2%	0	0.8%	1	0.0%	
Bluewater Shopping Centre	10.2%	235	2.0%	1	1.3%	1	0.7%	0	2.6%	1	0.6%	0	2.1%	1	0.8%	0	1.4%	0	1.0%	0	5.8%	1	2.9%	2	3.8%	3
Brookfield Retail Park, Cheshunt	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Chelmer Village Retail Park, Chelmer Road, Chelmsford	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	
Eastgate Shopping Centre, Basildon	0.0%	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%	0	0.0%	0	0.0%	
Gallows Corner Retail Park, Romford	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	0.0%	0	0.0%	0	0.0%	
Greyhound Retail Park, Sutton Road, Southend-on-Sea	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	6.0%	1	0.8%	1	1.1%	
Homebase, Mayflower Retail Park, Gardiners Lane, Basildon	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	0.0%	0	0.0%	
Junction Retail Park, Thurrock (NOT Lakeside Shopping Centre) (incl Marks & Spencer Outlet, Decathlon, TK Maxx, Asda Living)	0.2%	4	0.0%	0	0.0%	0	0.5%	0	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%	
Lakeside Retail Park, Lake Rise, Thurrock (NOT Lakeside Shopping Centre) (incl Argos, Next Home, Next Clearance, Currys, Toys R Us)	2.3%	54	3.0%	1	3.9%	3	2.6%	1	0.0%	0	0.8%	0	0.0%	0	4.3%	1	3.9%	1	0.0%	0	0.0%	0	0.6%	0	0.6%	
Lakeside Shopping Centre (NOT retail park)	21.1%	486	6.3%	2	8.8%	6	19.9%	6	14.7%	5	16.2%	7	16.0%	9	15.4%	5	16.1%	4	7.9%	2	7.2%	1	7.5%	5	8.5%	
Mayflower Retail Park, Gardiners Link, Basildon	0.4%	9	1.4%	1	1.6%	1	5.0%	1	4.1%	1	0.6%	0	0.8%	0	0.8%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Meadows Shopping Centre, Chelmsford	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	0.0%	0	0.0%	
Pipps Hill Retail Park, Miles Gray Road, Basildon	0.1%	2	0.5%	0	1.6%	1	0.5%	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%	
Asda, Eastgate Shopping Centre, Basildon, SS14 1AE	0.0%	1	0.0%	0	0.4%	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%	
Asda, Heron Retail Park,	0.1%	3	1.4%	1	2.6%	2	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%	

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Miles Grey Road, Basildon, SS14 3AF													
Asda, North Shoebury Road,, Shoeburyness, SS3 8DA	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Queen elizabeth Square , Chelmsford, CM3 5SY	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Rawreth Lane, Rayleigh , SS6 9RN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Thames Way, Gravesend, DA11 0DQ	0.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Thurrock Park Way, Tilbury , RM18 7HJ	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Cricketers Way, East Mayne, Basildon, SS13 1SA	0.0%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Howard Road, Chafford Hundred, Grays, RM16 6YJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Stadium Way, Rayleigh Weir, Benfleet, SS7 3UB	0.0%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.5%
Sainsbury's, William Hunter Way, Brentwood, CM14 4WQ	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Fulbridge , Maldon, CM9 4LE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Hazelmere, High Road, Basildon, SS13 3JU	0.1%	2	1.2%	0	0.0%	0	0.0%	0	0.8%	0	0.6%	0	0.0%
Tesco, London Road, Benfleet, SS7 5TH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%
Tesco, Mayflower Retail Park, Basildon , SS14 3HZ	0.0%	1	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%
Tesco, Prince Avenue, Southend-on-Sea, SS0 0JP	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%
Abroad	0.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%
Eltham	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Enfield	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Freeport Braintree, Charter Way, Chapel Hill Braintree	0.3%	7	0.0%	0	0.0%	0	0.7%	0	0.8%	0	0.0%	0	0.8%
Greenhithe	1.0%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Orpington OOC (including Homebase, Sevenoaks Way Industrial Estate; Nugent Shopping Park;	0.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12			
and, Springvale Retail Park)																
Shoeburyness	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Tesco Extra, Bryant Avenue, Romford	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	3
Thurrock OOC (Lakeside retail park and Junction retail park, Thurrock)	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 - outside area	1.0%	22	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.8%	0	2.3%	1	0.5%	0
Other - zone 13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Other - zone 21	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 23	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	9.1%	209	12.2%	5	9.7%	7	11.7%	3	16.9%	6	5.3%	2	10.8%	6	8.4%	3
Home catalogue	0.8%	18	1.8%	1	1.8%	1	1.1%	0	2.4%	1	1.2%	1	0.6%	0	1.5%	0
TV / Interactive shopping	0.2%	5	0.0%	0	1.6%	1	0.0%	0	0.6%	0	0.0%	0	0.9%	0	0.0%	0
(Don't know / can't remember)	1.5%	34	4.0%	2	4.5%	3	2.0%	1	0.0%	0	6.6%	3	1.4%	1	3.9%	1
(Don't do this type of shopping)	1.7%	39	0.0%	0	6.0%	4	3.1%	1	1.2%	0	1.2%	1	5.2%	3	2.3%	1
Weighted base:	2303	38	69	29	33	44	57	30	26	20	10	62	67			
Sample:	2303	100	100	100	100	100	100	101	100	100	100	101	100			

Mean score [Times a week]: Everyday = 7, 5 - 6 times a week = 5.5, 3 - 4 times a week = 3.5, Twice a week = 2, Once a week = 1, Once every two weeks = 0.5, Once a month = 0.25, Once every two months = 0.125, 3 or 4 times a year = 0.067, Twice a year = 0.038, Once a year = 0.019, Less often = 0.01

Q15 How often do you visit (LOCATION MENTIONED AT Q14) for clothes or shoes shopping?

Those who gave a location at Q14

Everyday	0.1%	3	2.1%	1	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
5 - 6 times a week	0.2%	4	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
3 - 4 times a week	0.9%	19	0.0%	0	0.8%	0	0.0%	0	0.0%	0	2.4%	1	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Twice a week	1.8%	40	1.8%	1	2.3%	1	0.0%	0	0.6%	0	0.0%	0	1.1%	1	0.0%	0	0.6%	0	0.8%	0	0.0%	0	0.0%	0
Once a week	11.2%	249	13.2%	5	14.7%	9	13.1%	4	11.8%	4	3.6%	1	9.7%	5	6.4%	2	3.5%	1	8.1%	2	7.4%	1	2.2%	1
Once every two weeks	8.9%	198	15.3%	6	7.3%	5	6.6%	2	6.8%	2	7.5%	3	6.0%	3	7.1%	2	9.5%	2	10.9%	2	0.8%	0	11.2%	7
Once a month	25.9%	578	27.1%	10	28.9%	18	31.0%	8	29.0%	9	26.5%	11	40.6%	22	12.9%	4	25.3%	6	26.6%	5	22.4%	2	8.5%	5
Once every two months	12.7%	283	7.0%	3	15.1%	9	18.8%	5	10.6%	3	11.7%	5	12.5%	7	12.9%	4	23.3%	6	14.3%	3	23.6%	2	8.5%	5
3 or 4 times a year	15.9%	355	12.3%	4	13.4%	8	11.8%	3	21.7%	7	21.9%	9	8.0%	4	28.7%	8	14.8%	4	14.1%	3	12.8%	1	11.4%	7
Twice a year	7.4%	165	5.2%	2	4.7%	3	3.2%	1	6.1%	2	10.9%	4	8.4%	5	7.4%	2	16.0%	4	6.5%	1	17.2%	2	15.1%	9
Once a year	2.8%	63	2.1%	1	0.0%	0	2.8%	1	2.1%	1	2.4%	1	3.0%	2	1.4%	0	2.4%	1	3.0%	1	9.3%	1	7.3%	4
Less often	2.7%	60	1.8%	1	1.1%	1	2.6%	1	0.0%	0	1.3%	1	2.1%	1	2.0%	1	0.0%	0	5.6%	1	3.7%	0	8.0%	5
(Don't know / varies)	9.5%	212	12.1%	4	10.9%	7	10.2%	3	10.6%	3	14.4%	6	6.3%	3	20.5%	6	4.5%	1	10.1%	2	2.8%	0	27.7%	16
<i>Mean:</i>	<i>0.39</i>	<i>0.56</i>	<i>0.47</i>	<i>0.32</i>	<i>0.38</i>	<i>0.22</i>	<i>0.40</i>	<i>0.26</i>	<i>0.22</i>	<i>0.29</i>	<i>0.19</i>	<i>0.17</i>	<i>0.18</i>											
Weighted base:	2230	36	62	27	32	40	54	28	24	19	10	59	66											
Sample:	2177	96	93	94	98	90	92	93	91	97	98	96	99											

South Essex Retail Study for Peter Brett Associates

Weighted:

July 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12													
Q16 How do you normally travel to (LOCATION MENTIONED AT Q14)?																										
<i>Not those who shop via Internet / catalogue / TV shopping at Q14</i>																										
Car - Driver	67.9%	1357	53.4%	17	74.0%	39	79.1%	19	80.3%	21	62.9%	23	64.0%	30	76.5%	20	84.4%	17	61.3%	9	69.1%	6	57.2%	27	51.2%	28
Car - Passenger	7.9%	158	8.5%	3	6.2%	3	2.2%	1	5.5%	1	18.5%	7	4.1%	2	5.4%	1	7.4%	1	8.4%	1	8.3%	1	8.1%	4	12.6%	7
Bus	10.3%	206	18.8%	6	4.4%	2	9.2%	2	5.6%	1	12.8%	5	16.1%	8	10.2%	3	4.1%	1	26.3%	4	11.3%	1	13.2%	6	15.0%	8
Cycle	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	1.8%	0	0.0%	0	0.0%	0	0.0%	0
Disabled Vehicle (e.g. mobility scooter)	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%	0	0.0%	0
Taxi	0.3%	5	2.0%	1	1.5%	1	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.8%	0	0.0%	0	0.8%	0	0.0%	0	0.8%	0	0.0%	0
Train	5.2%	103	1.7%	1	0.7%	0	2.5%	1	4.7%	1	5.1%	2	10.4%	5	3.2%	1	2.7%	1	0.0%	0	10.5%	1	4.2%	2	2.6%	1
Walk	6.8%	136	12.0%	4	11.9%	6	7.1%	2	3.9%	1	0.0%	0	1.3%	1	3.0%	1	0.0%	0	0.0%	0	0.0%	0	16.5%	8	17.0%	9
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aeroplane	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	1.3%	0	0.0%	0	0.0%	0	0.7%	0
(Don't know / varies)	1.1%	21	2.5%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	4.1%	2	1.0%	0	1.4%	0	0.0%	0	0.7%	0	0.0%	0	0.9%	0
Weighted base:		1997		31		53		24		26		37		47		26		20		15		8		47		56
Sample:		1927		87		81		83		80		80		84		84		77		79		83		85		87

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Q17 And the time before that, where did your household go to make a purchase of clothes or shoes?													
<i>Those who gave a location at Q14</i>													
Barking	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Basildon (incl. Eastgate Shopping Centre)	5.6%	126	56.1%	20	35.1%	22	33.4%	9	32.5%	11	35.9%	14	14.5%
Bexleyheath	3.0%	66	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Billericay	0.0%	1	0.0%	0	0.6%	0	0.0%	0	1.2%	0	0.0%	0	0.0%
Braintree	0.1%	3	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.7%
Brentwood	0.8%	19	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.6%
Bromley	0.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Cambridge	1.5%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Canary Wharf	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.7%
Canvey Island	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	3	2.3%
Central London / West End	2.6%	57	2.1%	1	2.0%	1	2.9%	1	3.6%	1	0.0%	0	0.6%
Chelmsford (incl. Meadows Shopping Centre, High Chelmer Shopping Centre)	6.5%	145	0.0%	0	0.8%	0	14.4%	4	8.7%	3	1.7%	1	5.5%
Colchester	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Corringham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Dartford	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Eastham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%
Epping	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Gravesend	2.5%	55	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%
Grays	0.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hadleigh	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Harlow	0.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ilford	1.0%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Laindon	0.0%	1	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Leigh-on-Sea	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	2.1%
London - Other	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.7%	0	0.8%
Maldon	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Pitsea	0.1%	2	1.9%	1	0.6%	0	0.0%	0	0.0%	0	1.5%	1	0.0%
Rainham	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Rayleigh	0.5%	11	0.0%	0	0.0%	0	0.6%	0	0.0%	0	3.6%	2	15.3%
Rochford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Romford	10.9%	242	0.6%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sidcup	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
South Woodham Ferrers	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Southend-on-Sea (incl. The Royals Sopping Centre and The Victoris Shopping Centre)	5.6%	124	2.7%	1	0.5%	0	0.0%	0	0.0%	0	12.5%	5	24.3%
Stanford-le-Hope	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Stratford (incl. Westfield Stratford)	1.8%	40	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	1.1%
Swanley	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12													
Tilbury	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	0.0%	0		
Upminster	0.5%	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	0.0%	0		
Waltham Abbey	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	0.0%	0		
Walthamstow	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	0.0%	0		
Westcliff-on-Sea	0.1%	2	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	0.7%	0	1.5%	1		
Wickford	0.2%	4	0.0%	0	0.0%	0	6.8%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Woodford	0.0%	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		
Airport Retail Park, Rochford Road, Southend-on-Sea	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	1	7.0%	1	0.0%	0	0.0%	0		
Arterial Retail Park, Southend-on-Sea	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Bluewater Shopping Centre	9.2%	206	0.0%	0	0.0%	0	0.7%	0	6.2%	2	0.0%	0	3.3%	2	2.3%	1	3.2%	1	0.8%	0	1.7%	0	3.1%	2	0.0%	0
Brookfield Retail Park, Cheshunt	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chelmer Village Retail Park, Chelmer Road, Chelmsford	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	0.0%	0	0.0%	0	0.0%	0
Eastgate Shopping Centre, Basildon	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%	0	0.0%	0	0.0%	0	0.0%	0
Gallows Corner Retail Park, Romford	0.6%	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	0.0%	0	0.0%	0
Greyhound Retail Park, Sutton Road, Southend-on-Sea	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	1.0%	1		
Ikea, Heron Way, Lakeside Retail Park, West Thurrock	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	0.0%	0	0.0%	0	0.0%	0
Junction Retail Park, Thurrock (NOT Lakeside Shopping Centre) (incl Marks & Spencer Outlet, Decathlon, TK Maxx, Asda Living)	0.1%	2	0.0%	0	0.5%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside Retail Park, Lake Rise, Thurrock (NOT Lakeside Shopping Centre) (incl Argos, Next Home, Next Clearance, Currys, Toys R Us)	2.7%	59	4.5%	2	0.0%	0	2.2%	1	0.8%	0	9.0%	4	3.8%	2	4.6%	1	3.4%	1	2.3%	0	0.0%	0	1.2%	1	3.3%	2
Lakeside Shopping Centre (NOT retail park)	17.2%	384	11.4%	4	32.2%	20	16.3%	4	18.2%	6	24.7%	10	21.6%	12	12.2%	3	16.0%	4	6.8%	1	11.9%	1	14.8%	9	3.5%	2
Mayflower Retail Park, Gardiners Link, Basildon	0.4%	10	1.5%	1	4.7%	3	2.0%	1	7.7%	2	1.3%	1	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pipps Hill Retail Park, Miles Gray Road, Basildon	0.0%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weir Retail Park, Stadium	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Way, Rayleigh													
Asda, Eastgate Shopping Centre, Basildon, SS14 1AE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Heron Retail Park, Miles Grey Road, Basildon, SS14 3AF	0.1%	1	0.7%	0	0.5%	0	0.0%	0	0.8%	0	0.0%	0	0.6%
Asda, London Road, Swanley, BR8 7UN	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, North Shoebury Road,, Shoeburyness, SS3 8DA	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Queen Elizabeth Square , Chelmsford, CM3 5SY	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Thames Way, Gravesend, DA11 0DQ	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Thurrock Park Way, Tilbury , RM18 7HJ	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, St John's Way, Stanford le Hope, SS17 7NA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Cricketers Way, East Mayne, Basildon, SS13 1SA	0.1%	2	0.9%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Howard Road, Chafford Hundred, Grays, RM16 6YJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Stadium Way, Rayleigh Weir, Benfleet, SS7 3UB	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Hazelmere, High Road, Basildon, SS13 3JU	0.1%	2	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Hornchurch Road, Hornchurch, RM11 1PY	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, London Road, Benfleet, SS7 5TH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%
Tesco, Mayflower Retail Park, Basildon , SS14 3HZ	0.1%	1	0.7%	0	0.6%	0	2.2%	1	0.0%	0	0.0%	0	0.0%
Tesco, Prince Avenue, Southend-on-Sea, SS0 0JP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Abroad Chatham	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Freeport Braintree, Charter Way, Chapel Hill Braintree	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Greenhithe	0.2%	4	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%
	1.0%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Weighted:

South Essex Retail Study for Peter Brett Associates

July 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Shoeburyness	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Extra, Bryant Avenue, Romford	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Thorpe Bay	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Thurrock OOC (Lakeside retail park and Junction retail park, Thurrock)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tower Retail Park	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other - outside area	1.2%	27	5.1%	2	4.4%	3	0.0%	0	2.2%	1	0.0%	0	0.9%
Other - zone 19	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other - zone 21	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other - zone 23	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Internet / delivered	12.3%	275	8.3%	3	8.6%	5	12.4%	3	9.4%	3	4.0%	2	8.7%
Home catalogue	0.8%	17	1.1%	0	1.6%	1	1.1%	0	2.4%	1	0.6%	0	1.3%
TV / Interactive shopping (Don't know / can't remember)	0.2%	4	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
	3.0%	67	0.7%	0	1.2%	1	0.6%	0	2.7%	1	0.6%	0	3.8%
Weighted base:	2230	36	62	27	32	40	54	28	24	19	10	59	66
Sample:	2177	96	93	94	98	90	92	93	91	97	98	96	99

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Q18 Now can you tell me where your household last made a purchase of furniture, carpets, or soft household furnishings?													
Barking	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Basildon (incl. Eastgate Shopping Centre)	2.5%	57	23.3%	9	24.0%	17	23.3%	7	11.4%	4	5.9%	3	3.7%
Bexleyheath	0.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Billericay	0.1%	3	0.0%	0	0.0%	0	0.0%	0	5.9%	2	0.0%	0	0.0%
Braintree	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Brentwood	0.3%	7	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%
Canvey Island	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	1.2%
Central London / West End	0.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Chelmsford (incl. Meadows Shopping Centre, High Chelmer Shopping Centre)	1.5%	35	0.5%	0	0.0%	0	0.7%	0	0.8%	0	0.0%	0	0.0%
Chingford	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Colchester	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%
Corringham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Dartford	0.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Epping	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Gravesend	1.0%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Grays	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Great Baddow	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hadleigh	0.1%	2	0.0%	0	1.6%	1	0.0%	0	0.0%	0	1.2%	1	0.0%
Harlow	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hockley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%
Hornchurch	0.7%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ilford	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Laindon	0.1%	1	0.0%	0	1.0%	1	0.9%	0	0.0%	0	0.0%	0	0.0%
Leigh-on-Sea	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	1.2%
London - Other	1.5%	35	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.8%	0	0.0%
Loughton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Maldon	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Pitsea	0.1%	2	2.0%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Rayleigh	0.6%	14	0.0%	0	1.6%	1	0.0%	0	0.0%	0	1.2%	1	5.1%
Rochford	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%
Romford	2.9%	67	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%
South Ockendon	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
South Woodham Ferrers	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Southend-on-Sea (incl. The Royals Sopping Centre and The Victoris Shopping Centre)	2.3%	52	0.9%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	1.8%
Stanford-le-Hope	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Stratford (incl. Westfield Stratford)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tarpots	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%
Tilbury	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12													
Upminster	1.8%	42	0.5%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.6%	0		
Waltham Abbey	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	0.0%	0	0.0%	0		
Westcliff-on-Sea	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	1.2%	1	3.4%	2		
Wickford	0.3%	7	1.4%	1	0.0%	0	10.8%	3	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Witham	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	0.0%	0		
Airport Retail Park, Rochford Road, Southend-on-Sea	0.7%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	1.1%	0	11.7%	2	20.5%	2	1.3%	1	4.5%	3
B&Q, Fossetts Way, Eastern Avenue, Southend On Sea	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	5.7%	1	0.0%	0	0.0%	0	0.9%	1		
B&Q, Heron Way, West Thurrock	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	0.0%	0		
B&Q, Homelands Retail Park, Cuton Hall Lane, Chelmsford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Pipp's Hill Retail Park, Miles Gray Road, Upper Mayne, Basildon	0.0%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Beckton Triangle Retail Park, Beckton	1.0%	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%	0		
Bluewater Shopping Centre	2.0%	46	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.6%	0	2.3%	1	0.0%	0	1.4%	0	0.0%	0	0.6%	0	0.0%	0		
Chelmer Village Retail Park, Chelmer Road, Chelmsford	0.9%	22	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		
Dartford Heath Retail Park	0.5%	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	0.0%	0	0.0%	0		
Eastgate Shopping Centre, Basildon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0		
Gallows Corner Retail Park, Romford	1.3%	30	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%	0		
Greyhound Retail Park, Sutton Road, Southend-on-Sea	0.5%	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	2.9%	2	0.9%	1		
Homebase, 1 Baynes Place, Chelmsford	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	0.0%	0		
Homebase, 140 Church Hill, Loughton	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	0.0%	0	0.0%	0		
Homebase, 706-720 High Road, Seven Kings, Ilford	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	0.0%	0	0.0%	0		
Homebase, 85 London Road, Southend-on-Sea	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Homebase, Basildon Arterial Road, Mayflower Retail Park, Basildon	0.0%	1	0.0%	0	0.0%	0	0.9%	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		
Homebase, Baynes Place, Chelmsford	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	0.0%	0		
Homebase, Davidson Way, Romford	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	0.0%	0	0.0%	0		

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12														
Homebase, Mayflower Retail Park, Gardiners Lane, Basildon	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	0.0%	0	0.0%	0	
Homebase, Stadium Way, Rayleigh Weir	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Homelands Retail Park, Cuton Hall Lane, Chelmsford	0.4%	9	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	0.0%	0	0.0%
Ikea, Heron Way, Lakeside Retail Park, West Thurrock	1.9%	44	0.0%	0	2.7%	2	0.0%	0	0.0%	0	5.4%	2	0.0%	0	0.0%	0	0.7%	0	1.0%	0	0.6%	0	0.0%	0	8.1%	5	
Imperial Retail Park, Gravesend	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	0.0%	0	0.0%	0	0.0%
Junction Retail Park, Thurrock (NOT Lakeside Shopping Centre) (incl Marks & Spencer Outlet, Decathlon, TK Maxx, Asda Living)	1.7%	40	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%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lakeside Retail Park, Lake Rise, Thurrock (NOT Lakeside Shopping Centre) (incl Argos, Next Home, Next Clearance, Currys, Toys R Us)	9.9%	227	7.2%	3	14.0%	10	3.6%	1	1.5%	0	17.5%	8	19.7%	11	7.1%	2	0.7%	0	2.3%	0	23.4%	2	7.0%	4	0.6%	0	0.0%
Lakeside Shopping Centre (NOT retail park)	0.9%	20	0.0%	0	3.2%	2	0.0%	0	1.2%	0	2.9%	1	6.0%	3	0.8%	0	0.5%	0	0.8%	0	0.6%	0	1.3%	1	0.0%	0	0.0%
London Road Retail Park, London Road, Southend-on-Sea	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	1.0%	1	0.0%	0	1.2%	0	3.0%	1	0.6%	0	1.1%	1	0.0%	0	0.0%
Mayflower Retail Park, Gardiners Link, Basildon	0.4%	10	7.6%	3	0.5%	0	4.2%	1	1.1%	0	0.0%	0	1.0%	1	1.3%	0	3.5%	1	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%
Pipps Hill Retail Park, Miles Gray Road, Basildon	1.0%	24	2.8%	1	9.4%	7	5.2%	1	14.6%	5	8.4%	4	1.4%	1	0.6%	0	1.6%	0	1.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%
Princes Gate Retail Park, Harlow	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	0.0%	0	0.0%	0	0.0%
Riverside Retail Park, Victoria Road, Chelmsford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Rom Valley Retail Park, Romford	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	0.0%	0	0.0%	0	0.0%
St James Centre, Edinburgh Way, Harlow	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	0.0%	0	0.0%	0	0.0%
Weir Retail Park, Stadium Way, Rayleigh	0.4%	9	0.5%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	2	3.5%	2	0.0%	0	1.4%	0	1.0%	0	2.1%	0	0.6%	0	0.0%	0	0.0%
Wickes, 1 Rat Lane, Rayleigh	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%	0	0.0%	0	0.0%
Wickes, 850 High Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Chadwell Heath													
Wickes, Hertford Road, Barking	1.5%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wickes, Rat Lane, Rayleigh	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%
Asda, Galleon Boulevard, Dartford, DA2 6QL	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Merriellands Crescent, Dagenham, RM9 6SJ	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, North Shoebury Road,, Shoeburyness, SS3 8DA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%
Sainsbury's, Knightswick Centre, Canvey Island, SS8 7AD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%
Waitrose, Fossetts Way, Eastern Avenue, Southend-on-Sea, SS2 4DQ	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%
Basildon OOC (including Pippis Hill Retail Park and Heron Retail Park)	0.1%	2	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Burnham-on-Crouch	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Chatham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Eastern Avenue Retail Park, Romford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%
Enfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%
Greenhithe	1.0%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Orpington OOC (including Homebase, Sevenoaks Way Industrial Estate; Nugent Shopping Park; and, Springvale Retail Park)	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Shoeburyness	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0	2.1%
Sidcup OOC (including Ruxley Corner Industrial Estate, Edington Way; and, B&Q and Crittalls Corner, Sidcup Bypass)	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Southchurch	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.6%
Tesco Extra, Bryant Avenue, Romford	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%
Thorpe Bay	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%
Thurrock OOC (Lakeside retail park and Junction retail park, Thurrock)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%
Waltham Cross	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Other - outside area	0.5% 12	0.0% 0	0.7% 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	0.6% 0
Other - zone 7	0.0% 1	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	1.1% 1	0.0% 0
Other - zone 17	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	0.0% 0	0.0% 0
Other - zone 19	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	0.0% 0	0.0% 0
Other - zone 20	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	0.0% 0	0.0% 0
Internet / delivered	12.0% 277	3.4% 1	14.2% 10	10.5% 3	6.0% 2	5.5% 2	6.1% 4	4.3% 1	13.0% 3	2.4% 0	8.4% 1	3.4% 2	5.2% 3
Home catalogue	0.2% 5	0.0% 0	0.5% 0	0.0% 0	0.6% 0	0.0% 0	0.6% 0	0.0% 0	0.0% 0	0.0% 0	1.3% 0	0.0% 0	1.3% 1
TV / Interactive shopping	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	0.0% 0	0.0% 0
(Don't know / can't remember)	14.5% 334	21.1% 8	5.8% 4	3.0% 1	8.2% 3	14.3% 6	16.5% 10	8.0% 2	8.8% 2	10.3% 2	5.6% 1	6.6% 4	5.9% 4
(Don't do this type of shopping)	21.8% 502	28.7% 11	16.5% 11	32.9% 9	36.5% 12	18.8% 8	26.2% 15	38.6% 12	31.2% 8	24.6% 5	12.8% 1	26.0% 16	38.3% 26
Weighted base:	2303	38	69	29	33	44	57	30	26	20	10	62	67
Sample:	2303	100	100	100	100	100	100	101	100	100	100	101	100

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Q19 And the time before that, where did your household go to make a purchase of furniture, carpets, or soft household furnishings?													
<i>Those who gave a location at Q14</i>													
Barking	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Basildon (incl. Eastgate Shopping Centre)	3.4%	49	45.4%	9	17.7%	10	27.9%	5	17.6%	3	24.6%	7	5.1%
Bexleyheath	0.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Billericay	0.1%	1	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%
Braintree	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Brentwood	0.5%	7	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%
Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Canvey Island	0.2%	3	0.0%	0	0.9%	0	0.0%	0	5.8%	2	2.1%	1	0.0%
Central London / West End	0.3%	5	0.0%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0	1.1%
Chelmsford (incl. Meadows Shopping Centre, High Chelmer Shopping Centre)	2.3%	34	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	1.2%
Colchester	0.2%	3	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	2.4%
Corringham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Dagenham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Dartford	0.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Epping	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Gravesend	2.4%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Grays	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Great Baddow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hadleigh	0.2%	3	0.0%	0	2.1%	1	0.0%	0	0.0%	0	4.9%	2	0.0%
Harlow	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hockley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%
Hornchurch	0.6%	9	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%
Ilford	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Laindon	0.1%	1	0.0%	0	1.3%	1	1.4%	0	0.0%	0	0.0%	0	0.0%
Leigh-on-Sea	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	2.2%
London - Other	2.0%	30	0.0%	0	0.0%	0	3.2%	1	0.0%	0	1.3%	0	0.0%
Loughton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Maldon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%
Pitsea	0.1%	1	2.9%	1	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Rayleigh	0.8%	12	0.0%	0	0.0%	0	0.0%	0	1.4%	0	1.8%	1	6.3%
Rochford	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.9%	2	0.0%
Romford	4.2%	61	0.0%	0	0.0%	0	4.0%	1	1.8%	0	0.0%	0	0.0%
South Ockendon	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
South Woodham Ferrers	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Southend-on-Sea (incl. The Royals Sopping Centre and The Victoris Shopping Centre)	3.2%	47	1.8%	0	0.0%	0	0.0%	0	5.1%	1	3.4%	1	17.2%
Stanford-le-Hope	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Stratford (incl. Westfield Stratford)	1.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

South Essex Retail Study for Peter Brett Associates

Weighted:

July 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12													
Thundersley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Tilbury	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	0.0%	0		
Upminster	2.8%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0		
Waltham Abbey	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	0.0%	0	0.0%	0		
Westcliff-on-Sea	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	6.2%	2		
Wickford	0.5%	7	0.0%	0	0.0%	0	19.2%	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		
Witham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Airport Retail Park, Rochford Road, Southend-on-Sea	1.3%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	3.6%	1	13.1%	2	22.4%	2	1.6%	1	19.1%	7
Arterial Retail Park, Southend-on-Sea	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	0.0%	0		
B&Q, Fossetts Way, Eastern Avenue, Southend On Sea	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	8.7%	1	0.0%	0	1.6%	1	1.7%	1		
B&Q, Homelands Retail Park, Cuton Hall Lane, Chelmsford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Pippys Hill Retail Park, Miles Gray Road, Upper Mayne, Basildon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	5.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Beckton Triangle Retail Park, Beckton	1.5%	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		
Bluewater Shopping Centre	4.9%	72	4.0%	1	2.1%	1	0.0%	0	5.4%	1	2.4%	1	2.4%	1	0.0%	0	1.1%	0	1.6%	0	0.0%	0	1.0%	0	0.0%	0
Chelmer Village Retail Park, Chelmer Road, Chelmsford	1.1%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Cricketers Retail Park, Basildon	0.0%	0	0.0%	0	0.0%	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		
Dartford Heath Retail Park	0.8%	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	0.0%	0		
Eastgate Shopping Centre, Basildon	0.0%	0	0.0%	0	0.0%	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		
Gallows Corner Retail Park, Romford	1.6%	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%	0		
Greyhound Retail Park, Sutton Road, Southend-on-Sea	0.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	3.1%	1	1.7%	1		
Homebase, 1 Baynes Place, Chelmsford	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	0.0%	0		
Homebase, 140 Church Hill, Loughton	0.5%	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	0.0%	0		
Homebase, 85 London Road, Southend-on-Sea	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1		
Homebase, Basildon Arterial Road, Mayflower Retail Park, Basildon	0.1%	1	0.0%	0	0.0%	0	1.4%	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		
Homebase, Davidson Way, Romford	0.3%	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%	0	0.0%	0		

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12														
Homebase, Mayflower Retail Park, Gardiners Lane, Basildon	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	0.0%	0	0.0%	0	0.0%	0	
Homebase, Stadium Way, Rayleigh Weir	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0	0.0%
Homelands Retail Park, Cuton Hall Lane, Chelmsford	0.5%	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	0.0%	0	0.0%	0	0.0%
Ikea, Heron Way, Lakeside Retail Park, West Thurrock	2.5%	37	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	1.6%	0	0.8%	0	0.0%	0	15.8%	6	
Imperial Retail Park, Gravesend	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	0.0%	0	0.0%	0	0.0%	0	0.0%
Junction Retail Park, Thurrock (NOT Lakeside Shopping Centre) (incl Marks & Spencer Outlet, Decathlon, TK Maxx, Asda Living)	0.4%	6	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	0.8%	0	0.0%	0	0.0%	0	0.0%
Lakeside Retail Park, Lake Rise, Thurrock (NOT Lakeside Shopping Centre) (incl Argos, Next Home, Next Clearance, Currys, Toys R Us)	16.3%	239	16.5%	3	24.0%	13	5.7%	1	9.5%	2	24.5%	7	31.3%	10	13.4%	2	4.9%	1	5.2%	1	17.4%	1	4.6%	2	1.0%	0	
Lakeside Shopping Centre (NOT retail park)	1.4%	20	1.4%	0	2.1%	1	0.0%	0	2.4%	0	3.5%	1	9.5%	3	0.0%	0	1.1%	0	1.2%	0	0.0%	0	3.1%	1	0.0%	0	0.0%
London Road Retail Park, London Road, Southend-on-Sea	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	1.7%	1	0.0%	0	0.9%	0	4.6%	1	0.8%	0	0.0%	0	0.0%	0	0.0%
Mayflower Retail Park, Gardiners Link, Basildon	0.8%	11	8.0%	2	4.0%	2	8.8%	2	5.8%	1	1.6%	0	0.0%	0	1.2%	0	2.4%	0	0.0%	0	2.1%	0	0.0%	0	0.0%	0	0.0%
Pipps Hill Retail Park, Miles Gray Road, Basildon	1.0%	14	5.6%	1	7.1%	4	6.0%	1	12.3%	2	2.4%	1	1.0%	0	1.2%	0	5.9%	1	1.2%	0	1.0%	0	1.0%	0	0.0%	0	0.0%
Riverside Retail Park, Victoria Road, Chelmsford	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%	0	0.0%	0	0.0%
Rom Valley Retail Park, Romford	0.8%	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	0.0%	0	0.0%	0	0.0%
Weir Retail Park, Stadium Way, Rayleigh	0.2%	3	1.1%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	5.0%	2	0.0%	0	0.0%	0	1.6%	0	3.6%	0	0.0%	0	0.0%	0	0.0%
Wickes, 1 Rat Lane, Rayleigh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wickes, Hertford Road, Barking	2.3%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wickes, Rat Lane, Rayleigh	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	0.0%
Asda, Galleon Boulevard, Dartford, DA2 6QL	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	0.0%	0	0.0%	0	0.0%

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Asda, Merrields Crescent, Dagenham, RM9 6SJ	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose, Fossetts Way, Eastern Avenue, Southend-on-Sea, SS2 4DQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%
Abroad	0.0%	0	0.0%	0	0.0%	0	2.4%	0	0.0%	0	0.0%	0	0.0%
Basildon OOC (including Pipps Hill Retail Park and Heron Retail Park)	0.1%	1	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Burnham-on-Crouch	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Chatham	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Enfield	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Greenhithe	1.5%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Orpington OOC (including Homebase, Sevenoaks Way Industrial Estate; Nugent Shopping Park; and, Springvale Retail Park)	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Shoeburyness	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	0	1.2%
Southchurch	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	1.0%
Thorpe Bay	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%
Thurrock OOC (Lakeside retail park and Junction retail park, Thurrock)	0.5%	7	1.1%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%
Waltham Cross	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other - outside area	0.9%	13	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.9%	0	0.8%
Other - zone 18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%
Other - zone 19	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other - zone 20	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other - zone 21	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%
Internet / delivered	16.7%	245	4.5%	1	18.8%	10	13.0%	2	14.8%	3	13.4%	4	16.9%
Home catalogue	0.5%	7	1.1%	0	0.7%	0	0.0%	0	0.0%	0	1.0%	0	0.0%
TV / Interactive shopping	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't know / can't remember)	7.0%	103	6.7%	1	12.8%	7	6.8%	1	9.2%	2	3.8%	1	4.2%
Weighted base:	1466	19	54	18	18	29	33	16	15	13	8	42	37
Sample:	1367	54	71	59	52	55	54	53	62	64	75	65	58

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12												
Q20 Now can you tell me where your household last made a purchase of DIY and decorating goods?																									
Basildon (incl. Eastgate Shopping Centre)	1.4%	32	10.6%	4	19.6%	14	25.9%	7	4.2%	1	4.7%	2	0.8%	0	0.0%	0	4.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Bexleyheath	1.0%	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	0.0%
Billericay	0.1%	2	0.0%	0	0.0%	0	0.0%	0	4.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Braintree	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%	0	0.0%
Brentwood	0.1%	3	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	0.0%
Canvey Island	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	2	11.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Chelmsford (incl. Meadows Shopping Centre, High Chelmer Shopping Centre)	0.7%	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	0.0%	0	0.0%	0	0.0%
Corringham	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%	0	0.0%
Dagenham	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	0.0%	0	0.0%
Dartford	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Epping	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%	0	0.0%
Gravesend	1.3%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Grays	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	0.0%	0	0.0%
Hadleigh	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%	0	0.0%	0	0.0%
Harlow	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	0.0%	0	0.0%
Hockley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	2.1%	1	0.0%	0	0.6%	0	0.0%	0	0.0%
Ingatestone	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Leigh-on-Sea	0.2%	4	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%	0	1.1%	1	0.0%
London - Other	1.5%	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	0.0%	0	0.0%	0	0.0%
Loughton	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	0.0%	0	0.0%	0	0.0%
Maldon	0.4%	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	0.0%	0	0.0%
Pitsea	0.1%	2	0.5%	0	0.7%	0	0.0%	0	0.6%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Rayleigh	0.8%	19	4.1%	2	0.7%	0	0.0%	0	0.0%	0	8.8%	4	7.2%	4	14.7%	4	7.2%	2	0.0%	0	0.0%	0	1.2%	1	0.0%
Rochford	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	10.4%	2	5.1%	0	1.9%	1	0.0%
Romford	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	0.0%	0	0.0%
Sidcup	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	0.0%	0	0.0%	0	0.0%
South Woodham Ferrers	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	0.0%	0	0.0%
Southend-on-Sea (incl. The Royals Sopping Centre and The Victoris Shopping Centre)	0.9%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.8%	4	3.4%	1	2.4%	0	1.4%	0	13.3%	8	4.6%
Stanford-le-Hope	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%	0	0.0%
Waltham Abbey	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Westcliff-on-Sea	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	0.0%	0	0.6%
Wickford	0.0%	1	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Airport Retail Park, Rochford Road, Southend-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	0.5%	0	0.6%	0	0.0%	0	0.0%	0	0.0%
Arterial Retail Park, Southend-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	0.0%	0	0.0%	0	0.7%
B&Q, 1 Dearsley Road, Enfield	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	0.0%	0	0.0%

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12													
B&Q, 2 Springfield Drive, Ilford	0.6%	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	0.0%	0		
B&Q, 6 The Oaks Retail Park, Howard Way, Harlow	0.1%	3	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%	0	0.6%	0	0.0%	0		
B&Q, Fossetts Way, Eastern Avenue, Southend On Sea	5.1%	117	0.0%	0	0.5%	0	0.0%	0	0.0%	0	3.2%	1	7.7%	4	12.2%	4	19.7%	5	63.6%	12	63.6%	6	60.5%	37	42.6%	28
B&Q, Heron Way, West Thurrock	4.0%	92	0.9%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Homelands Retail Park, Cuton Hall Lane, Chelmsford	3.9%	90	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
B&Q, Imperial Business Estate, Clifton Marine Parade, Gravesend	4.0%	92	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Pipp's Hill Retail Park, Miles Gray Road, Upper Mayne, Basildon	3.3%	76	28.7%	11	30.6%	21	23.5%	7	44.2%	14	9.2%	4	4.3%	2	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Prospect Place Retail Park, Westgate Road, Dartford	2.8%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Roneo Corner, Hornchurch Road, Hornchurch	5.4%	125	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Station Road, off Lower Road, Belvedere	0.5%	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	0.0%	0	0.0%	0	0.0%	0
B&Q, Tangent Link, Harold Hill, Romford	6.6%	152	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beckton Triangle Retail Park, Beckton	0.6%	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	0.0%	0	0.0%	0
Bluewater 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	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chelmer Village Retail Park, Chelmer Road, Chelmsford	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	0.0%	0	0.0%	0
Costco, West Thurrock Way, West Thurrock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cricketers Retail Park, Basildon	0.1%	2	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	0.0%	0	0.0%	0	0.0%	0
Gallows Corner Retail Park, Romford	0.7%	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
Greyhound Retail Park, Sutton Road, Southend-on-Sea	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Harlow Retail Park, Edinburgh Way, Harlow (Argos, Dunelm, Homebase, KFC)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12													
Homebase, 1 Baynes Place, Chelmsford	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	0.0%	0	0.0%	0		
Homebase, 140 Church Hill, Loughton	0.7%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Homebase, 23-25 Stadium Way, Benfleet	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%	0	0.0%	0	0.0%	0		
Homebase, 444 High Road, Leytonstone	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%	0		
Homebase, 706-720 High Road, Seven Kings, Ilford	0.5%	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	0.0%	0		
Homebase, 85 London Road, Southend-on-Sea	0.7%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	2	0.0%	0	0.7%	0	0.6%	0	3.0%	0	6.2%	4	8.7%	6
Homebase, Basildon Arterial Road, Mayflower Retail Park, Basildon	0.9%	20	5.7%	2	12.1%	8	9.2%	3	2.5%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Baynes Place, Chelmsford	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	0.0%	0	0.0%	0	0.0%	0
Homebase, Davidson Way, Romford	1.4%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Edinburgh Road, Harlow	0.5%	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	0.0%	0	0.0%	0
Homebase, London Road, Southend-on-Sea	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.6%	0	3.0%	2
Homebase, London Road, Vange, Basildon	0.6%	15	5.7%	2	6.0%	4	2.0%	1	0.0%	0	0.8%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Mayflower Retail Park, Gardiners Lane, Basildon	0.3%	7	6.0%	2	0.5%	0	6.9%	2	3.2%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Princes Road, Dartford	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	0.0%	0	0.0%	0	0.0%	0
Homebase, Stadium Way, Rayleigh Weir	1.3%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.9%	4	18.5%	11	12.9%	4	21.3%	5	0.6%	0	3.0%	0	0.0%	0	0.6%	0
Homelands Retail Park, Cuton Hall Lane, Chelmsford	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%	0	0.0%	0
Ikea, Heron Way, Lakeside Retail Park, West Thurrock	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	0.0%	0	5.2%	3
Junction Retail Park, Thurrock (NOT Lakeside Shopping Centre) (incl Marks & Spencer Outlet, Decathlon, TK Maxx, Asda Living)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside Retail Park, Lake Rise, Thurrock (NOT Lakeside Shopping)	5.5%	127	0.7%	0	1.3%	1	0.0%	0	1.3%	0	6.0%	3	6.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Centre) (incl Argos, Next Home, Next Clearance, Currys, Toys R Us)													
Lakeside Shopping Centre (NOT retail park)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
London Road Retail Park, London Road, Southend-on-Sea	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%
Mayflower Retail Park, Gardiners Link, Basildon	0.3%	7	0.5%	0	5.2%	4	0.7%	0	0.0%	0	0.0%	0	0.0%
Pipps Hill Retail Park, Miles Gray Road, Basildon	0.4%	8	4.1%	2	3.7%	3	1.4%	0	7.5%	2	0.6%	0	0.0%
Weir Retail Park, Stadium Way, Rayleigh	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.0%
Wickes, 1 Rat Lane, Rayleigh	0.3%	8	0.0%	0	0.0%	0	2.7%	1	2.2%	1	1.6%	1	2.2%
Wickes, 50 Overy Street, Dartford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wickes, 850 High Road, Chadwell Heath	0.5%	11	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wickes, Brook Street, Brentwood	1.0%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wickes, Cuton Hall Lane, Chelmsford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wickes, Hertford Road, Barking	1.7%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wickes, Princes Gate Retail Park, Harlow	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wickes, Rat Lane, Rayleigh	0.6%	13	1.4%	1	3.9%	3	4.4%	1	0.0%	0	0.6%	0	8.8%
Wickes, Ravenside Retail Park, Edmonton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wickes, Stuart Road, Gravesend	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wickes, Wycke Hill, Maldon	0.7%	16	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%
Asda, Merriellands Crescent, Dagenham, RM9 6SJ	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Cricketers Way, East Mayne, Basildon, SS13 1SA	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%
Tesco, Barking Road, Barking, IG11 7BS	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Prince Avenue, Southend-on-Sea, SS0 0JP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%
Waitrose, Fossetts Way, Eastern Avenue, Southend-on-Sea, SS2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
4DQ													
Ashington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Basildon OOC (including Pipps Hill Retail Park and Heron Retail Park)	0.1%	2	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Burnham-on-Crouch	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Greenhithe	1.0%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Orpington OOC (including Homebase, Sevenoaks Way Industrial Estate; Nugent Shopping Park; and, Springvale Retail Park)	0.8%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Shoeburyness	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%
Sidcup OOC (including Ruxley Corner Industrial Estate, Edington Way; and, B&Q and Crittalls Corner, Sidcup Bypass)	1.8%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Thurrock OOC (Lakeside retail park and Junction retail park, Thurrock)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%
Waltham Cross	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other - outside area	0.8%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.6%
Other - zone 3	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%
Other - zone 7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%
Other - zone 13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%
Other - zone 14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other - zone 17	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other - zone 23	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Internet / delivered	2.3%	52	0.7%	0	0.5%	0	1.2%	0	0.0%	3	1.9%	1	3.2%
Home catalogue	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't know / can't remember)	6.3%	144	9.4%	4	1.0%	1	0.7%	0	1.9%	1	4.9%	2	1.4%
(Don't do this type of shopping)	17.1%	395	19.9%	8	9.9%	7	16.7%	5	24.3%	8	21.3%	9	18.1%
Weighted base:	2303	38	69	29	33	44	57	30	26	20	10	62	67
Sample:	2303	100	100	100	100	100	100	101	100	100	100	101	100

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12												
Q21 And the time before that, where did your household go to make a purchase of DIY and decorating goods?																									
<i>Those who gave a location at Q20</i>																									
Basildon (incl. Eastgate Shopping Centre)	1.8%	32	18.2%	5	15.7%	10	27.0%	6	4.8%	1	3.4%	1	7.2%	3	0.0%	0	8.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Billericay	0.1%	2	0.0%	0	0.0%	0	0.0%	0	7.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Braintree	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%	0	0.0%
Brentwood	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	0.0%	0	0.0%
Canvey Island	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.6%	4	10.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Chelmsford (incl. Meadows Shopping Centre, High Chelmer Shopping Centre)	0.9%	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	0.8%	0	0.0%	0	0.0%
Colchester	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	0.0%	0	0.0%
Corringham	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%	0	0.0%
Dagenham	0.5%	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	0.0%	0	0.0%
Epping	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	0.0%	0	0.0%
Gravesend	1.4%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Grays	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	0.0%	0	0.0%
Hadleigh	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Harlow	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hockley	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	1	4.7%	1	0.0%	0	0.7%	0	0.0%	0	0.0%
Hornchurch	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	0.0%	0	0.0%	0	0.0%
Ilford	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	0.0%	0	0.0%	0	0.0%
Laindon	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	0.0%
Leigh-on-Sea	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
London - Other	2.1%	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	0.0%	0	0.0%	0	0.0%
Loughton	0.3%	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%	0	0.0%	0	0.0%
Maldon	0.6%	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	0.0%	0	0.0%
Pitsea	0.1%	1	0.8%	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	0.0%	0	0.0%
Rainham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Rayleigh	0.8%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.7%	3	7.8%	4	19.6%	4	6.7%	1	0.0%	0	0.0%	0	1.4%	1	0.0%
Rochford	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	2	0.0%	0	11.0%	2	13.6%	1	2.2%	1	0.0%
Romford	1.3%	23	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	0.0%
Sidcup	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
South Woodham Ferrers	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Southend-on-Sea (incl. The Royals Sopping Centre and The Victoris Shopping Centre)	1.5%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	1.7%	1	7.7%	2	5.6%	1	4.9%	1	3.4%	0	25.4%	13	8.8%
Stanford-le-Hope	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	0.0%	0	0.0%
Tilbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waltham Abbey	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Westcliff-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	0.0%	0	0.0%	0	1.7%
Wickford	0.1%	1	0.0%	0	0.0%	0	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%
Woodford	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	0.0%	0	0.0%
Airport Retail Park, Rochford Road,	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.8%	0	0.8%	0	0.0%	0	0.0%	0	0.0%

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12													
Southend-on-Sea Arterial Retail Park,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0												
Southend-on-Sea B&Q, 2 Springfield Drive, Ilford	1.0%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
B&Q, 6 The Oaks Retail Park, Howard Way, Harlow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0												
B&Q, Fossetts Way, Eastern Avenue, Southend On Sea	5.4%	94	2.9%	1	0.6%	0	1.5%	0	0.0%	0	4.8%	2	8.9%	4	12.6%	3	22.7%	4	72.7%	11	59.0%	5	54.2%	28	40.3%	20
B&Q, Heron Way, West Thurrock	4.1%	73	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Homelands Retail Park, Cuton Hall Lane, Chelmsford	3.4%	60	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Imperial Business Estate, Clifton Marine Parade, Gravesend	3.2%	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	0.0%	0	0.0%	0
B&Q, Pipp's Hill Retail Park, Miles Gray Road, Upper Mayne, Basildon	3.6%	64	35.0%	9	33.1%	20	19.0%	5	43.7%	11	2.1%	1	7.0%	3	1.2%	0	2.4%	0	0.0%	0	6.7%	1	0.0%	0	0.0%	0
B&Q, Prospect Place Retail Park, Westgate Road, Dartford	1.7%	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	0.0%	0
B&Q, Roneo Corner, Hornchurch Road, Hornchurch	5.3%	93	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Station Road, off Lower Road, Belvedere	2.0%	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
B&Q, Tangent Link, Harold Hill, Romford	6.9%	122	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Units A&B Leyton Mills, Marshall Road, Leyton	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	0.0%	0	0.0%	0
Bluewater 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	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chelmer Village Retail Park, Chelmer Road, Chelmsford	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%	0	0.0%	0
Costco, West Thurrock Way, West Thurrock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cricketers Retail Park, Basildon	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	0.0%	0	0.0%	0
Gallows Corner Retail Park, Romford	1.0%	18	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	0.0%	0	0.0%	0	0.0%	0
Greyhound Retail Park, Sutton Road, Southend-on-Sea	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Harlow Retail Park, Edinburgh Way, Harlow (Argos, Dunelm, Homebase, KFC)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Homebase, 1 Baynes Place, Chelmsford	1.1%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Homebase, 140 Church Hill, Loughton	0.9%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Homebase, 23-25 Stadium Way, Benfleet	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	0	1.2%	0	0.0%
Homebase, 2c Fulbourne Road, Walthamstow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Homebase, 706-720 High Road, Seven Kings, Ilford	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Homebase, 85 London Road, Southend-on-Sea	1.1%	19	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	3.8%
Homebase, Basildon Arterial Road, Mayflower Retail Park, Basildon	1.2%	22	12.8%	3	9.3%	6	18.7%	4	6.7%	2	0.0%	0	0.0%
Homebase, Baynes Place, Chelmsford	0.7%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Homebase, Davidson Way, Romford	1.8%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Homebase, Edinburgh Road, Harlow	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Homebase, High Street, Waltham Cross	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Homebase, London Road, Southend-on-Sea	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%
Homebase, London Road, Vange, Basildon	0.8%	15	7.0%	2	6.0%	4	2.5%	1	0.0%	0	3.1%	1	2.9%
Homebase, Mayflower Retail Park, Gardiners Lane, Basildon	0.7%	13	6.4%	2	2.3%	1	7.9%	2	14.4%	3	1.3%	0	0.0%
Homebase, Princes Road, Dartford	1.0%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Homebase, Stadium Way, Rayleigh Weir	1.7%	30	1.3%	0	1.8%	1	0.7%	0	0.0%	0	10.6%	3	19.3%
Homelands Retail Park, Cuton Hall Lane, Chelmsford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ikea, Heron Way, Lakeside Retail Park, West Thurrock	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Junction Retail Park, Thurrock (NOT Lakeside Shopping Centre) (incl	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	2	0.0%

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12													
Marks & Spencer Outlet, Decathlon, TK Maxx, Asda Living)																										
Lakeside Retail Park, Lake Rise, Thurrock (NOT Lakeside Shopping Centre) (incl Argos, Next Home, Next Clearance, Currys, Toys R Us)	7.6%	135	0.8%	0	1.4%	1	0.0%	0	0.8%	0	7.3%	2	9.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside Shopping Centre (NOT 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	0.0%	0	0.0%	0
London Road Retail Park, London Road, Southend-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	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mayflower Retail Park, Gardiners Link, Basildon	0.3%	6	0.8%	0	1.4%	1	1.7%	0	5.0%	1	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pipps Hill Retail Park, Miles Gray Road, Basildon	0.8%	13	5.7%	2	11.6%	7	0.0%	0	10.1%	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
Weir Retail Park, Stadium Way, Rayleigh	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	1.2%	1	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, 1 Rat Lane, Rayleigh	0.3%	6	0.0%	0	0.0%	0	3.3%	1	0.0%	0	2.1%	1	0.7%	0	6.0%	1	4.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, 309 High Street, Orpington	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	0.0%	0	0.0%	0
Wickes, 50 Overy Street, Dartford	0.5%	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	0.0%	0	0.0%	0
Wickes, 850 High Road, Chadwell Heath	0.7%	12	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%	0	0.0%	0
Wickes, 94 Kings Highway, Plumstead	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	0.0%	0	0.0%	0
Wickes, Brook Street, Brentwood	1.2%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Cuton Hall Lane, Chelmsford	0.3%	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%	0	0.0%	0	0.0%	0
Wickes, Hertford Road, Barking	3.2%	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	0.0%	0	0.0%	0
Wickes, Madford Retail Park, Frazer Road, Erith	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	0.0%	0	0.0%	0
Wickes, Princes Gate Retail Park, Harlow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Rat Lane, Rayleigh	1.2%	20	1.0%	0	4.4%	3	7.9%	2	0.0%	0	0.8%	0	13.2%	6	5.0%	1	4.4%	1	0.0%	0	0.7%	0	0.0%	0	0.8%	0
Wickes, Ravenside Retail Park, Edmonton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Stuart Road, Gravesend	1.8%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Wycke Hill, Maldon	0.8%	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	0.0%	0	0.0%	0
Asda, Merriellands Crescent,	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	0.0%	0	0.0%	0

South Essex Retail Study for Peter Brett Associates

Weighted:

July 2016

Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
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South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Q22 Can you tell me where you or your household last made a purchase of electrical items such as TVs, DVD players, digital cameras, MP3 players, mobile phones or computers?													
Barking	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Basildon (incl. Eastgate Shopping Centre)	2.2%	52	26.4%	10	18.6%	13	25.7%	7	1.3%	0	20.3%	9	3.9%
Bexleyheath	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Billericay	0.0%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%
Brentwood	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Canvey Island	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	2	3.9%	2	0.0%
Central London / West End	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%
Chelmsford (incl. Meadows Shopping Centre, High Chelmer Shopping Centre)	1.8%	42	0.0%	0	0.0%	0	0.9%	0	1.5%	0	0.0%	0	0.6%
Corringham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Dagenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Dartford	0.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Gravesend	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%
Grays	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Great Baddow	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hadleigh	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.6%	0	0.0%
Harlow	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hockley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	2.5%
Hornchurch	1.2%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ilford	0.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Laindon	0.1%	1	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Leigh-on-Sea	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	1	2.2%	1	2.0%
London - Other	1.8%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Maldon	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Pitsea	0.0%	1	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Rainham	0.8%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Rayleigh	0.4%	9	0.0%	0	0.0%	0	0.0%	0	6.4%	3	2.2%	1	6.6%
Rochford	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.6%	0	5.4%
Romford	2.7%	62	0.0%	0	1.6%	1	0.0%	0	0.0%	0	1.1%	1	0.0%
South Ockendon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
South Woodham Ferrers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Southend-on-Sea (incl. The Royals Sopping Centre and The Victoris Shopping Centre)	1.4%	33	0.9%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	12.4%
Stanford-le-Hope	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%
Stratford (incl. Westfield Stratford)	0.9%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tilbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waltham Abbey	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Westcliff-on-Sea	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.6%
Wickford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Airport Retail Park,	0.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.5%

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Rochford Road, Southend-on-Sea	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Arterial Retail Park, Southend-on-Sea	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
B&Q, 6 The Oaks Retail Park, Howard Way, Harlow	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	1	2.1%
B&Q, Fossetts Way, Eastern Avenue, Southend On Sea	0.0%	1	0.0%	0	0.0%	0	2.0%	1	0.6%	0	0.0%	0	0.0%
B&Q, Pippis Hill Retail Park, Miles Gray Road, Upper Mayne, Basildon	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
B&Q, Tangent Link, Harold Hill, Romford	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Beckton Triangle Retail Park, Beckton	4.9%	113	2.0%	1	0.5%	0	0.7%	0	1.3%	0	0.6%	0	1.2%
Bluewater Shopping Centre	2.0%	45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Chelmer Village Retail Park, Chelmer Road, Chelmsford	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Cork Tree Retail Park, Chingford	0.0%	1	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.8%	0	0.7%
Costco, West Thurrock Way, West Thurrock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%
Eastgate Shopping Centre, Basildon	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Gallions Reach Shopping Park, London	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Gallows Corner Retail Park, Romford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%
Greyhound Retail Park, Sutton Road, Southend-on-Sea	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Harlow Retail Park, Edinburgh Way, Harlow (Argos, Dunelm, Homebase, KFC)	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Homebase, 140 Church Hill, Loughton	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Homebase, Davidson Way, Romford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%
Homebase, Stadium Way, Rayleigh Weir	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Homelands Retail Park, Cuton Hall Lane, Chelmsford	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ikea, Heron Way, Lakeside													

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Retail Park, West Thurrock													
Imperial Retail Park, Gravesend	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Junction Retail Park, Thurrock (NOT Lakeside Shopping Centre) (incl Marks & Spencer Outlet, Decathlon, TK Maxx, Asda Living)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lakeside Retail Park, Lake Rise, Thurrock (NOT Lakeside Shopping Centre) (incl Argos, Next Home, Next Clearance, Currys, Toys R Us)	10.8%	248	3.4%	1	3.0%	2	5.5%	2	2.5%	1	8.6%	4	1.7%
Lakeside Shopping Centre (NOT retail park)	0.8%	18	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.8%	0	3.2%
Leyton Mills Retail Park, Leyton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%
London Road Retail Park, London Road, Southend-on-Sea	1.4%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	1.2%
Mayflower Retail Park, Gardiners Link, Basildon	0.6%	14	13.0%	5	4.5%	3	1.2%	0	2.2%	1	0.8%	0	0.0%
Pipps Hill Retail Park, Miles Gray Road, Basildon	2.2%	50	3.7%	1	21.9%	15	5.8%	2	28.4%	9	9.0%	4	6.5%
Riverside Retail Park, Victoria Road, Chelmsford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Weir Retail Park, Stadium Way, Rayleigh	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	1.5%
Wickes, Hertford Road, Barking	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Eastgate Shopping Centre, Basildon, SS14 1AE	0.1%	1	1.4%	1	1.0%	1	0.0%	0	0.8%	0	0.0%	0	0.0%
Asda, Heron Retail Park, Miles Grey Road, Basildon, SS14 3AF	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%
Asda, North Shoebury Road,, Shoeburyness, SS3 8DA	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Rawreth Lane, Rayleigh , SS6 9RN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%
Asda, Thames Way, Gravesend, DA11 0DQ	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Limebrook Way, Maldon, CM9 6 GG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12											
Morrisons, Link Road, Canvey Island, SS8 9UB	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
Sainsbury's, Beckton, Claps Gate Lane, LONDON, E6 6JF	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	0.0%	0
Sainsbury's, Cricketers Way, East Mayne, Basildon, SS13 1SA	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%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, London Road, Southend-on-Sea, SS1 1PL	0.0%	0	0.0%	0	0.0%	0	0.0%	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
Sainsbury's, Pepper Hill, Wingfield Bank, Gravesend, DA11 8JH	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%	0
Sainsbury's, Stadium Way, Rayleigh Weir, Benfleet, SS7 3UB	0.0%	1	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	0.6%	0
Sainsbury's, William Hunter Way, Brentwood, CM14 4WQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Cygnet View, Grays, RM20 1WN	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	0.0%	0
Tesco, Fulbridge , Maldon, CM9 4LE	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%	0
Tesco, Hazelmere, High Road, Basildon, SS13 3JU	0.3%	7	5.2%	2	0.0%	0	0.7%	0	0.0%	0	0.0%	0	2.9%	2	0.6%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Tesco, Heathway, Dagenham, RM10 8QS	0.1%	1	0.0%	0	0.0%	0	0.0%	0	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, Hornchurch Road, Hornchurch, RM11 1PY	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	0.0%	0
Tesco, London Road, Benfleet, SS7 5TH	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
Tesco, Mandeville Way, Laindon , Basildon, SS15 6TJ	0.0%	1	0.7%	0	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
Tesco, Mayflower Retail Park, Basildon , SS14 3HZ	0.3%	7	0.7%	0	0.5%	0	5.6%	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
Tesco, Prince Avenue, Southend-on-Sea, SS0 0JP	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.6%	0	2.1%	0	0.8%	1	0.6%	0
Tesco, Princes Road, Chelmsford, CM2 9XW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Sewardstone Road, Waltham Abbey, EN9 1JH	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	0.0%	0
Tesco, Southchurch Avenue , Southend-on-Sea, SS1 2ZG	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	0	0.6%	0	0.0%	0	0.0%	0

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12													
Waitrose, Fossetts Way, Eastern Avenue, Southend-on-Sea, SS2 4DQ	0.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.6%	0	1.9%	1	0.0%	0	4.7%	1	7.8%	1	7.4%	5	2.9%	2
Basildon OOC (including Pippis Hill Retail Park and Heron Retail Park)	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
Burnham-on-Crouch	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	0.0%	0	0.0%	0
Chatham	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	0.0%	0	0.0%	0
Eastern Avenue Retail Park, Romford	0.5%	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	0.0%	0	0.0%	0
Enfield	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	0.0%	0	0.0%	0
Fossetts Way	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	3.8%	0	0.0%	0	1.3%	1
Greenhithe	1.0%	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	0.0%	0
Orpington OOC (including Homebase, Sevenoaks Way Industrial Estate; Nugent Shopping Park; and, Springvale Retail Park)	0.8%	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	0.0%	0	0.0%	0
Tesco Extra, Bryant Avenue, Romford	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	0.0%	0	0.0%	0	0.0%	0
Thurrock OOC (Lakeside retail park and Junction retail park, Thurrock)	0.1%	3	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	0.0%	0	0.0%	0
Tower Retail Park	0.7%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waltham Cross	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	0.0%	0	0.0%	0
Other - outside area	0.9%	21	0.0%	0	0.0%	0	0.9%	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
Other - zone 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	0.0%	0	0.0%	0	0.6%	0
Other - zone 23	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%	0	0.0%	0
Internet / delivered	18.8%	433	10.3%	4	16.9%	12	15.7%	5	23.6%	8	22.2%	10	27.2%	16	23.1%	7	21.0%	5	22.5%	4	23.4%	2	24.5%	15	26.6%	18
Home catalogue	0.9%	20	1.9%	1	2.2%	2	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.8%	0	0.7%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0
TV / Interactive shopping	0.0%	1	0.0%	0	0.5%	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
(Don't know / can't remember)	9.2%	212	5.5%	2	4.3%	3	5.4%	2	1.6%	1	2.6%	1	5.1%	3	2.7%	1	8.1%	2	4.7%	1	3.8%	0	2.5%	2	9.3%	6
(Don't do this type of shopping)	20.0%	461	23.2%	9	21.1%	15	27.6%	8	32.1%	11	16.1%	7	27.4%	16	31.7%	10	28.9%	7	25.6%	5	12.0%	1	16.4%	10	20.0%	13
Weighted base:	2303	38	69	29	33	44	57	30	26	20	10	62	67													
Sample:	2303	100	100	100	100	100	100	101	100	100	100	101	100													

South Essex Retail Study for Peter Brett Associates

Weighted:

July 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Q23 And the time before that, where you or your household last made a purchase of electrical items such as TVs, DVD players, digital cameras, MP3 players, mobile phones or computers?													
<i>Those who gave a location at Q22</i>													
Barking	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Basildon (incl. Eastgate Shopping Centre)	2.8%	46	31.8%	9	15.6%	8	35.7%	7	4.6%	1	22.0%	8	3.7%
Billericay	0.1%	1	0.0%	0	0.0%	0	0.8%	0	2.0%	0	0.0%	0	0.0%
Brentwood	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Canvey Island	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	2	9.1%	4	0.0%
Central London / West End	0.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	1.1%
Chelmsford (incl. Meadows Shopping Centre, High Chelmer Shopping Centre)	1.7%	28	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.9%
Colchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Dagenham	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Dartford	0.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Epping	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Gravesend	0.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%
Grays	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Great Baddow	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hadleigh	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	1	2.0%	1	0.0%
Harlow	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hockley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	4.0%
Hornchurch	2.7%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ilford	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%
Laindon	0.1%	1	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Leigh-on-Sea	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%
London - Other	2.3%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Loughton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Maldon	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Pitsea	0.1%	1	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Rainham	1.1%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Rayleigh	0.6%	9	0.0%	0	0.0%	0	0.0%	0	3.4%	1	4.8%	2	15.6%
Rochford	0.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	1.0%
Romford	3.0%	49	0.0%	0	4.3%	2	0.0%	0	0.0%	0	0.9%	0	0.0%
South Ockendon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
South Woodham Ferrers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Southend-on-Sea (incl. The Royals Sopping Centre and The Victoris Shopping Centre)	2.3%	37	1.3%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	2.9%
Stanford-le-Hope	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%
Stratford (incl. Westfield Stratford)	0.4%	7	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%
Tilbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Upminster	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%
Waltham Abbey	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	
Westcliff-on-Sea	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Wickford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Airport Retail Park, Rochford Road, Southend-on-Sea	0.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0	9.9%	1
Arterial Retail Park, Southend-on-Sea	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Fossetts Way, Eastern Avenue, Southend On Sea	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	1
B&Q, Tangent Link, Harold Hill, Romford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beckton Triangle Retail Park, Beckton	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bluewater Shopping Centre	6.3%	102	0.0%	0	0.0%	0	1.0%	0	3.7%	1	0.7%	0	0.9%	0
Chelmer Village Retail Park, Chelmer Road, Chelmsford	2.7%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, West Thurrock Way, West Thurrock	0.1%	1	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0
Cricketers Retail Park, Basildon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gallions Reach Shopping Park, London	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gallows Corner Retail Park, Romford	0.8%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greyhound Retail Park, Sutton Road, Southend-on-Sea	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.9%	0
Harlow Retail Park,Edinburgh Way, Harlow (Argos, Dunelm, Homebase, KFC)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, 140 Church Hill, Loughton	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Davidson Way, Romford	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Stadium Way, Rayleigh Weir	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homelands Retail Park, Cuton Hall Lane, Chelmsford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Imperial Retail Park, Gravesend	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Junction Retail Park, Thurrock (NOT Lakeside Shopping Centre) (incl Marks & Spencer Outlet,	2.2%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12													
Decathlon, TK Maxx, Asda Living)																										
Lakeside Retail Park, Lake Rise, Thurrock (NOT Lakeside Shopping Centre) (incl Argos, Next Home, Next Clearance, Currys, Toys R Us)	14.9%	243	9.6%	3	7.2%	4	14.3%	3	2.6%	1	17.7%	6	4.6%	2	1.2%	0	4.3%	1	0.0%	0	2.2%	0	0.0%	0	1.0%	0
Lakeside Shopping Centre (NOT retail park)	0.9%	15	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.9%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Leyton Mills Retail Park, Leyton	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London Road Retail Park, London Road, Southend-on-Sea	1.6%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	2.9%	1	2.5%	0	4.2%	1	11.2%	2	8.7%	1	13.0%	6	20.6%	10
Mayflower Retail Park, Gardiners Link, Basildon	0.7%	11	17.0%	5	5.1%	3	2.7%	1	2.9%	1	0.9%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pipps Hill Retail Park, Miles Gray Road, Basildon	2.8%	46	9.5%	3	24.0%	12	14.0%	3	32.2%	7	12.6%	4	8.6%	3	2.6%	1	6.8%	1	0.0%	0	1.0%	0	0.0%	0	7.4%	3
Riverside Retail Park, Victoria Road, Chelmsford	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%	0	0.0%	0
Rom Valley Retail Park, Romford	0.3%	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%	0	0.0%	0	0.0%	0
St James Centre, Edinburgh Way, Harlow	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	0.0%	0	0.0%	0
Weir Retail Park, Stadium Way, Rayleigh	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	1.1%	0	3.2%	1	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Asda, Eastgate Shopping Centre, Basildon, SS14 1AE	0.0%	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	0.0%	0
Asda, Heron Retail Park, Miles Grey Road, Basildon, SS14 3AF	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	0.0%	0	0.0%	0
Asda, North Shoebury Road,, Shoeburyness, SS3 8DA	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	2.1%	1	1.0%	0
Asda, Rawreth Lane, Rayleigh , SS6 9RN	0.0%	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
Asda, Thames Way, Gravesend, DA11 0DQ	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	0.0%	0	0.0%	0	0.0%	0
Asda, Thurrock Park Way, Tilbury , RM18 7HJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Beckton, Claps Gate Lane, LONDON, E6 6JF	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	0.0%	0	0.0%	0
Sainsbury's, Cricketers Way, East Mayne, Basildon, SS13 1SA	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	0.0%	0	0.0%	0

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Sainsbury's, Pepper Hill, Wingfield Bank, Gravesend, DA11 8JH	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Stadium Way, Rayleigh Weir, Benfleet, SS7 3UB	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.8%
Tesco , Cygnet View, Lakeside, West Thurrock , Grays , RM20 1TX	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Fulbridge , Maldon, CM9 4LE	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Hazelmere, High Road, Basildon, SS13 3JU	0.4%	7	5.8%	2	1.0%	0	1.0%	0	0.7%	0	2.6%	1	1.0%
Tesco, London Road, Benfleet, SS7 5TH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%
Tesco, Mandeville Way, Laindon , Basildon, SS15 6TJ	0.1%	1	1.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Mayflower Retail Park, Basildon , SS14 3HZ	0.4%	7	0.0%	0	0.7%	0	9.7%	2	0.0%	0	0.0%	0	0.0%
Tesco, Prince Avenue, Southend-on-Sea, SS0 0JP	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%
Tesco, Sewardstone Road, Waltham Abbey, EN9 1JH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Southchurch Avenue , Southend-on-Sea, SS1 2ZG	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%
Waitrose, Fossetts Way, Eastern Avenue, Southend-on-Sea, SS2 4DQ	0.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	1.1%
Basildon OOC (including Pippis Hill Retail Park and Heron Retail Park)	0.1%	1	0.8%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Burnham-on-Crouch	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Chatham	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Eastern Avenue Retail Park, Romford	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Eltham	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Enfield	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Fossetts Way	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	1.4%
Greenhithe	1.4%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%
Orpington OOC (including Homebase, Sevenoaks Way Industrial Estate; Nugent Shopping Park;	0.8%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
and, Springvale Retail Park)													
Thurrock OOC (Lakeside retail park and Junction retail park, Thurrock)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tower Retail Park	0.8%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waltham Cross	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other - outside area	1.0%	17	0.0%	0	0.0%	0	1.3%	0	0.0%	0	1.4%	0	0.0%
Other - zone 8	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%
Other - zone 12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%
Other - zone 21	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other - zone 23	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Internet / delivered	26.6%	433	12.5%	3	26.7%	14	15.7%	3	37.5%	8	21.0%	7	43.3%
Home catalogue	1.2%	20	1.7%	0	3.6%	2	0.0%	0	1.6%	0	1.2%	0	0.0%
TV / Interactive shopping	0.0%	1	0.0%	0	0.7%	0	0.0%	0	0.7%	0	0.0%	0	0.0%
(Don't know / can't remember)	3.5%	58	2.2%	1	7.2%	4	1.8%	0	8.7%	2	2.9%	1	5.0%
Weighted base:	1630	27	52	19	22	35	39	20	16	14	8	50	47
Sample:	1583	71	69	58	66	75	66	65	60	63	80	82	68

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Q24 Can you tell me where you or your household last made a purchase of domestic appliances, such as washing machines, fridges or cookers?													
Barking	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Basildon (incl. Eastgate Shopping Centre)	1.6%	37	23.0%	9	13.6%	9	17.5%	5	0.8%	0	11.8%	5	1.6%
Bexleyheath	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Billericay	0.1%	3	0.0%	0	0.0%	0	0.0%	0	4.6%	1	0.0%	0	0.0%
Brentwood	0.7%	17	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%
Canvey Island	0.3%	7	0.7%	0	0.7%	0	0.0%	0	0.0%	0	7.8%	3	4.5%
Central London / West End	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Chelmsford (incl. Meadows Shopping Centre, High Chelmer Shopping Centre)	1.3%	30	0.0%	0	0.0%	0	0.9%	0	1.1%	0	0.0%	0	0.0%
Chingford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Corringham	0.1%	3	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.6%
Dagenham	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Dartford	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Epping	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Gravesend	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Grays	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hadleigh	0.1%	3	0.0%	0	0.0%	0	0.5%	0	0.0%	0	1.8%	1	1.2%
Harlow	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hockley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%
Hornchurch	1.3%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ilford	0.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Leigh-on-Sea	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%
London - Other	0.6%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Loughton	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Maldon	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Pitsea	0.1%	1	1.1%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%
Rainham	0.8%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Rayleigh	0.6%	14	0.0%	0	0.0%	0	0.7%	0	0.0%	0	4.3%	2	7.0%
Rochford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%
Romford	1.9%	44	0.0%	0	1.6%	1	0.0%	0	0.0%	0	2.2%	1	1.1%
Sidcup	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
South Woodham Ferrers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Southend-on-Sea (incl. The Royals Sopping Centre and The Victoris Shopping Centre)	1.7%	40	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.8%	0	0.8%
Stanford-le-Hope	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%
Stratford (incl. Westfield Stratford)	0.7%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Thundersley	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tilbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Upminster	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waltham Abbey	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12													
Westcliff-on-Sea	0.3%	8	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	1.9%	0	1.3%	1	7.9%	5
Wickford	0.1%	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
Witham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Airport Retail Park, Rochford Road, Southend-on-Sea	0.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	4.2%	1	8.9%	1	2.9%	2	0.9%	1
Arterial Retail Park, Southend-on-Sea	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	0.6%	0	0.0%	0
B&Q, Fossetts Way, Eastern Avenue, Southend On Sea	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0	7.0%	1	0.0%	0	0.0%	0
B&Q, Heron Way, West Thurrock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Homelands Retail Park, Cuton Hall Lane, Chelmsford	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	0.0%	0	0.0%	0
Beckton Triangle Retail Park, Beckton	1.6%	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%	0
Bluewater Shopping Centre	3.3%	76	2.0%	1	0.0%	0	1.2%	0	4.2%	1	1.2%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Chelmer Village Retail Park, Chelmer Road, Chelmsford	2.1%	49	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, West Thurrock Way, West Thurrock	0.0%	1	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastgate Shopping Centre, Basildon	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	0.0%	0	0.0%	0	0.0%	0
Gallows Corner Retail Park, Romford	1.0%	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	0.0%	0	0.0%	0	0.0%	0
Greyhound Retail Park, Sutton Road, Southend-on-Sea	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	2.3%	0	0.6%	0	0.0%	0	0.0%	0
Harlow Retail Park,Edinburgh Way, Harlow (Argos, Dunelm, Homebase, KFC)	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%	0	0.0%	0
Homebase, 85 London Road, Southend-on-Sea	0.0%	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%	0	0.6%	0	0.0%	0
Homebase, London Road, Southend-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	0.0%	0	0.0%	0	0.6%	0
Homebase, Stadium Way, Rayleigh Weir	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homelands Retail Park, Cuton Hall Lane, Chelmsford	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	0.0%	0	0.0%	0
Ikea, Heron Way, Lakeside Retail Park, West Thurrock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Imperial Retail Park,	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Gravesend													
Junction Retail Park, Thurrock (NOT Lakeside Shopping Centre) (incl Marks & Spencer Outlet, Decathlon, TK Maxx, Asda Living)	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lakeside Retail Park, Lake Rise, Thurrock (NOT Lakeside Shopping Centre) (incl Argos, Next Home, Next Clearance, Currys, Toys R Us)	10.2%	235	4.6%	2	3.0%	2	6.1%	2	0.8%	0	4.2%	2	2.1%
Lakeside Shopping Centre (NOT retail park)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.8%
Leyton Mills Retail Park, Leyton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
London Road Retail Park, London Road, Southend-on-Sea	1.4%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	2.0%
Mayflower Retail Park, Gardiners Link, Basildon	0.4%	9	9.1%	3	0.5%	0	2.1%	1	1.6%	1	1.3%	1	0.0%
Meadows Shopping Centre, Chelmsford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Pipps Hill Retail Park, Miles Gray Road, Basildon	2.1%	48	9.3%	4	20.8%	14	6.7%	2	22.2%	7	10.2%	4	5.5%
Riverside Retail Park, Victoria Road, Chelmsford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Rom Valley Retail Park, Romford	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The Queensgate Centre, Edinburgh Way, Harlow (Laura Ashley, Hobbycraft, Currys, Bensons, Decathlon, Mothercare, Wren Kitchens)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Weir Retail Park, Stadium Way, Rayleigh	0.4%	9	0.0%	0	0.0%	0	0.7%	0	0.0%	0	3.1%	1	7.0%
Wickes, Rat Lane, Rayleigh	0.0%	1	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Eastgate Shopping Centre, Basildon, SS14 1AE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Merrields Crescent, Dagenham, RM9 6SJ	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, North Shoebury Road,, Shoeburyness, SS3 8DA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	
Asda, Queen Elizabeth Square, Chelmsford, CM3 5SY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Rawreth Lane, Rayleigh, SS6 9RN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Morrisons, London Road, Grays, RM17 5XZ	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, London Road, Hadleigh, Benfleet, SS7 2RB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Sainsbury's, Hornchurch, High Street, Hornchurch, RM11 1TX	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Stadium Way, Rayleigh Weir, Benfleet, SS7 3UB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Hazelmere, High Road, Basildon, SS13 3JU	0.1%	1	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Tesco, Mandeville Way, Laindon, Basildon, SS15 6TJ	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Prince Avenue, Southend-on-Sea, SS0 0JP	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.6%	0
Waitrose, Fossetts Way, Eastern Avenue, Southend-on-Sea, SS2 4DQ	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.6%	0	1.2%	0
Basildon OOC (including Pippis Hill Retail Park and Heron Retail Park)	0.1%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Burnham-on-Crouch Eastern Avenue Retail Park, Romford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastern Avenue Retail Park, Romford	1.1%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eltham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Enfield	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fossetts Way	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	1.0%	0
Great Wakering	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0
Greenhithe	1.0%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orpington OOC (including Homebase, Sevenoaks Way Industrial Estate; Nugent Shopping Park; and, Springvale Retail Park)	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southchurch	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Bryant Avenue,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Romford													
Thurrock OOC (Lakeside retail park and Junction retail park, Thurrock)	0.1%	3	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tower Retail Park	1.1%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other - outside area	1.0%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%
Other - zone 13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other - zone 20	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other - zone 23	1.0%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Internet / delivered	24.8%	572	13.6%	5	29.8%	21	22.4%	6	33.7%	11	25.5%	11	29.2%
Home catalogue	1.0%	23	1.6%	1	2.2%	2	0.5%	0	1.1%	0	0.0%	0	0.0%
TV / Interactive shopping	0.1%	1	0.5%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't know / can't remember)	7.1%	163	13.2%	5	2.1%	1	1.2%	0	2.9%	1	4.7%	2	4.1%
(Don't do this type of shopping)	19.6%	450	21.3%	8	20.4%	14	32.2%	9	25.5%	8	17.7%	8	30.0%
Weighted base:	2303	38	69	29	33	44	57	30	26	20	10	62	67
Sample:	2303	100	100	100	100	100	100	101	100	100	100	101	100

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Q25 And the time before that, where you or your household last made a purchase of domestic appliances, such as washing machines, fridges or cookers?													
<i>Those who gave a location at Q24</i>													
Barking	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Basildon (incl. Eastgate Shopping Centre)	2.1%	36	42.1%	10	17.6%	9	17.8%	3	3.5%	1	10.3%	3	2.4%
Bexleyheath	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Billericay	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%
Brentwood	0.6%	9	0.0%	0	0.0%	0	1.0%	0	1.1%	0	0.0%	0	0.0%
Canvey Island	0.4%	7	1.0%	0	0.9%	0	0.0%	0	0.0%	4	7.8%	3	0.0%
Central London / West End	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%
Chelmsford (incl. Meadows Shopping Centre, High Chelmer Shopping Centre)	1.9%	31	0.0%	0	0.0%	0	1.4%	0	1.5%	0	0.0%	0	0.8%
Chingford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Corringham	0.1%	2	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.9%	0	0.0%
Dagenham	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Dartford	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Epping	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Gravesend	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Grays	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hadleigh	0.2%	4	0.0%	0	0.0%	0	0.0%	0	2.3%	1	3.0%	1	0.9%
Harlow	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hockley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%
Hornchurch	1.6%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ilford	0.7%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Leigh-on-Sea	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%
London - Other	1.1%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Loughton	0.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Maldon	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Pitsea	0.0%	1	1.7%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%
Rainham	1.0%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Rayleigh	1.0%	16	1.4%	0	0.0%	0	1.0%	0	6.6%	2	10.7%	4	17.9%
Rochford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	1	0.0%
Romford	2.2%	37	0.0%	0	2.1%	1	0.0%	0	2.9%	1	0.0%	0	0.0%
Sidcup	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
South Ockendon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
South Woodham Ferrers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Southend-on-Sea (incl. The Royals Sopping Centre and The Victoris Shopping Centre)	2.5%	42	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	23.8%
Stratford (incl. Westfield Stratford)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tilbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Upminster	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waltham Abbey	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12													
Westcliff-on-Sea	0.4%	7	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	3.4%	0	1.6%	1	9.9%	4
Wickford	0.1%	1	0.0%	0	0.0%	0	3.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Airport Retail Park, Rochford Road, Southend-on-Sea	0.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	5.8%	1	10.2%	1	2.6%	1	1.1%	0
Arterial Retail Park, Southend-on-Sea	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	0.9%	0	0.8%	0	0.0%	0
B&Q, Fossetts Way, Eastern Avenue, Southend On Sea	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	8.1%	1	0.0%	0	0.0%	0
B&Q, Heron Way, West Thurrock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Homelands Retail Park, Cuton Hall Lane, Chelmsford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Pipp's Hill Retail Park, Miles Gray Road, Upper Mayne, Basildon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beckton Triangle Retail Park, Beckton	2.2%	38	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	0.0%	0
Bluewater Shopping Centre	5.7%	96	0.0%	0	0.0%	0	1.9%	0	6.9%	2	1.5%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chelmer Village Retail Park, Chelmer Road, Chelmsford	2.8%	48	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, West Thurrock Way, West Thurrock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastgate Shopping Centre, Basildon	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	0.0%	0	0.0%	0
Gallows Corner Retail Park, Romford	1.3%	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	0.0%	0
Greyhound Retail Park, Sutton Road, Southend-on-Sea	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	3.2%	0	0.7%	0	2.3%	1	0.0%	0
Harlow Retail Park, Edinburgh Way, Harlow (Argos, Dunelm, Homebase, KFC)	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%	0	0.0%	0
Homebase, 85 London Road, Southend-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	0.0%	0	0.8%	0	0.0%	0
Homebase, London Road, Vange, Basildon	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Mayflower Retail Park, Gardiners Lane, Basildon	0.1%	1	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Stadium Way, Rayleigh Weir	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0
Homelands Retail Park, Cuton Hall Lane,	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	0.0%	0	0.0%	0

South Essex Retail Study for Peter Brett Associates

Weighted:

July 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Chelmsford													
Imperial Retail Park, Gravesend	0.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Junction Retail Park, Thurrock (NOT Lakeside Shopping Centre) (incl Marks & Spencer Outlet, Decathlon, TK Maxx, Asda Living)	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lakeside Retail Park, Lake Rise, Thurrock (NOT Lakeside Shopping Centre) (incl Argos, Next Home, Next Clearance, Currys, Toys R Us)	11.8%	200	7.0%	2	6.0%	3	10.0%	2	2.1%	0	11.1%	4	4.1%
Lakeside Shopping Centre (NOT retail park)	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.9%
London Road Retail Park, London Road, Southend-on-Sea	1.9%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	2.4%
Mayflower Retail Park, Gardiners Link, Basildon	0.5%	9	14.0%	3	2.8%	2	4.2%	1	4.3%	1	1.7%	1	0.0%
Pipps Hill Retail Park, Miles Gray Road, Basildon	2.5%	43	14.0%	3	16.6%	9	10.1%	2	31.7%	7	11.0%	4	7.4%
Riverside Retail Park, Victoria Road, Chelmsford	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Rom Valley Retail Park, Romford	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The Queensgate Centre, Edinburgh Way, Harlow (Laura Ashley, Hobbycraft, Currys, Bensons, Decathlon, Mothercare, Wren Kitchens)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Weir Retail Park, Stadium Way, Rayleigh	0.5%	8	0.0%	0	0.0%	0	1.0%	0	0.0%	0	3.8%	1	10.6%
Wickes, Rat Lane, Rayleigh	0.0%	1	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Eastgate Shopping Centre, Basildon, SS14 1AE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, North Shoebury Road,, Shoeburyness, SS3 8DA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Queen Elizabeth Square, Chelmsford, CM3 5SY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Rawreth Lane,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Rayleigh , SS6 9RN													
Asda, Thurrock Park Way, Tilbury , RM18 7HJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, London Road, Grays , RM17 5XZ	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, London Road. Hadleigh, Benfleet, SS7 2RB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Hornchurch, High Street, Hornchurch, RM11 1TX	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, London Road, Southend-on-Sea, SS1 1PL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%
Sainsbury's, Romford, The Brewery, Romford, RM1 1AU	0.8%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, William Hunter Way, Brentwood, CM14 4WQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco , Cygnet View, Lakeside, West Thurrock , Grays , RM20 1TX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%
Tesco, Fulbridge , Maldon, CM9 4LE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Hazelmere, High Road, Basildon, SS13 3JU	0.1%	1	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Heathway, Dagenham, RM10 8QS	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, London Road, Leigh-on-Sea, SS9 3JY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%
Tesco, Prince Avenue, Southend-on-Sea, SS0 0JP	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.7%
Waitrose, Fossetts Way, Eastern Avenue, Southend-on-Sea, SS2 4DQ	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%
Basildon OOC (including Pipp's Hill Retail Park and Heron Retail Park)	0.0%	1	0.0%	0	0.9%	0	0.0%	0	0.8%	0	0.0%	0	0.0%
Burnham-on-Crouch Eastern Avenue Retail Park, Romford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Eltham	1.7%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Enfield	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Fossetts Way	0.3%	4	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	0.0%	0	2.4%	0	1.1%

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12													
Great Wakering	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Greenhithe	1.3%	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		
Orpington OOC (including Homebase, Sevenoaks Way Industrial Estate; Nugent Shopping Park; and, Springvale Retail Park)	1.0%	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%	0		
Thurrock OOC (Lakeside retail park and Junction retail park, Thurrock)	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%	0		
Tower Retail Park	1.6%	27	0.0%	0	0.0%	0	0.0%	0	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 - outside area	1.7%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0		
Other - zone 20	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	0.0%	0		
Other - zone 23	1.3%	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		
Internet / delivered	31.7%	536	14.8%	4	36.8%	20	41.6%	8	30.9%	7	23.6%	8	42.5%	16	34.7%	8	51.0%	9	35.3%	5	33.3%	3	28.3%	14	24.5%	11
Home catalogue	1.2%	21	2.4%	1	2.8%	2	0.8%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
TV / Interactive shopping	0.1%	1	0.8%	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%	
(Don't know / can't remember)	3.5%	60	0.8%	0	9.3%	5	4.0%	1	12.1%	3	0.8%	0	2.6%	1	5.4%	1	3.9%	1	6.8%	1	5.9%	0	11.9%	6	6.5%	3
Weighted base:	1689		25		54		19		23		34		38		23		18		14		8		51		44	
Sample:	1667		66		73		70		71		75		67		72		69		67		83		84		68	

South Essex Retail Study for Peter Brett Associates

Weighted:

July 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	
Q26 Can you tell me where you or your household last made a purchase of health, beauty or chemist items?														
Barking	0.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barkingside	0.7%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basildon (incl. Eastgate Shopping Centre)	2.8%	64	41.8%	16	36.0%	25	18.8%	5	16.6%	5	8.3%	4	6.5%	4
Bexleyheath	0.9%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Billericay	1.3%	30	0.0%	0	1.6%	1	0.0%	0	66.6%	22	0.0%	0	0.0%	0
Brentwood	2.6%	60	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Bromley	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Canary Wharf	0.1%	3	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.7%	0
Canvey Island	1.4%	33	2.0%	1	0.7%	0	0.0%	0	44.7%	20	20.8%	12	0.0%	0
Central London / West End	0.6%	14	0.0%	0	1.1%	1	0.0%	0	1.5%	0	0.0%	0	0.8%	0
Chelmsford (incl. Meadows Shopping Centre, High Chelmer Shopping Centre)	5.2%	121	0.0%	0	1.6%	1	0.7%	0	0.8%	0	0.0%	0	1.2%	0
Chingford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Corringham	0.5%	12	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dagenham	0.8%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dartford	1.1%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Epping	0.8%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gravesend	2.7%	62	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grays	1.8%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Baddow	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hadleigh	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.1%	10	0.6%	0
Harlow	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
High Chelmer	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hockley	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.9%	4	6.2%	2
Hornchurch	2.4%	56	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ilford	0.7%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ingatestone	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Laindon	0.5%	11	0.0%	0	15.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leigh-on-Sea	0.9%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.4%	5	0.0%	0
London - Other	1.3%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Loughton	0.9%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maldon	0.7%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pitsea	0.3%	6	12.3%	5	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainham	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rayleigh	1.5%	34	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.6%	0	6.7%	4
Rochford	0.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Romford	7.6%	174	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sidcup	2.3%	53	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Ockendon	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Woodham Ferrers	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southend-on-Sea (incl. The Royals Sopping Centre)	3.8%	88	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	2	7.5%	2

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
and The Victoris Shopping Centre)													
Stanford-le-Hope	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Stratford (incl. Westfield Stratford)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Swanley	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tarpots	0.0%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%
Thundersley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%
Tilbury	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%
Upminster	0.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waltham Abbey	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Westcliff-on-Sea	0.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.3%
Wickford	1.1%	25	0.7%	0	0.0%	0	51.3%	15	1.2%	0	0.0%	0	0.0%
Witham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Airport Retail Park, Rochford Road, Southend-on-Sea	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Arterial Retail Park, Southend-on-Sea	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%
Bluewater Shopping Centre	3.5%	80	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%
Brookfield Retail Park, Cheshunt	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Chelmer Village Retail Park, Chelmer Road, Chelmsford	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%
Gallions Reach Shopping Park, London	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Greyhound Retail Park, Sutton Road, Southend-on-Sea	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%
Junction Retail Park, Thurrock (NOT Lakeside Shopping Centre) (incl Marks & Spencer Outlet, Decathlon, TK Maxx, Asda Living)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lakeside Retail Park, Lake Rise, Thurrock (NOT Lakeside Shopping Centre) (incl Argos, Next Home, Next Clearance, Currys, Toys R Us)	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%
Lakeside Shopping Centre (NOT retail park)	7.1%	164	0.7%	0	0.0%	0	0.0%	0	1.3%	0	1.3%	1	9.2%
London Road Retail Park, London Road, Southend-on-Sea	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12													
Mayflower Retail Park, Gardiners Link, Basildon	0.2%	5	0.0%	0	3.2%	2	2.0%	1	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0		
Pipps Hill Retail Park, Miles Gray Road, Basildon	0.1%	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	0.0%	0	0.0%	0	0.0%	0		
Weir Retail Park, Stadium Way, Rayleigh	0.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.9%	6	7.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Asda, Crossway Boulevard, Greenhithe, DA9 9BT	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	0.0%	0		
Asda, Eastgate Shopping Centre, Basildon, SS14 1AE	0.2%	4	2.6%	1	3.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Asda, Heron Retail Park, Miles Grey Road, Basildon, SS14 3AF	0.1%	3	2.9%	1	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%	0		
Asda, London Road, Swanley, BR8 7UN	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	0.0%	0		
Asda, Merriellands Crescent, Dagenham, RM9 6SJ	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%	0		
Asda, North Shoebury Road,, Shoeburyness, SS3 8DA	0.2%	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	4.8%	1	1.9%	0	4.6%	3	0.9%	1
Asda, Queen Elizabeth Square , Chelmsford, CM3 5SY	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	0.0%	0		
Asda, Rawreth Lane, Rayleigh , SS6 9RN	0.0%	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		
Asda, Thames Way, Gravesend, DA11 0DQ	0.7%	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	0.0%	0	0.0%	0		
Asda, Thurrock Park Way, Tilbury , RM18 7HJ	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%	0		
Morrisons, Limebrook Way, Maldon, CM9 6 GG	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	0.6%	0	0.0%	0		
Morrisons, Link Road, Canvey Island, SS8 9UB	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Morrisons, London Road, Grays , RM17 5XZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Morrisons, London Road. Hadleigh, Benfleet, SS7 2RB	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	3	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Morrisons, Northwick Road, Canvey Island, SS8 OPT	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%	0	0.0%	0		
Morrisons, Western Approaches, Southend-on-Sea, SS2 6SH	0.0%	0	0.0%	0	0.0%	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	0.6%	
Sainsbury's, Brentwood, William Hunter Way, Brentwood, CM14 4WQ	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	0.0%	0		

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12											
Sainsbury's, Crayford, Stadium Way, Dartford, DA1 4HW	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
Sainsbury's, Cricketers Way, East Mayne, Basildon, SS13 1SA	0.1%	3	1.1%	0	2.3%	2	0.7%	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
Sainsbury's, Dartford, Priors Market Place, Dartford, DA1 2HL	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%	0
Sainsbury's, Debden, Torrington Drive, Loughton, IG10 3SZ	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	0.0%	0
Sainsbury's, Hornchurch, High Street, Hornchurch, RM11 1TX	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	0.0%	0	0.0%	0
Sainsbury's, Howard Road, Chafford Hundred, Grays, RM16 6YJ	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	0.0%	0
Sainsbury's, London Road, Southend-on-Sea, SS1 1PL	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	6.2%	4
Sainsbury's, Newbury Park, King George Avenue, Ilford, IG2 7SH	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	0.0%	0
Sainsbury's, Pepper Hill, Wingfield Bank, Gravesend, DA11 8JH	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	0.0%	0
Sainsbury's, Romford, The Brewery, Romford, RM1 1AU	2.1%	47	0.0%	0	0.0%	0	0.0%	0	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, Stadium Way, Rayleigh Weir, Benfleet, SS7 3UB	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.6%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, William Hunter Way, Brentwood, CM14 4WQ	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	0.0%	0
Tesco, Cygnet View, Lakeside, West Thurrock, Grays, RM20 1TX	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	0.0%	0	0.0%	0
Tesco, Fulbridge, Maldon, CM9 4LE	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Hamlet Court Road, Westcliff-on-Sea, SS0 7LJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Hazelmere, High Road, Basildon, SS13 3JU	0.3%	8	3.9%	1	2.7%	2	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
Tesco, High Road, Little	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Heath, RM6 4HY													
Tesco, Hornchurch Road, Hornchurch, RM11 1PY	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Main Road, Romford, RM1 3BT	0.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Mandeville Way, Laindon, Basildon, SS15 6TJ	0.1%	2	0.0%	0	2.7%	2	0.7%	0	0.0%	0	0.0%	0	0.0%
Tesco, Mayflower Retail Park, Basildon, SS14 3HZ	0.3%	6	3.9%	1	1.3%	1	11.4%	3	0.0%	0	0.0%	0	0.0%
Tesco, Prince Avenue, Southend-on-Sea, SS0 0JP	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%
Tesco, Princes Road, Chelmsford, CM2 9XW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Southchurch Avenue, Southend-on-Sea, SS1 2ZG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Southend Road, Grays, RM17 5NJ	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%
Tesco, Station Road, Burnham-on-Crouch, CM0 8HQ	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose, Bluewater Shopping Centre, Dartford, DA9 9SA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%
Waitrose, Fossetts Way, Eastern Avenue, Southend-on-Sea, SS2 4DQ	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	3.0%
Waitrose, High Street, Billericay, CM12 9BY	0.0%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%
Waitrose, St Mary's Lane, Upminster, RM14 3BT	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ashingdon	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	25.3%
Burnham-on-Crouch	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Chatham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Great Wakering	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%
Greenhithe	1.0%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hullbridge	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	2	0.0%
Shoeburyness	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%
Southchurch	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%
Tesco Extra, Bryant Avenue, Romford	0.1%	3	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.8%	0	0.7%
Thorpe Bay	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%
Thurrock OOC (Lakeside retail park and Junction	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12													
retail park, Thurrock)																										
Waltham Cross	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Other - outside area	1.2%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Other - zone 7	0.0%	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		
Other - zone 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	0.0%	0	0.6%	0		
Other - zone 13	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	0.6%	0		
Other - zone 14	0.1%	1	0.0%	0	0.0%	0	0.0%	0	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 - zone 15	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	0.0%	0		
Other - zone 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%	0	0.0%	0		
Other - zone 19	0.1%	1	0.0%	0	0.0%	0	0.0%	0	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 - zone 20	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	0.0%	0		
Other - zone 21	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	0.0%	0		
Other - zone 23	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Internet / delivered	5.3%	123	1.7%	1	3.5%	2	1.6%	0	0.0%	0	1.6%	1	1.5%	1	4.0%	1	9.4%	2	5.7%	1	0.8%	0	11.4%	7	0.7%	0
Home catalogue	0.6%	14	1.6%	1	0.4%	0	0.0%	0	0.0%	0	0.6%	0	0.6%	0	2.9%	1	0.5%	0	0.6%	0	1.0%	0	0.0%	0	1.9%	1
TV / Interactive shopping	0.1%	1	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	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	4.4%	100	11.5%	4	8.4%	6	0.0%	0	0.0%	0	0.6%	0	2.9%	2	0.8%	0	1.2%	0	2.7%	1	0.0%	0	0.0%	0	1.6%	1
(Don't do this type of shopping)	12.7%	292	13.3%	5	7.1%	5	10.6%	3	4.2%	1	10.7%	5	7.8%	4	13.9%	4	11.3%	3	7.7%	2	1.3%	0	13.0%	8	9.9%	7
Weighted base:	2303		38		69		29		33		44		57		30		26		20		10		62		67	
Sample:	2303		100		100		100		100		100		100		101		100		100		100		101		100	

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12													
Q27 And the time before that, where did you or your household go to make a purchase of health, beauty or chemist items?																										
<i>Those who gave a location at Q26</i>																										
Barking	0.6%	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				
Barkingside	0.5%	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%			
Basildon (incl. Eastgate Shopping Centre)	3.2%	61	53.0%	15	36.8%	22	25.7%	7	18.8%	6	8.8%	3	10.4%	5	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0		
Bexleyheath	1.0%	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	0.0%	0		
Billericay	1.4%	27	0.0%	0	1.9%	1	0.0%	0	60.3%	19	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Brentwood	3.0%	57	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	0.8%	0		
Bromley	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	0.0%	0		
Canary Wharf	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	0.0%	0		
Canvey Island	1.5%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	44.7%	17	21.9%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Central London / West End	1.6%	31	0.0%	0	3.2%	2	0.0%	0	1.6%	0	1.8%	1	0.0%	0	1.0%	0	0.0%	0	7.2%	1	0.0%	0	0.0%	0	0.8%	
Chelmsford (incl. Meadows Shopping Centre, High Chelmer Shopping Centre)	6.2%	118	0.0%	0	1.9%	1	5.1%	1	3.1%	1	0.0%	0	0.0%	0	5.5%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	1		
Chingford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Corringham	0.5%	10	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Dagenham	1.0%	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	0.0%	0	0.0%	
Dartford	1.1%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Epping	0.8%	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%	
Gravesend	3.4%	66	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Grays	1.6%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Great Baddow	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%	0	0.0%	
Hadleigh	0.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	19.6%	10	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Harlow	0.6%	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	0.0%	0	0.0%	
High Chelmer	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Hockley	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.7%	4	6.6%	1	0.7%	0	0.0%	0	0.0%	0	0.0%	
Hornchurch	2.7%	52	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Ilford	1.2%	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	0.0%	
Ingatestone	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Laindon	0.5%	10	0.0%	0	16.5%	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%	
Leigh-on-Sea	1.0%	19	3.4%	1	0.0%	0	0.0%	0	0.0%	0	7.9%	4	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.7%	0	3.3%	2	0.0%	
London - Other	2.9%	56	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Loughton	1.2%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Maldon	0.8%	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%	
Pitsea	0.3%	5	14.3%	4	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%	
Rainham	0.5%	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%	
Rayleigh	1.8%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	6.4%	3	59.2%	15	56.4%	13	0.0%	0	8.8%	1	0.0%	0	0.0%	
Rochford	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	17.7%	3	26.9%	3	0.0%	0	0.6%	
Romford	8.3%	159	0.9%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Sidcup	2.8%	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	0.0%	0	0.0%	0	0.0%	
South Benfleet	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	0.0%	
South Ockendon	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	0.0%	0	0.0%	0	0.0%	
South Woodham Ferrers	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Southend-on-Sea (incl. The	5.2%	100	0.0%	0	0.0%	0	1.0%	0	0.0%	0	2.2%	1	6.2%	3	8.9%	2	4.1%	1	35.1%	6	18.3%	2	65.3%	35	59.6%	35

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Royals Sopping Centre and The Victoris Shopping Centre)													
Stanford-le-Hope	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Stratford (incl. Westfield Stratford)	0.8%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Swanley	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tarpots	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Thundersley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tilbury	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Upminster	0.8%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waltham Abbey	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Westcliff-on-Sea	0.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wickford	1.2%	23	0.0%	0	0.0%	0	46.0%	12	1.2%	0	0.0%	0	0.0%
Witham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Woodford	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Airport Retail Park, Rochford Road, Southend-on-Sea	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Arterial Retail Park, Southend-on-Sea	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bluewater Shopping Centre	4.5%	87	0.0%	0	0.6%	0	0.0%	0	1.9%	1	0.0%	0	0.0%
Brookfield Retail Park, Cheshunt	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Chelmer Village Retail Park, Chelmer Road, Chelmsford	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Gallions Reach Shopping Park, London	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Imperial Retail Park, Gravesend	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Junction Retail Park, Thurrock (NOT Lakeside Shopping Centre) (incl Marks & Spencer Outlet, Decathlon, TK Maxx, Asda Living)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lakeside Retail Park, Lake Rise, Thurrock (NOT Lakeside Shopping Centre) (incl Argos, Next Home, Next Clearance, Currys, Toys R Us)	0.6%	12	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.7%
Lakeside Shopping Centre (NOT retail park)	6.7%	128	0.9%	0	1.7%	1	0.0%	0	1.4%	0	3.3%	1	9.5%
London Road Retail Park, London Road,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12													
Southend-on-Sea																										
Mayflower Retail Park, Gardiners Link, Basildon	0.2%	5	0.9%	0	2.6%	2	0.6%	0	3.9%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Pipps Hill Retail Park, Miles Gray Road, Basildon	0.1%	2	0.9%	0	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%	0	0.0%	0
Riverside Retail Park, Victoria Road, Chelmsford	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%	0	0.0%	0
Weir Retail Park, Stadium Way, Rayleigh	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.5%	4	7.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Eastgate Shopping Centre, Basildon, SS14 1AE	0.2%	3	0.7%	0	4.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Heron Retail Park, Miles Grey Road, Basildon, SS14 3AF	0.2%	5	2.1%	1	5.8%	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	0.0%	0
Asda, Merriellands Crescent, Dagenham, RM9 6SJ	0.8%	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
Asda, North Shoebury Road,, Shoeburyness, SS3 8DA	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	1	1.1%	0	4.4%	2	1.1%	1		
Asda, Queen Elizabeth Square , Chelmsford, CM3 5SY	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Rawreth Lane, Rayleigh , SS6 9RN	0.0%	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
Asda, Thames Way, Gravesend, DA11 0DQ	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	0.0%	0	0.0%	0	0.0%	0
Asda, Thurrock Park Way, Tilbury , RM18 7HJ	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%	0	0.0%	0
Morrisons, Limebrook Way, Maldon, CM9 6 GG	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	0.0%	0	0.0%	0
Morrisons, Link Road, Canvey Island, SS8 9UB	0.1%	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	0.0%	0
Morrisons, London Road, Grays , RM17 5XZ	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	0.0%	0	0.0%	0
Morrisons, London Road. Hadleigh, Benfleet, SS7 2RB	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	3	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Northwick Road, Canvey Island, SS8 0PT	0.0%	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	0.0%	0
Sainsbury's, Brentwood, William Hunter Way, Brentwood, CM14 4WQ	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	0.0%	0	0.0%	0
Sainsbury's, Crayford, Stadium Way, Dartford, DA1 4HW	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	0.0%	0
Sainsbury's, Cricketers Way, East Mayne, Basildon,	0.2%	4	4.1%	1	2.8%	2	0.8%	0	1.8%	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

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SS13 1SA													
Sainsbury's, Dartford, Priory Market Place, Dartford, DA1 2HL	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Debden, Torrington Drive, Loughton, IG10 3SZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Hornchurch, High Street, Hornchurch, RM11 1TX	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Howard Road, Chafford Hundred, Grays, RM16 6YJ	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, London Road, Southend-on-Sea, SS1 1PL	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%
Sainsbury's, Newbury Park, King George Avenue, Ilford, IG2 7SH	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Pepper Hill, Wingfield Bank, Gravesend, DA11 8JH	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Romford, The Brewery, Romford, RM1 1AU	1.8%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Stadium Way, Rayleigh Weir, Benfleet, SS7 3UB	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%
Sainsbury's, William Hunter Way, Brentwood, CM14 4WQ	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco , Cygnet View, Lakeside, West Thurrock , Grays , RM20 1TX	0.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Fulbridge , Maldon, CM9 4LE	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Hamlet Court Road, Westcliff-on-Sea, SS0 7LJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%
Tesco, Hazelmere, High Road, Basildon, SS13 3JU	0.5%	9	9.3%	3	3.9%	2	0.0%	0	6.1%	2	0.0%	0	0.0%
Tesco, High Road, Little Heath, RM6 4HY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, London Road, Leigh-on-Sea, SS9 3JY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%
Tesco, Main Road, Romford, RM1 3BT	0.7%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

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Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12													
Tesco, Mandeville Way, Laindon , Basildon, SS15 6TJ	0.1%	3	0.0%	0	3.9%	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	0.0%	0		
Tesco, Mayflower Retail Park, Basildon , SS14 3HZ	0.4%	7	5.2%	1	0.8%	0	15.0%	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		
Tesco, Prince Avenue, Southend-on-Sea, SS0 0JP	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	1.5%	0	0.0%	0	1.8%	0	3.2%	0	0.0%	0	1.3%	1
Tesco, Princes Road, Chelmsford, CM2 9XW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Southchurch Avenue , Southend-on-Sea, SS1 2ZG	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	0.8%	0	0.0%	0	0.0%	0
Tesco, Southend Road, Grays, RM17 5NJ	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	0.0%	0	0.0%	0
Tesco, Station Road, Burnham-on-Crouch, CM0 8HQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Station Road, Sidcup, DA15 7DB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Bluewater Shopping Centre, Dartford, DA9 9SA	0.0%	0	0.0%	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	0.0%	0	0.0%	0
Waitrose, Fossetts Way, Eastern Avenue, Southend-on-Sea, SS2 4DQ	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	0.9%	0	3.4%	0	2.9%	2	1.1%	1
Waitrose, High Street, Billericay, CM12 9BY	0.0%	1	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	0.0%	0
Waitrose, London Road, Leigh-on-Sea, SS9 3JQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, St Mary's Lane, Upminster, RM14 3BT	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	0.0%	0	0.0%	0
Ashingdon	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	0.9%	0	29.9%	3	0.0%	0	0.0%	0
Burnham-on-Crouch	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	0.0%	0	0.0%	0
Chatham	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	0.0%	0	0.0%	0
Enfield	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	0.0%	0	0.0%	0
Great Wakering	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	9.4%	2	0.0%	0	0.0%	0	0.0%	0
Greenhithe	1.2%	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	0.0%	0
Hullbridge	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shoeburyness	0.3%	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	1.2%	0	0.0%	0	8.8%	5	0.0%	0
Southchurch	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%	0	0.0%	0	1.2%	1	0.0%	0
Tesco Extra, Bryant Avenue, Romford	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%	0	0.0%	0
Thorpe Bay	0.2%	5	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	8.1%	4	0.0%	0	0.0%	0
Thurrock OOC (Lakeside retail park and Junction	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	0.0%	0	0.0%	0

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Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
retail park, Thurrock)													
Other - outside area	1.4%	26	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other - zone 3	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%
Other - zone 7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%
Other - zone 12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other - zone 13	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other - zone 14	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other - zone 15	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other - zone 16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other - zone 19	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other - zone 20	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other - zone 21	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other - zone 23	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Internet / delivered	5.2%	99	1.8%	1	5.8%	3	0.8%	0	0.8%	2	1.7%	1	5.4%
Home catalogue	0.8%	15	2.2%	1	0.5%	0	0.0%	0	0.0%	0	0.7%	0	2.0%
TV / Interactive shopping	0.4%	8	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.7%	0	0.0%
(Don't know / can't remember)	1.2%	23	0.0%	0	0.0%	0	0.0%	0	0.8%	0	1.1%	0	1.9%
Weighted base:	1910	28	59	26	31	39	51	26	22	17	10	54	59
Sample:	1978	84	86	88	96	90	84	88	82	88	98	92	85

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12												
Q28 Can you tell me where you or your household last made a purchase of recreational goods such as sports equipment, bicycles, musical instruments or toys?																									
Basildon (incl. Eastgate Shopping Centre)	2.0%	46	23.8%	9	17.6%	12	17.2%	5	18.1%	6	6.0%	3	4.0%	2	0.8%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bexleyheath	0.4%	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	0.0%	0	0.0%
Billericay	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	0.0%
Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%
Brentwood	0.5%	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	0.8%	0	0.0%	0	0.0%
Canvey Island	0.1%	3	0.0%	0	0.7%	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	0.0%
Central London / West End	1.2%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%
Chelmsford (incl. Meadows Shopping Centre, High Chelmer Shopping Centre)	2.8%	64	0.0%	0	0.0%	0	0.9%	0	3.0%	1	0.0%	0	0.0%	0	0.6%	0	6.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Colchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Dagenham	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	0.0%	0	0.0%	0	0.0%
Dartford	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Epping	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%	0	0.0%
Gravesend	1.0%	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%	0	0.0%
Grays	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	0.0%	0	0.0%
Harlow	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	0.0%	0	0.0%	0	0.0%
Hornchurch	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	0.0%	0	0.0%	0	0.0%
Ilford	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	0.0%	0	0.0%
Laindon	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%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Leigh-on-Sea	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	2.2%	1	0.0%	0	2.0%	1	0.8%	0	1.0%	0	0.0%	0	0.9%
London - Other	0.4%	10	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%	0	0.6%
Loughton	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%	0	0.0%
Maldon	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	0.0%	0	0.0%
Pitsea	0.0%	1	0.5%	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%	0	0.0%
Rayleigh	0.6%	13	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.6%	0	2.6%	1	13.3%	4	15.8%	4	2.1%	0	3.4%	0	0.0%	0	0.6%
Rochford	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	2.3%	0	1.7%	0	1.7%	1	0.0%
Romford	3.0%	69	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	0.0%
Sidcup	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	0.0%	0	0.0%
South Ockendon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Southend-on-Sea (incl. The Royals Sopping Centre and The Victoris Shopping Centre)	2.5%	59	0.0%	0	1.6%	1	0.5%	0	0.0%	0	2.1%	1	13.0%	7	4.3%	1	3.0%	1	17.4%	3	7.6%	1	26.5%	16	30.2%
Stratford (incl. Westfield Stratford)	0.7%	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	0.0%	0	0.0%	0	0.0%
Thundersley	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	1.1%	1	0.0%	0	0.0%
Tiptree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Upminster	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%	0	0.0%
Walthamstow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Westcliff-on-Sea	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	1.9%
Wickford	0.1%	1	0.0%	0	0.5%	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%
Woodford	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%	0	0.0%
Airport Retail Park,	1.0%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	2	2.3%	1	20.3%	4	24.9%	2	4.7%	3	10.1%

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Rochford Road, Southend-on-Sea													
Bluewater Shopping Centre	1.5%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Chelmer Village Retail Park, Chelmer Road, Chelmsford	0.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Costco, West Thurrock Way, West Thurrock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Gallows Corner Retail Park, Romford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Greyhound Retail Park, Sutton Road, Southend-on-Sea	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Harlow Retail Park, Edinburgh Way, Harlow (Argos, Dunelm, Homebase, KFC)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Junction Retail Park, Thurrock (NOT Lakeside Shopping Centre) (incl Marks & Spencer Outlet, Decathlon, TK Maxx, Asda Living)	0.5%	11	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%
Lakeside Retail Park, Lake Rise, Thurrock (NOT Lakeside Shopping Centre) (incl Argos, Next Home, Next Clearance, Currys, Toys R Us)	7.8%	179	2.5%	1	0.7%	0	1.6%	0	1.7%	1	5.4%	2	4.0%
Lakeside Shopping Centre (NOT retail park)	3.7%	85	4.9%	2	1.1%	1	5.6%	2	1.5%	0	2.6%	1	0.6%
London Road Retail Park, London Road, Southend-on-Sea	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Mayflower Retail Park, Gardiners Link, Basildon	0.6%	14	2.1%	1	7.2%	5	9.3%	3	5.7%	2	0.8%	0	1.4%
Pippes Hill Retail Park, Miles Gray Road, Basildon	0.3%	8	2.7%	1	3.1%	2	3.4%	1	2.5%	1	0.0%	0	0.0%
Princes Gate Retail Park, Harlow	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Riverside Retail Park, Victoria Road, Chelmsford	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Weir Retail Park, Stadium Way, Rayleigh	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	2	0.8%
Westgate Retail Park, Westgate Park, Basildon (Dreams, Argos, Laura	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Ashley, Hobbycraft, JD Sports)													
Asda, Eastgate Shopping Centre, Basildon, SS14 1AE	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, North Shoebury Road,, Shoeburyness, SS3 8DA	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%
Sainsbury's, Cricketers Way, East Mayne, Basildon, SS13 1SA	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Knightswick Centre, Canvey Island, SS8 7AD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%
Sainsbury's, William Hunter Way, Brentwood, CM14 4WQ	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Fulbridge , Maldon, CM9 4LE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Hazelmere, High Road, Basildon, SS13 3JU	0.0%	0	0.7%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%
Tesco, Main Road, Romford, RM1 3BT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Mandeville Way, Laindon , Basildon, SS15 6TJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%
Tesco, Mayflower Retail Park, Basildon , SS14 3HZ	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%
Tesco, Prince Avenue, Southend-on-Sea, SS0 0JP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%
Waitrose, Fossetts Way, Eastern Avenue, Southend-on-Sea, SS2 4DQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%
Abroad	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Burnham-on-Crouch	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Chatham	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%
Eltham	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Enfield	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Freeport Braintree, Charter Way, Chapel Hill Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%
Greenhithe	1.0%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hullbridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Orpington OOC (including Homebase, Sevenoaks Way Industrial Estate;	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Nugent Shopping Park; and, Springvale Retail Park)													
Thurrock OOC (Lakeside retail park and Junction retail park, Thurrock)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tower Retail Park	1.2%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other - outside area	0.4%	10	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other - zone 7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%
Other - zone 21	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%
Other - zone 23	1.0%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Internet / delivered	9.6%	222	0.0%	0	24.0%	17	6.0%	2	23.4%	8	12.9%	6	11.9%
Home catalogue	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%
TV / Interactive shopping	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't know / can't remember)	2.4%	54	3.6%	1	2.7%	2	1.6%	0	0.8%	0	1.3%	1	2.5%
(Don't do this type of shopping)	47.7%	1099	57.4%	22	40.1%	28	47.8%	14	40.8%	13	59.5%	26	54.7%
Weighted base:	2303	38	69	29	33	44	57	30	26	20	10	62	67
Sample:	2303	100	100	100	100	100	100	101	100	100	100	101	100

Weighted:

July 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12																	
Q29 And the time before that, where did you or your household go to make a purchase of recreational goods such as sports equipment, bicycles, musical instruments or toys?																														
<i>Those who gave a location at Q28</i>																														
Basildon (incl. Eastgate Shopping Centre)	3.8%	43	47.4%	7	27.8%	11	34.1%	5	33.2%	6	18.7%	3	9.4%	2	17.4%	2	10.2%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0				
Bexleyheath	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	0.0%	0	0.0%	0	0.0%	0		
Billericay	0.0%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Braintree	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Brentwood	1.0%	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	0.0%	0	0.0%	0	0.0%	0		
Canvey Island	0.2%	2	0.0%	0	1.2%	0	0.0%	0	0.0%	0	10.2%	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		
Central London / West End	2.8%	32	5.2%	1	0.0%	0	1.1%	0	0.0%	0	2.5%	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		
Chelmsford (incl. Meadows Shopping Centre, High Chelmer Shopping Centre)	4.6%	53	0.0%	0	0.0%	0	1.8%	0	6.8%	1	0.0%	0	0.0%	0	0.0%	0	12.2%	2	0.0%	0	0.0%	0	1.4%	0	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dagenham	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dartford	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Epping	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	0.0%	0
Gravesend	2.3%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grays	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harlow	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hornchurch	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ilford	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Laindon	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leigh-on-Sea	0.4%	4	1.8%	0	0.0%	0	4.0%	1	0.0%	0	1.5%	0	8.4%	2	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0
London - Other	0.9%	10	0.0%	0	0.0%	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	1.1%	0	0.0%	0
Loughton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maldon	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
Pitsea	0.1%	1	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainham	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rayleigh	0.9%	10	7.0%	1	0.0%	0	2.9%	0	3.8%	1	1.5%	0	4.6%	1	12.0%	2	17.2%	2	0.0%	0	2.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0
Rochford	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	4.3%	0	2.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0
Romford	3.5%	40	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%	0	0.0%	0	0.0%	0	0.0%	0
South Ockendon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southend-on-Sea (incl. The Royals Sopping Centre and The Victoris Shopping Centre)	4.8%	55	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	28.6%	7	13.8%	2	17.4%	3	32.8%	3	19.1%	1	51.6%	15	52.6%	19	0.0%	0	0.0%	0
Stratford (incl. Westfield Stratford)	1.1%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thundersley	0.0%	0	0.0%	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	0.0%	0	0.0%	0
Tiptree	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Upminster	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walthamstow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westcliff-on-Sea	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0
Wickford	0.1%	1	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%	0	0.0%	0	0.0%	0	0.0%	0
Woodford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

South Essex Retail Study for Peter Brett Associates

Weighted:

July 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12													
Airport Retail Park, Rochford Road, Southend-on-Sea	1.6%	19	0.0%	0	6.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.7%	1	2.8%	0	30.1%	3	47.8%	2	4.1%	1	11.3%	4
Bluewater Shopping Centre	2.2%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chelmer Village Retail Park, Chelmer Road, Chelmsford	1.4%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, West Thurrock Way, West Thurrock	0.0%	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
Gallows Corner Retail Park, Romford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greyhound Retail Park, Sutton Road, Southend-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	0.0%	0	1.4%	0	0.0%	0
Harlow Retail Park, Edinburgh Way, Harlow (Argos, Dunelm, Homebase, KFC)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homelands Retail Park, Cuton Hall Lane, Chelmsford	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
Junction Retail Park, Thurrock (NOT Lakeside Shopping Centre) (incl Marks & Spencer Outlet, Decathlon, TK Maxx, Asda Living)	0.8%	9	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside Retail Park, Lake Rise, Thurrock (NOT Lakeside Shopping Centre) (incl Argos, Next Home, Next Clearance, Currys, Toys R Us)	13.0%	149	7.7%	1	1.2%	0	3.1%	0	4.3%	1	5.7%	1	5.2%	1	0.0%	0	4.8%	1	0.0%	0	1.5%	0	16.2%	5	0.0%	0
Lakeside Shopping Centre (NOT retail park)	8.0%	92	12.6%	2	1.0%	0	9.8%	1	1.3%	0	5.0%	1	2.8%	1	4.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London Road Retail Park, London Road, Southend-on-Sea	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	0.0%	0	0.0%	0
Mayflower Retail Park, Gardiners Link, Basildon	1.2%	14	8.9%	1	11.3%	4	13.0%	2	5.1%	1	1.9%	0	3.2%	1	3.9%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pipps Hill Retail Park, Miles Gray Road, Basildon	0.6%	7	1.8%	0	5.7%	2	6.5%	1	5.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	0	0.0%	0	1.4%	0	0.0%	0
Riverside Retail Park, Victoria Road, Chelmsford	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
Weir Retail Park, Stadium Way, Rayleigh	0.9%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	2	14.1%	3	0.0%	0	8.2%	1	2.7%	0	4.7%	0	0.0%	0	0.0%	0
Westgate Retail 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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Westgate Park, Basildon (Dreams, Argos, Laura Ashley, Hobbycraft, JD Sports)													
Asda, Eastgate Shopping Centre, Basildon, SS14 1AE	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Heron Retail Park, Miles Grey Road, Basildon, SS14 3AF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%
Asda, North Shoebury Road,, Shoeburyness, SS3 8DA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%
Sainsbury's, Cricketers Way, East Mayne, Basildon, SS13 1SA	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, William Hunter Way, Brentwood, CM14 4WQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Fulbridge , Maldon, CM9 4LE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Hazelmere, High Road, Basildon, SS13 3JU	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%
Tesco, Main Road, Romford, RM1 3BT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Prince Avenue, Southend-on-Sea, SS0 0JP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%
Abroad	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%
Burnham-on-Crouch	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Eltham	1.0%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Enfield	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Freeport Braintree, Charter Way, Chapel Hill Braintree	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0	0.0%
Greenhithe	2.0%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hullbridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	1	0.0%
Orpington OOC (including Homebase, Sevenoaks Way Industrial Estate; Nugent Shopping Park; and, Springvale Retail Park)	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Thurrock OOC (Lakeside retail park and Junction retail park, Thurrock)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tower Retail Park	2.4%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waltham Cross	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Other - outside area	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other - zone 7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	0	0.0%	0	0.0%
Other - zone 21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%
Other - zone 23	2.0%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Internet / delivered	22.8%	262	0.0%	0	27.4%	11	17.2%	2	35.7%	7	35.4%	6	11.9%
Home catalogue	0.4%	5	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%
TV / Interactive shopping	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't know / can't remember)	1.7%	20	3.2%	0	17.5%	7	0.0%	0	0.0%	0	1.5%	1	5.2%
Weighted base:	1149	15	40	14	19	17	25	13	14	10	5	29	35
Sample:	949	31	48	43	54	30	35	41	44	39	44	45	41

South Essex Retail Study for Peter Brett Associates

Weighted:

July 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12												
Q30 And where was the last purchase of other non-food items such as books, CDs, jewellery or china and glass items?																									
Barkingside	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	0.0%	0	0.0%	0	
Basildon (incl. Eastgate Shopping Centre)	1.9%	43	31.0%	12	15.8%	11	7.6%	2	4.0%	1	8.5%	4	3.7%	2	1.3%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Bexleyheath	0.4%	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	0.0%	0	0.0%
Billericay	0.2%	4	0.0%	0	1.6%	1	0.0%	0	7.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Braintree	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Brentwood	0.6%	13	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%
Bromley	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	0.0%	0	0.0%
Canary Wharf	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	0.8%	1	0.0%	0	0.0%
Canvey Island	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	3	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Central London / West End	0.2%	4	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Chelmsford (incl. Meadows Shopping Centre, High Chelmer Shopping Centre)	3.3%	75	0.0%	0	0.0%	0	0.9%	0	3.9%	1	0.0%	0	0.6%	0	0.0%	0	5.5%	1	0.0%	0	0.0%	0	0.0%	0	0.7%
Colchester	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	0.0%	0	0.0%
Corringham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Dagenham	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	0.0%	0	0.0%	0	0.0%
Dartford	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%	0	0.0%
Epping	0.5%	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	0.0%	0	0.0%
Gravesend	0.6%	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%
Grays	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	0.0%	0	0.0%	0	0.0%
Great Baddow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Harlow	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	0.0%	0	0.0%
Hockley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.9%	0	0.0%	0	2.3%	0	0.0%	0	0.0%
Hornchurch	0.6%	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	0.0%	0	0.0%
Ilford	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	0.0%	0	0.0%
Leigh-on-Sea	0.2%	5	0.0%	0	1.6%	1	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	1.3%
Leytonstone	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	0.0%	0	0.0%
London - Other	0.1%	3	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	0.8%	1	0.0%	0	0.0%
Loughton	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	0.0%	0	0.0%
Maldon	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Pitsea	0.1%	2	4.4%	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	0.0%
Rayleigh	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	2.2%	1	14.4%	4	7.5%	2	0.0%	0	1.3%	0	0.0%	0	0.6%
Rochford	0.2%	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	2.7%	0	0.0%	0	0.0%
Romford	4.1%	95	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sidcup	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	0.0%	0	0.0%
South Benfleet	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%	0	0.0%	0	0.0%
South Ockendon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
South Woodham Ferrers	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%	0	0.0%
Southend-on-Sea (incl. The Royals Sopping Centre and The Victoris Shopping Centre)	2.8%	64	0.9%	0	0.7%	0	0.0%	0	0.0%	0	2.5%	1	6.3%	4	10.8%	3	2.7%	1	20.0%	4	22.9%	2	34.9%	22	24.6%
Stratford (incl. Westfield)	0.8%	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	0.0%	0	0.0%

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	
Stratford)														
Upminster	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waltham Abbey	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westcliff-on-Sea	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	4
Wickford	0.4%	8	0.5%	0	0.0%	0	20.9%	6	0.0%	0	0.0%	0	0.0%	0
Airport Retail Park, Rochford Road, Southend-on-Sea	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bluewater Shopping Centre	3.6%	83	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.6%	0	0.0%	0
Costco, West Thurrock Way, West Thurrock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Junction Retail Park, Thurrock (NOT Lakeside Shopping Centre) (incl Marks & Spencer Outlet, Decathlon, TK Maxx, Asda Living)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside Retail Park, Lake Rise, Thurrock (NOT Lakeside Shopping Centre) (incl Argos, Next Home, Next Clearance, Currys, Toys R Us)	1.8%	41	0.0%	0	0.7%	0	0.7%	0	1.0%	0	1.2%	1	1.0%	1
Lakeside Shopping Centre (NOT retail park)	4.6%	106	3.4%	1	0.5%	0	2.0%	1	1.7%	1	8.3%	4	3.8%	2
Mayflower Retail Park, Gardiners Link, Basildon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pipps Hill Retail Park, Miles Gray Road, Basildon	0.0%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weir Retail Park, Stadium Way, Rayleigh	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.6%	0
Asda, Eastgate Shopping Centre, Basildon, SS14 1AE	0.0%	1	0.7%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Asda, Heron Retail Park, Miles Grey Road, Basildon, SS14 3AF	0.1%	2	1.6%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, London Road, Swanley, BR8 7UN	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Mercury Gardens, Romford, RM8 1BB	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Merriellands Crescent, Dagenham, RM9 6SJ	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, North Shoebury Road,, Shoeburyness, SS3 8DA	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0
Asda, Rawreth Lane, Rayleigh , SS6 9RN	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Asda, Thames Way, Gravesend, DA11 0DQ	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, The Broadway, Bexleyheath, DA6 7BN	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Thurrock Park Way, Tilbury, RM18 7HJ	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Coldharbour Road, Gravesend, DA11 8AB	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Limebrook Way, Maldon, CM9 6 GG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Cricketers Way, East Mayne, Basildon, SS13 1SA	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Howard Road, Chafford Hundred, Grays, RM16 6YJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Knightswick Centre, Canvey Island, SS8 7AD	0.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	0	1.2%	1	0.0%
Sainsbury's, London Road, Southend-on-Sea, SS1 1PL	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%
Sainsbury's, Newbury Park, King George Avenue, Ilford, IG2 7SH	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Pepper Hill, Wingfield Bank, Gravesend, DA11 8JH	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Stadium Way, Rayleigh Weir, Benfleet, SS7 3UB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%
Sainsbury's, William Hunter Way, Brentwood, CM14 4WQ	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Cygnet View, Lakeside, West Thurrock, Grays, RM20 1TX	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Airfield Way, Hornchurch, RM12 5AF	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Cygnet View, Grays, RM20 1WN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Fulbridge, Maldon, CM9 4LE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Hazelmere, High Road, Basildon, SS13 3JU	0.1%	2	1.2%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	5.8%
Tesco, London Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12													
Q31 And the time before that, where did you or your household go to make a purchase of other non-food items such as books, CDs, jewellery or china and glass items?																										
<i>Those who gave a location at Q30</i>																										
Barking	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Basildon (incl. Eastgate Shopping Centre)	2.9%	51	51.5%	12	24.5%	14	19.0%	4	13.0%	3	22.2%	7	5.2%	2	2.8%	1	9.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bexleyheath	0.6%	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	0.0%	0	0.0%	0
Billericay	0.2%	3	0.0%	0	2.5%	1	0.0%	0	5.5%	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
Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brentwood	0.7%	12	0.0%	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
Bromley	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	0.0%	0	0.0%	0
Canary Wharf	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Canvey Island	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London / West End	2.3%	41	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Chelmsford (incl. Meadows Shopping Centre, High Chelmer Shopping Centre)	4.5%	79	0.0%	0	2.0%	1	1.4%	0	3.9%	1	0.9%	0	0.9%	0	0.0%	0	7.4%	1	1.0%	0	0.0%	0	0.0%	0	1.1%	0
Chingford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Corringham	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	0.0%	0	0.0%	0
Dartford	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%	0	0.0%	0
Epping	0.3%	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%	0	0.0%	0	0.0%	0
Gravesend	1.0%	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	0.0%	0	0.0%	0
Grays	0.5%	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	0.0%	0	0.0%	0
Great Baddow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harlow	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	0.0%	0	0.0%	0
Hockley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	0	2.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hornchurch	0.8%	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	0.0%	0	0.0%	0
Ilford	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	0.0%	0	0.0%	0	0.0%	0
Ingatstone	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Laindon	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%	0	0.0%	0	0.0%	0	0.0%	0
Leigh-on-Sea	0.3%	5	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	4.6%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	0	1.9%	1		1
Leytonstone	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	0.0%	0	0.0%	0
London - Other	1.3%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Loughton	0.9%	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
Maldon	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	0.0%	0	0.0%	0
Pitsea	0.0%	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	0.0%	0
Rayleigh	0.5%	9	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	22.6%	4	4.7%	1	0.0%	0	2.5%	0	0.0%	0	0.9%	0
Rochford	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	2.8%	0	5.8%	0	1.4%	1	0.0%	0
Romford	4.5%	79	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	0.0%	0
Sidcup	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	0.0%	0	0.0%	0
South Benfleet	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	0.0%	0	0.0%	0	0.0%	0
South Ockendon	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	0.0%	0	0.0%	0
South Woodham Ferrers	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	0.0%	0	0.0%	0
Southend-on-Sea (incl. The Royals Sopping Centre and The Victoris Shopping	3.9%	67	0.0%	0	0.9%	0	0.0%	0	0.0%	0	1.7%	1	12.8%	5	17.2%	3	5.5%	1	31.8%	4	21.4%	2	51.0%	23	37.4%	17

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12			
Centre)																
Stanford-le-Hope	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Stratford (incl. Westfield Stratford)	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Thundersley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Tilbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Upminster	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waltham Abbey	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westcliff-on-Sea	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	4
Wickford	0.4%	8	0.9%	0	0.0%	0	24.0%	5	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Airport Retail Park, Rochford Road, Southend-on-Sea	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0
Bluewater Shopping Centre	4.3%	76	0.0%	0	0.0%	0	0.0%	0	2.9%	1	1.7%	1	0.9%	0	0.0%	0
Costco, West Thurrock Way, West Thurrock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Gallows Corner Retail Park, Romford	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ikea, Heron Way, Lakeside Retail Park, West Thurrock	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside Retail Park, Lake Rise, Thurrock (NOT Lakeside Shopping Centre) (incl Argos, Next Home, Next Clearance, Currys, Toys R Us)	1.3%	22	0.9%	0	0.9%	0	2.1%	0	0.0%	0	0.0%	0	1.6%	1	2.6%	0
Lakeside Shopping Centre (NOT retail park)	11.0%	193	6.0%	1	5.4%	3	3.1%	1	3.4%	1	18.4%	6	7.6%	3	2.4%	0
Mayflower Retail Park, Gardiners Link, Basildon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pipps Hill Retail Park, Miles Gray Road, Basildon	0.1%	1	0.0%	0	2.0%	1	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Weir Retail Park, Stadium Way, Rayleigh	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Asda, Eastgate Shopping Centre, Basildon, SS14 1AE	0.2%	3	1.1%	0	0.7%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Galleon Boulevard, Dartford, DA2 6QL	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Heron Retail Park, Miles Grey Road, Basildon, SS14 3AF	0.1%	2	2.6%	1	1.3%	1	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, London Road, Swanley, BR8 7UN	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Mercury Gardens, Romford, RM8 1BB	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

South Essex Retail Study for Peter Brett Associates

Weighted:

July 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Asda, Merriellands Crescent, Dagenham, RM9 6SJ	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, North Shoebury Road,, Shoeburyness, SS3 8DA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%
Asda, Queen elizabeth Square , Chelmsford, CM3 5SY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Rawreth Lane, Rayleigh , SS6 9RN	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	1.6%
Asda, Thames Way, Gravesend, DA11 0DQ	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Thurrock Park Way, Tilbury , RM18 7HJ	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Coldharbour Road, Gravesend, DA11 8AB	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Limebrook Way, Maldon, CM9 6 GG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Link Road, Canvey Island, SS8 9UB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%
Morrisons, London Road, Grays , RM17 5XZ	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, St John's Way, Stanford le Hope, SS17 7NA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Cricketers Way, East Mayne, Basildon, SS13 1SA	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Howard Road, Chafford Hundred, Grays, RM16 6YJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Knightswick Centre, Canvey Island, SS8 7AD	0.1%	1	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.9%	0	0.0%
Sainsbury's, London Road, Southend-on-Sea, SS1 1PL	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%
Sainsbury's, Pepper Hill, Wingfield Bank, Gravesend, DA11 8JH	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Romford, The Brewery, Romford, RM1 1AU	0.8%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, William Hunter Way, Brentwood, CM14 4WQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco , Cygnet View,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Lakeside, West Thurrock , Grays , RM20 1TX	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Airfield Way, Hornchurch, RM12 5AF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Cygnet View, Grays, RM20 1WN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Fulbridge , Maldon, CM9 4LE	0.1%	1	1.5%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	1	0.0%
Tesco, Hazelmere, High Road, Basildon, SS13 3JU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%
Tesco, London Road, Benfleet, SS7 5TH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%
Tesco, London Road, Westcliff-on-Sea, SS0 9PD	0.1%	1	0.0%	0	1.3%	1	1.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Mandeville Way, Laindon , Basildon, SS15 6TJ	0.1%	2	2.9%	1	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%
Tesco, Mayflower Retail Park, Basildon , SS14 3HZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%
Tesco, Prince Avenue, Southend-on-Sea, SS0 0JP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%
Waitrose, Fossetts Way, Eastern Avenue, Southend-on-Sea, SS2 4DQ	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.9%
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%
Ashingdon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Burnham-on-Crouch	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Eltham	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Enfield	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Orpington OOC (including Homebase, Sevenoaks Way Industrial Estate; Nugent Shopping Park; and, Springvale Retail Park)	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Shoeburyness	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%
Tesco Extra, Bryant Avenue, Romford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%
Thurrock OOC (Lakeside retail park and Junction retail park, Thurrock)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%
Waltham Cross	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other - outside area	1.0%	17	0.0%	0	0.0%	0	0.8%	0	0.0%	0	1.7%	0	1.8%
Other - zone 16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Weighted:

South Essex Retail Study for Peter Brett Associates

July 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Other - zone 18	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other - zone 19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Internet / delivered	45.2%	789	23.8%	5	52.1%	30	44.6%	9	64.9%	15	37.4%	11	51.5%
Home catalogue	0.1%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
TV / Interactive shopping	0.8%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	1.7%
(Don't know / can't remember)	1.7%	30	0.0%	0	1.6%	1	3.1%	1	0.8%	0	2.4%	1	2.7%
Weighted base:	1745	23	57	19	24	30	37	19	19	12	7	45	45
Sample:	1531	67	77	67	66	57	61	68	65	54	71	66	62

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Stanford-le-Hope	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Stratford (incl. Westfield Stratford)	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Swanley	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tilbury	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Upminster	1.6%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waltham Abbey	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Westcliff-on-Sea	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%
Wickford	0.7%	16	0.0%	0	1.6%	1	28.6%	8	1.6%	1	0.0%	0	0.0%
Burnham-on-Crouch	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other - outside area	1.7%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other - zone 12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%
Other - zone 23	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't know / varies)	1.9%	43	0.0%	0	0.0%	0	0.0%	0	0.6%	0	2.2%	1	2.5%
Weighted base:	2303	38	69	29	33	44	57	30	26	20	10	62	67
Sample:	2303	100	100	100	100	100	100	101	100	100	100	101	100

Weighted:

July 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12													
Q32A What things do you think could be improved about that town centre? [MR]																										
<i>Those who mentioned a centre at Q32</i>																										
More parking	5.8%	132	2.5%	1	4.0%	3	3.0%	1	8.0%	3	4.4%	2	6.4%	4	10.3%	3	7.8%	2	12.3%	2	8.3%	1	4.1%	2	5.8%	4
More secure parking	0.5%	11	1.1%	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	0.9%	1
Cheaper / free parking	6.8%	153	4.2%	2	5.6%	4	4.1%	1	4.7%	2	3.8%	2	9.0%	5	13.6%	4	6.5%	2	14.2%	3	5.8%	1	7.3%	4	9.6%	6
More accessible car parking	3.4%	76	0.5%	0	1.1%	1	1.8%	1	1.7%	1	1.0%	0	1.8%	1	2.8%	1	1.8%	0	3.3%	1	0.6%	0	3.0%	2	2.7%	2
More frequent bus services to the centre	0.4%	10	2.7%	1	0.0%	0	1.8%	1	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	1.3%	0	0.0%	0	3.3%	2
More reliable / comfortable bus services	0.3%	7	0.0%	0	0.5%	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	7.9%	5
New / relocated bus stops	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%	0	0.0%	0	0.6%	0
More frequent train services	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	0.0%	0
More reliable train services	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better signposting within the centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More priority for pedestrians	0.4%	8	0.0%	0	0.0%	0	1.1%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.6%	0	0.0%	0	1.1%	1
Improved access for wheelchair and pushchair users	1.9%	43	2.5%	1	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Cleaner streets / removal of litter	3.3%	76	2.5%	1	0.7%	0	3.4%	1	0.0%	0	0.8%	0	6.2%	3	1.9%	1	0.7%	0	1.3%	0	4.0%	0	2.1%	1	2.0%	1
More shelter from wind / rain	1.9%	44	1.4%	1	0.7%	0	0.0%	0	2.9%	1	1.2%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve appearance / environment of centre	7.1%	159	15.5%	6	9.3%	6	17.5%	5	3.6%	1	3.2%	1	6.1%	3	6.5%	2	1.9%	0	5.5%	1	1.9%	0	11.9%	7	8.4%	6
Improved security measures / more CCTV / more police	0.7%	16	0.0%	0	1.6%	1	0.0%	0	0.8%	0	1.6%	1	1.5%	1	0.0%	0	0.7%	0	1.3%	0	3.2%	0	0.6%	0	0.0%	0
More control on alcohol / drinkers / drug users	1.4%	32	0.7%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	3	0.0%	0	0.0%	0	1.1%	0	0.6%	0	0.8%	0	0.6%	0	0.0%	0
More control on other anti-social behaviour	1.0%	22	0.0%	0	0.0%	0	0.9%	0	1.0%	0	7.0%	3	2.9%	2	6.0%	2	0.5%	0	1.4%	0	4.2%	0	3.0%	2	0.7%	0
Better street furniture / floral displays	0.9%	21	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	1.5%	1
More green spaces / areas	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	1.1%	1	0.0%	0
More national multiple (high street chain) retailers	7.6%	171	8.5%	3	8.3%	6	6.0%	2	4.9%	2	4.6%	2	6.0%	3	14.3%	4	7.5%	2	14.7%	3	10.8%	1	10.0%	6	9.1%	6
Bigger / better supermarket	1.5%	35	2.2%	1	2.2%	2	2.5%	1	1.9%	1	0.0%	0	0.6%	0	2.8%	1	1.1%	0	0.6%	0	0.6%	0	0.0%	0	1.5%	1
More independent shops	10.5%	238	11.6%	4	7.7%	5	15.1%	4	11.2%	4	13.8%	6	5.3%	3	12.1%	4	7.2%	2	7.8%	2	11.4%	1	16.6%	10	12.3%	8
Better choice of shops in general	21.5%	487	37.4%	14	23.5%	16	33.4%	10	19.9%	7	18.1%	8	24.0%	14	30.0%	9	20.0%	5	24.8%	5	22.9%	2	39.4%	24	21.9%	15
Better quality of shops	12.3%	277	15.6%	6	11.5%	8	17.5%	5	1.6%	1	3.7%	2	6.3%	4	7.1%	2	3.7%	1	8.1%	2	7.0%	1	28.1%	17	16.0%	11
Improvement to the market	1.4%	32	2.7%	1	2.0%	1	2.6%	1	0.0%	0	1.7%	1	1.0%	1	0.0%	0	0.0%	0	0.6%	0	0.0%	0	1.7%	1	0.0%	0
More / better pubs / night-life	0.4%	10	1.2%	0	5.5%	4	2.9%	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
More / better eating places	1.4%	31	2.2%	1	5.9%	4	6.2%	2	1.3%	0	0.6%	0	1.0%	1	0.0%	0	0.7%	0	0.0%	0	0.6%	0	1.7%	1	1.0%	1
Fewer bars / nightclubs	0.6%	13	0.5%	0	0.5%	0	0.9%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	4	0.0%	0

South Essex Retail Study for Peter Brett Associates

Weighted:

July 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
More / better leisure facilities	0.5%	10	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%
More family oriented facilities	0.2%	5	0.0%	0	0.7%	0	0.0%	0	0.8%	0	0.0%	0	0.0%
More secure children's play areas	0.8%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%
Better crèche facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Provision of more residential accommodation	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	2	0.0%
Expand the town centre's colleges / expand university	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%
Better opening hours	0.2%	4	1.2%	0	0.7%	0	0.0%	0	0.0%	0	0.8%	0	0.0%
Better prices	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Better public facilities - seating, toilets etc.	0.3%	7	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%
Cheaper public transport	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Easier to get to	1.5%	33	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.7%	0	2.6%
Fewer cafés / restaurants / coffee shops / takeaways	0.9%	20	0.0%	0	0.0%	0	5.9%	2	1.5%	0	0.0%	0	1.4%
Fewer charity shops	0.7%	17	0.5%	0	0.5%	0	3.1%	1	0.8%	0	0.0%	0	0.8%
Fewer cheap / low quality / pound shops	0.5%	11	2.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Fewer empty shops	1.2%	27	6.1%	2	7.2%	5	0.0%	0	1.3%	0	0.6%	0	3.4%
Less traffic / congestion / too busy	1.4%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%
More services	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Nicer atmosphere	0.2%	5	0.0%	0	2.1%	1	2.0%	1	0.0%	0	0.0%	0	0.0%
(Don't know)	12.2%	275	7.8%	3	16.7%	12	15.5%	4	10.0%	3	3.7%	2	8.9%
(None mentioned)	32.5%	733	28.1%	11	18.2%	13	12.5%	4	41.4%	14	49.8%	22	33.5%
Weighted base:	2260	38	69	29	33	43	56	30	25	19	10	61	67
Sample:	2266	100	100	100	100	99	98	98	99	99	100	100	100

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Q33 In which town, village or out-of-town location does your household spend most money on restaurants & cafes?													
Barking	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Barkingside	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Basildon (incl. Eastgate Shopping Centre)	3.6%	84	43.3%	16	50.9%	35	24.6%	7	4.5%	1	14.6%	6	4.8%
Bexleyheath	2.3%	54	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Billericay	2.1%	49	1.6%	1	15.2%	11	8.3%	2	69.3%	23	0.0%	0	0.0%
Bishops Stortford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bluewater Shopping Centre	4.2%	97	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%
Braintree	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.6%
Brentwood	2.9%	66	0.0%	0	2.7%	2	0.0%	0	0.8%	0	0.0%	0	0.0%
Canary Wharf	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	1.0%
Canvey Island	0.6%	14	0.0%	0	0.0%	0	0.0%	0	18.3%	8	10.1%	6	0.0%
Central London / West End	4.5%	103	4.9%	2	1.3%	1	1.4%	0	4.3%	1	4.3%	2	1.6%
Chelmsford (incl. Meadows Shopping Centre, High Chelmer Shopping Centre)	5.3%	122	1.4%	1	2.2%	2	8.2%	2	0.8%	0	1.6%	1	0.0%
Chingford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Colchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Corringham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Dagenham	0.8%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Dartford	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Eastham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%
Epping	0.7%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Gravesend	2.2%	51	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%
Grays	0.5%	12	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Great Baddow	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hadleigh	0.2%	6	1.6%	1	0.0%	0	0.0%	0	1.8%	1	6.9%	4	0.0%
Halstead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%
Harlow	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hockley	0.3%	7	0.0%	0	0.4%	0	0.0%	0	0.0%	0	13.1%	4	10.0%
Hornchurch	5.1%	117	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ingatestone	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
intu Lakeside Shopping Centre	9.0%	208	2.6%	1	0.5%	0	2.0%	1	1.3%	0	0.0%	0	0.0%
Laindon	0.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Leigh-on-Sea	2.2%	51	0.0%	0	1.0%	1	0.7%	0	1.2%	1	21.7%	12	6.9%
Leytonstone	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
London - Other	3.4%	79	0.7%	0	0.0%	0	2.0%	1	0.0%	0	0.8%	0	0.7%
Loughton	1.0%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Maldon	1.0%	23	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%
Pitsea	0.0%	1	1.8%	1	0.4%	0	0.5%	0	0.0%	0	0.0%	0	0.0%
Rainham	0.7%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Rayleigh	1.7%	39	0.0%	0	0.0%	0	3.6%	1	0.0%	0	4.1%	2	9.7%
Rochford	0.3%	6	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	1.3%
Romford	3.7%	86	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12												
Sidcup	1.5%	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	0.0%	0	0.0%	0	
South Benfleet	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	4	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
South Ockendon	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	0.0%	0	0.0%
South Woodham Ferrers	0.2%	4	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	0.0%
Southend-on-Sea (incl. The Royals Sopping Centre and The Victoris Shopping Centre)	4.4%	101	3.0%	1	3.3%	2	2.8%	1	0.0%	0	11.1%	5	12.6%	7	7.7%	2	6.2%	2	47.0%	9	33.9%	3	42.0%	26	45.4%
Stanford-le-Hope	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%	0	0.0%
Stratford (incl. Westfield Stratford)	0.4%	9	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	0.0%	0	0.0%
Tarpots	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	0.0%
Tilbury	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	0.0%	0	0.0%
Tiptree	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Upminster	0.8%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waltham Abbey	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Westcliff-on-Sea	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.8%	0	1.3%	0	0.6%	0	6.6%
Wickford	1.0%	24	0.9%	0	1.7%	1	22.5%	6	2.2%	1	6.4%	3	1.4%	1	0.0%	0	0.5%	0	0.0%	0	1.3%	0	1.2%	1	0.0%
Woodford	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	0.0%	0	0.0%	0	0.0%
Burnham-on-Crouch	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Danbury	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	0.0%	0	0.0%
Festival Leisure Park, Basildon	0.1%	3	1.6%	1	1.7%	1	0.5%	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%
Great Wakering	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hullbridge	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%	0	0.0%	0	0.0%
Meopham	0.5%	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	0.0%	0	0.0%	0	0.0%
Shoeburyness	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	0	0.0%	0	2.9%	2	0.6%	0	0.0%
Southminster	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	0.0%	0	0.0%
Stambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.6%	0	2.4%	0	0.0%	0	0.0%	0	0.0%
Thurrock OOC (Lakeside retail park and Junction retail park, Thurrock)	0.3%	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	0.0%	0	0.0%
Other - outside area	1.0%	24	0.0%	0	5.5%	4	0.5%	0	0.0%	0	0.0%	0	0.6%	0	0.6%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%
Other - zone 10	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.6%	0	0.0%
Other - zone 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	0.0%	0	0.0%	0	0.6%
Other - zone 14	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	0.0%	0	0.0%
Other - zone 16	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	0.0%	0	0.0%
Other - zone 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	0.0%	0	0.0%
Other - zone 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	0.0%	0	0.0%	0	0.0%
Other - zone 20	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	0.0%	0	0.0%
Other - zone 21	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	0.0%	0	0.0%	0	0.0%
(Don't know / varies)	7.1%	162	5.2%	2	3.6%	3	7.5%	2	5.0%	2	11.5%	5	7.3%	4	11.9%	4	21.1%	5	6.0%	1	5.9%	1	6.8%	4	7.9%
(Don't do this activity)	20.1%	464	29.4%	11	8.1%	6	12.8%	4	9.6%	3	12.3%	5	17.9%	10	16.8%	5	13.6%	3	14.5%	3	16.1%	2	25.9%	16	20.5%
Weighted base:	2303		38		69		29		33		44		57		30		26		20		10		62		67
Sample:	2303		100		100		100		100		100		100		101		100		100		100		101		100

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12													
Q34 In which town, village or out-of-town location does your household spend most money on pubs / bars / nightclubs / music venues?																										
Barking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0				
Barkingside	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	0.0%	0				
Basildon (incl. Eastgate Shopping Centre)	1.5%	34	23.6%	9	20.6%	14	11.6%	3	0.0%	0	2.1%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	4	0.0%	0		
Bexleyheath	1.8%	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	0.0%	0	0.0%	0		
Billericay	1.7%	40	1.1%	0	15.7%	11	4.2%	1	63.5%	21	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Bluewater Shopping Centre	1.2%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Brentwood	2.6%	60	0.7%	0	1.7%	1	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0		
Canary Wharf	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0		
Canvey Island	0.8%	19	0.9%	0	3.9%	3	0.0%	0	0.0%	0	26.5%	12	8.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Central London / West End	5.1%	117	4.9%	2	0.5%	0	0.0%	0	1.5%	0	1.0%	0	0.8%	0	0.8%	0	0.7%	0	0.0%	0	1.1%	1	2.7%	2		
Chelmsford (incl. Meadows Shopping Centre, High Chelmer Shopping Centre)	4.3%	98	0.0%	0	0.0%	0	6.2%	2	0.0%	0	0.6%	0	0.0%	0	1.2%	0	0.0%	0	5.8%	1	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Corringham	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	0.0%	0		
Dagenham	0.6%	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	0.0%	0	0.0%	0		
Dartford	0.6%	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	0.0%	0	0.0%	0		
Epping	0.8%	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	0.0%	0		
Gravesend	1.9%	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	0.0%	0	0.0%	0		
Grays	0.5%	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	0.0%	0	0.0%	0		
Great Baddow	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	0.0%	0		
Hadleigh	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	6.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Halstead	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%	0	0.0%	0		
Harlow	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	0.0%	0	0.0%	0	0.0%	0		
Hockley	0.5%	11	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.7%	5	7.5%	2	0.0%	0	3.1%	0	0.0%	0	5.2%	3
Hornchurch	4.4%	102	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Ingatestone	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	0.0%	0		
intu Lakeside Shopping Centre	0.5%	12	0.7%	0	0.0%	0	2.0%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Laindon	0.0%	1	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%	0	0.0%	0	0.0%	0		
Leigh-on-Sea	1.6%	36	2.0%	1	0.0%	0	0.7%	0	0.8%	0	0.0%	0	16.1%	9	0.8%	0	0.5%	0	1.8%	0	0.6%	0	0.8%	1	11.8%	8
London - Other	2.0%	45	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.6%	0	4.3%	3	0.0%	0		
Loughton	0.6%	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	0.0%	0		
Maldon	0.7%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0		
Pitsea	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	0.0%	0		
Rainham	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	0.0%	0	0.0%	0		
Rayleigh	1.1%	25	1.4%	1	1.6%	1	3.5%	1	0.0%	0	0.0%	0	7.5%	4	23.2%	7	34.7%	9	0.0%	0	9.7%	1	0.0%	0	0.0%	0
Rochford	0.3%	6	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	3.6%	1	13.5%	3	19.4%	2	0.0%	0	0.6%	0
Romford	2.3%	53	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		
Sidcup	1.3%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
South Benfleet	0.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.8%	6	7.2%	4	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
South Ockendon	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%	0		
South Woodham Ferrers	0.2%	5	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Southend-on-Sea (incl. The	2.7%	62	0.0%	0	1.0%	1	1.6%	0	0.0%	0	0.8%	0	6.2%	4	6.5%	2	0.5%	0	15.0%	3	8.3%	1	31.7%	20	35.3%	24

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Royals Sopping Centre and The Victoris Shopping Centre)													
Stanford-le-Hope	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Stratford (incl. Westfield Stratford)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Thundersley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%
Tilbury	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Upminster	1.1%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waltham Abbey	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Westcliff-on-Sea	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.2%
Wickford	0.4%	9	0.7%	0	0.0%	0	14.7%	4	0.0%	0	0.0%	0	0.0%
Witham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Woodford	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Burnham-on-Crouch	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Danbury	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Festival Leisure Park, Basildon	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Great Wakering	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.6%	2	0.0%
Hullbridge	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0	2.2%	1	0.0%
Meopham	0.9%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Shoeburyness	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	4.6%
Southminster	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Stambridge	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	1.7%
Thurrock OOC (Lakeside retail park and Junction retail park, Thurrock)	1.6%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other - outside area	2.2%	50	0.0%	0	5.5%	4	0.5%	0	0.0%	0	0.0%	0	0.6%
Other - zone 10	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	11.5%
Other - zone 11	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.8%
Other - zone 12	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%
Other - zone 14	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other - zone 16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other - zone 17	0.2%	5	0.0%	0	5.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%
Other - zone 18	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%
Other - zone 19	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other - zone 20	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%
Other - zone 21	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other - zone 22	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other - zone 23	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't know / varies)	5.4%	124	2.9%	1	4.1%	3	1.4%	0	4.4%	1	2.7%	1	7.2%
(Don't do this activity)	41.3%	951	60.1%	23	37.5%	26	50.3%	14	27.8%	9	52.4%	23	35.9%
Weighted base:	2303	38	69	29	33	44	57	30	26	20	10	62	67
Sample:	2303	100	100	100	100	100	100	101	100	100	100	101	100

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12													
Q35 Where does your household spend most money on the cinema / theatre?																										
Cineworld Bexleyheath, 28-70 Broadway, Bexleyheath	1.0%	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		
Cineworld Ilford, Clements Road, Ilford	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	0.0%	0		
Cineworld Rochester, Valley Leisure Park, Chariot Way, Rochester	1.6%	38	0.0%	0	0.0%	0	0.0%	0	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, Southbury Leisure Park, 208 Southbury Rd, Enfield	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	0.0%	0		
Empire, Festival Leisure Park, Basildon	8.8%	202	45.8%	17	64.9%	45	34.9%	10	73.0%	24	25.5%	11	12.3%	7	41.4%	13	36.2%	9	5.2%	1	16.9%	2	2.3%	1	2.4%	2
Movie Starr, Eastern Esplanade, Canvey Island	1.2%	29	4.8%	2	1.6%	1	0.0%	0	0.0%	0	27.1%	12	13.2%	8	1.9%	1	4.9%	1	0.0%	0	2.4%	0	0.0%	0	2.1%	1
Odeon Meadows shopping centre, Kings Head Walk, Moulsham Street, Chelmsford	3.6%	84	0.0%	0	0.0%	0	1.4%	0	0.6%	0	0.0%	0	0.8%	0	1.2%	0	2.0%	1	0.0%	0	5.8%	1	0.0%	0	0.0%	0
Odeon South Woodford, 60-64 High Road, South Woodford	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odeon, Lee Valley Leisure Complex, Pickett's Lock Lane, London	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	0.0%	0	0.0%	0	0.0%	0
Odeon, The Broadway, London Road, Southend-on-Sea	4.9%	113	0.5%	0	1.6%	1	0.0%	0	0.0%	0	2.4%	1	14.2%	8	14.3%	4	8.9%	2	48.6%	10	35.5%	3	49.0%	30	48.2%	32
Premiere Cinemas, Mercury Mall, Mercury Gardens, Romford	1.8%	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	0.0%	0	0.0%	0	0.0%	0
Rio Cinema, Station Road, Burnham-on-Crouch	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	0.0%	0	0.0%	0	0.0%	0
Showcase Barking, Jenkins Lane, Barking	0.6%	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	0.0%	0	0.0%	0
Showcase Bluewater Shopping Centre, Bluewater Parkway, Greenhithe	5.1%	117	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%	0	0.0%	0	0.0%	0	0.0%	0
Vue Dagenham, East Thames Plaza Leisure Park, Cook Road, Dagenham	2.6%	61	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Vue intu Lakeside Shopping Centre, Thurrock	9.3%	213	0.5%	0	3.9%	3	0.0%	0	0.6%	0	0.0%	0	5.4%	3	0.0%	0	4.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

South Essex Retail Study for Peter Brett Associates

Weighted:

July 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12													
Vue Romford, 1-15, The Brewery, Romford	4.8%	110	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		
Vue Westfield Stratford City, 2 Stratford Place, London	0.9%	21	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1		
Basildon (incl. Eastgate Shopping Centre)	1.0%	24	3.5%	1	3.4%	2	22.0%	6	0.0%	0	2.3%	1	7.5%	4	1.5%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	8.1%	5
Bexleyheath	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	0.0%	0	0.0%	0	0.0%	0
Bluewater Shopping Centre	4.4%	101	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.4%	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	0.0%	0	0.0%	0
Canvey Island	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	3	0.8%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London / West End	5.3%	122	1.1%	0	1.3%	1	1.4%	0	1.2%	0	2.5%	1	1.6%	1	1.5%	0	1.4%	0	0.0%	0	1.9%	0	3.5%	2	0.0%	0
Chelmsford (incl. Meadows Shopping Centre, High Chelmer Shopping Centre)	0.9%	21	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	0.0%	0
Colchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dagenham	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	0.0%	0	0.0%	0	0.0%	0
Dartford	0.3%	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	0.0%	0	0.0%	0
Grays	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	0.0%	0	0.0%	0
Harlow	0.7%	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	0.0%	0	0.0%	0	0.0%	0
Hornchurch	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ilford	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	0.0%	0	0.0%	0
intu Lakeside Shopping Centre	0.7%	15	0.7%	0	0.0%	0	2.0%	1	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London - Other	2.8%	66	1.2%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.5%	0	1.0%	0	0.0%	0	0.6%	0	1.5%	1
Romford	1.4%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Benfleet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Ockendon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Woodham Ferrers	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	0.0%	0	0.0%	0
Southend-on-Sea (incl. The Royals Sopping Centre and The Victoris Shopping Centre)	1.1%	25	0.0%	0	0.0%	0	0.5%	0	0.0%	0	3.1%	1	2.2%	1	4.7%	1	1.6%	0	5.4%	1	0.0%	0	6.2%	4	5.8%	4
Stratford (incl. Westfield Stratford)	0.2%	4	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	0.0%	0
Westcliff-on-Sea	0.3%	7	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.6%	0	2.8%	2	0.0%	0	1.1%	0	2.3%	0	3.8%	0	0.6%	0	1.7%	1
Other - outside area	0.1%	2	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.6%	0	0.6%	0	0.0%	0
Other - zone 11 (Don't know / varies)	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	0.8%	1	0.0%	0	0.0%	0
(Don't do this activity)	2.8%	64	2.3%	1	4.5%	3	4.8%	1	0.6%	0	0.8%	0	3.9%	2	0.8%	0	4.1%	1	0.0%	0	1.7%	0	1.2%	1	1.6%	1
Weighted base:	2303		38		69		29		33		44		57		30		26		20		10		62		67	
Sample:	2303		100		100		100		100		100		100		101		100		100		100		101		100	

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12										
Q36 In which town, village or out-of-town location does your household spend most money on health & fitness?																							
Barking	0.6%	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	
Barkingside	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	0.0%	0	
Basildon (incl. Eastgate Shopping Centre)	2.1%	49	13.5%	5	29.7%	21	14.1%	4	20.5%	7	6.6%	3	1.2%	1	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%
Bexleyheath	0.6%	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	0.0%
Billericay	0.6%	14	0.0%	0	3.8%	3	0.0%	0	19.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Brentwood	1.9%	44	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%
Canary Wharf	0.5%	12	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Canvey Island	0.8%	19	2.0%	1	0.0%	0	0.0%	0	0.0%	0	23.6%	10	13.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Central London / West End	1.1%	26	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	2.2%	1	0.8%	0	0.0%	0	6.5%	1	0.0%	0	0.0%
Chelmsford (incl. Meadows Shopping Centre, High Chelmer Shopping Centre)	2.7%	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	0.0%	0	0.0%	0	0.0%
Chingford	0.1%	1	0.0%	0	0.0%	0	0.0%	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	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%
Corringham	0.5%	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	0.0%
Dagenham	0.9%	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	0.0%
Dartford	0.6%	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	0.0%	0	0.0%
Epping	0.5%	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	0.0%
Gravesend	1.2%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Grays	0.8%	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	0.0%
Great Baddow	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	0.0%
Hadleigh	0.0%	1	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.6%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%
Hockley	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	2	4.8%	1	0.0%	0	9.6%	1	0.0%
Hornchurch	1.2%	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	0.0%
intu Lakeside Shopping Centre	0.4%	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	0.0%
Laindon	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%
Leigh-on-Sea	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	2	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	3.6%
Leytonstone	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	0.0%
London - Other	1.2%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Loughton	0.6%	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	0.0%	0	0.0%
Maldon	0.8%	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%
Pitsea	0.1%	2	6.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Rainham	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	0.0%	0	0.0%
Rayleigh	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.8%	0	2.0%	1	5.5%	2	13.5%	3	0.0%	0	0.6%	0	0.0%
Rochford	0.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.7%	5	5.1%	1	10.2%	2	26.8%	3	0.0%
Romford	1.6%	38	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%
Sidcup	2.3%	52	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
South Benfleet	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	2	7.9%	5	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
South Ockendon	1.0%	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%
South Woodham Ferrers	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	0.0%
Southend-on-Sea (incl. The Royals Sopping Centre and The Victoris Shopping Centre)	1.4%	32	4.9%	2	0.0%	0	0.7%	0	0.0%	0	1.5%	1	2.9%	1	1.6%	0	11.0%	2	4.8%	0	21.7%	13	13.2%

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12					
Centre)																		
Stanford-le-Hope	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0				
Stratford (incl. Westfield Stratford)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0				
Thundersley	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0				
Tilbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0				
Upminster	0.8%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0				
Waltham Abbey	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0				
Westcliff-on-Sea	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	7.1%	5		
Wickford	0.4%	8	0.5%	0	0.0%	0	9.8%	3	1.7%	1	0.0%	0	0.0%	0	0.0%	0		
Witham	0.0%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Burnham-on-Crouch	0.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Danbury	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Festival Leisure Park, Basildon	0.3%	6	0.0%	0	7.8%	5	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0		
Great Wakering	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0		
Hullbridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Meopham	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Shoeburyness	0.1%	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
Southminster	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thurrock OOC (Lakeside retail park and Junction retail park, Thurrock)	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
Other - outside area	1.5%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	3	0.0%	0	0.0%	0	0.0%	0
Other - zone 7	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.6%	0	0.6%	0
Other - zone 11	0.0%	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
Other - zone 12	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
Other - zone 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
Other - zone 17	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
Other - zone 19	0.1%	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
Other - zone 21	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
Other - zone 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
Other - zone 23	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
(Don't know / varies)	1.0%	22	0.0%	0	1.3%	1	0.5%	0	0.0%	0	2.1%	1	0.8%	0	1.5%	0	0.0%	0
(Don't do this activity)	64.8%	1492	72.0%	27	55.7%	39	72.8%	21	52.9%	17	58.0%	25	57.1%	33	64.1%	19	61.2%	16
Weighted base:	2303		38		69		29		33		44		57		30		26	
Sample:	2303		100		100		100		100		100		100		101		100	

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Q37 In which town, village or out-of-town location does your household spend most money on bingo / casinos?													
Barking	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Basildon (incl. Eastgate Shopping Centre)	0.5%	12	4.3%	2	6.0%	4	0.7%	0	0.0%	0	1.0%	0	0.6%
Bexleyheath	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Brentwood	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Canvey Island	0.3%	7	0.5%	0	0.0%	0	0.0%	0	0.0%	0	9.8%	4	4.2%
Central London / West End	1.3%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Chelmsford (incl. Meadows Shopping Centre, High Chelmer Shopping Centre)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	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	0.0%
Dagenham	1.8%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Gravesend	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Grays	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Harlow	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hornchurch	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
intu Lakeside Shopping Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
London - Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Maldon	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Pitsea	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Rayleigh	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%
Romford	0.8%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
South Benfleet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%
Southend-on-Sea (incl. The Royals Sopping Centre and The Victoris Shopping Centre)	2.9%	67	7.5%	3	6.8%	5	1.4%	0	5.4%	2	2.9%	1	7.7%
Stratford (incl. Westfield Stratford)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Westcliff-on-Sea	0.4%	10	2.0%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%
Wickford	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%
Hullbridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%
Shoeburyness	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Thurrock OOC (Lakeside retail park and Junction retail park, Thurrock)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other - outside area	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%
Other - zone 12	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%
Other - zone 19	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other - zone 23	0.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't know / varies)	0.8%	19	0.5%	0	0.0%	0	0.0%	0	0.8%	0	1.1%	1	0.6%
(Don't do this activity)	88.9%	2047	84.1%	32	87.2%	61	96.3%	28	94.6%	31	85.0%	37	84.9%
Weighted base:	2303	38	69	29	33	44	57	30	26	20	10	62	67
Sample:	2303	100	100	100	100	100	100	101	100	100	100	101	100

South Essex Retail Study for Peter Brett Associates

Weighted:

July 2016

Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
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South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12													
Q38 In which town, village or out-of-town location does your household spend most money on family entertainment or recreation? (i.e. ten pin bowling, ice skating, childrens play centres, trips to the seaside etc.)																										
Basildon (incl. Eastgate Shopping Centre)	6.0%	138	34.3%	13	43.5%	30	24.6%	7	32.8%	11	7.9%	3	9.2%	5	7.6%	2	12.9%	3	1.0%	0	6.6%	1	5.8%	4	2.1%	1
Bexleyheath	2.1%	48	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Billericay	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bluewater Shopping Centre	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	0.0%	0	0.0%	0
Braintree	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	0.0%	0	0.0%	0
Brentwood	0.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Canvey Island	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London / West End	1.2%	28	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%	0	0.0%	0	0.6%	0	0.0%	0
Chelmsford (incl. Meadows Shopping Centre, High Chelmer Shopping Centre)	3.2%	73	2.6%	1	1.6%	1	2.0%	1	3.7%	1	1.0%	0	3.6%	2	7.5%	2	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester	0.1%	1	0.7%	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	0.0%	0
Dagenham	4.0%	93	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dartford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gravesend	2.0%	47	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harlow	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	0.0%	0	0.0%	0
Hockley	0.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.0%	1	7.7%	2	13.1%	3	1.2%	0	14.9%	1	0.6%	0	0.6%	0
intu Lakeside Shopping Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Laindon	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%	0	0.0%	0	0.0%	0	0.0%	0
Leigh-on-Sea	0.1%	3	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London - Other	0.4%	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	0.0%	0	0.0%	0
Loughton	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	0.0%	0	0.0%	0
Maldon	1.0%	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	0.0%	0
Rayleigh	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	2	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rochford	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	1	0.0%	0	4.2%	0	5.8%	4	0.0%	0
Romford	4.8%	112	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southend-on-Sea (incl. The Royals Sopping Centre and The Victoris Shopping Centre)	4.2%	97	2.0%	1	2.1%	1	19.0%	5	3.0%	1	7.3%	3	12.1%	7	1.9%	1	11.5%	3	23.1%	5	21.8%	2	25.3%	16	34.5%	23
Stratford (incl. Westfield Stratford)	0.3%	7	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	0.0%	0
Westcliff-on-Sea	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%	0	1.1%	1
Woodford	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	0.0%	0	0.0%	0
Burnham-on-Crouch	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Festival Leisure Park, Basildon	0.3%	8	0.0%	0	9.1%	6	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
Southminster	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 - outside area	1.6%	36	0.9%	0	0.5%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0	1.3%	0	0.0%	0	0.0%	0
Other - zone 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	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	2.5%	59	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	3.3%	2	2.4%	1	1.6%	0	1.0%	0	0.6%	0	8.3%	5	3.9%	3
(Don't do this activity)	63.8%	1470	59.5%	23	40.5%	28	53.7%	15	56.2%	18	74.2%	32	66.6%	38	66.4%	20	49.4%	13	72.2%	14	50.6%	5	53.5%	33	57.7%	39

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Weighted base:	2303	38	69	29	33	44	57	30	26	20	10	62	67
Sample:	2303	100	100	100	100	100	100	101	100	100	100	101	100

GEN Gender of respondent:

Male	35.8%	824	44.8%	17	37.0%	26	37.2%	11	28.8%	9	30.1%	13	35.1%	20	32.2%	10	35.2%	9	27.6%	5	36.5%	4	39.1%	24	45.1%	30
Female	64.2%	1479	55.2%	21	63.0%	44	62.8%	18	71.2%	23	69.9%	30	64.9%	37	67.8%	21	64.8%	17	72.4%	14	63.5%	6	60.9%	38	54.9%	37
Weighted base:	2303	38	69	29	33	44	57	30	26	20	10	62	67													
Sample:	2303	100	100	100	100	100	100	101	100	100	100	101	100													

AGE Could I ask how old you are please?

18 to 24	7.8%	180	9.8%	4	7.8%	5	4.9%	1	0.0%	0	5.4%	2	16.3%	9	5.8%	2	9.7%	2	0.0%	0	11.5%	1	0.0%	0	15.6%	10
25 to 34	15.0%	344	9.8%	4	15.7%	11	9.9%	3	10.8%	4	21.6%	9	5.4%	3	11.6%	4	14.6%	4	17.0%	3	5.8%	1	17.5%	11	5.2%	3
35 to 44	20.5%	472	26.4%	10	35.6%	25	30.6%	9	24.4%	8	6.7%	3	13.4%	8	7.2%	2	20.0%	5	11.7%	2	16.7%	2	9.6%	6	19.3%	13
45 to 54	18.5%	427	14.4%	5	21.4%	15	17.3%	5	33.8%	11	9.8%	4	17.4%	10	19.5%	6	16.9%	4	14.2%	3	16.1%	2	12.2%	8	16.0%	11
55 to 64	16.9%	390	12.5%	5	11.4%	8	13.5%	4	12.7%	4	20.6%	9	13.8%	8	19.1%	6	12.4%	3	19.6%	4	13.7%	1	20.1%	12	14.2%	9
65 +	17.6%	404	25.0%	9	6.5%	5	21.8%	6	16.0%	5	32.7%	14	29.3%	17	30.8%	9	22.5%	6	30.6%	6	36.3%	4	35.9%	22	27.6%	18
(Refused)	3.7%	86	2.0%	1	1.6%	1	2.0%	1	2.2%	1	3.3%	1	4.4%	3	5.9%	2	3.9%	1	6.9%	1	0.0%	0	4.7%	3	2.1%	1
Weighted base:	2303	38	69	29	33	44	57	30	26	20	10	62	67													
Sample:	2303	100	100	100	100	100	100	101	100	100	100	101	100													

WOR Which of the following best describes the chief wage earner of your household's current employment situation? [PR]

Working full time	63.9%	1471	63.2%	24	75.6%	52	61.8%	18	65.3%	21	43.8%	19	41.6%	24	47.2%	14	63.2%	16	43.2%	8	61.2%	6	32.2%	20	58.6%	39
Working part time	5.7%	130	0.0%	0	11.8%	8	6.6%	2	5.2%	2	12.0%	5	11.6%	7	14.2%	4	3.5%	1	7.9%	2	3.8%	0	15.2%	9	5.4%	4
Unemployed	4.1%	95	5.6%	2	0.5%	0	0.9%	0	1.7%	1	6.4%	3	2.2%	1	0.0%	0	0.0%	0	3.1%	1	2.4%	0	6.9%	4	4.5%	3
Retired	21.3%	489	28.5%	11	8.7%	6	30.1%	9	24.1%	8	36.1%	16	32.3%	19	35.7%	11	29.1%	7	39.4%	8	31.2%	3	43.4%	27	29.3%	20
A housewife	0.2%	6	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
A student	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	4.8%	112	2.7%	1	3.2%	2	0.7%	0	2.6%	1	1.7%	1	11.3%	6	3.0%	1	4.3%	1	6.3%	1	0.6%	0	2.3%	1	2.2%	1
Weighted base:	2303	38	69	29	33	44	57	30	26	20	10	62	67													
Sample:	2303	100	100	100	100	100	100	101	100	100	100	101	100													

CAR How many cars does your household own or have the use of?

None	11.6%	268	16.7%	6	4.8%	3	5.5%	2	7.2%	2	11.1%	5	9.4%	5	6.2%	2	7.9%	2	18.0%	4	6.8%	1	21.0%	13	15.7%	10
One	39.4%	907	56.2%	21	43.9%	30	40.4%	12	38.6%	13	48.5%	21	30.5%	18	43.1%	13	35.6%	9	39.3%	8	36.8%	4	34.2%	21	43.6%	29
Two	29.3%	674	21.7%	8	29.6%	21	36.7%	11	34.9%	11	31.0%	14	38.3%	22	32.1%	10	28.4%	7	23.6%	5	37.1%	4	36.8%	23	26.2%	18
Three or more	15.0%	345	3.4%	1	18.2%	13	16.9%	5	17.4%	6	8.3%	4	17.9%	10	14.4%	4	17.8%	5	11.9%	2	18.6%	2	5.0%	3	8.1%	5
(Refused)	4.7%	109	2.0%	1	3.5%	2	0.5%	0	1.8%	1	1.1%	0	3.9%	2	4.2%	1	10.4%	3	7.1%	1	0.6%	0	3.0%	2	6.4%	4
Weighted base:	2303	38	69	29	33	44	57	30	26	20	10	62	67													
Sample:	2303	100	100	100	100	100	100	101	100	100	100	101	100													

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12											
QUOTA Zone:																								
Zone 1	1.6%	38	100.0%	38	0.0%	0	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	3.0%	69	0.0%	0	100.0%	69	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Zone 3	1.2%	29	0.0%	0	0.0%	0	100.0%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Zone 4	1.4%	33	0.0%	0	0.0%	0	0.0%	0	100.0%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Zone 5	1.9%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Zone 6	2.5%	57	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	57	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Zone 7	1.3%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	30	0.0%	0	0.0%	0	0.0%	0		
Zone 8	1.1%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	26	0.0%	0	0.0%	0		
Zone 9	0.8%	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	100.0%	20	0.0%	0		
Zone 10	0.4%	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	100.0%	10		
Zone 11	2.7%	62	0.0%	0	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%	62		
Zone 12	2.9%	67	0.0%	0	0.0%	0	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%	
Zone 13	1.9%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0	
Zone 14	2.9%	66	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0	
Zone 15	1.7%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0	
Zone 16	2.0%	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	
Zone 17	1.2%	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	0	
Zone 18	1.2%	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	0	
Zone 19	2.3%	52	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0	
Zone 20	6.1%	140	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0	
Zone 21	6.6%	151	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0	
Zone 22	33.0%	759	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0	
Zone 23	20.3%	468	0.0%	0	0.0%	0	0.0%	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:		2303		38		69		29		33		44		57		30		26		20		10		62
Sample:		2303		100		100		100		100		100		100		101		100		100		100		101

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
PC Postcode sector:													
BR8 8	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
CM0 7	0.7%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
CM0 8	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
CM1 2	0.9%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
CM1 3	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
CM1 4	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
CM1 6	0.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
CM1 7	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
CM11 1	0.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
CM11 2	0.6%	13	0.0%	0	0.0%	0	39.4%	13	0.0%	0	0.0%	0	0.0%
CM12 0	0.6%	14	0.0%	0	0.0%	0	41.7%	14	0.0%	0	0.0%	0	0.0%
CM12 9	0.3%	6	0.0%	0	0.0%	0	18.8%	6	0.0%	0	0.0%	0	0.0%
CM13 1	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
CM13 2	0.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
CM13 3	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
CM14 4	1.0%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
CM14 5	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
CM15 0	0.7%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
CM15 8	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
CM15 9	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
CM16 4	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
CM16 5	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
CM16 6	0.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
CM16 7	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
CM2 0	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
CM2 6	0.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
CM2 7	0.7%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
CM2 8	0.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
CM2 9	1.0%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
CM3 4	0.7%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
CM3 5	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
CM3 6	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
CM3 7	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
CM3 8	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
CM4 0	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
CM4 9	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
CM5 0	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
CM5 9	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
CM9 4	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
CM9 5	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
CM9 6	0.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
DA1 1	0.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
DA1 2	2.0%	45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
DA1 3	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
DA1 4	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12											
DA10 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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DA11 0	0.8%	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	0.0%	0
DA11 7	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DA11 8	1.2%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DA11 9	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	0.0%	0	0.0%	0
DA12 1	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	0.0%	0
DA12 2	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	0.0%	0
DA12 3	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	0.0%	0	0.0%	0
DA12 4	1.0%	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
DA12 5	0.6%	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	0.0%	0
DA13 0	1.1%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DA13 9	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DA14 4	1.1%	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%	0
DA14 6	1.1%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DA15 7	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	0.0%	0
DA15 8	2.0%	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
DA15 9	0.5%	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
DA2 7	0.5%	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	0.0%	0
DA3 8	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	0.0%	0	0.0%	0
DA4 9	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	0.0%	0
DA5 1	0.5%	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	0.0%	0
DA5 3	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	0.0%	0	0.0%	0
DA7 4	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	0.0%	0	0.0%	0
DA7 5	0.4%	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	0.0%	0
DA7 6	0.4%	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	0.0%	0
DA8 1	1.1%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DA8 2	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%	0
DA9 9	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
E12 5	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	0.0%	0	0.0%	0
EN9 1	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	0.0%	0
EN9 2	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
EN9 3	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	0.0%	0	0.0%	0
IG1 2	0.8%	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	0.0%	0
IG1 3	0.6%	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	0.0%	0
IG1 4	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	0.0%	0	0.0%	0
IG10 1	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IG10 2	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	0.0%	0	0.0%	0
IG10 3	1.0%	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%	0
IG10 4	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%	0
IG11 0	1.5%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IG11 8	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	0.0%	0
IG11 9	0.9%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IG2 6	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	0.0%	0	0.0%	0
IG3 8	1.9%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IG4 5	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	0.0%	0	0.0%	0
IG5 0	1.0%	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	0.0%	0	0.0%	0
IG7 6	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	0.0%	0

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12											
ME2 2	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	0.0%	0
ME2 3	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%	0
ME2 4	1.0%	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
ME3 7	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%	0
ME3 8	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	0.0%	0	0.0%	0
ME3 9	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	0.0%	0
RM1 2	0.9%	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	0.0%	0
RM1 4	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	0.0%	0	0.0%	0
RM10 7	1.0%	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
RM10 8	0.4%	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	0.0%	0
RM10 9	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RM11 1	1.2%	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	0.0%	0
RM11 2	0.9%	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
RM11 3	1.1%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RM12 4	0.9%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RM12 5	1.0%	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	0.0%	0	0.0%	0
RM12 6	0.8%	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	0.0%	0
RM13 7	1.2%	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	0.0%	0
RM13 8	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	0.0%	0	0.0%	0
RM13 9	2.2%	52	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RM14 1	1.5%	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	0.0%	0	0.0%	0	0.0%	0
RM14 2	1.8%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RM14 3	0.4%	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	0.0%	0
RM15 4	3.4%	77	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RM15 5	0.5%	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	0.0%	0
RM15 6	0.5%	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
RM16 2	0.6%	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	0.0%	0	0.0%	0
RM16 3	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	0.0%	0	0.0%	0
RM16 4	0.5%	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	0.0%	0	0.0%	0
RM16 5	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	0.0%	0
RM16 6	0.5%	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	0.0%	0	0.0%	0
RM17 5	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	0.0%	0	0.0%	0
RM17 6	0.5%	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	0.0%	0	0.0%	0
RM18 7	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	0.0%	0	0.0%	0
RM18 8	0.5%	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	0.0%	0
RM19 1	1.1%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RM2 5	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	0.0%	0	0.0%	0
RM20 3	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	0.0%	0
RM20 4	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	0.0%	0
RM3 0	0.8%	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	0.0%	0
RM5 2	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	0.0%	0
RM5 3	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	0.0%	0	0.0%	0
RM6 4	0.7%	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	0.0%	0	0.0%	0
RM6 5	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	0.0%	0	0.0%	0
RM6 6	0.6%	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	0.0%	0
RM7 7	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	0.0%	0	0.0%	0
RM7 8	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	0.0%	0	0.0%	0

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12											
RM7 9	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	0.0%	0
RM8 3	0.6%	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	0.0%	0
RM9 6	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	0.0%	0	0.0%	0
SS0 0	0.6%	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	0.0%	0	19.1%	13
SS0 7	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	0.0%	0	7.5%	5
SS0 8	0.5%	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	0.0%	0	18.3%	12
SS0 9	0.7%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.1%	17
SS1 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	0.0%	0	1.1%	1
SS1 2	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.7%	9	0.0%	0
SS1 3	0.6%	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	20.5%	13	0.0%	0
SS11 7	0.6%	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	0.0%	0	0.0%	0
SS11 8	0.4%	9	0.0%	0	0.0%	0	32.5%	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
SS12 0	0.3%	7	0.0%	0	0.0%	0	23.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS12 9	0.5%	13	0.0%	0	0.0%	0	43.8%	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
SS13 1	0.4%	10	26.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS13 2	0.3%	6	16.6%	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
SS13 3	0.4%	10	26.7%	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
SS14 1	0.5%	11	0.0%	0	15.9%	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
SS14 2	0.5%	10	27.7%	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
SS14 3	0.0%	1	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	0.0%	0
SS15 4	0.3%	8	0.0%	0	11.2%	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
SS15 5	0.7%	15	0.0%	0	21.7%	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
SS15 6	0.3%	6	0.0%	0	8.4%	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
SS16 4	0.4%	8	0.0%	0	12.0%	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
SS16 5	0.4%	9	0.0%	0	12.6%	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
SS16 6	0.6%	13	0.0%	0	18.3%	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
SS17 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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS17 7	0.7%	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
SS17 8	0.3%	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	0.0%	0
SS17 9	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	0.0%	0
SS2 4	0.7%	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	24.6%	15	0.0%	0
SS2 5	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	0.0%	0	12.2%	8
SS2 6	0.5%	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	16.7%	11
SS3 0	0.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	40.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS3 8	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	8.9%	5	0.0%	0
SS3 9	0.8%	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	31.3%	19	0.0%	0
SS4 1	0.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	59.9%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS4 2	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.8%	1	0.0%	0	0.0%	0	0.0%	0
SS4 3	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	86.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS5 4	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	37.9%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS5 5	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	32.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS5 6	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS6 7	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS6 8	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	35.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS6 9	0.4%	10	0.0%	0	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
SS7 1	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS7 2	0.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.1%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
SS7 3	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
SS7 4	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
SS7 5	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
SS8 0	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
SS8 7	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
SS8 8	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
SS8 9	1.0%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
SS9 1	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
SS9 2	0.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
SS9 3	0.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
SS9 4	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
SS9 5	0.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Weighted base:	2303	38	69	29	33	44	57	30	26	20	10	62	67
Sample:	2303	100	100	100	100	100	100	101	100	100	100	101	100

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23												
Q01 Where did your household last undertake a main food and grocery purchase?																								
Aldi, Collier Row Road, Romford, RM5 2AT	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	1.0%	7	0.0%	0
Aldi, Eastern Avenue, Southend-on-Sea, SS2 5YB	0.7%	15	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	0.0%	0	0.0%	0
Aldi, High Road / Northlands Pavement, Pitsea, SS13 3AB	0.3%	8	0.0%	0	0.4%	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
Aldi, High Road, Basildon, SS13 3AB	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	0.0%	0
Aldi, London Road, Gravesend, DA11 9LY	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	0.0%	0	1.4%	7
Aldi, London Road, Grays, RM17 5YB	0.8%	17	0.0%	0	12.2%	8	10.9%	4	1.7%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.5%	4	0.0%	0	0.0%	0
Aldi, London Road, Westcliff-on-Sea, SS0 9HQ	0.5%	11	8.6%	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
Aldi, Market Place, Romford, RM1 3AB	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	9
Aldi, Marlborough Road, Romford, RM7 8AD	1.3%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	3.6%	28	0.0%	0	0.0%	0
Aldi, Rushbottom Lane, Benfleet, SS7 4BX	0.5%	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	0.0%	0
Aldi, Springfield Road, Chelmsford, CM2 6AP	0.8%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	2	0.0%	0	1.0%	1	10.0%	14	0.9%	1	0.0%	0	0.0%	0
Aldi, St Mary's Lane, Upminster, RM14 2QB	1.2%	28	0.0%	0	1.2%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	27	0.0%	0	0.0%	0
Aldi, The Broadway, Wickford, SS11 7A	0.7%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	23.2%	6	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Crook Leg, Bexleyheath, DA6 8EQ	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	0.0%	0	1.4%	7
Asda, Crossway Boulevard, Greenhithe, DA9 9BT	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	0.0%	0	1.3%	6
Asda, Dolphin Approach, Mercury Gardens, Romford, RM1 3EE	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	0.6%	5	0.0%	0	0.0%	0
Asda, Eastgate Shopping Centre, Basildon, SS14 1AE	0.7%	17	0.0%	0	0.0%	0	0.0%	0	1.7%	1	4.6%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Asda, Heron Retail Park, Miles Grey Road, Basildon, SS14 3AF	0.8%	19	0.0%	0	0.0%	0	0.0%	0	0.7%	0	1.8%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, High Street, Strood, ME2 4TR	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	0.5%	2
Asda, London Road,	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	0.7%	3

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23										
Swanley, BR8 7UN																						
Asda, Merriellands Crescent, Dagenham, RM9 6SJ	2.6%	60	0.0%	0	0.0%	0	4.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	58	0.0%	0
Asda, North Shoebury Road,, Shoeburyness, SS3 8DA	1.6%	36	0.0%	0	3.8%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Prospect Place, Dartford, DA1 1BU	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
Asda, Queen Elizabeth Square , Chelmsford, CM3 5SY	0.9%	21	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	19.3%	5	7.9%	4	7.5%	11	0.0%	0	0.0%	0
Asda, Rawreth Lane, Rayleigh , SS6 9RN	0.7%	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	0.0%	0
Asda, Short Blue Place, Barking, IG11 8FJ	0.3%	6	0.0%	0	0.0%	0	0.0%	0	4.6%	2	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.5%	4	0.0%	0
Asda, Thames Way, Gravesend, DA11 0DQ	1.1%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	26
Asda, The Broadway, Bexleyheath, DA6 7BN	0.2%	5	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%	0	1.0%	5
Asda, Thurrock Park Way, Tilbury , RM18 7HJ	1.0%	23	0.0%	0	24.0%	16	1.2%	0	13.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, Ferry Road, Hullbridge, SS5 6DN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, High Street, Ingatestone, CM4 9DW	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%	0	0.0%	0
Co-op, Broadway, Leigh-on-Sea, SS9 1AW	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
Co-op, Butneys, Basildon, SS14 2DG	0.0%	0	0.0%	0	0.0%	0	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, Duke Street, Chelmsford, CM1 1JA	0.0%	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
Co-op, Faircross Parade, Barking, IG11 8UW	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	0.8%	6	0.0%	0
Co-op, Foundry Lane, Burnham-on-Crouch, CM0 8BL	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, Gloucester Avenue, Moulsham Lodge, Chelmsford , CM2 9LG	0.0%	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
Co-op, Golden Cross Parade, Rochford, SS4 1UB	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
Co-op, Green Lane, Dagenham, RM8 1UU	0.0%	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
Co-op, Hamlet Court Road, Westcliff-on-Sea, SS0 7EL	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
Co-op, Harewood Road, Pilgrims Hatch, CM15	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23
9PD												
Co-op, High Road, Benfleet, SS7 5HA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Road, South Benfleet, SS7 5LA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Great Wakering, SS3 0EQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Wickford, SS12 9AT	0.1%	2	0.0%	0	0.0%	0	0.0%	0	3.5%	1	0.0%	0
Co-op, Hutton Road, Shenfield, CM15 8NR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Co-op, Laindon Centre, Laindon, Basildon, SS15 5TQ	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Linden Way, Canvey Island, SS8 9JB	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, London Road, Great Tarpots, South Benfleet, SS7 5UN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Nevendon Road, Wickford, SS12 0NY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Queens Park Avenue, Billericay, CM12 0UA	0.2%	4	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0
Co-op, Roche Close, Rochford, SS4 1PX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Rochford Road, Southend-on-Sea, SS2 6SY	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Spa Road, Hockley, SS5 4BE	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, St Peters Terrace, Wickford, SS10 0AP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Sutton Road, Southend-on-Sea, SS2 5PE	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Greyhound Way, Southend-on-Sea, SS2 5PY	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Furtherwick Road, Canvey Island, SS8 7AJ	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Billericay, CM12 9AJ	0.1%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Iceland, High Street, Brentwood, CM14 4AJ	0.1%	1	0.0%	0	1.6%	1	0.0%	0	0.6%	0	0.0%	0
Iceland, High Street, Maldon, CM9 5PN	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Iceland, High Street,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23										
Rayleigh, SS6 7QA																						
Iceland, High Street, Wickford, SS12 9AZ	0.0%	1	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
Iceland, North Street, Hornchurch, RM11 1RL	0.1%	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
Iceland, South Mall, Grays, RM17 6QF	0.0%	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
Iceland, St Johns Way , Corringham, SS17 7NA	0.1%	3	0.0%	0	0.0%	0	0.0%	0	7.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, The Broadway, Loughton, IG10 3ST	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Iceland, York Road, Southend-on-Sea, SS1 2BH	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
Lidl, Atlanta Boulevard, Romford, RM1 1TB	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	0.5%	4	0.0%	0
Lidl, Cartersfield Road, Waltham Abbey, EN9 1JD	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	4	0.0%	0	0.0%	0
Lidl, Daiglen Drive, South Ockendon, RM15 5AE	0.3%	7	0.0%	0	0.0%	0	8.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	4	0.0%	0
Lidl, East Mill, Imperial Retail Park, Gravesend, DA11 0DQ	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	1.0%	5
Lidl, Foots Cray High Street, Sidcup, DA14 5HJ	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	0.9%	4
Lidl, Greyhound Retail Park, Greyhound Way, Southend-on-Sea, SS2 5PY	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
Lidl, London Road, Hadleigh, SS7 2DE	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Manor Road, Basildon, SS15 6PA	0.3%	6	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
Lidl, Old Market Retail Park, High Road, Pitsea, SS13 3AB	0.3%	6	0.0%	0	0.0%	0	0.0%	0	5.5%	2	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Progress Road/Rayleigh Road, Southend-on-Sea, SS9 5PR	0.5%	11	9.3%	4	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
Lidl, Waterson Vale, Chelmsford , CM2 9DG	0.7%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	9.8%	14	0.0%	0	0.0%	0	0.0%	0
Lidl, Woodgrange Drive, Southend-on-Sea, SS1 2SE	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	0.0%	0
M&S Simply Food, Eastwood Road, Rayleigh,	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

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23
SS6 7JQ												
M&S Simply Food, High Street, Epping, CM16 4BP	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, High Street, Maldon, CM9 5PN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Mayflower Retail Park, Basildon, SS14 3HZ	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, High Street, Epping, CM16 4BP	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Marks & Spencer, High Street, Southend-on-Sea, SS1 1JS	0.1%	3	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, High Street, Brentwood, CM14 4RH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Marks & Spencer, intu Lakeside Shopping Centre, Grays, RM20 2ZQ	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0
Marks & Spencer, Station Road, Upminster, RM14 2SU	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	4
Morrisons, Braintree Road, Witham, CM8 2BY	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Morrisons, Coldharbour Road, Gravesend, DA11 8AB	2.0%	47	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Morrisons, Copperfield Road, Chelmsford, CM1 4UX	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, High Road, Loughton, IG10 1RB	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	9
Morrisons, James Watt Way, Erith, DA8 2AH	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Jenner Close, Sidcup, DA14 6BF	0.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Knight Road, Rochester, ME2 2AA	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Limebrook Way, Maldon, CM9 6GG	1.8%	42	0.0%	0	3.8%	2	0.0%	0	0.6%	0	22.3%	12
Morrisons, Link Road, Canvey Island, SS8 9UB	0.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, London Road, Grays, RM17 5XZ	1.3%	29	0.0%	0	22.0%	14	15.5%	6	10.5%	5	0.0%	0
Morrisons, London Road, Hadleigh, Benfleet, SS7 2RB	0.9%	22	8.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23
Morrisons, Northwick Road, Canvey Island, SS8 0PT	0.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, St John's Way, Stanford le Hope, SS17 7NA	0.4%	9	0.0%	0	0.0%	0	0.0%	0	18.0%	8	0.0%	0
Morrisons, Station Parade, Elm Park, RM12 5AB	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Western Approaches, Southend-on-Sea, SS2 6SH	0.4%	10	3.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Wood Lane, Dagenham, RM10 7RA	0.4%	9	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Nisa, Derwent Parade , South Ockendon, RM15 5EF	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
One Stop, Cluny Square, Southend-on-Sea, SS2 4AF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, North Street, Rochford, SS4 1AA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Blyth House, Southchurch Road, Southend-on-Sea, SS1 2AY	0.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	6
Sainsbury's Local, Eastwood Road, Rayleigh, SS6 7LF	0.4%	10	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Farnham Road, Harold Hill, RM3 8DX	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	6
Sainsbury's Local, London Road, Southend-on-Sea, SS0 9HS	0.1%	2	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Spa Road, Hockley , SS5 4PH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, West Street, Rochford, SS4 1AS	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local,, Cranbrook Road, Ilford, IG2 6HE	0.3%	8	0.0%	0	0.0%	0	0.6%	0	0.0%	0	1.0%	1
Sainsbury's, , Loughton, IG10 4PE	0.7%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	11
Sainsbury's, Basons Lane, Ongar, CM5 9AR	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	4
Sainsbury's, Claps Gate Lane, Beckton, E6 6JF	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	5
Sainsbury's, Cricketers Way, East Mayne, Basildon,	0.8%	20	0.0%	0	0.0%	0	0.0%	0	1.2%	1	2.0%	1
							9.3%	3	0.0%	0	0.8%	1
										0.7%	1	0.0%
											0.0%	0
											0.0%	0

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23												
SS13 1SA																								
Sainsbury's, Erith Road, Bexleyheath, DA7 6HJ	0.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	6	1.7%	8								
Sainsbury's, High Road, Chadwell Heath, RM6 6PB	0.2%	5	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.5%	4	0.0%	0				
Sainsbury's, High Street, Hornchurch, RM11 1TX	1.4%	32	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	29	0.5%	2		
Sainsbury's, Howard Road, Chafford Hundred, Grays, RM16 6YJ	0.6%	13	0.0%	0	6.5%	4	17.1%	7	4.3%	2	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Sainsbury's, King George Avenue, Ilford, IG2 7SH	0.4%	10	0.0%	0	0.0%	0	0.0%	0	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	7	0.0%	0		
Sainsbury's, Knightswick Centre, Canvey Island, SS8 7AD	0.5%	11	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Sainsbury's, London Road, Southend-on-Sea, SS1 1PL	2.0%	46	6.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	33	0.0%	0		
Sainsbury's, Priory Market Place, Dartford, DA1 2HL	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	1.1%	5		
Sainsbury's, Roden Street, Ilford, IG1 2AA	0.6%	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	1.8%	14	0.0%	0		
Sainsbury's, Stadium Way, Dartford, DA1 4HW	1.7%	38	0.0%	0	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%	38		
Sainsbury's, Stadium Way, Rayleigh Weir, Benfleet, SS7 3UB	0.5%	13	5.2%	2	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		
Sainsbury's, Tanners Lane, Barkingside, IC6 1QE	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	0.5%	4	0.0%	0		
Sainsbury's, The Brewery, Romford, RM1 1AU	1.0%	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	2.9%	22	0.0%	0		
Sainsbury's, Torrington Drive, Loughton, IG10 3SZ	0.7%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.9%	16	0.0%	0	0.0%	0		
Sainsbury's, William Hunter Way, Brentwood, CM14 4WQ	1.9%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.4%	5	0.8%	0	0.0%	0	3.0%	4	22.5%	34	0.0%	0	0.0%	0
Sainsbury's, Wingfield Bank, Gravesend, DA11 8JH	1.1%	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	0.6%	5	4.4%	21		
Tesco Express, Ardleigh Green Road, Hornchurch, RM11 2LG	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	0.5%	4	0.0%	0		
Tesco Express, Armada Centre, Drake Road, Chafford Hundred, Grays, RM16 6PS	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%	0	0.0%	0	0.0%	0		

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23
Tesco Express, Broadway, Leigh-on-Sea, SS9 1PA	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Dukes Walk, Chelmsford, CM1 1GZ	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Tesco Express, Fleming Road, Chafford Hundred, Grays, RM16 6YA	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Tesco Express, Hamlet Court Rd, Southend-on-Sea, SS0 7LJ	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Heygate Avenue, Southend-on-Sea, SS1 1DX	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	5
Tesco Express, Kings Street, Stanford le Hope, SS17 0HR	0.0%	1	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Maldon Road, Danbury, CM3 4QW	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.5%	5
Tesco Express, Moulsham Street, Chelmsford, CM2 0JA	0.1%	2	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0
Tesco Express, Station Road, Burnham-on-Crouch, CM0 8HQ	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Tesco Express, Station Road, Sidcup, DA15 7DB	0.7%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, The Broadway, Southend-on-Sea, SS1 3ES	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Bryant Avenue, Harold Wood, RM3 0LL	0.9%	21	0.0%	0	1.6%	1	0.0%	0	0.0%	0	1.4%	0
Tesco Metro, New Road, Gravesend, DA11 0AF	0.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Airfield Way, Hornchurch, RM12 5AF	2.6%	60	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Ardleigh Green Road, Hornchurch, RM11 2LG	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	7
Tesco, Brentwood Road, St Mary's, Grays, RM16 4JD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Tesco, Crammavill Street, Grays, RM16 2BD	0.2%	4	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Tesco, Cranbrook Road, Barkingside, IG6 1HY	0.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Cuxton Road, Rochester, ME2 2DE	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23
Tesco, Cygnet View, Grays, RM20 1WN	0.1%	2	0.0%	0	0.0%	0	4.4%	2	0.0%	0	0.0%	0
Tesco, Cygnet View, Lakeside, West Thurrock, Grays, RM20 1TX	4.6%	105	0.0%	0	4.7%	3	16.1%	6	7.1%	3	0.0%	0
Tesco, Edgington Way, Sidcup, DA14 5BN	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Elm Park Avenue, Hornchurch, RM12 4SB	0.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Fulbridge, Maldon, CM9 4LE	0.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Green Lane, Ilford, IG1 1XR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Hamlet Court Road, Westcliff-on-Sea, SS0 7LJ	0.0%	1	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Hazelmere, High Road, Basildon, SS13 3JU	1.4%	32	0.0%	0	0.5%	0	0.0%	0	3.7%	2	4.2%	1
Tesco, High Road, Little Heath, RM6 4HY	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, High Street, Epping, CM16 4BA	0.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Highbridge Road, Barking, IG11 7BS	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Hornchurch Road, Hornchurch, RM11 1PY	1.8%	41	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Tesco, London Road, Leigh-on-Sea, SS9 3JY	0.0%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, London Road, Westcliff-on-Sea, SS0 9PD	0.1%	3	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Main Road, Romford, RM1 3BT	0.8%	18	0.0%	0	5.0%	3	0.0%	0	0.0%	0	0.0%	0
Tesco, Mandeville Way, Laindon, Basildon, SS15 6TJ	1.3%	30	0.0%	0	0.0%	0	0.0%	0	1.6%	1	5.4%	2
Tesco, Manford Way, Chigwell, IG7 4DN	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Mayflower Retail Park, Basildon, SS14 3HZ	1.0%	22	0.0%	0	0.0%	0	0.0%	0	6.1%	2	7.7%	2
Tesco, Prince Avenue, Southend-on-Sea, SS0 0JP	1.4%	33	24.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Princes Road, Chelmsford, CM2 9XW	0.8%	19	1.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Tesco, Purbeck Court, Great Baddow, Chelmsford,	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23												
CM2 8YX																								
Tesco, Sewardstone Road, Waltham Abbey, EN9 1JH	0.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Tesco, Southchurch Avenue, Southend-on-Sea, SS1 2ZG	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		
Tesco, Southend Road, Grays, RM17 5NJ	0.0%	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%	
Tesco, Springfield Road, Chelmsford, CM2 6QT	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.7%	0	1.0%	0	0.0%	0	0.0%	0	4.4%	6	0.0%	0	0.0%	0	0.0%	0
Tesco, Station Road, Burnham-on-Crouch, CM0 8HQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Station Road, Sidcup, DA15 7DB	0.2%	4	0.0%	0	0.0%	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	0.9%	4
Waitrose, Bluewater Foodhall, Greenhithe, DA9 9SA	1.0%	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	4.8%	22
Waitrose, Fossetts Way, Eastern Avenue, Southend-on-Sea, SS2 4DQ	0.8%	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	0.0%	0
Waitrose, High Street, Billericay, CM12 9BY	0.7%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.3%	5	1.7%	0	0.8%	0	0.6%	1	0.9%	1	0.0%	0	0.0%	0
Waitrose, High Street, Sidcup, DA14 6EN	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	0.9%	4
Waitrose, London Road, Leigh-on-Sea, SS9 3JQ	0.4%	9	13.1%	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
Waitrose, St Mary's Lane, Upminster, RM14 3BT	0.2%	5	0.0%	0	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
Waitrose, Station Road, Longfield, DA3 7QA	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	0.0%	0	1.4%	7
Basildon (incl. Eastgate Shopping Centre)	0.0%	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%	0
Billericay	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dartford	0.7%	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	0.0%	0	3.3%	16
Gravesend	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	0.5%	2
Grays	0.0%	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%	0	0.0%	0
intu Lakeside Shopping Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	3	0.0%	0	0.0%	0	0.0%	0
London - Other	3.1%	71	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	4	4.3%	32	7.4%	35		
North Melbourne	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	9
Rainham	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	0.6%	5	0.0%	0	0.0%	0
Rochford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Romford	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	0.5%	4	0.0%	0
South Ockendon	0.0%	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
South Woodham Ferrers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23
Southend-on-Sea (incl. The Royals Sopping Centre and The Victoris Shopping Centre)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tarpots	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - outside area	0.7%	16	0.0%	0	0.0%	0	0.0%	0	5.7%	3	0.0%	0
Other - zone 12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 20	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 23	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Bentalls Complex, Colchester Road, Heybridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Queen Elizabeth Square, South Woodham Ferrers, Chelmsford	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.1%	5
Costco, West Thurrock Way, West Thurrock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Greyhound Retail Park, Southend-on-Sea	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, High Street, Chelmsford	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	3
Sainsbury's, White Hart Lane, Chelmsford, CM2 5PA	1.3%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0
Southminster	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Tesco Express, London Road, Rayleigh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Meadow Rise, Billericay	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Tesco Extra, Bridge Road, Rainham	1.2%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Welling	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	8.8%	203	5.4%	2	3.7%	2	4.6%	2	4.3%	2	6.2%	2
(Don't know / can't remember)	1.8%	42	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.6%	0
(Don't do this type of shopping)	0.2%	5	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Weighted base:	2303	44	66	38	46	28	28	52	140	151	759	468
Sample:	2303	100	100	100	100	100	101	100	100	100	100	100

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23												
Q02 And where did you shop the time before that (was it the same, or different, and if so, please specify)?																								
<i>Those who gave a location at Q01</i>																								
Aldi, Collier Row Road, Romford, RM5 2AT	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.5%	4	0.0%	0
Aldi, Eastern Avenue, Southend-on-Sea, SS2 5YB	0.5%	11	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
Aldi, Friary Place, Strood, ME2 4TP	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	0.5%	2
Aldi, High Road / Northlands Pavement, Pitsea, SS13 3AB	0.6%	13	0.0%	0	2.1%	1	0.0%	0	4.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, High Road, Basildon, SS13 3AB	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	0.0%	0
Aldi, London Road, Gravesend, DA11 9LY	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	6
Aldi, London Road, Grays, RM17 5YB	0.5%	11	0.0%	0	8.3%	5	14.2%	5	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, London Road, Westcliff-on-Sea, SS0 9HQ	0.4%	9	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	0.0%	0	0.0%	0
Aldi, Market Place, Romford, RM1 3AB	0.7%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	6	2.0%	9	0.0%	0
Aldi, Marlborough Road, Romford, RM7 8AD	1.5%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	2	0.0%	0	0.0%	0	0.9%	1	4.3%	31	0.0%	0	0.0%	0
Aldi, Ripple Road, Dagenham, RM9 6SJ	1.9%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	42	0.0%	0	0.0%	0
Aldi, Rushbottom Lane, Benfleet, SS7 4BX	0.4%	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	0.0%	0
Aldi, Springfield Road, Chelmsford, CM2 6AP	1.0%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.5%	0	15.9%	22	0.0%	0	0.0%	0	0.0%	0
Aldi, St Mary's Lane, Upminster, RM14 2QB	1.0%	22	0.0%	0	5.8%	4	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	18	0.0%	0	0.0%	0
Aldi, The Broadway, Wickford, SS11 7A	0.7%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.4%	5	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Crook Leg, Bexleyheath, DA6 8EQ	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	0.9%	4
Asda, Dolphin Approach, Mercury Gardens, Romford, RM1 3EE	0.0%	1	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
Asda, Eastgate Shopping Centre, Basildon, SS14 1AE	0.7%	16	0.0%	0	0.0%	0	0.0%	0	1.7%	1	2.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Asda, Heron Retail Park, Miles Grey Road, Basildon, SS14 3AF	0.6%	14	0.0%	0	0.0%	0	0.0%	0	0.7%	0	1.6%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23
Asda, High Street, Strood, ME2 4TR	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2
Asda, Merriellands Crescent, Dagenham, RM9 6SJ	1.2%	28	0.0%	0	0.0%	0	4.2%	2	0.0%	0	0.0%	0
Asda, North Shoebury Road,, Shoeburyness, SS3 8DA	1.2%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Asda, Prospect Place, Dartford, DA1 1BU	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Queen elizabeth Square , Chelmsford, CM3 5SY	0.9%	20	0.0%	0	0.0%	0	0.0%	0	2.9%	1	16.9%	5
Asda, Rawreth Lane, Rayleigh , SS6 9RN	0.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Asda, Short Blue Place, Barking, IG11 8FJ	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Asda, Thames Way, Gravesend, DA11 0DQ	0.8%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, The Broadway, Bexleyheath, DA6 7BN	0.4%	8	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Thurrock Park Way, Tilbury , RM18 7HJ	0.8%	17	0.0%	0	7.8%	5	3.1%	1	14.6%	7	0.0%	0
Co-op, Beehive Lane, Chelmsford, CM2 9RP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Beehive Lane, Chelmsford, CM2 9RP	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Co-op, Butneys, Basildon, SS14 2DG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Cross Road, Maldon, CM9 5ED	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Co-op, Dene Holm Road, Gravesend, DA11 8LG	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Eastwood Road North , Leigh-On-Sea , SS9 4LS	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Ferry Road, Hullbridge, SS5 6ET	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Foundry Lane, Burnham-on-Crouch, CM0 8BL	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Co-op, Golden Cross Parade, Rochford, SS4 1UB	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Hamlet Court Road, Westcliff-on-Sea, SS0 7EL	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Road, Benfleet, SS7 5HA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Road, North	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23
Weald, CM16 6BY												
Co-op, High Road, South Benfleet, SS7 5LA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Great Wakering, SS3 0EQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Stanford le Hope, SS17 0HD	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0
Co-op, High Street, Wickford, SS12 9AT	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.6%	0	6.7%	2
Co-op, Hutton Road, Shenfield, CM15 8NR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Co-op, Laindon Centre, Laindon, Basildon, SS15 5TQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Linden Way, Canvey Island, SS8 9JB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Lodge Lane, Grays, RM17 5RZ	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, London Road, Great Tarpots, South Benfleet, SS7 5UN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Nevendon Road, Wickford, SS12 0NY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Queens Park Avenue, Billericay, CM12 0UA	0.1%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Co-op, Roche Close, Rochford, SS4 1PX	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Rochford Road, Southend-on-Sea, SS2 6SY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Southchurch Road, Southend-on-Sea, SS1 2PH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Spa Road, Hockley, SS5 4BE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, St Peters Terrace, Wickford, SS10 0AP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Stock Road, Billericay, CM12 0RP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Sutton Road, Southend-on-Sea, SS2 5PE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, The Sorrels, Stanford le Hope, SS17 7DZ	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Co-op, Upshire Road, Waltham Abbey, EN9 3PE	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	3
Co-op, West Road,	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23
Shoeburyness, SS3 9DT												
Farmfoods, Greyhound Way, Southend-on-Sea, SS2 5PY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, High Road, Pitsea, SS13 3BY	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Waterson Vale, Chelmsford, CM2 9PB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Iceland, Corbets Tey Road, Upminster, RM14 2AL	0.2%	5	0.0%	0	0.5%	0	1.7%	1	0.0%	0	0.0%	0
Iceland, Furtherwick Road, Canvey Island, SS8 7AJ	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Heathway, Dagenham, RM10 8QS	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Iceland, High Street, Billericay, CM12 9AJ	0.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Iceland, High Street, Maldon, CM9 5PN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Iceland, High Street, Rayleigh, SS6 7QA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Wickford, SS12 9AZ	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0
Iceland, London Road, Leigh-on-Sea, SS9 3NF	0.1%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Market Place, Basildon, SS14 1DD	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Market Place, Romford, RM1 3AB	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	4
Iceland, South Mall, Grays, RM17 6QF	0.0%	1	0.0%	0	1.2%	1	0.0%	0	0.6%	0	0.0%	0
Iceland, St Johns Way, Corringham, SS17 7NA	0.2%	4	0.0%	0	0.0%	0	0.0%	0	7.8%	4	0.0%	0
Iceland, The Broadway, Loughton, IG10 3ST	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Iceland, York Road, Southend-on-Sea, SS1 2BH	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Cartersfield Road, Waltham Abbey, EN9 1JD	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	4
Lidl, Daiglen Drive, South Ockendon, RM15 5AE	0.3%	7	0.0%	0	1.2%	1	15.5%	6	0.0%	0	0.0%	0
Lidl, East Mill, Imperial Retail Park, Gravesend, DA11 0DQ	0.4%	10	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Greyhound Retail Park, Greyhound Way, Southend-on-Sea, SS2	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23
5PY												
Lidl, High Street North, East Ham, E6 2JA	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, London Road, Hadleigh, SS7 2DE	0.4%	8	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Manor Road, Basildon, SS15 6PA	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.6%	0
Lidl, Old Market Retail Park, High Road, Pitsea, SS13 3AB	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Lidl, Progress Road/Rayleigh Road, Southend-on-Sea, SS9 5PR	0.6%	13	12.3%	5	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Lidl, Waterson Vale, Chelmsford, CM2 9DG	0.8%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1
Lidl, Woodgrange Drive, Southend-on-Sea, SS1 2SE	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Arterial Road, Grays, RM16 3BG	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Eastwood Road, Rayleigh, SS6 7JQ	0.4%	10	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, High Street, Epping, CM16 4BP	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, High Street, Maldon, CM9 5PN	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
M&S Simply Food, Mayflower Retail Park, Basildon, SS14 3HZ	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0
Marks & Spencer, High Street, Loughton, IG10 4LF	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, High Street, Southend-on-Sea, SS1 1JS	0.1%	3	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, High Street, Brentwood, CM14 4RH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	1
Marks & Spencer, intu Lakeside Shopping Centre, Grays, RM20 2ZQ	0.0%	1	0.0%	0	0.4%	0	1.2%	0	0.0%	0	0.0%	0
Marks & Spencer, Station Road, Upminster, RM14 2SU	0.6%	14	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Town	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23												
Square, Basildon, SS14 1DZ																								
Morrisons, Coldharbour Road, Gravesend, DA11 8AB	2.0%	44	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.5%	44
Morrisons, Copperfield Road, Chelmsford, CM1 4UX	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0
Morrisons, High Road, Loughton, IG10 1RB	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	2.9%	4	0.0%	0	0.0%	0
Morrisons, James Watt Way, Erith, DA8 2AH	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	0.0%	0	1.1%	5
Morrisons, Jenner Close, Sidcup, DA14 6BF	1.1%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	25
Morrisons, Knight Road, Rochester, ME2 2AA	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	0.0%	0	1.4%	7
Morrisons, Limebrook Way, Maldon, CM9 6 GG	2.1%	47	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	1	22.7%	12	8.6%	12	0.0%	0	0.0%	0	4.9%	22
Morrisons, Link Road, Canvey Island, SS8 9UB	0.6%	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	0.0%	0	0.0%	0
Morrisons, London Road, Grays , RM17 5XZ	1.1%	24	0.0%	0	25.7%	17	6.6%	3	9.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, London Road, Hadleigh, Benfleet, SS7 2RB	0.5%	12	5.7%	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
Morrisons, Northwick Road, Canvey Island, SS8 0PT	0.6%	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	0.0%	0
Morrisons, St John's Way, Stanford le Hope, SS17 7NA	0.4%	8	0.0%	0	0.5%	0	0.0%	0	15.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Western Approaches, Southend-on-Sea, SS2 6SH	0.3%	7	6.8%	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
Morrisons, Wood Lane, Dagenham, RM10 7RA	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	1.1%	8	0.0%	0
Nisa, Craven Avenue, Canvey Island, SS8 ODJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Derwent Parade , South Ockendon, RM15 5EF	0.1%	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
Nisa, Woodgrange Drive, Southend-on-Sea, SS1 2SG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, North Street, Rochford, SS4 1AA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Local, Blyth House, Southchurch Road,	0.1%	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	0.0%	0	0.0%	0	0.0%	0

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23
Southend-on-Sea, SS1 2AY												
Sainsbury's Local, Eastwood Road, Rayleigh, SS6 7LF	0.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Farnham Road, Harold Hill, RM3 8DX	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	7
Sainsbury's Local, London Road, Southend-on-Sea, SS0 9HS	0.1%	2	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Spa Road, Hockley, SS5 4PH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, West Street, Rochford, SS4 1AS	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local,, Cranbrook Road, Ilford, IG2 6HE	0.3%	6	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.8%	6
Sainsbury's, , Loughton, IG10 4PE	0.8%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	13
Sainsbury's, Basons Lane, Ongar, CM5 9AR	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	4
Sainsbury's, Broadway, Bexleyheath, DA6 7DF	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Sainsbury's, Claps Gate Lane, Beckton, E6 6JF	0.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	14
Sainsbury's, Cricketers Way, East Mayne, Basildon, SS13 1SA	0.8%	18	0.0%	0	0.0%	0	0.4%	0	2.5%	1	9.5%	3
Sainsbury's, Erith Road, Bexleyheath, DA7 6HJ	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	6
Sainsbury's, High Road, Chadwell Heath, RM6 6PB	0.2%	5	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.6%	1
Sainsbury's, High Street, Hornchurch, RM11 1TX	1.9%	43	0.0%	0	0.4%	0	0.0%	0	0.6%	0	0.0%	0
Sainsbury's, Howard Road, Chafford Hundred, Grays, RM16 6YJ	0.7%	15	0.0%	0	8.9%	6	18.4%	7	3.6%	2	0.6%	0
Sainsbury's, King George Avenue, Ilford, IG2 7SH	0.5%	12	0.0%	0	0.0%	0	0.0%	0	4.1%	2	0.0%	0
Sainsbury's, Knightswick Centre, Canvey Island, SS8 7AD	0.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, London Road, Southend-on-Sea, SS1 1PL	0.8%	18	4.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Priory Market	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23												
Place, Dartford, DA1 2HL																								
Sainsbury's, Stadium Way, Dartford, DA1 4HW	1.5%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	33										
Sainsbury's, Stadium Way, Rayleigh Weir, Benfleet, SS7 3UB	0.4%	10	4.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0										
Sainsbury's, Tanners Lane, Barkingside, IC6 1QE	0.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	10	0.0%	0								
Sainsbury's, The Brewery, Romford, RM1 1AU	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	8	0.0%	0								
Sainsbury's, Torrington Drive, Loughton, IG10 3SZ	0.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.7%	13	0.0%	0	0.0%	0						
Sainsbury's, William Hunter Way, Brentwood, CM14 4WQ	1.7%	38	0.0%	0	1.6%	1	0.0%	0	0.0%	0	16.9%	5	0.8%	0	0.0%	0	2.3%	3	19.1%	29	0.0%	0	0.0%	0
Sainsbury's, Wingfield Bank, Gravesend, DA11 8JH	1.4%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	31
Tesco Express, Ardleigh Green Road, Hornchurch, RM11 2LG	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	0.5%	4	0.0%	0
Tesco Express, Armada Centre, Drake Road, Chafford Hundred, Grays, RM16 6PS	0.1%	2	0.0%	0	3.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Broadway, Leigh-on-Sea, SS9 1PA	0.0%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Broomfield Road, Chelmsford, CM1 4DP	0.0%	1	0.0%	0	0.5%	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
Tesco Express, Calcutta Road, Tilbury, RM18 7QW	0.0%	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
Tesco Express, Derry Avenue, South Ockendon, RM15 5GH	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%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Dukes Walk, Chelmsford, CM1 1GZ	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	2.8%	4	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Hamlet Court Rd, Southend-on-Sea, SS0 7LJ	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	0.0%	0	0.0%	0
Tesco Express, Heygate Avenue, Southend-on-Sea, SS1 1DX	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	0.6%	5	0.0%	0	0.0%	0
Tesco Express, Hutton Road, Shenfield, CM15 8JD	0.1%	2	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	0.0%	0
Tesco Express, Maldon	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23										
Road, Danbury, CM3 4QW																						
Tesco Express, Station Road, Burnham-on-Crouch, CM0 8HQ	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%	0	0.0%	0
Tesco Express, Station Road, Sidcup, DA15 7DB	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	0.9%	4
Tesco Express, The Broadway, Southend-on-Sea, SS1 3ES	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
Tesco Extra, Bryant Avenue, Harold Wood, RM3 0LL	1.2%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	6.3%	9	2.3%	17	0.0%	0
Tesco Metro, Collier Row Lane, Collier Row, RM5 3NL	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	0.5%	4	0.0%	0
Tesco Metro, New Road, Gravesend, DA11 0AF	0.7%	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	0.6%	5	2.4%	11
Tesco, Airfield Way, Hornchurch, RM12 5AF	1.8%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	42	0.0%	0
Tesco, Brentwood Road, St Mary's, Grays , RM16 4JD	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%	0
Tesco, Coppice Row, Theydon Bois, CM16 7EU	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Tesco, Crammavill Street, Grays, RM16 2BD	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	0.5%	4	0.0%	0
Tesco, Cranbrook Road, Barkingside, IG6 1HY	1.8%	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	5.5%	40	0.0%	0
Tesco, Cuxton Road, Rochester, ME2 2DE	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	0.5%	2
Tesco, Cygnet View, Grays, RM20 1WN	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
Tesco, Cygnet View, Lakeside, West Thurrock , Grays , RM20 1TX	4.9%	110	0.0%	0	4.1%	3	15.4%	6	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.6%	78	4.9%	22
Tesco, Edgington Way, Sidcup, DA14 5BN	0.5%	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	2.2%	10
Tesco, Fulbridge , Maldon, CM9 4LE	0.8%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.3%	17	0.6%	1	0.0%	0	0.0%	0
Tesco, Hamlet Court Road, Westcliff-on-Sea, SS0 7LJ	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
Tesco, Hazelmere, High Road, Basildon, SS13 3JU	1.6%	37	0.6%	0	0.0%	0	0.0%	0	4.3%	2	5.7%	2	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, High Street, Epping, CM16 4BA	0.7%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.0%	16	0.0%	0	0.0%	0
Tesco, Highbridge Road,	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	0.5%	4	0.0%	0

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23
Tesco, Barking, IG11 7BS	2.2%	50	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Tesco, Hornchurch Road, Hornchurch, RM11 1PY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Hutton Road, Shenfield, CM15 8JD	0.0%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, London Road, Leigh-on-Sea, SS9 3JY	0.1%	3	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, London Road, Westcliff-on-Sea, SS0 9PD	0.0%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Tesco, Main Road, Romford, RM1 3BT	0.9%	21	0.0%	0	0.0%	0	0.0%	0	3.3%	1	6.2%	2
Tesco, Mandeville Way, Laindon, Basildon, SS15 6TJ	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Manford Way, Chigwell, IG7 4DN	0.9%	20	0.0%	0	0.0%	0	0.6%	0	3.7%	1	4.4%	1
Tesco, Mayflower Retail Park, Basildon, SS14 3HZ	1.2%	28	14.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Prince Avenue, Southend-on-Sea, SS0 0JP	0.7%	16	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Princes Road, Chelmsford, CM2 9XW	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	0	1.0%	0
Tesco, Purbeck Court, Great Baddow, Chelmsford, CM2 8YX	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Sewardstone Road, Waltham Abbey, EN9 1JH	0.1%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Tesco, Southchurch Avenue, Southend-on-Sea, SS1 2ZG	0.0%	1	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0
Tesco, Southend Road, Grays, RM17 5NJ	0.7%	15	0.0%	0	0.0%	0	0.7%	0	0.8%	0	0.6%	0
Tesco, Springfield Road, Chelmsford, CM2 6QT	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Tesco, Station Road, Burnham-on-Crouch, CM0 8HQ	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0
Tesco, Station Road, Sidcup, DA15 7DB	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0
Waitrose, Bluewater Foodhall, Greenhithe, DA9 9SA	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	6
Waitrose, Bluewater Shopping Centre, Dartford, DA9 9SA												0.5%

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23
Waitrose, Fossetts Way, Eastern Avenue, Southend-on-Sea, SS2 4DQ	1.0%	23	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, High Street, Billericay, CM12 9BY	0.6%	13	0.0%	0	0.0%	0	0.0%	0	0.7%	0	19.8%	5
Waitrose, High Street, Sidcup, DA14 6EN	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, London Road, Leigh-on-Sea, SS9 3JQ	0.4%	8	13.3%	6	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Waitrose, St Mary's Lane, Upminster, RM14 3BT	0.2%	4	0.0%	0	5.5%	4	0.0%	0	0.0%	0	0.0%	0
Waitrose, Station Road, Longfield, DA3 7QA	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Welcome, Portsea Road, Tilbury, RM18 8AX	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basildon (incl. Eastgate Shopping Centre)	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bexleyheath	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bishops Stortford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Bluewater Shopping Centre	1.0%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brentwood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chelmsford (incl. Meadows Shopping Centre, High Chelmer Shopping Centre)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Corringham	0.1%	1	0.0%	0	1.6%	1	0.0%	0	0.4%	0	0.0%	0
Dartford	0.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gravesend	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grays	0.2%	4	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
intu Lakeside Shopping Centre	0.3%	6	0.0%	0	5.3%	4	0.0%	0	0.0%	0	0.0%	0
Leigh-on-Sea	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London - Other	4.1%	91	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	6
North Melbourne	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainham	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	5
Rayleigh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rochford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Romford	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	4
South Benfleet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Ockendon	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
South Woodham Ferrers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Southend-on-Sea (incl. The Royals Sopping Centre and The Victoris Shopping Centre)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - outside area	0.3%	8	0.0%	0	0.0%	0	0.0%	0	4.1%	2	0.0%	0
Other - zone 12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23
Other - zone 13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 20	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Bentalls Complex, Colchester Road, Heybridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Queen Elizabeth Square, South Woodham Ferrers, Chelmsford	0.5%	10	0.0%	0	0.0%	0	0.0%	0	11.9%	3	9.4%	5
Costco, West Thurrock Way, West Thurrock	0.1%	2	0.0%	0	1.6%	1	0.5%	0	0.0%	0	0.0%	0
Iceland, Greyhound Retail Park, Southend-on-Sea	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, High Street, Chelmsford	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Sainsbury's, White Hart Lane, Chelmsford, CM2 5PA	1.0%	23	0.0%	0	0.0%	0	0.0%	0	0.6%	0	2.7%	1
Tesco Express, London Road, Rayleigh	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Meadow Rise, Billericay	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Tesco Extra, Bridge Road, Rainham	0.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Welling	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	9.3%	210	5.7%	2	6.8%	4	6.3%	2	5.4%	2	5.5%	2
(Don't know / can't remember)	2.0%	44	4.0%	2	0.9%	1	1.2%	0	0.7%	0	0.8%	0
Weighted base:	2255	43	66	38	45	28	28	52	136	149	731	463
Sample:	2269	99	100	100	98	98	101	100	97	98	96	98

Weighted:

July 2016

	Total	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23												
Q03 What form of transport do you use to visit your main food shopping destination?																								
<i>Those who gave a location and not those who shop online at Q01</i>																								
Car - Driver	71.0%	1457	69.8%	29	79.3%	50	89.2%	32	70.8%	31	85.8%	22	81.2%	20	76.5%	36	70.8%	88	77.3%	105	72.0%	462	62.6%	260
Car - Passenger	13.1%	270	16.6%	7	5.0%	3	5.2%	2	6.3%	3	8.6%	2	7.5%	2	16.2%	8	15.1%	19	2.3%	3	15.4%	99	15.6%	65
Bus	2.8%	58	4.4%	2	1.3%	1	1.3%	0	2.3%	1	4.1%	1	0.7%	0	2.7%	1	2.9%	4	0.6%	1	2.5%	16	3.3%	14
Cycle	0.3%	6	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	0.0%	0
Disabled vehicle (e.g. mobility scooter)	0.2%	4	0.0%	0	0.4%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0
Taxi	0.5%	10	0.7%	0	0.4%	0	0.0%	0	4.2%	2	0.7%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	4
Train	0.1%	2	0.0%	0	0.0%	0	0.0%	0	4.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	10.5%	216	4.9%	2	13.6%	9	1.8%	1	11.5%	5	0.8%	0	10.7%	3	2.2%	1	9.0%	11	18.0%	24	7.9%	51	16.8%	70
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)	1.5%	30	2.5%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	1.3%	2	0.7%	1	2.3%	14	0.8%	3
Weighted base:		2052		41		64		36		43		26		25		48		124		135		641		416
Sample:		2138		94		95		95		92		92		95		94		90		88		89		86

Q04 When your household undertakes its main food and grocery spend (STORE MENTIONED AT Q01) does it visit other shops, leisure or service outlets on the same shopping trips? And if so which ones?
[MR]

Those who gave a location and not those who shop online at Q01

Yes - other food shops	5.8%	120	2.6%	1	5.7%	4	3.7%	1	2.2%	1	4.4%	1	7.2%	2	0.9%	0	9.0%	11	13.2%	18	4.3%	27	7.6%	32
Yes - other non food shops (clothing, footwear, electrical etc)	12.8%	262	3.5%	1	12.8%	8	14.9%	5	3.8%	2	17.6%	5	11.1%	3	8.4%	4	14.7%	18	24.6%	33	8.6%	55	19.2%	80
Yes - pubs, restaurants or cafes	2.5%	51	6.0%	2	1.0%	1	1.6%	1	1.7%	1	2.8%	1	3.2%	1	0.6%	0	3.1%	4	2.0%	3	3.0%	19	2.3%	10
Yes - financial service (i.e. bank, building society)	2.8%	57	1.1%	0	3.1%	2	1.1%	0	3.0%	1	0.7%	0	3.2%	1	0.9%	0	0.7%	1	2.1%	3	3.9%	25	2.7%	11
Yes - other service (e.g. hairdresser, travel agent, estate agent)	0.5%	11	0.0%	0	1.1%	1	0.0%	0	1.1%	0	4.7%	1	0.7%	0	2.2%	1	1.3%	2	0.0%	0	0.0%	0	0.6%	2
Yes - leisure activity	1.4%	29	2.0%	1	0.4%	0	0.0%	0	1.7%	1	3.5%	1	2.1%	1	0.0%	0	0.7%	1	1.0%	1	1.7%	11	1.2%	5
Yes - other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(No)	74.1%	1520	87.0%	36	81.5%	52	79.2%	29	90.1%	39	63.2%	16	75.3%	19	80.9%	38	72.2%	89	63.0%	85	70.7%	453	73.3%	305
(Don't know / varies)	4.9%	101	0.0%	0	1.1%	1	1.7%	1	0.8%	0	9.2%	2	5.3%	1	6.1%	3	1.7%	2	5.2%	7	9.8%	63	1.6%	7
Weighted base:		2052		41		64		36		43		26		25		48		124		135		641		416
Sample:		2138		94		95		95		92		92		95		94		90		88		89		86

South Essex Retail Study for Peter Brett Associates

Weighted:

July 2016

	Total	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23												
Mean score [£]:																								
Q05 Approximately how much money does your household spend per week on its main food and groceries shop at (STORE MENTIONED AT Q01)?																								
<i>Those who gave a location at Q01</i>																								
£1 - 10	0.2%	5	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.9%	4										
£11 - 20	2.6%	59	2.3%	1	0.8%	1	0.9%	0	1.0%	0	1.8%	0	3.3%	1	1.5%	1	1.6%	2	5.6%	41	0.5%	2		
£21 - 30	5.6%	125	2.5%	1	5.6%	4	2.9%	1	5.7%	3	2.6%	1	6.2%	2	5.3%	3	6.2%	8	2.9%	4	6.9%	51	3.5%	16
£31 - 40	5.9%	134	8.1%	4	1.1%	1	2.2%	1	2.5%	1	12.5%	3	5.0%	1	6.1%	3	4.8%	7	8.0%	12	3.9%	28	8.7%	40
£41 - 50	10.3%	232	5.0%	2	21.2%	14	5.7%	2	11.0%	5	3.8%	1	8.9%	2	16.0%	8	26.2%	36	14.5%	22	5.5%	40	10.4%	48
£51 - 60	5.5%	125	19.1%	8	3.9%	3	11.7%	4	9.0%	4	5.1%	1	3.5%	1	5.4%	3	6.3%	9	2.6%	4	3.3%	24	6.1%	28
£61 - 70	6.3%	143	7.2%	3	11.8%	8	9.3%	4	6.8%	3	6.7%	2	7.3%	2	8.3%	4	4.9%	7	1.4%	2	5.9%	43	6.9%	32
£71 - 80	8.1%	183	5.4%	2	6.4%	4	8.9%	3	18.4%	8	5.8%	2	12.3%	3	12.9%	7	9.0%	12	5.1%	8	6.4%	47	8.2%	38
£81 - 90	4.6%	104	8.3%	4	3.1%	2	5.1%	2	2.9%	1	5.2%	1	4.7%	1	1.3%	1	1.4%	2	3.4%	5	6.2%	46	4.0%	19
£91 - 100	13.5%	304	10.2%	4	15.0%	10	24.9%	10	10.7%	5	13.1%	4	20.0%	6	9.6%	5	9.9%	13	10.5%	16	14.2%	104	14.6%	67
£101 - 150	18.1%	408	8.0%	3	14.3%	9	16.7%	6	9.7%	4	28.6%	8	16.6%	5	21.3%	11	18.7%	25	26.3%	39	22.3%	163	14.6%	68
£151 - 200	4.0%	91	8.7%	4	0.5%	0	1.0%	0	1.7%	1	3.1%	1	7.3%	2	2.4%	1	4.6%	6	5.3%	8	3.6%	26	5.4%	25
£201+	0.3%	6	1.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0
(Don't know / varies)	13.4%	303	13.4%	6	12.3%	8	7.9%	3	14.6%	7	11.1%	3	5.0%	1	6.1%	3	4.8%	7	12.1%	18	15.8%	115	15.3%	71
(Refused)	1.5%	34	0.8%	0	2.4%	2	2.3%	1	6.1%	3	0.6%	0	0.0%	0	2.9%	2	2.5%	3	5.1%	8	0.5%	4	0.9%	4
<i>Mean:</i>	<i>86.68</i>	<i>86.96</i>	<i>82.10</i>	<i>86.29</i>	<i>78.41</i>	<i>94.39</i>	<i>89.82</i>	<i>84.83</i>	<i>78.99</i>	<i>95.71</i>	<i>90.22</i>	<i>86.98</i>												
Weighted base:	2255	43	66	38	45	28	28	52	136	149	731	463												
Sample:	2269	99	100	100	98	98	101	100	97	98	96	98												

Mean score [Times a week]: Everyday = 7, 5 - 6 times a week = 5.5, 3 - 4 times a week = 3.5, Twice a week = 2, Once a week = 1, Once every two weeks = 0.5, Once a month = 0.25, Less often = 0.1

Q06 How often does your household normally visit its main food and grocery shopping destination (STORE MENTIONED AT Q01)?

Those who gave a location at Q01

Everyday	1.5%	35	0.0%	0	1.2%	1	1.2%	0	0.6%	0	1.2%	0	0.8%	0	1.7%	1	0.0%	0	7.6%	11	0.6%	5	2.0%	9
5 - 6 times a week	0.8%	17	1.4%	1	0.7%	0	0.6%	0	0.8%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	1.0%	7	0.7%	3
3 - 4 times a week	2.2%	49	3.7%	2	2.5%	2	1.2%	0	1.6%	1	0.8%	0	3.2%	1	0.8%	0	1.6%	2	2.9%	4	2.4%	18	1.4%	7
Twice a week	8.7%	196	11.3%	5	10.4%	7	5.7%	2	2.5%	1	8.3%	2	6.9%	2	6.0%	3	4.8%	7	5.2%	8	12.7%	93	7.1%	33
Once a week	69.0%	1557	61.9%	27	57.0%	38	61.8%	24	63.1%	29	71.2%	20	80.9%	22	61.4%	32	72.5%	99	68.3%	102	74.7%	546	62.8%	291
Once every two weeks	8.7%	196	16.1%	7	13.6%	9	20.3%	8	15.1%	7	12.9%	4	4.7%	1	19.8%	10	6.3%	9	12.7%	19	5.2%	38	9.1%	42
Once a month	4.9%	111	2.7%	1	7.3%	5	8.5%	3	11.7%	5	4.4%	1	3.5%	1	6.9%	4	6.6%	9	1.3%	2	2.2%	16	7.7%	36
Less often	0.8%	19	1.1%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	7.5%	10	0.9%	1	0.0%	0	0.5%	2
(Don't know / varies)	3.3%	74	1.8%	1	5.7%	4	0.6%	0	4.6%	2	1.2%	0	0.0%	0	2.0%	1	0.6%	1	1.1%	2	1.1%	8	8.6%	40
<i>Mean:</i>	<i>1.19</i>	<i>1.16</i>	<i>1.15</i>	<i>1.03</i>	<i>0.98</i>	<i>1.08</i>	<i>1.15</i>	<i>1.07</i>	<i>0.94</i>	<i>1.51</i>	<i>1.23</i>	<i>1.17</i>												
Weighted base:	2255	43	66	38	45	28	28	52	136	149	731	463												
Sample:	2269	99	100	100	98	98	101	100	97	98	96	98												

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23										
Q07 Where did your household last undertake your 'top-up' food and grocery purchases? (i.e smaller/ 'basket' shopping purchases which are not part of your main food and groceries shop)																						
Aldi, Eastern Avenue, Southend-on-Sea, SS2 5YB	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0										
Aldi, Friary Place, Strood, ME2 4TP	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	5								
Aldi, High Road / Northlands Pavement, Pitsea, SS13 3AB	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0								
Aldi, High Road, Basildon, SS13 3AB	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0								
Aldi, London Road, Gravesend, DA11 9LY	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	2						
Aldi, London Road, Grays , RM17 5YB	0.4%	9	0.0%	0	0.5%	0	5.0%	2	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	6	0.0%	0		
Aldi, London Road, Westcliff-on-Sea, SS0 9HQ	0.3%	6	3.7%	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		
Aldi, Market Place, Romford, RM1 3AB	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	6	0.0%	0		
Aldi, Ripple Road, Dagenham, RM9 6SJ	1.5%	34	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	33	0.0%	0		
Aldi, Rushbottom Lane, Benfleet, SS7 4BX	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		
Aldi, Springfield Road, Chelmsford, CM2 6AP	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	6	0.0%	0	0.0%	0		
Aldi, St Mary's Lane, Upminster, RM14 2QB	0.9%	22	0.0%	0	4.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	18	0.0%	0		
Aldi, The Broadway, Wickford, SS11 7A	0.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.1%	4	0.8%	0	0.0%	0	0.0%	0	0.0%	0		
Asda, Crossway Boulevard, Greenhithe, DA9 9BT	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	0.7%	3
Asda, Eastgate Shopping Centre, Basildon, SS14 1AE	0.4%	8	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
Asda, Heron Retail Park, Miles Grey Road, Basildon, SS14 3AF	0.3%	7	0.0%	0	0.0%	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
Asda, London Road, Swanley, BR8 7UN	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	0.5%	2
Asda, Mercury Gardens, Romford, RM8 1BB	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	4	0.0%	0	0.0%	0
Asda, Merriellands Crescent, Dagenham, RM9 6SJ	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	11	0.0%	0	0.0%	0
Asda, North Shoebury Road,, Shoeburyness, SS3 8DA	0.6%	13	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

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23
Asda, Queen Elizabeth Square, Chelmsford, CM3 5SY	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Rawreth Lane, Rayleigh, SS6 9RN	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Short Blue Place, Barking, IG11 8FJ	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	4
Asda, Thames Way, Gravesend, DA11 0DQ	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, The Broadway, Bexleyheath, DA6 7BN	0.3%	7	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Thurrock Park Way, Tilbury, RM18 7HJ	0.3%	7	0.0%	0	1.7%	1	1.4%	1	3.7%	2	0.0%	0
Budgens, Church Lane, Dodinghurst, CM15 0NG	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2
Budgens, Ferry Road, Hullbridge, SS5 6DN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, High Street, Ingatestone, CM4 9DW	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	4
Co-op, Becontree Avenue, Dagenham, RM8 2UD	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Co-op, Beehive Lane, Chelmsford, CM2 9RP	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2
Co-op, Beehive Lane, Chelmsford, CM2 9RP	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Co-op, Blendon Road, Bexley, DA5 3HP	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Bridge Street, Writtle, CM1 3DZ	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Co-op, Broadway, Leigh-on-Sea, SS9 1AW	0.0%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Butneys, Basildon, SS14 2DG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Calcutta Road, Tilbury, RM18 7QU	0.0%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Co-op, Canterbury Parade, South Road, South Ockendon, RM15 6NH	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Church Road, Thundersley, Benfleet, SS7 4EN	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Cross Road, Maldon, CM9 5ED	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Co-op, Dene Holm Road, Gravesend, DA11 8LG	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Duke Street, Chelmsford, CM1 1JA	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23		
Co-op, Eastwood Road North , Leigh-On-Sea , SS9 4LS	0.1%	3	5.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Co-op, Ferry Road, Hullbridge, SS5 6ET	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Co-op, Foundry Lane, Burnham-on-Crouch, CM0 8BL	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.3%	6		
Co-op, Gardener Avenue, Corringham, SS17 7SE	0.1%	2	0.0%	0	0.0%	0	4.6%	2	0.0%	0	0.0%	0		
Co-op, Gloucester Avenue, Moulsham Lodge, Chelmsford , CM2 9LG	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	9		
Co-op, Golden Cross Parade, Rochford, SS4 1UB	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Co-op, Halfway Street, Sidcup, DA15 8DJ	1.0%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	22
Co-op, Harewood Road, Pilgrims Hatch, CM15 9PD	0.1%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.6%	0		
Co-op, Hawley Road, Dartford, DA1 1NP	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	9
Co-op, High Road, Benfleet, SS7 5HA	0.2%	5	0.0%	0	0.0%	0	4.2%	2	0.0%	0	0.0%	0		
Co-op, High Road, North Weald, CM16 6BY	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	3
Co-op, High Road, South Benfleet, SS7 5LA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Co-op, High Street, Aveley, RM15 4BB	0.2%	4	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.5%	4
Co-op, High Street, Great Wakering, SS3 0EQ	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Co-op, High Street, Stanford le Hope, SS17 0HD	0.1%	2	0.0%	0	0.0%	0	0.0%	0	4.2%	2	0.0%	0		
Co-op, High Street, Wickford, SS12 9AT	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	2		
Co-op, Hutton Road, Shenfield, CM15 8NR	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.9%	1
Co-op, Kings Road, Chelmsford, CM1 2BB	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2
Co-op, Laindon Centre, Laindon, Basildon, SS15 5TQ	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0		
Co-op, Leigh Road, Leigh-on-Sea, SS9 1BZ	0.1%	3	7.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Co-op, Linden Way, Canvey Island, SS8 9JB	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23												
Co-op, Lodge Lane, Grays, RM17 5RZ	0.2%	5	0.0%	0	4.7%	3	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
Co-op, London Road, Westcliff-on-Sea, SS0 9LG	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	0.0%	0
Co-op, London Road, Great Tarpots, South Benfleet, SS7 5UN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Long Road, Canvey Island, SS8 0JD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Main Road, Danbury, CM3 4NQ	0.2%	5	0.0%	0	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
Co-op, Main Road, Hawkwell, SS5 4EG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Melbourne Parade, Melbourne Avenue, Chelmsford, CM1 2DW	0.0%	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, Nevendon Road, Wickford, SS12 0NY	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Queens Park Avenue, Billericay, CM12 0UA	0.3%	6	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	0.0%	0
Co-op, Rayleigh Road, Eastwood, SS9 5PS	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Rayleigh Road, Hutton, Brentwood, CM13 1LZ	0.1%	1	0.0%	0	0.0%	0	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
Co-op, Roche Close, Rochford, SS4 1PX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	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, Rochford Road, Southend-on-Sea, SS2 6SY	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%	0
Co-op, Southchurch Road, Southend-on-Sea, SS1 2PH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Southend Road, Grays, RM17 5NH	0.0%	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
Co-op, Spa Road, Hockley, SS5 4BE	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	0.0%	0	0.0%	0
Co-op, Spredaeagle Place, Ingatestone, CM4 9EA	0.1%	2	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	0.0%	0	0.0%	0
Co-op, St Peters Terrace, London Road, Wickford, SS10 0AP	0.0%	1	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
Co-op, St Peters Terrace, Wickford, SS10 0AP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Stanford House, Princess Margaret Road,	0.1%	2	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	0.0%	0

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23
East Tilbury, RM18 8YP	0.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Station Road, Harold Wood, RM3 0BP	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Steynton Avenue, Bexley, DA5 3HP	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Stock Road, Billericay, CM12 0RP	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Sutton Road, Southend-on-Sea, SS2 5PE	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Co-op, The Sorrels, Stanford le Hope, SS17 7DZ	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Co-op, Torquay Road, Springfield, CM1 6NF	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Trent Road, Chelmsford, CM1 2LQ	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3
Co-op, Turpin Avenue, Collier Row, RM5 2PU	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Upshire Road, Waltham Abbey, EN9 3PE	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, West Road, Shoeburyness, SS3 9DT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Woodland Avenue, Brentwood, CM13 1HH	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Costcutter, Ongar Road, Brentwood, CM15 9JN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Osier Drive, Basildon, SS15 4HP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Greyhound Way, Southend-on-Sea, SS2 5PY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, High Road, Pitsea, SS13 3BY	0.0%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Farmfoods, The Mall, Grays, RM17 6QE	0.1%	2	0.0%	0	2.1%	1	1.7%	1	0.0%	0	0.0%	0
Iceland, Corbets Tey Road, Upminster, RM14 2AL	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Furtherwick Road, Canvey Island, SS8 7AJ	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Billericay, CM12 9AJ	0.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	8
Iceland, High Street, Brentwood, CM14 4AJ	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Maldon, CM9 5PN	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Rayleigh, SS6 7QA												

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23												
Iceland, High Street, Wickford, SS12 9AZ	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, London Road, Leigh-on-Sea, SS9 3NF	0.0%	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
Iceland, Market Place, Basildon, SS14 1DD	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%	0	0.0%	0
Iceland, North Street, Hornchurch, RM11 1RL	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	0.6%	5	0.0%	0	0.0%	0
Iceland, Rectory Road, Hadleigh, Benfleet, SS7 2ND	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, St Johns Way, Corringham, SS17 7NA	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%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, St John's Way, Stanford le Hope, SS17 7NA	0.0%	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
Iceland, York Road, Southend-on-Sea, SS1 2BH	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	0.0%	0
Lidl, Cartersfield Road, Waltham Abbey, EN9 1JD	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	3	0.0%	0	0.0%	0	0.0%	0
Lidl, Daiglen Drive, South Ockendon, RM15 5AE	0.2%	3	0.0%	0	0.0%	0	9.1%	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
Lidl, East Mill, Imperial Retail Park, Gravesend, DA11 0DQ	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Greyhound Retail Park, Greyhound Way, Southend-on-Sea, SS2 5PY	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	0.5%	4	0.0%	0	0.0%	0
Lidl, London Road, Hadleigh, SS7 2DE	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%	0
Lidl, Manor Road, Basildon, SS15 6PA	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	0.0%	0	0.0%	0
Lidl, Old Market Retail Park, High Road, Pitsea, SS13 3AB	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%	0
Lidl, Progress Road/Rayleigh Road, Southend-on-Sea, SS9 5PR	0.3%	6	5.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	4	0.0%	0	0.0%	0
Lidl, Waterson Vale, Chelmsford, CM2 9DG	0.1%	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
Lidl, Woodgrange Drive, Southend-on-Sea, SS1 2SE	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%	0
Londis, Fir Trees, Abridge,	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

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	
RM4 1DG													
Londis, London Road, Westcliff-on-Sea, SS0 7JG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Londis, Warley Hill, Warley, CM14 5HR	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	
Londis, West Road, Westcliff-on-Sea, SS0 9AY	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
M&S Simply Food, Eastwood Road, Rayleigh, SS6 7JQ	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
M&S Simply Food, High Street, Maldon, CM9 5PN	0.3%	6	0.0%	0	0.0%	0	0.0%	0	8.7%	5	1.0%	1	
M&S Simply Food, Mayflower Retail Park , Basildon, SS14 3HZ	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	0	1.9%	1	
Marks & Spencer, High Street, Epping, CM16 4BP	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	
Marks & Spencer, High Street, Loughton, IG10 4LF	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	
Marks & Spencer, High Street, Southend-on-Sea, SS1 1JS	0.1%	2	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Marks & Spencer, High Street,, Brentwood, CM14 4RH	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	
Marks & Spencer, intu Lakeside Shopping Centre, Grays , RM20 2ZQ	0.0%	1	0.0%	0	0.5%	0	0.5%	0	0.6%	0	0.0%	0	
Marks & Spencer, Station Road, Upminster, RM14 2SU	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	11	
Marks & Spencer, Town Square, Basildon, SS14 1DZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	
McColls, Ongar Road, Brentwood, CM15 9DZ	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	
Morrisons, Coldharbour Road, Gravesend, DA11 8AB	1.2%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Morrisons, Copperfield Road, Chelmsford, CM1 4UX	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	4	
Morrisons, High Road, Loughton, IG10 1RB	0.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	10	
Morrisons, James Watt Way,	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
												0.9%	4

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23		
Erith, DA8 2AH														
Morrisons, Jenner Close, Sidcup, DA14 6BF	1.1%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	25
Morrisons, Limebrook Way, Maldon, CM9 6 GG	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Link Road, Canvey Island, SS8 9UB	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, London Road, Grays , RM17 5XZ	0.6%	13	0.0%	0	12.2%	8	5.5%	2	5.6%	3	0.0%	0	0.0%	0
Morrisons, London Road. Hadleigh, Benfleet, SS7 2RB	0.5%	12	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Northwick Road, Canvey Island, SS8 0PT	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, St John's Way, Stanford le Hope, SS17 7NA	0.3%	8	0.0%	0	2.1%	1	0.0%	0	13.5%	6	0.0%	0	0.0%	0
Morrisons, Station Parade, Elm Park, RM12 5AB	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Western Approaches, Southend-on-Sea, SS2 6SH	0.2%	4	4.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Wood Lane, Dagenham, RM10 7RA	0.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Derwent Parade , South Ockendon, RM15 5EF	0.1%	2	0.0%	0	0.0%	0	5.5%	2	0.0%	0	0.0%	0	0.0%	0
Nisa, Gaynes Park, Upminster, RM14 2HL	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Hatch Road, Pilgrims Hatch, CM15 9QB	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Nisa, Rayleigh Road, Eastwood, Leigh-on-sea , SS9 5HX	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Third Avenue , Canvey Island, SS8 9SU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Whitmore Way , Basildon, SS14 2HB	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Grange Road, Billericay, CM11 2RF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, North Street, Rochford, SS4 1AA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier, Southchurch Road, Southend-on-Sea, SS1 2NL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Avenue Road, Bexleyheath, DA7	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	2

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23
4EQ												
Sainsbury's Local, Blyth House, Southchurch Road, Southend-on-Sea, SS1 2AY	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Eastwood Road, Rayleigh, SS6 7LF	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Hamlet Court Road, Westcliff-on-Sea, SS0 7ES	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, London Road, Southend-on-Sea, SS0 9HS	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Spa Road, Hockley, SS5 4PH	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, West Street, Rochford, SS4 1AS	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, High Road, Ilford, IG1 1LL	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	5
Sainsbury's, Loughton, IG10 4PE	0.6%	13	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Sainsbury's, Basons Lane, Ongar, CM5 9AR	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2
Sainsbury's, Cricketers Way, East Mayne, Basildon, SS13 1SA	0.3%	7	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Erith Road, Bexleyheath, DA7 6HJ	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, High Road, Chadwell Heath, RM6 6PB	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	5
Sainsbury's, High Street, Hornchurch, RM11 1TX	0.7%	16	0.0%	0	0.7%	0	0.0%	0	0.0%	0	2.0%	15
Sainsbury's, Howard Road, Chafford Hundred, Grays, RM16 6YJ	1.6%	36	0.0%	0	0.7%	0	6.5%	2	0.0%	0	4.4%	33
Sainsbury's, King George Avenue, Ilford, IG2 7SH	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	11
Sainsbury's, Knightswick Centre, Canvey Island, SS8 7AD	0.3%	7	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Sainsbury's, London Road, Leigh-on-sea, SS9 2AB	0.2%	4	6.3%	3	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Sainsbury's, London Road, Southend-on-Sea, SS1 1PL	0.2%	5	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Priory Market	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23												
Place, Dartford, DA1 2HL	1.0%	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	4.8%	22
Sainsbury's, Stadium Way, Dartford, DA1 4HW	0.1%	2	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%	0
Sainsbury's, Stadium Way, Rayleigh Weir, Benfleet, SS7 3UB	0.1%	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
Sainsbury's, Torrington Drive, Loughton, IG10 3SZ	0.7%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	10.2%	15	0.0%	0	0.0%	0
Sainsbury's, William Hunter Way, Brentwood, CM14 4WQ	0.5%	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	0.0%	0	2.5%	12
Sainsbury's, Wingfield Bank, Gravesend, DA11 8JH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Bridgewater Drive, Southend-on-Sea, SS0 0DH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Chipping Row, South Woodham Ferrers, CM3 5XU	0.1%	3	0.0%	0	0.0%	0	1.7%	1	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Leigh Road, Southend-on-Sea, SS9 1BS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Warwick Parade, South Woodham Ferrers, CM3 5JT	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	0.5%	2
Spar, Wrotham Road, Meopham, DA13 0RQ	1.0%	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	3.1%	23	0.0%	0
Tesco Express, Ardleigh Green Road, Hornchurch, RM11 2LG	0.1%	3	0.0%	0	0.5%	0	7.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Armada Centre, Drake Road, Chafford Hundred, Grays, RM16 6PS	0.1%	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	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Broadway, Leigh-on-Sea, SS9 1PA	0.4%	10	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	9	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Broomfield Road, Chelmsford, CM1 4DP	0.0%	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
Tesco Express, Calcutta Road, Tilbury, RM18 7QW	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	0.7%	3
Tesco Express, Dartford Road, Dartford, DA1 3EN	0.1%	2	0.0%	0	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	0.0%	0
Tesco Express, Derry Avenue, South Ockendon,																								

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23												
RM15 5GH																								
Tesco Express, Dukes Walk, Chelmsford, CM1 1GZ	0.1%	2	0.0%	0	0.5%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Fleming Road, Chafford Hundred, Grays , RM16 6YA	0.1%	3	0.0%	0	1.6%	1	5.6%	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
Tesco Express, Gravesend Road, Rochester, ME2 3PW	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	0.5%	2
Tesco Express, Hamlet Court Rd , Southend-on-Sea, SS0 7LJ	0.1%	1	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%	0	0.0%	0	0.0%	0
Tesco Express, Hutton Road, Shenfield, CM15 8JD	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	3	0.0%	0	0.0%	0
Tesco Express, Kings Street , Stanford le Hope, SS17 0HR	0.2%	5	0.0%	0	3.8%	2	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
Tesco Express, Maldon Road, Danbury, CM3 4QW	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Moulsham Street, Chelmsford, CM2 0JA	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	4	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Silva Island Way , Wickford, SS12 9NR	0.1%	1	0.0%	0	0.0%	0	0.0%	0	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, Southend Road, Wickford, SS11 8EE	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%	0
Tesco Express, Station Road, Burnham-on-Crouch, CM0 8HQ	0.0%	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
Tesco Express, The Broadway, Southend-on-Sea, SS1 3ES	0.3%	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	0.0%	0
Tesco Metro, Collier Row Lane, Collier Row, RM5 3NL	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	0.5%	4	0.0%	0
Tesco Metro, New Road, Gravesend, DA11 0AF	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	0.0%	0	1.7%	8
Tesco, Airfield Way, Hornchurch, RM12 5AF	1.5%	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	0.0%	0	4.5%	34	0.0%	0
Tesco, Ardleigh Green Road, Hornchurch, RM11 2LG	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	0.8%	6	0.0%	0
Tesco, Brentwood Road, St Mary's, Grays , RM16 4JD	0.0%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Weighted:

	Total	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23										
Tesco, Coppice Row, Theydon Bois, CM16 7EU	0.2%	5	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
Tesco, Crammavill Street, Grays, RM16 2BD	0.1%	3	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
Tesco, Cranbrook Road, Barkingside, IG6 1HY	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	0.5%	4	0.0%	0
Tesco, Cranbrook Road, Ilford, IG2 6LE	0.1%	2	0.0%	0	3.8%	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
Tesco, Cuxton Road, Rochester, ME2 2DE	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	0.9%	4
Tesco, Cygnet View, Grays, RM20 1WN	0.0%	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
Tesco, Cygnet View, Lakeside, West Thurrock , Grays , RM20 1TX	0.7%	16	0.0%	0	1.6%	1	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	14	0.0%	0
Tesco, Front Lane, Upminster, RM14 1XL	0.5%	12	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	11	0.0%	0
Tesco, Fulbridge , Maldon, CM9 4LE	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Hazelmere, High Road, Basildon, SS13 3JU	0.3%	7	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
Tesco, High Road, Chadwell Heath, RM6 6PR	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
Tesco, High Street, Epping, CM16 4BA	0.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	10	0.0%	0	0.0%	0
Tesco, Hutton Road, Shenfield, CM15 8JD	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%	0	0.0%	0
Tesco, London Road, Leigh-on-Sea, SS9 3JY	0.2%	5	10.9%	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%	0
Tesco, London Road, Westcliff-on-Sea, SS0 9PD	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
Tesco, Main Road, Romford, RM1 3BT	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	8	0.0%	0
Tesco, Mandeville Way, Laindon , Basildon, SS15 6TJ	0.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Tesco, Mayflower Retail Park, Basildon , SS14 3HZ	0.0%	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
Tesco, Perry Street, Gravesend, DA12 5RT	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	0.5%	2
Tesco, Prince Avenue, Southend-on-Sea, SS0 0JP	0.2%	4	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
Tesco, Princes Road, Chelmsford, CM2 9XW	0.2%	5	0.0%	0	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
Tesco, Purbeck Court, Great	0.0%	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

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23												
Baddow, Chelmsford, CM2 8YX																								
Tesco, Southchurch Avenue, Southend-on-Sea, SS1 2ZG	0.2%	4	1.0%	0	3.8%	2	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
Tesco, Southend Road, Grays, RM17 5NJ	0.3%	8	0.0%	0	1.4%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	7	0.0%	0	0.0%	0
Tesco, Springfield Road, Chelmsford, CM2 6QT	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0
Tesco, Station Road, Burnham-on-Crouch, CM0 8HQ	0.1%	1	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	0.0%	0
Tesco, Station Road, Sidcup, DA15 7DB	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	0.0%	0	1.5%	7
Waitrose, Bluewater Foodhall, Greenhithe, DA9 9SA	1.0%	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	4.8%	22
Waitrose, Fossetts Way, Eastern Avenue, Southend-on-Sea, SS2 4DQ	0.3%	7	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Waitrose, High Street, Billericay, CM12 9BY	0.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, High Street, Sidcup, DA14 6EN	0.5%	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	2.3%	11
Waitrose, London Road, Leigh-on-Sea, SS9 3JQ	0.1%	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	0.0%	0
Waitrose, St Mary's Lane, Upminster, RM14 3BT	0.1%	3	0.0%	0	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
Waitrose, Station Road, Longfield, DA3 7QA	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	0.7%	3
Welcome, Portsea Road, Tilbury, RM18 8AX	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	0.0%	0
Basildon (incl. Eastgate Shopping Centre)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bexleyheath	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	9
Billericay	0.1%	2	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
Bishops Stortford	0.1%	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
Bluewater Shopping Centre	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	9
Brentwood	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.1%	3	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0
Canvey Island	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	0.0%	0	0.0%	0
Central London / West End	0.3%	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	1.3%	6
Chelmsford (incl. Meadows Shopping Centre, High Chelmer Shopping Centre)	0.1%	3	0.0%	0	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
Corringham	0.0%	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
Dagenham	0.7%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	17	0.0%	0	0.0%	0

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23										
Dartford	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	3								
Gravesend	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	9								
Grays	0.1%	1	0.0%	0	0.7%	0	0.9%	0	0.7%	0	0.0%	0	0.0%	0								
Great Baddow	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0								
Hockley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0								
Ingatestone	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0								
Leigh-on-Sea	0.2%	3	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0								
London - Other	2.8%	64	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.7%	1	4.8%	37	5.5%	26				
Loughton	0.0%	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				
Maldon	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	3	0.8%	1	0.0%	0	0.0%	0				
Pitsea	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0				
Rayleigh	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				
Rochford	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				
Romford	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	11	0.0%	0				
South Benfleet	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				
South Ockendon	0.1%	2	0.0%	0	0.0%	0	5.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0				
South Woodham Ferrers	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				
Southend-on-Sea (incl. The Royals Sopping Centre and The Victoris Shopping Centre)	0.3%	8	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0				
Stanford-le-Hope	0.0%	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				
Tarpots	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0				
Thundersley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0				
Tilbury	0.0%	1	0.0%	0	0.4%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0				
Westcliff-on-Sea	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				
Wickford	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				
Other - outside area	1.1%	24	0.0%	0	0.4%	0	0.0%	0	0.4%	0	0.0%	0	0.8%	0	0.8%	1	0.9%	1	1.8%	14	1.5%	7
Other - zone 4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 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
Other - zone 11	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
Other - zone 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	0.0%	0
Other - zone 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
Other - zone 14	0.0%	1	0.0%	0	0.5%	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
Other - zone 15	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 16	0.0%	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
Other - zone 20	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	5	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Other - zone 21	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	4.1%	6	0.0%	0	0.0%	0
Other - zone 23	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	1.5%	7
Asda, Bentalls Complex, Colchester Road, Heybridge	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Queen Elizabeth Square, South Woodham Ferrers, Chelmsford	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Weighted:

South Essex Retail Study for Peter Brett Associates

July 2016

	Total	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23
Ashingdon	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, West Thurrock Way, West Thurrock	0.0%	1	0.0%	0	0.4%	0	1.7%	1	0.0%	0	0.0%	0
Hullbridge	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hutton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Greyhound Retail Park, Southend-on-Sea	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, High Street, Chelmsford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Sainsbury's, White Hart Lane, Chelmsford, CM2 5PA	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shoeburyness	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southminster	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.9%	10
Tesco Express, London Road, Rayleigh	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Meadow Rise, Billericay	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1
Tesco Extra, Bridge Road, Rainham	0.7%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thorpe Bay	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Welling	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.6%	0
(Don't know / can't remember)	6.3%	145	2.2%	1	8.5%	6	1.2%	0	4.1%	2	3.8%	1
(Don't do this type of shopping)	30.3%	697	28.2%	12	21.4%	14	17.0%	6	30.0%	14	28.1%	8
Weighted base:	2303	44	66	38	46	28	28	52	140	151	759	468
Sample:	2303	100	100	100	100	100	101	100	100	100	100	100

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23
Square , Chelmsford, CM3 5SY												
Asda, Rawreth Lane, Rayleigh , SS6 9RN	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Thames Way, Gravesend, DA11 0DQ	0.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, The Broadway, Bexleyheath, DA6 7BN	0.5%	8	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Thurrock Park Way, Tilbury , RM18 7HJ	0.4%	6	0.0%	0	1.7%	1	0.0%	0	4.5%	1	0.0%	0
Asda, Walebone Lane, Chadwell Heath, RM8 1BB	0.9%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, Church Lane, Doddingtonhurst, CM15 0NG	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	3
Budgens, Ferry Road, Hullbridge, SS5 6DN	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, High Street, Ingatstone, CM4 9DW	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0
Co-op, Beehive Lane, Chelmsford, CM2 9RP	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2
Co-op, Beehive Lane, Chelmsford, CM2 9RP	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Co-op, Bridge Street, Writtle, CM1 3DZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Co-op, Broadway, Leigh-on-Sea, SS9 1AW	0.0%	1	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Calcutta Road, Tilbury, RM18 7QU	0.1%	1	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0
Co-op, Canterbury Parade, South Road, South Ockendon, RM15 6NH	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Church Road, Thundersley, Benfleet, SS7 4EN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Church Road, Thundersley, SS7 4EN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Cross Road, Maldon, CM9 5ED	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Co-op, Duke Street, Chelmsford, CM1 1JA	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	3
Co-op, Eastwood Road North , Leigh-On-Sea , SS9 4LS	0.2%	3	7.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Faircross Parade, Barking, IG11 8UW	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	4
Co-op, Ferry Road,	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23
Hullbridge, SS5 6ET												
Co-op, Foundry Lane, Burnham-on-Crouch, CM0 8BL	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Gardener Avenue, Corringham, SS17 7SE	0.2%	3	0.0%	0	2.2%	1	0.0%	0	6.9%	2	0.0%	0
Co-op, Gloucester Avenue, Moulsham Lodge, Chelmsford, CM2 9LG	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Golden Cross Parade, Rochford, SS4 1UB	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Halfway Street, Sidcup, DA15 8DJ	1.5%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Hamlet Court Road, Westcliff-on-Sea, SS0 7EL	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Harewood Road, Pilgrims Hatch, CM15 9PD	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Co-op, Hawley Road, Dartford, DA1 1NP	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Road, South Benfleet, SS7 5LA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Road, Benfleet, SS7 5HA	0.1%	2	0.0%	0	0.0%	0	5.1%	2	0.0%	0	0.0%	0
Co-op, High Road, North Weald, CM16 6BY	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3
Co-op, High Street, Aveley, RM15 4BB	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Co-op, High Street, Great Wakering, SS3 0EQ	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Stanford le Hope, SS17 0HD	0.1%	2	0.0%	0	0.0%	0	0.0%	0	6.4%	2	0.0%	0
Co-op, High Street, Wickford, SS12 9AT	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
Co-op, Hutton Road, Shenfield, CM15 8NR	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1
Co-op, Kings Road, Chelmsford, CM1 2BB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Laindon Centre, Laindon, Basildon, SS15 5TQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0
Co-op, Leigh Road, Leigh-on-Sea, SS9 1BZ	0.2%	3	7.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Linden Way, Canvey Island, SS8 9JB	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Lodge Lane, Grays,	0.3%	4	0.0%	0	6.1%	3	5.1%	2	0.0%	0	0.0%	0

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23
RM17 5RZ												
Co-op, London Road, Leigh-on-Sea, SS9 3JE	0.0%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, London Road, Westcliff-on-Sea, SS0 9LG	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, London Road,Great Tarpots, South Benfleet, SS7 5UN	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Long Road, Canvey Island, SS8 0JD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Main Road, Danbury, CM3 4NQ	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	4
Co-op, Main Road, Hawkwell, SS5 4EG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Melbourne Parade, Melbourne Avenue, Chelmsford, CM1 2DW	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Co-op, Nevendon Road, Wickford, SS12 0NY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0
Co-op, Queens Park Avenue, Billericay, CM12 0UA	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.2%	3
Co-op, Rayleigh Road, Eastwood, SS9 5PS	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Rayleigh Road, Hutton, Brentwood, CM13 1LZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	0	0.0%	0
Co-op, Roche Close, Rochford, SS4 1PX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Rochford Road, Southend-on-Sea, SS2 6SY	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Southchurch Road, Southend-on-Sea, SS1 2PH	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Spa Road, Hockley, SS5 4BE	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Spredaeagle Place, Ingatestone, CM4 9EA	0.3%	5	0.0%	0	0.0%	0	0.0%	0	8.1%	2	0.0%	0
Co-op, St Peters Terrace, London Road, Wickford, SS10 0AP	0.1%	1	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Co-op, St Peters Terrace, Wickford, SS10 0AP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Stanford House, Princess Margaret Road, East Tilbury, RM18 8YP	0.1%	2	0.0%	0	0.0%	0	0.0%	0	6.1%	2	0.0%	0

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23		
Co-op, Station Road, Harold Wood, RM3 0BP	0.9%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	14	0.0%	0
Co-op, Station Road, Longfield, DA3 7QD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Steynton Avenue, Bexley, DA5 3HP	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	4
Co-op, Stock Road, Billericay, CM12 0RP	0.1%	2	0.0%	0	0.0%	0	0.0%	0	2.3%	0	0.0%	0	0.0%	0
Co-op, Sutton Road, Southend-on-Sea, SS2 5PE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, The Sorrels, Stanford le Hope, SS17 7DZ	0.0%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, Torquay Road, Springfield, CM1 6NF	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Co-op, Trent Road, Chelmsford, CM1 2LQ	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	4	0.0%	0
Co-op, Turpin Avenue, Collier Row, RM5 2PU	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	3	0.0%	0
Co-op, Upshire Road, Waltham Abbey, EN9 3PE	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	3	0.0%	0
Co-op, West Road, Shoeburyness, SS3 9DT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Woodland Avenue, Brentwood, CM13 1HH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0
Costcutter, Ongar Road, Brentwood, CM15 9JN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Costcutter, Osier Drive, Basildon, SS15 4HP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, The Broadway , Grays , RM17 6EW	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Greyhound Way, Southend-on-Sea, SS2 5PY	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, High Road, Pitsea, SS13 3BY	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, The Mall , Grays , RM17 6QE	0.1%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Corbets Tey Road, Upminster, RM14 2AL	0.1%	1	0.0%	0	0.6%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0
Iceland, Furtherwick Road, Canvey Island, SS8 7AJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Billericay, CM12 9AJ	0.1%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Brentwood, CM14 4AJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Iceland, High Street,	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	2	0.0%	0

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23
Maldon, CM9 5PN												
Iceland, High Street, Rayleigh, SS6 7QA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Wickford, SS12 9AZ	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	1
Iceland, London Road, Leigh-on-Sea, SS9 3NF	0.0%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Market Place, Basildon, SS14 1DD	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, North Street, Hornchurch, RM11 1RL	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Rectory Road, Hadleigh, Benfleet, SS7 2ND	0.1%	2	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, South Mall, Grays, RM17 6QF	0.0%	1	0.0%	0	0.6%	0	0.0%	0	0.8%	0	0.0%	0
Iceland, St Johns Way, Corringham, SS17 7NA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0
Iceland, York Road, Southend-on-Sea, SS1 2BH	0.0%	1	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Cartersfield Road, Waltham Abbey, EN9 1JD	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Daiglen Drive, South Ockendon, RM15 5AE	0.2%	3	0.0%	0	0.0%	0	9.6%	3	0.0%	0	0.0%	0
Lidl, East Mill, Imperial Retail Park, Gravesend, DA11 0DQ	0.4%	5	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Lidl, Foots Cray High Street, Sidcup, DA14 5HJ	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Greyhound Retail Park, Greyhound Way, Southend-on-Sea, SS2 5PY	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, London Road, Hadleigh, SS7 2DE	0.1%	2	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Longbridge Road, Dagenham, RM8 2DB	2.3%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Manor Road, Basildon, SS15 6PA	0.6%	9	0.0%	0	0.0%	0	0.0%	0	1.5%	0	2.4%	0
Lidl, Old Market Retail Park, High Road, Pitsea, SS13 3AB	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Progress Road/Rayleigh Road, Southend-on-Sea, SS9 5PR	0.6%	8	7.7%	2	1.0%	0	0.0%	0	0.0%	0	0.0%	0

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23
Lidl, Waterson Vale, Chelmsford , CM2 9DG	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Woodgrange Drive, Southend-on-Sea, SS1 2SE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Londis, London Road, Westcliff-on-Sea, SS0 7JG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Mungo Park Road, Rainham, RM13 7PP	0.9%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	14
Londis, West Road, Westcliff-on-Sea, SS0 9AY	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Eastwood Road, Rayleigh, SS6 7JQ	0.5%	7	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, High Street, Maldon, CM9 5PN	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.1%	4
M&S Simply Food, Mayflower Retail Park , Basildon, SS14 3HZ	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
Marks & Spencer, High Street, Epping, CM16 4BP	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	3
Marks & Spencer, High Street, Loughton, IG10 4LF	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	8
Marks & Spencer, High Street, Southend-on-Sea, SS1 1JS	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, High Street,, Brentwood, CM14 4RH	0.1%	2	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0
Marks & Spencer, intu Lakeside Shopping Centre, Grays , RM20 2ZQ	0.0%	1	0.0%	0	0.0%	0	1.5%	0	0.9%	0	0.0%	0
Marks & Spencer, Station Road, Upminster, RM14 2SU	1.3%	19	0.0%	0	4.3%	2	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Town Square, Basildon, SS14 1DZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
McColls, Ongar Road, Brentwood, CM15 9DZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Morrisons, Coldharbour Road, Gravesend, DA11 8AB	1.2%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Copperfield Road, Chelmsford, CM1	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	3

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23				
4UX																
Morrisons, High Road, Loughton, IG10 1RB	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0
Morrisons, James Watt Way, Erith, DA8 2AH	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	4		
Morrisons, Jenner Close, Sidcup, DA14 6BF	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	8		
Morrisons, Knight Road, Rochester, ME2 2AA	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	2		
Morrisons, Limebrook Way, Maldon, CM9 6 GG	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.1%	5	2.5%	2	0.0%	0
Morrisons, Link Road, Canvey Island, SS8 9UB	0.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, London Road, Grays , RM17 5XZ	0.9%	13	0.0%	0	18.1%	8	4.9%	2	7.6%	2	0.0%	0	0.0%	0	0.0%	0
Morrisons, London Road. Hadleigh, Benfleet, SS7 2RB	0.6%	9	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Northwick Road, Canvey Island, SS8 OPT	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, St John's Way, Stanford le Hope, SS17 7NA	0.4%	6	0.0%	0	0.0%	0	0.0%	0	18.3%	6	0.0%	0	0.0%	0	0.0%	0
Morrisons, Station Parade, Elm Park, RM12 5AB	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Western Approaches, Southend-on-Sea, SS2 6SH	0.2%	2	5.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Wood Lane, Dagenham, RM10 7RA	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	5	0.0%	0
Nisa, Craven Avenue, Canvey Island, SS8 ODJ	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Derwent Parade , South Ockendon, RM15 5EF	0.2%	3	0.0%	0	0.0%	0	8.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Gaynes Park, Upminster, RM14 2HL	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Hatch Road, Pilgrims Hatch, CM15 9QB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Nisa, Jotmans Lane , Benfleet, SS7 5AX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Rayleigh Road, Eastwood, Leigh-on-sea , SS9 5HX	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Third Avenue , Canvey Island, SS8 9SU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Whitmore Way ,	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23
Basildon, SS14 2HB												
Co-op, North Street, Rochford, SS4 1AA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier, Southchurch Road, Southend-on-Sea, SS1 2NL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Avenue Road, Bexleyheath, DA7 4EQ	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0.8%
Sainsbury's Local, Blyth House, Southchurch Road, Southend-on-Sea, SS1 2AY	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Eastwood Road, Rayleigh, SS6 7LF	0.2%	3	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Hamlet Court Road, Westcliff-on-Sea, SS0 7ES	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, London Road, Southend-on-Sea, SS0 9HS	0.1%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Spa Road, Hockley, SS5 4PH	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, West Street, Rochford, SS4 1AS	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local,, High Road, Ilford, IG1 1LL	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	5
Sainsbury's, , Loughton, IG10 4PE	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	7
Sainsbury's, Basons Lane, Ongar, CM5 9AR	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2
Sainsbury's, Broadway, Bexleyheath, DA6 7DF	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1.0%
Sainsbury's, Cricketers Way, East Mayne, Basildon, SS13 1SA	0.3%	5	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Erith Road, Bexleyheath, DA7 6HJ	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2.3%
Sainsbury's, High Road, Chadwell Heath, RM6 6PB	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	5
Sainsbury's, High Street, Hornchurch, RM11 1TX	1.5%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	22
Sainsbury's, Howard Road, Chafford Hundred, Grays, RM16 6YJ	0.4%	5	0.0%	0	1.7%	1	12.4%	4	0.7%	0	0.0%	0
Sainsbury's, King George	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	6

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23
Avenue, Ilford, IG2 7SH	0.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Knightswick Centre, Canvey Island, SS8 7AD	0.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, London Road , Leigh-on-sea, SS9 2AB	0.3%	5	12.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, London Road, Southend-on-Sea, SS1 1PL	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Stadium Way, Rayleigh Weir, Benfleet, SS7 3UB	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, The Brewery, Romford, RM1 1AU	0.3%	4	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.9%	4
Sainsbury's, Torrington Drive, Loughton, IG10 3SZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Sainsbury's, William Hunter Way, Brentwood, CM14 4WQ	0.7%	10	0.0%	0	0.0%	0	0.0%	0	2.0%	0	0.0%	0
Sainsbury's, Wingfield Bank, Gravesend, DA11 8JH	1.4%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Bridgewater Drive, Southend-on-Sea, SS0 0DH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Chipping Row, South Woodham Ferrers, CM3 5XU	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1
Spar, Leigh Road, Southend-on-Sea, SS9 1BS	0.1%	2	0.0%	0	0.0%	0	0.0%	0	6.1%	2	0.0%	0
Spar, Warwick Parade, South Woodham Ferrers, CM3 5JT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
Spar, Wrotham Road, Meopham, DA13 0RQ	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Ardleigh Green Road, Hornchurch, RM11 2LG	1.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Armada Centre, Drake Road, Chafford Hundred, Grays , RM16 6PS	0.2%	3	0.0%	0	0.8%	0	9.5%	3	0.0%	0	0.0%	0
Tesco Express, Broadway, Leigh-on-Sea, SS9 1PA	0.2%	3	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Broomfield Road, Chelmsford, CM1	0.7%	11	0.0%	0	0.8%	0	0.0%	0	0.0%	0	10.8%	10

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23												
4DP																								
Tesco Express, Calcutta Road, Tilbury, RM18 7QW	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
Tesco Express, Dartford Road, Dartford, DA1 3EN	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	1.0%	3
Tesco Express, Derry Avenue , South Ockendon, RM15 5GH	0.6%	9	0.0%	0	0.0%	0	8.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	6	0.0%	0	0.0%	0
Tesco Express, Dukes Walk, Chelmsford, CM1 1GZ	0.1%	2	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Fleming Road, Chafford Hundred, Grays , RM16 6YA	0.2%	2	0.0%	0	2.2%	1	4.7%	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 Express, Gravesend Road, Rochester, ME2 3PW	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	0.8%	2
Tesco Express, Hamlet Court Rd , Southend-on-Sea, SS0 7LJ	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	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Heygate Avenue, Southend-on-Sea, SS1 1DX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Kings Street , Stanford le Hope, SS17 0HR	0.3%	5	0.0%	0	5.4%	2	0.0%	0	7.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Maldon Road, Danbury, CM3 4QW	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Moulsham Street, Chelmsford, CM2 0JA	0.3%	5	0.0%	0	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
Tesco Express, Silva Island Way , Wickford, SS12 9NR	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%	0
Tesco Express, Southend Road, Wickford, SS11 8EE	0.1%	2	0.0%	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
Tesco Express, Station Road, Burnham-on-Crouch, CM0 8HQ	0.0%	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
Tesco Express, The Broadway, Southend-on-Sea, SS1 3ES	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Collier Row Lane, Collier Row, RM5	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	0.9%	4	0.0%	0	0.0%	0

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23		
3NL														
Tesco Metro, New Road, Gravesend, DA11 0AF	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	2
Tesco, Airfield Way, Hornchurch, RM12 5AF	1.9%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	28	0.0%	0
Tesco, Ardleigh Green Road, Hornchurch, RM11 2LG	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	6	0.0%	0
Tesco, Brentwood Road, St Mary's, Grays , RM16 4JD	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Coppice Row, Theydon Bois, CM16 7EU	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	5	0.0%	0
Tesco, Crammavill Street, Grays, RM16 2BD	0.2%	4	0.0%	0	7.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Cranbrook Road, Barkingside, IG6 1HY	0.3%	4	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.9%	4
Tesco, Cranbrook Road, Ilford, IG2 6LE	0.2%	2	0.0%	0	5.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Cuxton Road, Rochester, ME2 2DE	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	4
Tesco, Cygnet View, Grays, RM20 1WN	0.0%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0
Tesco, Cygnet View, Lakeside, West Thurrock , Grays , RM20 1TX	0.2%	3	0.0%	0	2.2%	1	5.3%	2	0.0%	0	0.0%	0	0.0%	0
Tesco, Front Lane, Upminster, RM14 1XL	0.8%	11	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	11
Tesco, Fulbridge , Maldon, CM9 4LE	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.9%	6	0.0%	0
Tesco, Hazelmere, High Road, Basildon, SS13 3JU	0.7%	9	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0
Tesco, High Road, Chadwell Heath, RM6 6PR	0.1%	1	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, High Street, Epping, CM16 4BA	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	8
Tesco, Hutton Road, Shenfield, CM15 8JD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	0	0.0%	0	0.0%	0
Tesco, London Road, Benfleet, SS7 5TH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, London Road, Leigh-on-Sea, SS9 3JY	0.2%	2	5.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, London Road, Westcliff-on-Sea, SS0 9PD	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Main Road, Romford, RM1 3BT	0.5%	7	0.0%	0	5.4%	2	0.0%	0	0.0%	0	1.1%	0	0.0%	0
Tesco, Mandeville Way, Laindon , Basildon, SS15	0.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	0	0.0%	0

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23												
Brentwood	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.9%	2	0.0%	0	0.0%	0	0.0%	0	2.9%	3	0.0%	0	0.0%	0
Canvey Island	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	0.0%	0	0.0%	0
Central London / West End	0.8%	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	3.4%	11
Chelmsford (incl. Meadows Shopping Centre, High Chelmer Shopping Centre)	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	1.7%	1	3.2%	3	0.0%	0	0.0%	0	0.0%	0
Corringham	0.1%	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	0.0%	0	0.0%	0
Dagenham	1.1%	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	3.9%	17	0.0%	0	0.0%	0
Dartford	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	1.0%	3
Gravesend	0.6%	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	2.7%	9
Grays	0.0%	1	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
Great Baddow	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
Hockley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ingatestone	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
intu Lakeside Shopping Centre	0.3%	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	1.1%	5	0.0%	0	0.0%	0
Leigh-on-Sea	0.2%	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%	0	0.0%	0
London - Other	3.7%	54	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	5.1%	22	9.3%	30	0.0%	0
Maldon	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.0%	4	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Pitsea	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rayleigh	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	0.0%	0
Rochford	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%	0
Romford	1.2%	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	4.1%	17	0.0%	0	0.0%	0
Sidcup	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	0.0%	0	1.3%	4
South Benfleet	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	0.0%	0	0.0%	0
South Ockendon	0.1%	2	0.0%	0	0.0%	0	7.0%	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
South Woodham Ferrers	0.0%	0	0.0%	0	0.0%	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
Southend-on-Sea (incl. The Royals Sopping Centre and The Victoris Shopping Centre)	0.6%	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%	0
Stanford-le-Hope	0.1%	1	0.0%	0	0.8%	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
Thundersley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tilbury	0.0%	1	0.0%	0	0.6%	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
Westcliff-on-Sea	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	0.0%	0	0.0%	0
Wickford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	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 - outside area	1.6%	23	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	1.0%	0	1.1%	1	0.0%	0	3.3%	14	2.3%	7
Other - zone 3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 - zone 8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 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
Other - zone 11	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
Other - zone 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	0.0%	0	0.0%	0
Other - zone 13	0.1%	1	0.0%	0	0.0%	0	0.0%	0	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 - zone 14	0.0%	1	0.0%	0	0.6%	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
Other - zone 16	0.1%	1	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 20	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	5	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Other - zone 21	0.9%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	12.0%	12	0.0%	0	0.0%	0	0.0%	0

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23
Other - zone 23	0.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	11
Asda, Bentalls Complex, Colchester Road, Heybridge	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Queen Elizabeth Square, South Woodham Ferrers, Chelmsford	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashingdon	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, West Thurrock Way, West Thurrock	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Great Wakering	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hullbridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Greyhound Retail Park, Southend-on-Sea	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, High Street, Chelmsford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, White Hart Lane, Chelmsford, CM2 5PA	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shoeburyness	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southminster	0.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, London Road, Rayleigh	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Meadow Rise, Billericay	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Bridge Road, Rainham	3.1%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.9%	46
Thorpe Bay	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Welling	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2.9%
Internet / delivered (Don't know / can't remember)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	0	1.1%	0
	4.7%	68	0.9%	0	1.7%	1	4.5%	1	0.0%	0	2.9%	3
			4.1%	4	4.2%	18	9.3%	30				
Weighted base:	1461	30	46	31	30	19	16	44	95	104	419	319
Sample:	1501	67	67	75	67	62	58	73	68	69	59	67

Weighted:

July 2016

	Total	Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23		
Mean score [£]:																								
Q09 Approximately how much money does your household spend per week on top-up food and groceries shopping (STORE MENTIONED AT Q07)?																								
<i>Those who gave a location at Q07</i>																								
£1 - 10	24.5%	358	27.3%	8	23.6%	11	29.9%	9	38.9%	12	38.8%	7	35.4%	6	26.3%	12	26.9%	26	14.4%	15	25.2%	105	20.3%	65
£11 - 20	29.7%	433	31.8%	10	31.6%	15	21.3%	7	24.2%	7	22.5%	4	29.5%	5	32.3%	14	39.7%	38	36.4%	38	28.7%	120	24.1%	77
£21 - 30	13.5%	197	13.0%	4	10.4%	5	20.5%	6	15.9%	5	14.6%	3	14.3%	2	13.4%	6	10.9%	10	17.1%	18	13.1%	55	9.0%	29
£31 - 40	9.2%	135	3.1%	1	11.4%	5	5.1%	2	3.6%	1	3.4%	1	9.6%	2	8.7%	4	0.0%	0	19.3%	20	9.5%	40	13.9%	44
£41 - 50	4.3%	62	0.0%	0	5.4%	3	0.0%	0	4.5%	1	6.0%	1	1.8%	0	3.8%	2	2.6%	2	2.9%	3	1.1%	5	10.7%	34
£51 - 60	1.1%	16	8.1%	2	2.2%	1	0.0%	0	0.8%	0	0.0%	0	4.2%	1	2.8%	1	0.0%	0	2.2%	2	1.5%	6	0.0%	0
£61 - 70	1.4%	20	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	2	0.0%	0	0.0%	0	3.3%	14	0.8%	2
£71 - 80	0.2%	3	3.3%	1	1.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
£81 - 90	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£91 - 100	0.4%	6	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	3.3%	3	0.0%	0	0.0%	0	0.8%	2
£101 - 150	0.1%	2	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£151 - 200	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£201+	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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)	13.4%	196	13.4%	4	12.4%	6	20.5%	6	9.0%	3	12.9%	2	5.2%	1	5.2%	2	13.2%	13	3.5%	4	13.9%	58	20.4%	65
(Refused)	2.1%	31	0.0%	0	0.6%	0	1.4%	0	3.1%	1	0.0%	0	0.0%	0	2.2%	1	2.3%	2	4.2%	4	3.8%	16	0.0%	0
<i>Mean:</i>		<i>22.51</i>		<i>23.33</i>		<i>24.00</i>		<i>18.79</i>		<i>18.49</i>		<i>19.67</i>		<i>20.56</i>		<i>23.73</i>		<i>21.33</i>		<i>23.91</i>		<i>21.90</i>		<i>25.73</i>
Weighted base:		1461		30		46		31		30		19		16		44		95		104		419		319
Sample:		1501		67		67		75		67		62		58		73		68		69		59		67

Q10 Does your household also spend money on food and groceries in small shops? (i.e., not supermarkets)

Yes	30.2%	696	46.1%	20	35.0%	23	21.9%	8	39.5%	18	43.4%	12	40.6%	11	42.3%	22	25.8%	36	35.2%	53	25.2%	191	31.5%	148
No	69.8%	1607	53.9%	24	65.0%	43	78.1%	30	60.5%	28	56.6%	16	59.4%	16	57.7%	30	74.2%	104	64.8%	98	74.8%	568	68.5%	321
Weighted base:		2303		44		66		38		46		28		28		52		140		151		759		468
Sample:		2303		100		100		100		100		100		101		100		100		100		100		100

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23										
Q11 Where are these small shops located?																						
<i>Those who use small shops at Q10</i>																						
Barking	0.9%	7	0.0%	0	0.0%	0	0.0%	0	10.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	5	0.0%	0
Barkingside	2.5%	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	9.2%	18	0.0%	0
Basildon (incl. Eastgate Shopping Centre)	7.1%	49	0.0%	0	0.0%	0	3.5%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0	17.5%	33	0.0%	0
Bexleyheath	3.9%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	5	15.3%	23
Billericay	2.2%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.8%	4	4.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brentwood	1.8%	12	0.0%	0	4.5%	1	0.0%	0	0.0%	0	12.0%	1	0.0%	0	0.0%	0	0.0%	0	18.3%	10	0.0%	0
Canvey Island	2.3%	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
Central London / West End	0.1%	0	0.0%	0	0.0%	0	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 (incl. Meadows Shopping Centre, High Chelmer Shopping Centre)	3.1%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	5.8%	1	3.0%	1	55.4%	20	0.0%	0	0.0%	0
Corringham	1.0%	7	0.0%	0	2.7%	1	0.0%	0	34.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dagenham	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	8.7%	17	0.0%	0
Dartford	4.0%	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	19.0%	28
Epping	1.8%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.6%	13	0.0%	0	0.0%	0
Gravesend	4.5%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.1%	31
Grays	1.9%	13	0.0%	0	47.3%	11	13.1%	1	5.3%	1	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Baddow	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.2%	6	0.0%	0	0.0%	0	0.0%	0
Hadleigh	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
Hockley	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	0.0%	0
Hornchurch	3.4%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	12.1%	23	0.0%	0
Ilford	1.1%	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	3.9%	7	0.0%	0
Ingatestone	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
intu Lakeside Shopping Centre	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
Laindon	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	0.0%	0
Leigh-on-Sea	3.5%	25	77.3%	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
London - Other	1.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	3.2%	6	2.1%	3
Loughton	1.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.3%	12	0.0%	0	0.0%	0
Maldon	2.2%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	59.0%	13	5.2%	2	0.0%	0	0.0%	0
Pitsea	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
Rainham	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	2.4%	5	0.0%	0
Rayleigh	2.4%	17	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
Rochford	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	0.0%	0
Romford	4.8%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.5%	33	0.0%	0
Sidcup	1.7%	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%	12
South Benfleet	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
South Ockendon	1.0%	7	0.0%	0	2.0%	0	74.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Woodham Ferrers	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southend-on-Sea (incl. The Royals Sopping Centre and The Victoris Shopping Centre)	3.5%	24	13.6%	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

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23												
Stanford-le-Hope	1.4%	10	0.0%	0	12.0%	3	0.0%	0	40.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stratford (incl. Westfield Stratford)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swanley	1.3%	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	6.3%	9
Thundersley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tilbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tiptree	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	3.2%	6	0.0%	0	0.0%	0
Upminster	2.0%	14	0.0%	0	9.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	12	0.0%	0	0.0%	0
Waltham Abbey	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	2	0.0%	0	0.0%	0	0.0%	0
Westcliff-on-Sea	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	0.0%	0
Wickford	2.0%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0	50.9%	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	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - outside area	3.4%	24	0.0%	0	1.5%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	2.9%	1	2.4%	1	7.2%	14	4.4%	7
Other - zone 3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 - zone 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
Other - zone 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	0.0%	0	0.0%	0
Other - zone 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	0.0%	0
Other - zone 14	0.6%	4	0.0%	0	15.3%	4	0.0%	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
Other - zone 17	0.1%	1	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	0.0%	0
Other - zone 19	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 20	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	0	1.5%	0	4.6%	2	0.0%	0	0.0%	0	0.0%	0
Other - zone 21	1.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	0	0.0%	0	0.0%	0	0.0%	0	18.3%	10	0.0%	0	0.0%	0
Other - zone 23	3.8%	27	0.0%	0	0.0%	0	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%	27
Ashingdon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	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 Wakering	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
Hullbridge	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	0.0%	0
Hutton	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.1%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Shoeburyness	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	0.0%	0
Southminster	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thorpe Bay	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	0.0%	0
(Don't know / can't remember)	5.5%	38	6.4%	1	5.6%	1	8.8%	1	1.4%	0	9.1%	1	1.6%	0	5.6%	1	13.3%	5	7.4%	4	3.9%	7	5.8%	9
Weighted base:	696	20		23	8	18	12	11	22	36	53	191	148											
Sample:	770	40		32	27	40	48	37	43	27	35	28	31											

Weighted:

	Total	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23												
Mean score [£]:																								
Q12 Approximately how much money does your household spend per week on food and groceries in these small shops?																								
<i>Those who use small shops at Q10</i>																								
£1 - 10	37.1%	258	37.6%	8	27.2%	6	59.4%	5	26.2%	5	52.5%	6	47.0%	5	47.2%	10	45.1%	16	27.2%	14	30.2%	58	34.4%	51
£11 - 20	21.2%	148	27.8%	6	23.7%	5	10.2%	1	33.7%	6	15.5%	2	17.5%	2	20.4%	5	12.3%	4	39.3%	21	9.7%	18	30.7%	45
£21 - 30	7.8%	54	1.4%	0	3.2%	1	13.1%	1	11.6%	2	2.8%	0	9.6%	1	14.2%	3	2.3%	1	1.9%	1	14.1%	27	3.8%	6
£31 - 40	2.3%	16	3.6%	1	1.5%	0	0.0%	0	1.9%	0	1.4%	0	1.6%	0	2.7%	1	2.9%	1	12.5%	7	1.9%	4	0.0%	0
£41 - 50	1.9%	13	12.2%	2	0.0%	0	3.5%	0	1.4%	0	2.6%	0	2.0%	0	0.0%	0	2.9%	1	3.7%	2	0.0%	0	2.8%	4
£51 - 60	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£61 - 70	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£71 - 80	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£81 - 90	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%	0
£91 - 100	0.5%	3	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	2.6%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2
£101 - 150	0.4%	3	0.0%	0	10.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£151 - 200	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£201+	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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)	25.8%	179	17.5%	4	31.3%	7	11.2%	1	20.9%	4	20.5%	3	19.8%	2	9.6%	2	32.1%	12	12.6%	7	39.7%	76	23.9%	35
(Refused)	2.7%	19	0.0%	0	1.2%	0	2.7%	0	3.3%	1	0.0%	0	0.0%	0	4.4%	1	2.3%	1	2.7%	1	4.4%	8	2.8%	4
<i>Mean:</i>	<i>16.07</i>		<i>18.11</i>		<i>35.77</i>		<i>13.26</i>		<i>18.07</i>		<i>14.98</i>		<i>17.49</i>		<i>15.69</i>		<i>12.46</i>		<i>18.71</i>		<i>15.54</i>		<i>15.40</i>	
Weighted base:	696		20		23		8		18		12		11		22		36		53		191		148	
Sample:	770		40		32		27		40		48		37		43		27		35		28		31	

Mean score [%]:

Q13 Approximately what proportion of your household's total spending on all food and grocery goods is done using the Internet?

0	74.8%	1723	93.0%	41	75.0%	49	64.8%	25	68.2%	31	63.1%	18	75.5%	21	68.0%	36	82.8%	116	69.9%	105	74.5%	566	70.7%	331
1 - 10%	3.2%	74	0.0%	0	6.8%	4	2.9%	1	4.0%	2	12.1%	3	3.5%	1	6.5%	3	0.8%	1	10.7%	16	2.4%	18	0.9%	4
11 - 20%	1.4%	31	0.0%	0	0.5%	0	5.4%	2	0.0%	0	5.1%	1	0.0%	0	0.0%	0	0.8%	1	2.0%	3	1.2%	9	1.2%	6
21 - 30%	1.1%	25	0.0%	0	0.0%	0	4.9%	2	0.7%	0	0.6%	0	0.0%	0	1.9%	1	1.0%	1	0.7%	1	1.8%	14	0.7%	3
31 - 40%	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
41 - 50%	2.5%	57	0.0%	0	1.1%	1	1.4%	1	1.7%	1	2.3%	1	3.0%	1	2.4%	1	0.0%	0	2.6%	4	2.9%	22	3.5%	16
51 - 60%	1.8%	42	0.8%	0	4.5%	3	0.0%	0	8.0%	4	0.0%	0	0.0%	0	1.9%	1	4.3%	6	1.5%	2	0.0%	0	4.8%	22
61 - 70%	1.0%	23	0.0%	0	1.1%	1	0.0%	0	2.2%	1	0.8%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.6%	5	2.5%	12
71 - 80%	3.8%	87	2.3%	1	5.9%	4	4.2%	2	1.1%	1	4.9%	1	4.4%	1	6.9%	4	5.3%	7	5.7%	9	2.0%	15	6.6%	31
81 - 90%	2.6%	59	2.4%	1	0.0%	0	1.7%	1	1.7%	1	4.4%	1	0.8%	0	3.3%	2	0.0%	0	3.8%	6	5.0%	38	0.0%	0
91 - 100%	3.2%	74	0.0%	0	4.2%	3	5.2%	2	0.4%	0	0.0%	0	5.9%	2	5.0%	3	2.2%	3	2.5%	4	6.3%	48	1.3%	6
(Don't know / varies)	2.5%	58	1.4%	1	1.1%	1	9.1%	3	11.9%	5	0.8%	0	1.0%	0	2.8%	1	1.4%	2	0.7%	1	3.1%	23	0.5%	2
(Refused)	2.0%	46	0.0%	0	0.0%	0	0.5%	0	0.0%	0	6.0%	2	1.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	7.3%	34
<i>Mean:</i>	<i>12.88</i>		<i>4.54</i>		<i>13.30</i>		<i>14.42</i>		<i>11.92</i>		<i>12.00</i>		<i>13.66</i>		<i>18.24</i>		<i>9.68</i>		<i>13.96</i>		<i>15.71</i>		<i>14.49</i>	
Weighted base:	2303		44		66		38		46		28		28		52		140		151		759		468	
Sample:	2303		100		100		100		100		100		101		100		100		100		100		100	

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23												
Q14 So, speaking as an individual, can you tell me where you last made a purchase of clothes or shoes?																								
Basildon (incl. Eastgate Shopping Centre)	6.1%	140	0.6%	0	0.5%	0	0.8%	0	19.9%	9	15.4%	4	15.7%	4	1.6%	1	0.6%	1	0.7%	1	0.0%	0	0.9%	4
Bexleyheath	1.9%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.4%	44
Billericay	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Braintree	0.1%	2	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.6%	0	0.5%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Brentwood	0.9%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.0%	5	0.0%	0	0.0%	0	2.2%	3	8.1%	12	0.0%	0	0.0%	0
Bromley	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	0.9%	4
Cambridge	1.5%	34	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	4.4%	33	0.0%	0
Canary Wharf	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Canvey Island	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	0.0%	0	0.0%	0
Central London / West End	0.9%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	1.8%	3	0.8%	6	1.8%	9
Chelmsford (incl. Meadows Shopping Centre, High Chelmer Shopping Centre)	6.9%	160	4.5%	2	0.4%	0	0.5%	0	0.0%	0	10.1%	3	37.5%	10	50.6%	26	70.9%	99	3.4%	5	0.0%	0	0.0%	0
Colchester	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0
Corringham	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
Dagenham	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	0.9%	7	0.0%	0
Dartford	0.9%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	21
Epping	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	0.5%	1	0.0%	0	0.0%	0
Gravesend	2.1%	49	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.5%	49
Grays	0.7%	16	0.0%	0	7.6%	5	3.8%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	7	0.0%	0
Hadleigh	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	0.0%	0
Harlow	0.9%	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	13.0%	20	0.0%	0	0.0%	0
Hockley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ilford	1.8%	42	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	5.4%	41	0.0%	0
Leigh-on-Sea	0.2%	4	5.6%	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
London - Other	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Loughton	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	2.6%	4	0.0%	0	0.0%	0
Maldon	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.5%	4	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Pitsea	0.0%	1	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainham	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	0.5%	4	0.0%	0
Rayleigh	0.3%	7	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
Rochford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Romford	10.0%	231	0.0%	0	0.0%	0	1.4%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	3.6%	6	29.5%	224	0.0%	0
Sidcup	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	0.9%	4
South Woodham Ferrers	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southend-on-Sea (incl. The Royals Sopping Centre and The Victoris Shopping Centre)	6.2%	144	47.8%	21	0.0%	0	0.0%	0	0.6%	0	0.0%	0	3.3%	1	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stratford (incl. Westfield Stratford)	2.2%	50	0.6%	0	0.5%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	11.4%	17	3.9%	29	0.0%	0
Swanley	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	0.5%	2
Tilbury	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%	0	0.0%	0	0.0%	0	0.0%	0
Upminster	0.0%	0	0.0%	0	0.4%	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

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23
Waltham Abbey	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westcliff-on-Sea	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickford	0.3%	6	0.0%	0	0.0%	0	0.0%	0	1.4%	0	8.9%	2
Woodford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Airport Retail Park, Rochford Road, Southend-on-Sea	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bluewater Shopping Centre	10.2%	235	0.0%	0	5.6%	4	0.6%	0	0.7%	0	2.5%	1
Brookfield Retail Park, Cheshunt	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Chelmer Village Retail Park, Chelmer Road, Chelmsford	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastgate Shopping Centre, Basildon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gallows Corner Retail Park, Romford	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greyhound Retail Park, Sutton Road, Southend-on-Sea	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Mayflower Retail Park, Gardiners Lane, Basildon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Junction Retail Park, Thurrock (NOT Lakeside Shopping Centre) (incl Marks & Spencer Outlet, Decathlon, TK Maxx, Asda Living)	0.2%	4	0.0%	0	0.4%	0	1.2%	0	0.0%	0	0.0%	0
Lakeside Retail Park, Lake Rise, Thurrock (NOT Lakeside Shopping Centre) (incl Argos, Next Home, Next Clearance, Currys, Toys R Us)	2.3%	54	4.2%	2	9.3%	6	5.9%	2	8.1%	4	10.5%	3
Lakeside Shopping Centre (NOT retail park)	21.1%	486	18.6%	8	58.5%	39	71.3%	27	31.0%	14	14.8%	4
Mayflower Retail Park, Gardiners Link, Basildon	0.4%	9	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Meadows Shopping Centre, Chelmsford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1
Pipps Hill Retail Park, Miles Gray Road, Basildon	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Eastgate Shopping Centre, Basildon, SS14 1AE	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0
Asda, Heron Retail Park,	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23
Miles Grey Road, Basildon, SS14 3AF												
Asda, North Shoebury Road,, Shoeburyness, SS3 8DA	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Queen elizabeth Square , Chelmsford, CM3 5SY	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Rawreth Lane, Rayleigh , SS6 9RN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Thames Way, Gravesend, DA11 0DQ	0.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2.7%
Asda, Thurrock Park Way, Tilbury , RM18 7HJ	0.1%	2	0.0%	0	2.5%	2	0.0%	0	1.2%	1	0.0%	0
Sainsbury's, Cricketers Way, East Mayne, Basildon, SS13 1SA	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Sainsbury's, Howard Road, Chafford Hundred, Grays, RM16 6YJ	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Stadium Way, Rayleigh Weir, Benfleet, SS7 3UB	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, William Hunter Way, Brentwood, CM14 4WQ	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Fulbridge , Maldon, CM9 4LE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Tesco, Hazelmere, High Road, Basildon, SS13 3JU	0.1%	2	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0
Tesco, London Road, Benfleet, SS7 5TH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Mayflower Retail Park, Basildon , SS14 3HZ	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Prince Avenue, Southend-on-Sea, SS0 0JP	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.4%	10	0.0%	0	3.1%	2	0.0%	0	0.0%	0	1.0%	0
Eltham	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Enfield	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Freeport Braintree, Charter Way, Chapel Hill Braintree	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.6%	0
Greenhithe	1.0%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orpington OOC (including Homebase, Sevenoaks Way Industrial Estate; Nugent Shopping Park;	0.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
												4.8%
												3.0%
												22
												14

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23
and, Springvale Retail Park)												
Shoeburyness	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Bryant Avenue, Romford	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Thurrock OOC (Lakeside retail park and Junction retail park, Thurrock)	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Other - outside area	1.0%	22	0.6%	0	0.4%	0	0.0%	0	2.1%	1	1.1%	0
Other - zone 13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 21	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 23	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	9.1%	209	6.6%	3	6.6%	4	5.4%	2	13.3%	6	9.5%	3
Home catalogue	0.8%	18	0.6%	0	0.0%	0	1.0%	0	0.4%	0	3.4%	1
TV / Interactive shopping	0.2%	5	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
(Don't know / can't remember)	1.5%	34	4.4%	2	1.9%	1	6.2%	2	5.1%	2	0.6%	0
(Don't do this type of shopping)	1.7%	39	3.3%	1	0.8%	1	0.9%	0	9.1%	4	1.2%	0
Weighted base:	2303	44	66	38	46	28	28	52	140	151	759	468
Sample:	2303	100	100	100	100	100	101	100	100	100	100	100

Mean score [Times a week]: Everyday = 7, 5 - 6 times a week = 5.5, 3 - 4 times a week = 3.5, Twice a week = 2, Once a week = 1, Once every two weeks = 0.5, Once a month = 0.25, Once every two months = 0.125, 3 or 4 times a year = 0.067, Twice a year = 0.038, Once a year = 0.019, Less often = 0.01

Q15 How often do you visit (LOCATION MENTIONED AT Q14) for clothes or shoes shopping?

Those who gave a location at Q14

Everyday	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
5 - 6 times a week	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
3 - 4 times a week	0.9%	19	0.0%	0	3.9%	2	1.9%	1	0.0%	0	1.4%	0
Twice a week	1.8%	40	0.0%	0	2.0%	1	2.7%	1	0.0%	0	1.2%	0
Once a week	11.2%	249	6.4%	3	14.4%	9	6.9%	2	17.2%	7	7.5%	2
Once every two weeks	8.9%	198	6.6%	3	11.8%	8	6.3%	2	10.6%	4	12.8%	4
Once a month	25.9%	578	40.9%	17	32.2%	21	23.4%	8	25.3%	10	20.5%	6
Once every two months	12.7%	283	13.3%	5	7.0%	4	22.9%	8	20.1%	8	9.9%	3
3 or 4 times a year	15.9%	355	9.0%	4	12.8%	8	11.6%	4	15.1%	6	13.6%	4
Twice a year	7.4%	165	7.1%	3	1.3%	1	7.1%	3	4.3%	2	10.5%	3
Once a year	2.8%	63	4.3%	2	2.9%	2	2.1%	1	0.5%	0	1.8%	0
Less often	2.7%	60	3.3%	1	0.7%	0	1.1%	0	0.9%	0	2.8%	1
(Don't know / varies)	9.5%	212	9.1%	4	11.0%	7	13.9%	5	6.0%	2	18.7%	5
<i>Mean:</i>	<i>0.39</i>	<i>0.27</i>	<i>0.56</i>	<i>0.38</i>	<i>0.36</i>	<i>0.39</i>	<i>0.31</i>	<i>0.24</i>	<i>0.46</i>	<i>0.21</i>	<i>0.53</i>	<i>0.28</i>
Weighted base:	2230	40	64	35	39	28	27	50	135	145	749	459
Sample:	2177	91	95	93	89	97	99	92	95	94	98	97

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23												
Q16 How do you normally travel to (LOCATION MENTIONED AT Q14)?																								
<i>Not those who shop via Internet / catalogue / TV shopping at Q14</i>																								
Car - Driver	67.9%	1357	62.6%	23	89.1%	53	80.7%	27	71.5%	23	85.2%	20	74.7%	19	79.1%	34	50.0%	64	86.4%	111	65.7%	444	67.0%	283
Car - Passenger	7.9%	158	7.7%	3	3.1%	2	4.8%	2	8.4%	3	5.4%	1	3.8%	1	6.1%	3	4.0%	5	1.0%	1	7.7%	52	12.7%	53
Bus	10.3%	206	15.7%	6	3.1%	2	7.5%	2	7.7%	2	5.2%	1	9.3%	2	7.7%	3	13.5%	17	0.6%	1	9.7%	66	13.2%	56
Cycle	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.8%	1	0.0%	0	0.0%	0
Disabled Vehicle (e.g. mobility scooter)	0.1%	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
Taxi	0.3%	5	0.0%	0	0.0%	0	0.9%	0	5.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Train	5.2%	103	7.8%	3	0.6%	0	0.0%	0	5.7%	2	3.4%	1	2.0%	1	0.0%	0	1.5%	2	6.5%	8	9.3%	63	2.0%	9
Walk	6.8%	136	5.4%	2	4.2%	2	5.6%	2	1.0%	0	0.9%	0	9.0%	2	1.6%	1	28.2%	36	4.2%	5	5.2%	35	4.3%	18
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
Aeroplane	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.9%	6	0.0%	0
(Don't know / varies)	1.1%	21	0.7%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	1.2%	0	5.5%	2	0.7%	1	0.0%	0	1.4%	10	0.7%	3
Weighted base:		1997		37		60		33		32		24		25		43		128		129		675		422
Sample:		1927		83		88		85		75		83		90		81		88		86		91		87

South Essex Retail Study for Peter Brett Associates

Weighted:

July 2016

	Total	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23
Q17 And the time before that, where did your household go to make a purchase of clothes or shoes?												
<i>Those who gave a location at Q14</i>												
Barking	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basildon (incl. Eastgate Shopping Centre)	5.6%	126	3.3%	1	2.1%	1	0.8%	0	20.6%	8	14.8%	4
Bexleyheath	3.0%	66	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Billericay	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Braintree	0.1%	3	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brentwood	0.8%	19	0.0%	0	0.0%	0	0.8%	0	0.0%	0	8.5%	2
Bromley	0.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cambridge	1.5%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Canary Wharf	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Canvey Island	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London / West End	2.6%	57	1.2%	0	0.0%	0	0.6%	0	0.0%	0	4.2%	1
Chelmsford (incl. Meadows Shopping Centre, High Chelmer Shopping Centre)	6.5%	145	6.0%	2	1.0%	1	0.0%	0	0.0%	0	14.3%	4
Colchester	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0
Corringham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0
Dartford	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Epping	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gravesend	2.5%	55	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grays	0.5%	12	0.0%	0	3.9%	3	3.3%	1	1.5%	1	0.0%	0
Hadleigh	0.0%	1	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harlow	0.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ilford	1.0%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Laindon	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
Leigh-on-Sea	0.1%	3	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London - Other	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Maldon	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Pitsea	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainham	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rayleigh	0.5%	11	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rochford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Romford	10.9%	242	0.0%	0	0.0%	0	4.1%	1	0.0%	0	7.0%	2
Sidcup	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Woodham Ferrers	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	2
Southend-on-Sea (incl. The Royals Sopping Centre and The Victoris Shopping Centre)	5.6%	124	37.4%	15	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Stanford-le-Hope	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Stratford (incl. Westfield Stratford)	1.8%	40	3.2%	1	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Swanley	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23												
Tilbury	0.0%	1	0.0%	0	0.4%	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
Upminster	0.5%	11	0.0%	0	0.4%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	10	0.0%	0	0.0%	0
Waltham Abbey	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	3	0.0%	0	0.0%	0	0.0%	0
Walthamstow	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Westcliff-on-Sea	0.1%	2	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
Wickford	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	6.6%	2	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodford	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	0.0%	0
Airport Retail Park, Rochford Road, Southend-on-Sea	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%	0
Arterial Retail Park, Southend-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	0.0%	0	0.0%	0
Bluewater Shopping Centre	9.2%	206	7.9%	3	4.3%	3	4.4%	2	2.2%	1	12.3%	3	3.5%	1	2.1%	1	2.0%	3	5.5%	8	5.1%	38	29.6%	136
Brookfield Retail Park, Cheshunt	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Chelmer Village Retail Park, Chelmer Road, Chelmsford	0.2%	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
Eastgate Shopping Centre, Basildon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gallows Corner Retail Park, Romford	0.6%	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	1.8%	14	0.0%	0	0.0%	0
Greyhound Retail Park, Sutton Road, Southend-on-Sea	0.0%	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%	0
Ikea, Heron Way, Lakeside Retail Park, West Thurrock	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	0.6%	5	0.0%	0	0.0%	0
Junction Retail Park, Thurrock (NOT Lakeside Shopping Centre) (incl Marks & Spencer Outlet, Decathlon, TK Maxx, Asda Living)	0.1%	2	0.0%	0	0.4%	0	1.3%	0	0.7%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside Retail Park, Lake Rise, Thurrock (NOT Lakeside Shopping Centre) (incl Argos, Next Home, Next Clearance, Currys, Toys R Us)	2.7%	59	2.0%	1	27.5%	18	4.3%	2	4.0%	2	9.1%	3	2.2%	1	4.8%	2	0.0%	0	1.7%	2	1.7%	13	0.7%	3
Lakeside Shopping Centre (NOT retail park)	17.2%	384	13.9%	6	49.4%	32	52.2%	18	41.8%	16	13.2%	4	10.2%	3	1.2%	1	3.7%	5	22.0%	32	23.3%	175	3.6%	17
Mayflower Retail Park, Gardiners Link, Basildon	0.4%	10	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pipps Hill Retail Park, Miles Gray Road, Basildon	0.0%	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
Weir Retail Park, Stadium	0.1%	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

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23												
Way, Rayleigh																								
Asda, Eastgate Shopping Centre, Basildon, SS14 1AE	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%	0	0.0%	0	0.0%	0
Asda, Heron Retail Park, Miles Grey Road, Basildon, SS14 3AF	0.1%	1	0.0%	0	0.0%	0	0.0%	0	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, London Road, Swanley, BR8 7UN	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	0.9%	4
Asda, North Shoebury Road,, Shoeburyness, SS3 8DA	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%	0
Asda, Queen Elizabeth Square , Chelmsford, CM3 5SY	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Thames Way, Gravesend, DA11 0DQ	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	9
Asda, Thurrock Park Way, Tilbury , RM18 7HJ	0.3%	6	0.0%	0	2.6%	2	0.5%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	4	0.0%	0	0.0%	0
Morrisons, St John's Way, Stanford le Hope, SS17 7NA	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
Sainsbury's, Cricketers Way, East Mayne, Basildon, SS13 1SA	0.1%	2	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
Sainsbury's, Howard Road, Chafford Hundred, Grays, RM16 6YJ	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
Sainsbury's, Stadium Way, Rayleigh Weir, Benfleet, SS7 3UB	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%	0	0.0%	0
Tesco, Hazelmere, High Road, Basildon, SS13 3JU	0.1%	2	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
Tesco, Hornchurch Road, Hornchurch, RM11 1PY	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	0.5%	4	0.0%	0	0.0%	0
Tesco, London Road, Benfleet, SS7 5TH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Mayflower Retail Park, Basildon , SS14 3HZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	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, Prince Avenue, Southend-on-Sea, SS0 0JP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.3%	6	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%	0	0.0%	0	0.7%	3
Chatham	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	0.5%	2
Freeport Braintree, Charter Way, Chapel Hill Braintree	0.2%	4	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0	2.4%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Greenhithe	1.0%	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	4.9%	22

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23
Shoeburyness	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Bryant Avenue, Romford	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thorpe Bay	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Thurrock OOC (Lakeside retail park and Junction retail park, Thurrock)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tower Retail Park	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - outside area	1.2%	27	0.0%	0	0.4%	0	2.5%	1	0.5%	0	1.1%	0
Other - zone 19	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	2
Other - zone 21	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 23	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	12.3%	275	11.0%	4	4.7%	3	15.0%	5	17.1%	7	7.5%	2
Home catalogue	0.8%	17	0.7%	0	0.0%	0	7.0%	2	1.0%	0	0.6%	0
TV / Interactive shopping	0.2%	4	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	3.0%	67	3.9%	2	0.0%	0	1.1%	0	2.4%	1	2.0%	1
Weighted base:	2230	40	64	35	39	28	27	50	135	145	749	459
Sample:	2177	91	95	93	89	97	99	92	95	94	98	97

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23												
Q18 Now can you tell me where your household last made a purchase of furniture, carpets, or soft household furnishings?																								
Barking	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	4	0.0%	0										
Basildon (incl. Eastgate Shopping Centre)	2.5%	57	5.5%	2	0.0%	0	1.0%	0	11.3%	5	3.2%	1	3.7%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0		
Bexleyheath	0.4%	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	2.1%	10		
Billericay	0.1%	3	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		
Braintree	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Brentwood	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	3.7%	6	0.0%	0	0.0%	0		
Canvey Island	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		
Central London / West End	0.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.5%	0	0.8%	1	1.2%	2	0.0%	0	0.9%	4
Chelmsford (incl. Meadows Shopping Centre, High Chelmer Shopping Centre)	1.5%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	4.9%	1	4.7%	2	20.2%	28	0.0%	0	0.0%	0	0.0%	0
Chingford	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	3	0.0%	0	0.0%	0	0.0%	0
Colchester	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.6%	1	0.5%	1	0.0%	0	0.0%	0
Corringham	0.0%	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
Dartford	0.6%	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	2.9%	14
Epping	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	10	0.0%	0	0.0%	0	0.0%	0
Gravesend	1.0%	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	4.7%	22
Grays	0.3%	7	0.0%	0	6.6%	4	2.3%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Great Baddow	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0
Hadleigh	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%	0
Harlow	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	3	0.0%	0	0.0%	0	0.0%	0
Hockley	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	0.0%	0
Hornchurch	0.7%	17	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	2.2%	17	0.0%	0
Ilford	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	0.8%	6	0.0%	0
Laindon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leigh-on-Sea	0.2%	5	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	0.0%	0	0.0%	0
London - Other	1.5%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	2.8%	4	1.8%	14	3.2%	15	0.0%	0
Loughton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0
Maldon	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	3	1.6%	2	0.0%	0	0.0%	0	0.0%	0
Pitsea	0.1%	2	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	0.0%	0
Rayleigh	0.6%	14	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	0.0%	0
Rochford	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	0.0%	0	0.0%	0
Romford	2.9%	67	0.0%	0	1.1%	1	2.3%	1	0.0%	0	1.8%	0	0.0%	0	0.0%	0	2.8%	4	8.0%	61	0.0%	0	0.0%	0
South Ockendon	0.0%	1	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Woodham Ferrers	0.0%	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
Southend-on-Sea (incl. The Royals Sopping Centre and The Victoris Shopping Centre)	2.3%	52	9.9%	4	0.4%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stanford-le-Hope	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stratford (incl. Westfield Stratford)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Tarpots	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tilbury	0.1%	2	0.0%	0	3.8%	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

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23												
Upminster	1.8%	42	0.0%	0	4.0%	3	0.9%	0	0.4%	0	5.9%	2	0.0%	0	0.0%	0	0.0%	0	0.5%	1	4.6%	35	0.0%	0
Waltham Abbey	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	3.5%	5	0.0%	0	0.0%	0
Westcliff-on-Sea	0.2%	4	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	0.0%	0
Wickford	0.3%	7	0.0%	0	0.5%	0	0.0%	0	0.0%	0	1.4%	0	9.5%	3	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Witham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0
Airport Retail Park, Rochford Road, Southend-on-Sea	0.7%	16	7.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	5	0.0%	0
B&Q, Fossetts Way, Eastern Avenue, Southend On Sea	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%	0
B&Q, Heron Way, West Thurrock	0.0%	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
B&Q, Homelands Retail Park, Cuton Hall Lane, Chelmsford	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%	0	0.0%	0
B&Q, Pipp's Hill Retail Park, Miles Gray Road, Upper Mayne, Basildon	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	0.0%	0
Beckton Triangle Retail Park, Beckton	1.0%	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	3.1%	24	0.0%	0
Bluewater Shopping Centre	2.0%	46	0.0%	0	0.0%	0	0.0%	0	0.7%	0	2.0%	1	1.3%	0	0.0%	0	0.6%	1	2.6%	4	0.0%	0	8.0%	37
Chelmer Village Retail Park, Chelmer Road, Chelmsford	0.9%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	3.5%	2	13.4%	19	0.0%	0	0.0%	0	0.0%	0
Dartford Heath Retail Park	0.5%	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	0.0%	0	2.5%	12
Eastgate Shopping Centre, Basildon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gallows Corner Retail Park, Romford	1.3%	30	0.0%	0	0.0%	0	1.7%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	2	3.5%	26	0.0%	0
Greyhound Retail Park, Sutton Road, Southend-on-Sea	0.5%	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	0.0%	0	2.0%	9
Homebase, 1 Baynes Place, Chelmsford	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	3	0.0%	0	0.0%	0	0.0%	0
Homebase, 140 Church Hill, Loughton	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	4.7%	7	0.0%	0	0.0%	0
Homebase, 706-720 High Road, Seven Kings, Ilford	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	0.8%	6	0.0%	0
Homebase, 85 London Road, Southend-on-Sea	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%	0
Homebase, Basildon Arterial Road, Mayflower Retail Park, Basildon	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	0.0%	0
Homebase, Baynes Place, Chelmsford	0.0%	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
Homebase, Davidson Way, Romford	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	0.6%	5	0.0%	0

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23												
Homebase, Mayflower Retail Park, Gardiners Lane, Basildon	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	4	0.0%	0										
Homebase, Stadium Way, Rayleigh Weir	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0										
Homelands Retail Park, Cuton Hall Lane, Chelmsford	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0										
Ikea, Heron Way, Lakeside Retail Park, West Thurrock	1.9%	44	0.0%	0	0.0%	0	0.0%	0	1.8%	0	1.5%	1	0.8%	1	1.3%	2	3.5%	27	0.7%	3				
Imperial Retail Park, Gravesend	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	0.9%	4				
Junction Retail Park, Thurrock (NOT Lakeside Shopping Centre) (incl Marks & Spencer Outlet, Decathlon, TK Maxx, Asda Living)	1.7%	40	0.0%	0	1.8%	1	1.0%	0	1.2%	1	1.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	37	0.0%	0		
Lakeside Retail Park, Lake Rise, Thurrock (NOT Lakeside Shopping Centre) (incl Argos, Next Home, Next Clearance, Currys, Toys R Us)	9.9%	227	12.2%	5	49.4%	33	41.4%	16	21.3%	10	3.7%	1	9.0%	2	7.1%	4	3.7%	5	2.4%	4	12.1%	92	2.7%	13
Lakeside Shopping Centre (NOT retail park)	0.9%	20	0.0%	0	0.5%	0	5.3%	2	1.1%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0	5.2%	8	0.0%	0	0.0%	0
London Road Retail Park, London Road, Southend-on-Sea	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%	0
Mayflower Retail Park, Gardiners Link, Basildon	0.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	2.8%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Pipps Hill Retail Park, Miles Gray Road, Basildon	1.0%	24	0.0%	0	1.6%	1	0.0%	0	1.1%	1	2.3%	1	7.0%	2	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Princes Gate Retail Park, Harlow	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	1.9%	3	0.0%	0	0.0%	0
Riverside Retail Park, Victoria Road, Chelmsford	0.1%	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
Rom Valley Retail Park, Romford	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	0.5%	4	0.0%	0
St James Centre, Edinburgh Way, Harlow	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Weir Retail Park, Stadium Way, Rayleigh	0.4%	9	6.3%	3	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
Wickes, 1 Rat Lane, Rayleigh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, 850 High Road,	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

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23
Chadwell Heath												
Wickes, Hertford Road, Barking	1.5%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Rat Lane, Rayleigh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Galleon Boulevard, Dartford, DA2 6QL	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Merriellands Crescent, Dagenham, RM9 6SJ	0.1%	2	0.0%	0	0.0%	0	4.2%	2	0.0%	0	0.0%	0
Asda, North Shoebury Road,, Shoeburyness, SS3 8DA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Knightswick Centre, Canvey Island, SS8 7AD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Fossetts Way, Eastern Avenue, Southend-on-Sea, SS2 4DQ	0.0%	1	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
Basildon OOC (including Pippis Hill Retail Park and Heron Retail Park)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burnham-on-Crouch	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chatham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastern Avenue Retail Park, Romford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Enfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greenhithe	1.0%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orpington OOC (including Homebase, Sevenoaks Way Industrial Estate; Nugent Shopping Park; and, Springvale Retail Park)	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shoeburyness	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sidcup OOC (including Ruxley Corner Industrial Estate, Edington Way; and, B&Q and Crittalls Corner, Sidcup Bypass)	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southchurch	0.0%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Bryant Avenue, Romford	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thorpe Bay	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thurrock OOC (Lakeside retail park and Junction retail park, Thurrock)	0.1%	1	0.0%	0	0.5%	0	0.6%	0	0.0%	0	1.0%	0
Waltham Cross	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0

Weighted:

South Essex Retail Study for Peter Brett Associates

July 2016

	Total	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23
Other - outside area	0.5% 12	0.6% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	1.9% 1	0.8% 1	0.9% 1	0.0% 0	1.5% 7
Other - zone 7	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	0.0% 0
Other - zone 17	0.0% 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
Other - zone 19	0.0% 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% 0
Other - zone 20	0.0% 1	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.8% 1	0.0% 0	0.0% 0	0.0% 0
Internet / delivered	12.0% 277	3.0% 1	2.1% 1	9.3% 4	2.1% 1	8.4% 2	9.4% 3	11.1% 6	14.1% 20	7.3% 11	18.6% 141	11.4% 54
Home catalogue	0.2% 5	0.0% 0	0.0% 0	5.1% 2	0.0% 0	0.0% 0	0.6% 0	0.0% 0	0.0% 0	0.7% 1	0.0% 0	0.0% 0
TV / Interactive shopping	0.1% 3	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	0.7% 3
(Don't know / can't remember)	14.5% 334	17.0% 7	6.6% 4	9.7% 4	21.0% 10	10.9% 3	10.0% 3	5.8% 3	12.2% 17	18.0% 27	11.7% 89	25.7% 120
(Don't do this type of shopping)	21.8% 502	26.2% 11	20.7% 14	11.9% 5	30.1% 14	29.3% 8	33.0% 9	40.1% 21	15.6% 22	21.9% 33	17.2% 130	21.6% 101
Weighted base:	2303	44	66	38	46	28	28	52	140	151	759	468
Sample:	2303	100	100	100	100	100	101	100	100	100	100	100

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23
Q19 And the time before that, where did your household go to make a purchase of furniture, carpets, or soft household furnishings?												
<i>Those who gave a location at Q14</i>												
Barking	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Basildon (incl. Eastgate Shopping Centre)	3.4%	49	2.0%	0	5.8%	3	1.3%	0	25.0%	6	2.0%	0
Bexleyheath	0.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	4
Billericay	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.9%	0	0.0%	0
Braintree	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.4%	0
Brentwood	0.5%	7	0.0%	0	0.0%	0	0.0%	0	7.2%	1	0.0%	0
Cambridge	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Canvey Island	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London / West End	0.3%	5	0.0%	0	0.0%	0	0.0%	0	3.5%	1	1.4%	0
Chelmsford (incl. Meadows Shopping Centre, High Chelmer Shopping Centre)	2.3%	34	1.1%	0	0.0%	0	0.0%	0	7.1%	1	7.8%	1
Colchester	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Corringham	0.0%	0	0.0%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0
Dagenham	0.0%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0
Dartford	0.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Epping	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	3
Gravesend	2.4%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grays	0.3%	4	0.0%	0	5.9%	3	2.9%	1	0.9%	0	0.0%	0
Great Baddow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Hadleigh	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harlow	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	3
Hockley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hornchurch	0.6%	9	0.0%	0	3.1%	1	0.6%	0	1.3%	0	0.0%	0
Ilford	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Laindon	0.1%	1	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0
Leigh-on-Sea	0.4%	6	18.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London - Other	2.0%	30	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Loughton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2
Maldon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1
Pitsea	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0
Rayleigh	0.8%	12	8.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rochford	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Romford	4.2%	61	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.9%	0
South Ockendon	0.0%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
South Woodham Ferrers	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1
Southend-on-Sea (incl. The Royals Sopping Centre and The Victoris Shopping Centre)	3.2%	47	14.0%	3	0.6%	0	0.0%	0	1.0%	0	1.4%	0
Stanford-le-Hope	0.1%	1	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0
Stratford (incl. Westfield Stratford)	1.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23
Thundersley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tilbury	0.2%	3	0.0%	0	5.8%	3	0.0%	0	0.9%	0	0.0%	0
Upminster	2.8%	41	0.0%	0	1.3%	1	1.2%	0	0.0%	0	8.5%	1
Waltham Abbey	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westcliff-on-Sea	0.3%	4	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickford	0.5%	7	0.0%	0	0.7%	0	0.0%	0	0.0%	0	2.3%	0
Witham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0
Airport Retail Park, Rochford Road, Southend-on-Sea	1.3%	19	10.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Arterial Retail Park, Southend-on-Sea	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Fossetts Way, Eastern Avenue, Southend On Sea	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Homelands Retail Park, Cuton Hall Lane, Chelmsford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0
B&Q, Pippis Hill Retail Park, Miles Gray Road, Upper Mayne, Basildon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beckton Triangle Retail Park, Beckton	1.5%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bluewater Shopping Centre	4.9%	72	0.0%	0	1.5%	1	0.0%	0	1.5%	0	3.5%	1
Chelmer Village Retail Park, Chelmer Road, Chelmsford	1.1%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1
Cricketers Retail Park, Basildon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dartford Heath Retail Park	0.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastgate Shopping Centre, Basildon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gallows Corner Retail Park, Romford	1.6%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1
Greyhound Retail Park, Sutton Road, Southend-on-Sea	0.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, 1 Baynes Place, Chelmsford	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, 140 Church Hill, Loughton	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, 85 London Road, Southend-on-Sea	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Basildon Arterial Road, Mayflower Retail Park, Basildon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Davidson Way, Romford	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23												
Homebase, Mayflower Retail Park, Gardiners Lane, Basildon	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	4	0.0%	0										
Homebase, Stadium Way, Rayleigh Weir	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0										
Homelands Retail Park, Cuton Hall Lane, Chelmsford	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0										
Ikea, Heron Way, Lakeside Retail Park, West Thurrock	2.5%	37	0.0%	0	0.0%	0	1.1%	0	1.7%	0	1.5%	0	1.0%	1	1.1%	1	4.3%	23	1.3%	3				
Imperial Retail Park, Gravesend	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	1.7%	4				
Junction Retail Park, Thurrock (NOT Lakeside Shopping Centre) (incl Marks & Spencer Outlet, Decathlon, TK Maxx, Asda Living)	0.4%	6	0.0%	0	1.3%	1	0.6%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.7%	4	0.0%	0		
Lakeside Retail Park, Lake Rise, Thurrock (NOT Lakeside Shopping Centre) (incl Argos, Next Home, Next Clearance, Currys, Toys R Us)	16.3%	239	16.4%	4	63.0%	30	55.5%	17	42.2%	9	2.3%	0	13.5%	2	14.4%	4	2.9%	3	4.0%	4	20.3%	109	5.2%	13
Lakeside Shopping Centre (NOT retail park)	1.4%	20	1.4%	0	0.7%	0	6.7%	2	3.5%	1	5.5%	1	0.0%	0	0.0%	0	0.0%	0	8.9%	8	0.0%	0	0.0%	0
London Road Retail Park, London Road, Southend-on-Sea	0.1%	2	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%	0
Mayflower Retail Park, Gardiners Link, Basildon	0.8%	11	0.0%	0	0.0%	0	0.0%	0	2.0%	0	2.6%	0	13.0%	2	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Pipps Hill Retail Park, Miles Gray Road, Basildon	1.0%	14	0.0%	0	0.0%	0	0.0%	0	1.1%	0	6.4%	1	11.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riverside Retail Park, Victoria Road, Chelmsford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Rom Valley Retail Park, Romford	0.8%	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	2.2%	12	0.0%	0
Weir Retail Park, Stadium Way, Rayleigh	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	0.0%	0
Wickes, 1 Rat Lane, Rayleigh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Hertford Road, Barking	2.3%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	33	0.0%	0
Wickes, Rat Lane, Rayleigh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Galleon Boulevard, Dartford, DA2 6QL	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	1.3%	3

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23
Asda, Merrields Crescent, Dagenham, RM9 6SJ	0.1%	2	0.0%	0	0.0%	0	5.4%	2	0.0%	0	0.0%	0
Waitrose, Fossetts Way, Eastern Avenue, Southend-on-Sea, SS2 4DQ	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
Basildon OOC (including Pipps Hill Retail Park and Heron Retail Park)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burnham-on-Crouch	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chatham	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2.3%
Enfield	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greenhithe	1.5%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	9.1%
Orpington OOC (including Homebase, Sevenoaks Way Industrial Estate; Nugent Shopping Park; and, Springvale Retail Park)	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1.3%
Shoeburyness	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southchurch	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thorpe Bay	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thurrock OOC (Lakeside retail park and Junction retail park, Thurrock)	0.5%	7	0.0%	0	0.7%	0	0.7%	0	0.0%	0	0.9%	0
Waltham Cross	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	0
Other - outside area	0.9%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	4.6%
Other - zone 18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 19	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 20	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	16.7%	245	12.5%	3	5.9%	3	9.1%	3	4.3%	1	17.0%	3
Home catalogue	0.5%	7	1.8%	0	0.0%	0	6.7%	2	0.0%	0	1.1%	0
TV / Interactive shopping	0.2%	3	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	7.0%	103	6.2%	2	3.2%	2	2.2%	1	9.0%	2	17.7%	3
Weighted base:	1466	25	48	30	22	17	16	28	101	91	539	247
Sample:	1367	52	70	68	53	53	60	51	61	57	64	56

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23										
Q20 Now can you tell me where your household last made a purchase of DIY and decorating goods?																						
Basildon (incl. Eastgate Shopping Centre)	1.4%	32	0.0%	0	0.0%	0	0.0%	0	0.4%	0	4.7%	1	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bexleyheath	1.0%	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	4.8%	22
Billericay	0.1%	2	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
Braintree	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	0.5%	2
Brentwood	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Canvey Island	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	0.0%	0
Chelmsford (incl. Meadows Shopping Centre, High Chelmer Shopping Centre)	0.7%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	2.3%	1	4.8%	3	8.5%	12	0.0%	0	0.0%	0
Corringham	0.1%	2	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
Dagenham	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	0.5%	4	0.0%	0
Dartford	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	9
Epping	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0
Gravesend	1.3%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	31
Grays	0.2%	4	0.0%	0	3.7%	2	2.3%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hadleigh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harlow	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	4	0.0%	0	0.0%	0
Hockley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ingatestone	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
Leigh-on-Sea	0.2%	4	4.1%	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
London - Other	1.5%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	2.9%	22	2.4%	11
Loughton	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	5	0.0%	0	0.0%	0
Maldon	0.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	18.6%	10	0.0%	0	0.0%	0	0.0%	0
Pitsea	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
Rayleigh	0.8%	19	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rochford	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
Romford	0.1%	3	0.0%	0	0.5%	0	0.6%	0	0.0%	0	2.6%	1	1.2%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Sidcup	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	1.5%	7
South Woodham Ferrers	0.0%	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
Southend-on-Sea (incl. The Royals Sopping Centre and The Victoris Shopping Centre)	0.9%	20	8.0%	3	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
Stanford-le-Hope	0.1%	2	0.0%	0	0.5%	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
Waltham Abbey	0.1%	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
Westcliff-on-Sea	0.0%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickford	0.0%	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
Airport Retail Park, Rochford Road, Southend-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	0.0%	0
Arterial Retail Park, Southend-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	0.0%	0
B&Q, 1 Dearsley Road, Enfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23
B&Q, 2 Springfield Drive, Ilford	0.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, 6 The Oaks Retail Park, Howard Way, Harlow	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Fossetts Way, Eastern Avenue, Southend On Sea	5.1%	117	37.6%	16	1.6%	1	0.0%	0	0.0%	0	0.0%	0
B&Q, Heron Way, West Thurrock	4.0%	92	0.0%	0	16.3%	11	37.3%	14	17.0%	8	0.0%	0
B&Q, Homelands Retail Park, Cuton Hall Lane, Chelmsford	3.9%	90	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	3
B&Q, Imperial Business Estate, Clifton Marine Parade, Gravesend	4.0%	92	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Pipp's Hill Retail Park, Miles Gray Road, Upper Mayne, Basildon	3.3%	76	0.0%	0	0.0%	0	0.0%	0	10.1%	5	18.5%	5
B&Q, Prospect Place Retail Park, Westgate Road, Dartford	2.8%	63	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Roneo Corner, Hornchurch Road, Hornchurch	5.4%	125	0.0%	0	2.3%	2	0.0%	0	0.6%	0	0.0%	0
B&Q, Station Road, off Lower Road, Belvedere	0.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Tangent Link, Harold Hill, Romford	6.6%	152	0.0%	0	7.7%	5	0.0%	0	1.0%	0	5.8%	2
Beckton Triangle Retail Park, Beckton	0.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bluewater Shopping Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chelmer Village Retail Park, Chelmer Road, Chelmsford	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Costco, West Thurrock Way, West Thurrock	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Cricketers Retail Park, Basildon	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Gallows Corner Retail Park, Romford	0.7%	15	0.0%	0	1.6%	1	0.0%	0	0.0%	0	3.9%	1
Greyhound Retail Park, Sutton Road, Southend-on-Sea	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harlow Retail Park, Edinburgh Way, Harlow (Argos, Dunelm, Homebase, KFC)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23												
Homebase, 1 Baynes Place, Chelmsford	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.5%	0	2.2%	3	0.9%	1	0.0%	0	0.0%	0
Homebase, 140 Church Hill, Loughton	0.7%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.0%	17	0.0%	0	0.0%	0
Homebase, 23-25 Stadium Way, Benfleet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, 444 High Road, Leytonstone	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	1.4%	2	0.0%	0	0.0%	0
Homebase, 706-720 High Road, Seven Kings, Ilford	0.5%	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%	11	0.0%	0
Homebase, 85 London Road, Southend-on-Sea	0.7%	17	7.0%	3	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	0.0%	0
Homebase, Basildon Arterial Road, Mayflower Retail Park, Basildon	0.9%	20	0.0%	0	0.0%	0	0.0%	0	6.4%	3	4.1%	1	6.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Baynes Place, Chelmsford	0.2%	5	0.0%	0	0.0%	0	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
Homebase, Davidson Way, Romford	1.4%	33	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	4.3%	33	0.0%	0
Homebase, Edinburgh Road, Harlow	0.5%	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	7.3%	11	0.0%	0	0.0%	0
Homebase, London Road, Southend-on-Sea	0.2%	4	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
Homebase, London Road, Vange, Basildon	0.6%	15	0.0%	0	1.6%	1	0.0%	0	10.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Mayflower Retail Park, Gardiners Lane, Basildon	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Princes Road, Dartford	0.3%	7	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	1.3%	6
Homebase, Stadium Way, Rayleigh Weir	1.3%	31	13.5%	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
Homelands Retail Park, Cuton Hall Lane, Chelmsford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0
Ikea, Heron Way, Lakeside Retail Park, West Thurrock	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Junction Retail Park, Thurrock (NOT Lakeside Shopping Centre) (incl Marks & Spencer Outlet, Decathlon, TK Maxx, Asda Living)	0.1%	3	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
Lakeside Retail Park, Lake Rise, Thurrock (NOT Lakeside Shopping)	5.5%	127	0.0%	0	32.0%	21	29.5%	11	13.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.6%	80	0.0%	0

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23												
Centre) (incl Argos, Next Home, Next Clearance, Currys, Toys R Us)																								
Lakeside Shopping Centre (NOT retail park)	0.0%	1	0.0%	0	0.0%	0	2.2%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London Road Retail Park, London Road, Southend-on-Sea	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	0.0%	0
Mayflower Retail Park, Gardiners Link, Basildon	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.8%	0	10.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pipps Hill Retail Park, Miles Gray Road, Basildon	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.8%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weir Retail Park, Stadium Way, Rayleigh	0.1%	3	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%	0	0.0%	0
Wickes, 1 Rat Lane, Rayleigh	0.3%	8	0.8%	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
Wickes, 50 Overy Street, Dartford	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	0.5%	2
Wickes, 850 High Road, Chadwell Heath	0.5%	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%	11	0.0%	0
Wickes, Brook Street, Brentwood	1.0%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	9	1.8%	14	0.0%	0
Wickes, Cuton Hall Lane, Chelmsford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Wickes, Hertford Road, Barking	1.7%	38	0.0%	0	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%	38	0.0%	0
Wickes, Princes Gate Retail Park, Harlow	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	1.4%	2	0.0%	0	0.0%	0
Wickes, Rat Lane, Rayleigh	0.6%	13	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Ravenside Retail Park, Edmonton	0.1%	1	0.0%	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
Wickes, Stuart Road, Gravesend	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	0.0%	0	1.3%	6
Wickes, Wycke Hill, Maldon	0.7%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	23.1%	12	2.2%	3	0.0%	0	0.0%	0	0.0%	0
Asda, Merriellands Crescent, Dagenham, RM9 6SJ	0.1%	3	0.0%	0	0.0%	0	4.2%	2	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Cricketers Way, East Mayne, Basildon, SS13 1SA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Barking Road, Barking, IG11 7BS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Prince Avenue, Southend-on-Sea, SS0 0JP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Fossetts Way, Eastern Avenue, Southend-on-Sea, SS2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23
4DQ												
Ashingdon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basildon OOC (including Pippis Hill Retail Park and Heron Retail Park)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burnham-on-Crouch	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greenhithe	1.0%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	4.8%
Orpington OOC (including Homebase, Sevenoaks Way Industrial Estate; Nugent Shopping Park; and, Springvale Retail Park)	0.8%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	3.7%
Shoeburyness	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sidcup OOC (including Ruxley Corner Industrial Estate, Edington Way; and, B&Q and Crittalls Corner, Sidcup Bypass)	1.8%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	8.6%
Thurrock OOC (Lakeside retail park and Junction retail park, Thurrock)	0.1%	2	0.0%	0	0.4%	0	1.5%	1	0.0%	0	0.0%	0
Waltham Cross	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	0
Other - outside area	0.8%	18	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.5%	3.5%
Other - zone 3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 14	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 17	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Other - zone 23	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0.5%
Internet / delivered	2.3%	52	0.0%	0	1.6%	1	0.8%	0	1.2%	1	0.8%	6.0%
Home catalogue	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	6.3%	144	7.3%	3	2.0%	1	5.4%	2	8.5%	4	8.1%	2
(Don't do this type of shopping)	17.1%	395	14.4%	6	26.8%	18	13.9%	5	10.5%	5	26.9%	8
Weighted base:	2303	44	66	38	46	28	28	52	140	151	759	468
Sample:	2303	100	100	100	100	100	101	100	100	100	100	100

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23													
Q21 And the time before that, where did your household go to make a purchase of DIY and decorating goods?																									
<i>Those who gave a location at Q20</i>																									
Basildon (incl. Eastgate Shopping Centre)	1.8%	32	1.3%	0	0.0%	0	0.0%	0	4.4%	2	8.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Billericay	0.1%	2	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	0.0%
Braintree	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	0.7%	2	
Brentwood	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	3.4%	4	0.0%	0	0.0%	0	0.0%
Canvey Island	0.5%	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	0.0%	0	0.0%
Chelmsford (incl. Meadows Shopping Centre, High Chelmer Shopping Centre)	0.9%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	1	1.6%	0	6.5%	2	10.0%	11	0.0%	0	0.0%	0	0.0%	0	0.0%
Colchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Corringham	0.1%	2	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	0.0%	0	0.0%	0	0.0%
Dagenham	0.5%	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	1.5%	8	0.0%	0	0.0%
Epping	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	0.0%
Gravesend	1.4%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	25	0.0%
Grays	0.2%	4	0.0%	0	4.2%	2	3.8%	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	0.0%
Hadleigh	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Harlow	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	7	0.0%	0	0.0%	0	0.0%
Hockley	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%	0	0.0%
Hornchurch	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	1.1%	6	0.0%	0	0.0%
Ilford	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	1.1%	6	0.0%	0	0.0%
Laindon	0.1%	1	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%	0	0.0%	0	0.0%	0	0.0%
Leigh-on-Sea	0.2%	3	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	0.0%	0	0.0%
London - Other	2.1%	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	0.9%	1	5.0%	28	2.0%	7	0.0%
Loughton	0.3%	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	5.0%	5	0.0%	0	0.0%	0	0.0%
Maldon	0.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.0%	10	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Pitsea	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Rainham	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%
Rayleigh	0.8%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Rochford	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	0.0%	0	0.0%	0	0.0%
Romford	1.3%	23	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	1.0%	1	2.8%	3	3.1%	18	0.0%	0	0.0%
Sidcup	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	7	0.0%
South Woodham Ferrers	0.1%	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	0.0%
Southend-on-Sea (incl. The Royals Sopping Centre and The Victoris Shopping Centre)	1.5%	27	9.4%	3	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%
Stanford-le-Hope	0.1%	3	0.0%	0	0.7%	0	0.0%	0	5.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tilbury	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	0.0%
Waltham Abbey	0.1%	1	0.0%	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	0.0%
Westcliff-on-Sea	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wickford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Woodford	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	0.0%
Airport Retail Park, Rochford Road,	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	0.0%	0	0.0%

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23												
Southend-on-Sea Arterial Retail Park, Southend-on-Sea	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
B&Q, 2 Springfield Drive, Ilford	1.0%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	3	2.5%	14	0.0%	0								
B&Q, 6 The Oaks Retail Park, Howard Way, Harlow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0								
B&Q, Fossetts Way, Eastern Avenue, Southend On Sea	5.4%	94	41.8%	14	2.2%	1	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0								
B&Q, Heron Way, West Thurrock	4.1%	73	0.0%	0	21.0%	10	29.5%	9	19.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.1%	47	0.0%	0		
B&Q, Homelands Retail Park, Cuton Hall Lane, Chelmsford	3.4%	60	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.1%	2	14.0%	3	21.1%	8	40.1%	44	1.2%	1	0.0%	0	0.0%	0
B&Q, Imperial Business Estate, Clifton Marine Parade, Gravesend	3.2%	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	15.4%	57	0.0%	0
B&Q, Pippis Hill Retail Park, Miles Gray Road, Upper Mayne, Basildon	3.6%	64	0.0%	0	0.0%	0	0.9%	0	8.0%	3	29.3%	5	16.4%	3	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0
B&Q, Prospect Place Retail Park, Westgate Road, Dartford	1.7%	30	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	8.0%	29
B&Q, Roneo Corner, Hornchurch Road, Hornchurch	5.3%	93	0.0%	0	3.3%	2	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.0%	91	0.0%	0
B&Q, Station Road, off Lower Road, Belvedere	2.0%	35	0.0%	0	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	9.4%	35
B&Q, Tangent Link, Harold Hill, Romford	6.9%	122	0.0%	0	10.9%	5	0.0%	0	2.7%	1	9.8%	2	0.0%	0	0.0%	0	2.8%	3	11.3%	12	17.3%	99	0.0%	0
B&Q, Units A&B Leyton Mills, Marshall Road, Leyton	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	2.8%	3	0.0%	0	0.0%	0
Bluewater 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
Chelmer Village Retail Park, Chelmer Road, Chelmsford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	5.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, West Thurrock Way, West Thurrock	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cricketers Retail Park, Basildon	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gallows Corner Retail Park, Romford	1.0%	18	0.0%	0	2.2%	1	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	2	2.4%	13	0.0%	0
Greyhound Retail Park, Sutton Road, Southend-on-Sea	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	0.0%	0

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23												
Harlow Retail Park, Edinburgh Way, Harlow (Argos, Dunelm, Homebase, KFC)	0.1%	3	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	0.0%	0
Homebase, 1 Baynes Place, Chelmsford	1.1%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.8%	0	0.0%	0	15.2%	17	1.2%	1	0.0%	0	0.0%	0
Homebase, 140 Church Hill, Loughton	0.9%	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	15.2%	16	0.0%	0	0.0%	0
Homebase, 23-25 Stadium Way, Benfleet	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	0.0%	0
Homebase, 2c Fulbourne Road, Walthamstow	0.1%	1	0.0%	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
Homebase, 706-720 High Road, Seven Kings, Ilford	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	5	0.7%	2
Homebase, 85 London Road, Southend-on-Sea	1.1%	19	8.1%	3	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
Homebase, Basildon Arterial Road, Mayflower Retail Park, Basildon	1.2%	22	0.0%	0	0.0%	0	0.9%	0	9.5%	4	4.3%	1	8.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Baynes Place, Chelmsford	0.7%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	11.2%	12	0.0%	0	0.0%	0	0.0%	0
Homebase, Davidson Way, Romford	1.8%	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	5.6%	32	0.0%	0
Homebase, Edinburgh Road, Harlow	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	1.9%	2	0.0%	0	0.0%	0
Homebase, High Street, Waltham Cross	0.1%	1	0.0%	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
Homebase, London Road, Southend-on-Sea	0.4%	6	4.1%	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	0.0%	0	0.0%	0
Homebase, London Road, Vange, Basildon	0.8%	15	0.0%	0	2.8%	1	0.0%	0	13.5%	5	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Mayflower Retail Park, Gardiners Lane, Basildon	0.7%	13	0.0%	0	0.0%	0	0.9%	0	0.0%	0	2.5%	0	8.3%	2	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Homebase, Princes Road, Dartford	1.0%	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	4.7%	17
Homebase, Stadium Way, Rayleigh Weir	1.7%	30	16.7%	6	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.8%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homelands Retail Park, Cuton Hall Lane, Chelmsford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Ikea, Heron Way, Lakeside Retail Park, West Thurrock	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Junction Retail Park, Thurrock (NOT Lakeside Shopping Centre) (incl	0.1%	3	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23												
Marks & Spencer Outlet, Decathlon, TK Maxx, Asda Living)																								
Lakeside Retail Park, Lake Rise, Thurrock (NOT Lakeside Shopping Centre) (incl Argos, Next Home, Next Clearance, Currys, Toys R Us)	7.6%	135	0.0%	0	45.7%	21	44.1%	14	13.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.2%	87	0.0%	0
Lakeside Shopping Centre (NOT retail park)	0.1%	1	0.0%	0	0.7%	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
London Road Retail Park, London Road, Southend-on-Sea	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	0.0%	0
Mayflower Retail Park, Gardiners Link, Basildon	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pipps Hill Retail Park, Miles Gray Road, Basildon	0.8%	13	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	5.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weir Retail Park, Stadium Way, Rayleigh	0.1%	3	1.3%	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
Wickes, 1 Rat Lane, Rayleigh	0.3%	6	2.3%	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
Wickes, 309 High Street, Orpington	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	0.9%	3
Wickes, 50 Overy Street, Dartford	0.5%	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	2.2%	8
Wickes, 850 High Road, Chadwell Heath	0.7%	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	2.1%	12	0.0%	0
Wickes, 94 Kings Highway, Plumstead	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	1.1%	4
Wickes, Brook Street, Brentwood	1.2%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	1	0.0%	0	0.0%	0	0.0%	0	14.5%	15	0.8%	5	0.0%	0
Wickes, Cuton Hall Lane, Chelmsford	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	3.6%	4	0.0%	0	0.0%	0	0.0%	0
Wickes, Hertford Road, Barking	3.2%	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	9.9%	57	0.0%	0
Wickes, Madford Retail Park, Frazer Road, Erith	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	0.9%	3
Wickes, Princes Gate Retail Park, Harlow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Wickes, Rat Lane, Rayleigh	1.2%	20	1.3%	0	0.7%	0	0.0%	0	1.4%	1	0.0%	0	3.5%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	5	0.0%	0
Wickes, Ravenside Retail Park, Edmonton	0.1%	1	0.0%	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
Wickes, Stuart Road, Gravesend	1.8%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.4%	31
Wickes, Wycke Hill, Maldon	0.8%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	25.7%	10	2.8%	3	0.0%	0	0.0%	0	0.0%	0
Asda, Merriellands Crescent,	0.2%	3	0.0%	0	0.0%	0	5.2%	2	4.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23
Dagenham, RM9 6SJ												
Sainsbury's, Cricketers Way, East Mayne, Basildon, SS13 1SA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Prince Avenue, Southend-on-Sea, SS0 0JP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Fossetts Way, Eastern Avenue, Southend-on-Sea, SS2 4DQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashingdon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basildon OOC (including Pipps Hill Retail Park and Heron Retail Park)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burnham-on-Crouch	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chatham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Enfield	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	3
Greenhithe	1.3%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orpington OOC (including Homebase, Sevenoaks Way Industrial Estate; Nugent Shopping Park; and, Springvale Retail Park)	1.2%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shoeburyness	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sidcup OOC (including Ruxley Corner Industrial Estate, Edington Way; and, B&Q and Crittalls Corner, Sidcup Bypass)	1.9%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southchurch	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thurrock OOC (Lakeside retail park and Junction retail park, Thurrock)	0.1%	1	0.0%	0	1.3%	1	1.9%	1	0.0%	0	0.0%	0
Waltham Cross	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	3
Other - outside area	2.0%	35	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Other - zone 7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 13	0.1%	1	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 17	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Other - zone 20	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Internet / delivered	2.0%	35	3.0%	1	0.0%	0	3.7%	1	2.1%	1	0.0%	0
Home catalogue	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	4.6%	80	1.6%	1	0.0%	0	0.7%	0	0.0%	0	1.9%	1
Weighted base:	1763	34	47	31	37	18	21	38	111	106	571	368
Sample:	1714	72	72	80	83	68	78	70	71	73	72	82

South Essex Retail Study for Peter Brett Associates

Weighted:

July 2016

Total	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23
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South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23												
Q22 Can you tell me where you or your household last made a purchase of electrical items such as TVs, DVD players, digital cameras, MP3 players, mobile phones or computers?																								
Barking	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	4	0.0%	0										
Basildon (incl. Eastgate Shopping Centre)	2.2%	52	0.0%	0	0.0%	0	0.5%	0	7.1%	3	5.0%	1	5.3%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Bexleyheath	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	0.7%	3
Billericay	0.0%	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%	0
Brentwood	0.4%	8	0.0%	0	3.8%	2	0.0%	0	0.0%	0	8.8%	2	0.0%	0	0.0%	0	2.2%	3	0.0%	0	0.0%	0	0.0%	0
Canvey Island	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	0.0%	0
Central London / West End	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	1.7%	3	0.0%	0	0.0%	0	0.0%	0
Chelmsford (incl. Meadows Shopping Centre, High Chelmer Shopping Centre)	1.8%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	2	5.3%	1	5.7%	3	23.9%	33	0.5%	1	0.0%	0	0.0%	0
Corringham	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
Dagenham	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%	0	0.0%	0	0.0%	0
Dartford	0.6%	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	3.0%	14
Gravesend	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	0.0%	0	1.1%	5
Grays	0.2%	5	0.0%	0	0.9%	1	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	4	0.0%	0	0.0%	0
Great Baddow	0.1%	3	0.0%	0	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
Hadleigh	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	0.0%	0
Harlow	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	5	0.0%	0	0.0%	0	0.0%	0
Hockley	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	0.0%	0
Hornchurch	1.2%	29	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	28	0.0%	0	0.0%	0
Ilford	0.5%	12	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	12	0.0%	0	0.0%	0
Laindon	0.1%	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
Leigh-on-Sea	0.3%	7	8.7%	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
London - Other	1.8%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	4.9%	37	0.9%	4	0.0%	4
Maldon	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Pitsea	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainham	0.8%	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	2.3%	18	0.0%	0	0.0%	0
Rayleigh	0.4%	9	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	0.0%	0	0.0%	0
Rochford	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	0.8%	6	0.0%	0	0.0%	0
Romford	2.7%	62	0.0%	0	0.5%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0	4.8%	7	6.8%	52	0.0%	0	0.0%	0
South Ockendon	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	0.0%	0
South Woodham Ferrers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southend-on-Sea (incl. The Royals Sopping Centre and The Victoris Shopping Centre)	1.4%	33	5.8%	3	0.0%	0	0.6%	0	0.0%	0	0.0%	0	1.4%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stanford-le-Hope	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stratford (incl. Westfield Stratford)	0.9%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.8%	1	0.5%	1	2.4%	18	0.0%	0
Tilbury	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%	0	0.0%	0	0.0%	0
Waltham Abbey	0.1%	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
Westcliff-on-Sea	0.1%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickford	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
Airport Retail Park,	0.4%	10	13.8%	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

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23
Rochford Road, Southend-on-Sea												
Arterial Retail Park, Southend-on-Sea	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, 6 The Oaks Retail Park, Howard Way, Harlow	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
B&Q, Fossetts Way, Eastern Avenue, Southend On Sea	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Pippis Hill Retail Park, Miles Gray Road, Upper Mayne, Basildon	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Tangent Link, Harold Hill, Romford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Beckton Triangle Retail Park, Beckton	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bluewater Shopping Centre	4.9%	113	0.0%	0	0.0%	0	1.0%	0	1.7%	1	3.2%	1
Chelmer Village Retail Park, Chelmer Road, Chelmsford	2.0%	45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1
Cork Tree Retail Park, Chingford	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, West Thurrock Way, West Thurrock	0.0%	1	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Eastgate Shopping Centre, Basildon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gallions Reach Shopping Park, London	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Gallows Corner Retail Park, Romford	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Greyhound Retail Park, Sutton Road, Southend-on-Sea	0.1%	2	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harlow Retail Park, Edinburgh Way, Harlow (Argos, Dunelm, Homebase, KFC)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Homebase, 140 Church Hill, Loughton	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	7
Homebase, Davidson Way, Romford	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	6
Homebase, Stadium Way, Rayleigh Weir	0.0%	1	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homelands Retail Park, Cuton Hall Lane, Chelmsford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Ikea, Heron Way, Lakeside	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	5

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23
Retail Park, West Thurrock												
Imperial Retail Park, Gravesend	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	9
Junction Retail Park, Thurrock (NOT Lakeside Shopping Centre) (incl Marks & Spencer Outlet, Decathlon, TK Maxx, Asda Living)	0.1%	2	0.0%	0	1.4%	1	1.3%	1	1.7%	1	0.0%	0
Lakeside Retail Park, Lake Rise, Thurrock (NOT Lakeside Shopping Centre) (incl Argos, Next Home, Next Clearance, Currys, Toys R Us)	10.8%	248	0.8%	0	53.1%	35	47.5%	18	30.6%	14	3.9%	1
Lakeside Shopping Centre (NOT retail park)	0.8%	18	0.0%	0	0.4%	0	4.5%	2	0.0%	0	0.0%	0
Leyton Mills Retail Park, Leyton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London Road Retail Park, London Road, Southend-on-Sea	1.4%	33	14.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mayflower Retail Park, Gardiners Link, Basildon	0.6%	14	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.6%	0
Pipps Hill Retail Park, Miles Gray Road, Basildon	2.2%	50	0.0%	0	0.0%	0	0.0%	0	4.4%	2	9.3%	3
Riverside Retail Park, Victoria Road, Chelmsford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weir Retail Park, Stadium Way, Rayleigh	0.2%	4	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Hertford Road, Barking	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Eastgate Shopping Centre, Basildon, SS14 1AE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Heron Retail Park, Miles Grey Road, Basildon, SS14 3AF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, North Shoebury Road,, Shoeburyness, SS3 8DA	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Rawreth Lane, Rayleigh , SS6 9RN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Thames Way, Gravesend, DA11 0DQ	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Limebrook Way, Maldon, CM9 6 GG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23
Morrisons, Link Road, Canvey Island, SS8 9UB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Beckton, Claps Gate Lane, LONDON, E6 6JF	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	4
Sainsbury's, Cricketers Way, East Mayne, Basildon, SS13 1SA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, London Road, Southend-on-Sea, SS1 1PL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Pepper Hill, Wingfield Bank, Gravesend, DA11 8JH	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Stadium Way, Rayleigh Weir, Benfleet, SS7 3UB	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, William Hunter Way, Brentwood, CM14 4WQ	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Tesco, Cygnet View, Grays, RM20 1WN	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	4
Tesco, Fulbridge , Maldon, CM9 4LE	0.1%	2	0.0%	0	0.0%	0	0.0%	0	4.6%	2	0.0%	0
Tesco, Hazelmere, High Road, Basildon, SS13 3JU	0.3%	7	0.0%	0	0.0%	0	0.6%	0	4.5%	2	0.0%	0
Tesco, Heathway, Dagenham, RM10 8QS	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Tesco, Hornchurch Road, Hornchurch, RM11 1PY	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	4
Tesco, London Road, Benfleet, SS7 5TH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Mandeville Way, Laindon , Basildon, SS15 6TJ	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Mayflower Retail Park, Basildon , SS14 3HZ	0.3%	7	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.6%	5
Tesco, Prince Avenue, Southend-on-Sea, SS0 0JP	0.1%	2	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Princes Road, Chelmsford, CM2 9XW	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Tesco, Sewardstone Road, Waltham Abbey, EN9 1JH	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	4
Tesco, Southchurch Avenue , Southend-on-Sea, SS1 2ZG	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23
Q23 And the time before that, where you or your household last made a purchase of electrical items such as TVs, DVD players, digital cameras, MP3 players, mobile phones or computers?												
<i>Those who gave a location at Q22</i>												
Barking	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Basildon (incl. Eastgate Shopping Centre)	2.8%	46	0.0%	0	1.8%	1	0.6%	0	15.2%	5	5.2%	1
Billericay	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brentwood	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	5
Canvey Island	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London / West End	0.8%	12	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.9%	0
Chelmsford (incl. Meadows Shopping Centre, High Chelmer Shopping Centre)	1.7%	28	0.0%	0	0.0%	0	0.0%	0	9.9%	2	7.3%	1
Colchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Dagenham	0.3%	5	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Dartford	0.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Epping	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Gravesend	0.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grays	0.1%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Great Baddow	0.2%	4	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0
Hadleigh	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harlow	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	6
Hockley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hornchurch	2.7%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ilford	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Laindon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Leigh-on-Sea	0.3%	6	11.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London - Other	2.3%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Loughton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Maldon	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	0	4.7%	1
Pitsea	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Rainham	1.1%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rayleigh	0.6%	9	0.0%	0	0.0%	0	0.0%	0	4.7%	1	0.0%	0
Rochford	0.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Romford	3.0%	49	0.0%	0	0.6%	0	0.0%	0	3.1%	0	0.0%	0
South Ockendon	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
South Woodham Ferrers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0
Southend-on-Sea (incl. The Royals Sopping Centre and The Victoris Shopping Centre)	2.3%	37	12.9%	4	0.0%	0	1.4%	0	0.0%	0	3.1%	1
Stanford-le-Hope	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stratford (incl. Westfield Stratford)	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Tilbury	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Upminster	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waltham Abbey	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23												
Decathlon, TK Maxx, Asda Living)																								
Lakeside Retail Park, Lake Rise, Thurrock (NOT Lakeside Shopping Centre) (incl Argos, Next Home, Next Clearance, Currys, Toys R Us)	14.9%	243	2.6%	1	57.9%	33	68.6%	19	35.1%	12	2.8%	0	3.5%	1	3.2%	1	0.0%	0	3.4%	4	25.5%	134	5.3%	18
Lakeside Shopping Centre (NOT retail park)	0.9%	15	1.1%	0	1.9%	1	4.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	7	0.9%	5	0.0%	0
Leyton Mills Retail Park, Leyton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London Road Retail Park, London Road, Southend-on-Sea	1.6%	27	18.2%	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
Mayflower Retail Park, Gardiners Link, Basildon	0.7%	11	0.0%	0	0.0%	0	0.0%	0	0.6%	0	1.3%	0	7.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pipps Hill Retail Park, Miles Gray Road, Basildon	2.8%	46	0.0%	0	0.0%	0	0.0%	0	5.9%	2	15.9%	3	18.4%	3	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riverside Retail Park, Victoria Road, Chelmsford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	2.8%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Rom Valley Retail Park, Romford	0.3%	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	0.9%	5	0.0%	0
St James Centre, Edinburgh Way, Harlow	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	2.8%	3	0.0%	0	0.0%	0
Weir Retail Park, Stadium Way, Rayleigh	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	0.0%	0
Asda, Eastgate Shopping Centre, Basildon, SS14 1AE	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	0.0%	0
Asda, Heron Retail Park, Miles Grey Road, Basildon, SS14 3AF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, North Shoebury Road,, Shoeburyness, SS3 8DA	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%	0
Asda, Rawreth Lane, Rayleigh , SS6 9RN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Thames Way, Gravesend, DA11 0DQ	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	0.0%	0	1.2%	4
Asda, Thurrock Park Way, Tilbury , RM18 7HJ	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	0.0%	0	0.0%	0
Sainsbury's, Beckton, Claps Gate Lane, LONDON, E6 6JF	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	0.7%	4	0.0%	0
Sainsbury's, Cricketers Way, East Mayne, Basildon, SS13 1SA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23
Sainsbury's, Pepper Hill, Wingfield Bank, Gravesend, DA11 8JH	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2
Sainsbury's, Stadium Way, Rayleigh Weir, Benfleet, SS7 3UB	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco , Cygnet View, Lakeside, West Thurrock , Grays , RM20 1TX	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	5
Tesco, Fulbridge , Maldon, CM9 4LE	0.1%	2	0.0%	0	0.0%	0	0.0%	0	5.8%	2	0.0%	0
Tesco, Hazelmere, High Road, Basildon, SS13 3JU	0.4%	7	0.0%	0	0.0%	0	1.7%	1	7.8%	2	0.0%	0
Tesco, London Road, Benfleet, SS7 5TH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Mandeville Way, Laindon , Basildon, SS15 6TJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Mayflower Retail Park, Basildon , SS14 3HZ	0.4%	7	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.9%	5
Tesco, Prince Avenue, Southend-on-Sea, SS0 0JP	0.2%	3	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Sewardstone Road, Waltham Abbey, EN9 1JH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Tesco, Southchurch Avenue , Southend-on-Sea, SS1 2ZG	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Fossetts Way, Eastern Avenue, Southend-on-Sea, SS2 4DQ	0.7%	11	6.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basildon OOC (including Pippis Hill Retail Park and Heron Retail Park)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burnham-on-Crouch	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0
Chatham	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1.0%
Eastern Avenue Retail Park, Romford	0.4%	6	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0
Eltham	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1.0%
Enfield	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	3
Fossetts Way	0.2%	3	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greenhithe	1.4%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	6.8%
Orpington OOC (including Homebase, Sevenoaks Way Industrial Estate; Nugent Shopping Park;	0.8%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	3.9%

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23
and, Springvale Retail Park)												
Thurrock OOC (Lakeside retail park and Junction retail park, Thurrock)	0.1%	2	0.0%	0	0.5%	0	4.4%	1	0.0%	0	0.0%	0
Tower Retail Park	0.8%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	13
Waltham Cross	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0
Other - outside area	1.0%	17	0.9%	0	0.0%	0	0.0%	0	1.7%	0	1.4%	9
Other - zone 8	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 21	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Other - zone 23	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2
Internet / delivered	26.6%	433	12.4%	4	27.2%	16	12.0%	3	26.7%	9	31.5%	32
Home catalogue	1.2%	20	0.0%	0	0.0%	0	1.0%	0	2.2%	1	0.0%	0
TV / Interactive shopping	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	3.5%	58	5.7%	2	4.3%	2	3.0%	1	4.5%	2	3.7%	1
Weighted base:	1630	31	58	28	35	16	18	31	101	106	527	330
Sample:	1583	67	78	75	71	63	69	64	68	70	65	70

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23										
Q24 Can you tell me where you or your household last made a purchase of domestic appliances, such as washing machines, fridges or cookers?																						
Barking	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	4	0.0%	0								
Basildon (incl. Eastgate Shopping Centre)	1.6%	37	0.6%	0	1.6%	1	0.5%	0	3.4%	2	5.8%	2	4.3%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Bexleyheath	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	0.5%	2
Billericay	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	1	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brentwood	0.7%	17	0.0%	0	0.7%	0	0.0%	0	0.0%	0	11.6%	3	0.0%	0	0.0%	0	4.4%	7	0.8%	6	0.0%	0
Canvey Island	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	0.0%	0
Central London / West End	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	3	0.0%	0	0.9%	4
Chelmsford (incl. Meadows Shopping Centre, High Chelmer Shopping Centre)	1.3%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	5.1%	1	13.4%	7	14.3%	20	0.0%	0	0.0%	0
Chingford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Corringham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	4.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dagenham	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	0.6%	5	0.0%	0
Dartford	0.4%	8	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	8
Epping	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Gravesend	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	0.7%	3
Grays	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
Hadleigh	0.1%	3	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
Harlow	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	6	0.0%	0	0.0%	0
Hockley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hornchurch	1.3%	29	0.0%	0	0.4%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	29	0.0%	0
Ilford	0.5%	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	1.6%	12	0.0%	0
Leigh-on-Sea	0.1%	2	3.9%	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
London - Other	0.6%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	1.0%	7	1.4%	7
Loughton	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	11	0.0%	0	0.0%	0
Maldon	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	7.4%	4	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Pitsea	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainham	0.8%	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	2.3%	18	0.0%	0
Rayleigh	0.6%	14	2.5%	1	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
Rochford	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
Romford	1.9%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	5.4%	41	0.0%	0
Sidcup	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	0.9%	4
South Woodham Ferrers	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
Southend-on-Sea (incl. The Royals Sopping Centre and The Victoris Shopping Centre)	1.7%	40	12.2%	5	0.0%	0	0.6%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Stanford-le-Hope	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stratford (incl. Westfield Stratford)	0.7%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.7%	1	1.8%	14	0.0%	0
Thundersley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tilbury	0.0%	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
Upminster	0.0%	0	0.0%	0	0.4%	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
Waltham Abbey	0.1%	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

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23
Westcliff-on-Sea	0.3%	8	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Witham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Airport Retail Park, Rochford Road, Southend-on-Sea	0.5%	12	13.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Arterial Retail Park, Southend-on-Sea	0.0%	1	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Fossetts Way, Eastern Avenue, Southend On Sea	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Heron Way, West Thurrock	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.4%	0	0.0%	0
B&Q, Homelands Retail Park, Cuton Hall Lane, Chelmsford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Beckton Triangle Retail Park, Beckton	1.6%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bluewater Shopping Centre	3.3%	76	0.0%	0	1.8%	1	1.0%	0	0.7%	0	3.5%	1
Chelmer Village Retail Park, Chelmer Road, Chelmsford	2.1%	49	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0
Costco, West Thurrock Way, West Thurrock	0.0%	1	0.0%	0	0.0%	0	0.5%	0	0.6%	0	0.0%	0
Eastgate Shopping Centre, Basildon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gallows Corner Retail Park, Romford	1.0%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Greyhound Retail Park, Sutton Road, Southend-on-Sea	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harlow Retail Park,Edinburgh Way, Harlow (Argos, Dunelm, Homebase, KFC)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, 85 London Road, Southend-on-Sea	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, London Road, Southend-on-Sea	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Stadium Way, Rayleigh Weir	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homelands Retail Park, Cuton Hall Lane, Chelmsford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Ikea, Heron Way, Lakeside Retail Park, West Thurrock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Imperial Retail Park,	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23												
Gravesend																								
Junction Retail Park, Thurrock (NOT Lakeside Shopping Centre) (incl Marks & Spencer Outlet, Decathlon, TK Maxx, Asda Living)	0.4%	9	0.0%	0	1.1%	1	1.2%	0	5.3%	2	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	5	0.0%	0
Lakeside Retail Park, Lake Rise, Thurrock (NOT Lakeside Shopping Centre) (incl Argos, Next Home, Next Clearance, Currys, Toys R Us)	10.2%	235	0.8%	0	42.9%	28	51.1%	20	19.1%	9	1.0%	0	0.0%	0	1.9%	1	0.0%	0	2.0%	3	20.2%	153	2.2%	10
Lakeside Shopping Centre (NOT retail park)	0.1%	2	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	0.0%	0	0.0%	0
Leyton Mills Retail Park, Leyton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London Road Retail Park, London Road, Southend-on-Sea	1.4%	33	19.1%	8	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
Mayflower Retail Park, Gardiners Link, Basildon	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	4.5%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Meadows Shopping Centre, Chelmsford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Pipps Hill Retail Park, Miles Gray Road, Basildon	2.1%	48	0.0%	0	0.0%	0	0.0%	0	5.5%	2	6.9%	2	10.7%	3	1.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Riverside Retail Park, Victoria Road, Chelmsford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Rom Valley Retail Park, Romford	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	0.5%	4	0.0%	0
The Queensgate Centre, Edinburgh Way, Harlow (Laura Ashley, Hobbycraft, Currys, Bensons, Decathlon, Mothercare, Wren Kitchens)	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
Weir Retail Park, Stadium Way, Rayleigh	0.4%	9	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%	0
Wickes, Rat Lane, Rayleigh	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Eastgate Shopping Centre, Basildon, SS14 1AE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Merrields Crescent, Dagenham, RM9 6SJ	0.1%	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%	0
Asda, North Shoebury Road,, Shoeburyness, SS3 8DA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23
Asda, Queen Elizabeth Square, Chelmsford, CM3 5SY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Rawreth Lane, Rayleigh, SS6 9RN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, London Road, Grays, RM17 5XZ	0.0%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Morrisons, London Road, Hadleigh, Benfleet, SS7 2RB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Hornchurch, High Street, Hornchurch, RM11 1TX	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	4
Sainsbury's, Stadium Way, Rayleigh Weir, Benfleet, SS7 3UB	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Hazelmere, High Road, Basildon, SS13 3JU	0.1%	1	1.4%	1	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Tesco, Mandeville Way, Laindon, Basildon, SS15 6TJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Prince Avenue, Southend-on-Sea, SS0 0JP	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Fossetts Way, Eastern Avenue, Southend-on-Sea, SS2 4DQ	0.3%	6	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basildon OOC (including Pippis Hill Retail Park and Heron Retail Park)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burnham-on-Crouch Eastern Avenue Retail Park, Romford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eltham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Enfield	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	4
Fossetts Way	0.1%	2	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Wakering	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greenhithe	1.0%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orpington OOC (including Homebase, Sevenoaks Way Industrial Estate; Nugent Shopping Park; and, Springvale Retail Park)	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southchurch	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Bryant Avenue,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23
Romford												
Thurrock OOC (Lakeside retail park and Junction retail park, Thurrock)	0.1%	3	0.0%	0	0.9%	1	1.0%	0	0.0%	0	0.0%	0
Tower Retail Park	1.1%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - outside area	1.0%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Other - zone 13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 20	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Other - zone 23	1.0%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	24.8%	572	12.9%	6	20.6%	14	13.3%	5	23.5%	11	16.7%	5
Home catalogue	1.0%	23	0.0%	0	0.5%	0	0.5%	0	0.0%	0	0.0%	0
TV / Interactive shopping	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
(Don't know / can't remember)	7.1%	163	7.1%	3	4.7%	3	3.1%	1	12.2%	6	15.2%	4
(Don't do this type of shopping)	19.6%	450	15.0%	7	24.2%	16	16.3%	6	17.8%	8	20.9%	6
Weighted base:	2303	44	66	38	46	28	28	52	140	151	759	468
Sample:	2303	100	100	100	100	100	101	100	100	100	100	100

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23
Q25 And the time before that, where you or your household last made a purchase of domestic appliances, such as washing machines, fridges or cookers?												
<i>Those who gave a location at Q24</i>												
Barking	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Basildon (incl. Eastgate Shopping Centre)	2.1%	36	0.8%	0	0.0%	0	0.6%	0	13.5%	4	5.2%	1
Bexleyheath	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Billericay	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brentwood	0.6%	9	0.0%	0	1.0%	0	0.0%	0	0.0%	0	4.8%	5
Canvey Island	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London / West End	0.4%	7	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0
Chelmsford (incl. Meadows Shopping Centre, High Chelmer Shopping Centre)	1.9%	31	0.0%	0	0.0%	0	0.0%	0	5.0%	1	6.0%	1
Chingford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Corringham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	5.6%	2	0.0%	0
Dagenham	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dartford	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Epping	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gravesend	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grays	0.0%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Hadleigh	0.2%	4	4.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harlow	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hockley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hornchurch	1.6%	26	0.0%	0	2.1%	1	0.6%	0	0.0%	0	0.0%	0
Ilford	0.7%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leigh-on-Sea	0.2%	3	5.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London - Other	1.1%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Loughton	0.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maldon	0.3%	5	0.0%	0	0.0%	0	0.0%	0	2.5%	0	9.6%	3
Pitsea	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Rainham	1.0%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rayleigh	1.0%	16	4.7%	2	0.0%	0	0.0%	0	0.0%	0	5.6%	1
Rochford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Romford	2.2%	37	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0
Sidcup	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Ockendon	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
South Woodham Ferrers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Southend-on-Sea (incl. The Royals Sopping Centre and The Victoris Shopping Centre)	2.5%	42	13.1%	4	0.0%	0	0.7%	0	0.0%	0	2.1%	0
Stratford (incl. Westfield Stratford)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Tilbury	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Upminster	0.0%	0	0.0%	0	0.6%	0	0.0%	0	1.0%	0	0.0%	0
Waltham Abbey	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23
Westcliff-on-Sea	0.4%	7	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Airport Retail Park, Rochford Road, Southend-on-Sea	0.5%	9	8.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0.7%
Arterial Retail Park, Southend-on-Sea	0.0%	1	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Fossetts Way, Eastern Avenue, Southend On Sea	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Heron Way, West Thurrock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
B&Q, Homelands Retail Park, Cuton Hall Lane, Chelmsford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0
B&Q, Pippis Hill Retail Park, Miles Gray Road, Upper Mayne, Basildon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0
Beckton Triangle Retail Park, Beckton	2.2%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	6.5%
Bluewater Shopping Centre	5.7%	96	7.2%	2	1.8%	1	0.7%	0	0.0%	0	3.9%	1
Chelmer Village Retail Park, Chelmer Road, Chelmsford	2.8%	48	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0
Costco, West Thurrock Way, West Thurrock	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Eastgate Shopping Centre, Basildon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gallows Corner Retail Park, Romford	1.3%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1.7%
Greyhound Retail Park, Sutton Road, Southend-on-Sea	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harlow Retail Park, Edinburgh Way, Harlow (Argos, Dunelm, Homebase, KFC)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2.2%
Homebase, 85 London Road, Southend-on-Sea	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, London Road, Vange, Basildon	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Mayflower Retail Park, Gardiners Lane, Basildon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Stadium Way, Rayleigh Weir	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homelands Retail Park, Cuton Hall Lane,	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1

South Essex Retail Study for Peter Brett Associates

Weighted:

July 2016

	Total	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23
Chelmsford												
Imperial Retail Park, Gravesend	0.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	9
Junction Retail Park, Thurrock (NOT Lakeside Shopping Centre) (incl Marks & Spencer Outlet, Decathlon, TK Maxx, Asda Living)	0.3%	6	0.0%	0	1.6%	1	1.5%	0	0.8%	0	3.6%	1
Lakeside Retail Park, Lake Rise, Thurrock (NOT Lakeside Shopping Centre) (incl Argos, Next Home, Next Clearance, Currys, Toys R Us)	11.8%	200	2.3%	1	53.2%	25	69.7%	21	25.7%	8	1.6%	0
Lakeside Shopping Centre (NOT retail park)	0.2%	3	1.0%	0	0.7%	0	3.1%	1	0.0%	0	0.0%	0
London Road Retail Park, London Road, Southend-on-Sea	1.9%	32	20.6%	7	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Mayflower Retail Park, Gardiners Link, Basildon	0.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0
Pipps Hill Retail Park, Miles Gray Road, Basildon	2.5%	43	0.0%	0	0.0%	0	0.0%	0	8.8%	3	12.0%	2
Riverside Retail Park, Victoria Road, Chelmsford	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rom Valley Retail Park, Romford	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Queensgate Centre, Edinburgh Way, Harlow (Laura Ashley, Hobbycraft, Currys, Bensons, Decathlon, Mothercare, Wren Kitchens)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weir Retail Park, Stadium Way, Rayleigh	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Rat Lane, Rayleigh	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Asda, Eastgate Shopping Centre, Basildon, SS14 1AE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	1.0%	0
Asda, North Shoebury Road,, Shoeburyness, SS3 8DA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Queen Elizabeth Square, Chelmsford, CM3 5SY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0
Asda, Rawreth Lane,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23										
Rayleigh , SS6 9RN																						
Asda, Thurrock Park Way, Tilbury , RM18 7HJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, London Road, Grays , RM17 5XZ	0.0%	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
Morrisons, London Road, Hadleigh, Benfleet, SS7 2RB	0.0%	0	0.0%	0	0.0%	0	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, Hornchurch, High Street, Hornchurch, RM11 1TX	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	0.6%	4	0.0%	0
Sainsbury's, London Road, Southend-on-Sea, SS1 1PL	0.0%	0	0.0%	0	0.0%	0	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, Romford, The Brewery, Romford, RM1 1AU	0.8%	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	2.4%	14	0.0%	0
Sainsbury's, William Hunter Way, Brentwood, CM14 4WQ	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	0.0%	0
Tesco , Cygnet View, Lakeside, West Thurrock , Grays , RM20 1TX	0.0%	0	0.0%	0	0.0%	0	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, Fulbridge , Maldon, CM9 4LE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Hazelmere, High Road, Basildon, SS13 3JU	0.1%	1	1.8%	1	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
Tesco, Heathway, Dagenham, RM10 8QS	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
Tesco, London Road, Leigh-on-Sea, SS9 3JY	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
Tesco, Prince Avenue, Southend-on-Sea, SS0 0JP	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
Waitrose, Fossetts Way, Eastern Avenue, Southend-on-Sea, SS2 4DQ	0.2%	4	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
Basildon OOC (including Pippis Hill Retail Park and Heron Retail 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	0.0%	0	0.0%	0
Burnham-on-Crouch Eastern Avenue Retail Park, Romford	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%	0
Enfield	1.7%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	1.2%	1	4.9%	28	0.0%	0
Fossetts Way	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	0.9%	3
	0.3%	4	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
	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

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23												
Great Wakering	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Greenhithe	1.3%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	22										
Orpington OOC (including Homebase, Sevenoaks Way Industrial Estate; Nugent Shopping Park; and, Springvale Retail Park)	1.0%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	16										
Thurrock OOC (Lakeside retail park and Junction retail park, Thurrock)	0.1%	2	0.0%	0	0.6%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0										
Tower Retail Park	1.6%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	27										
Other - outside area	1.7%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	10	5.1%	18								
Other - zone 20	0.0%	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						
Other - zone 23	1.3%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	22						
Internet / delivered	31.7%	536	11.9%	4	33.5%	16	16.0%	5	28.8%	9	28.4%	5	33.9%	6	26.8%	9	18.6%	19	42.9%	45	34.8%	198	30.6%	107
Home catalogue	1.2%	21	0.0%	0	0.7%	0	0.6%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	2.8%	3	0.9%	1	0.6%	4	2.6%	9
TV / Interactive shopping (Don't know / can't remember)	0.1%	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
	3.5%	60	9.2%	3	2.9%	1	0.0%	0	5.2%	2	6.5%	1	4.2%	1	10.0%	3	5.2%	5	6.6%	7	1.9%	11	0.9%	3
Weighted base:	1689		34		47		31		32		18		19		32		100		106		569		351	
Sample:	1667		75		77		81		73		66		72		65		67		76		73		77	

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23										
Q26 Can you tell me where you or your household last made a purchase of health, beauty or chemist items?																						
Barking	0.5%	12	0.0%	0	0.0%	0	0.0%	0	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	10	0.0%	0
Barkingside	0.7%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	17	0.0%	0
Basildon (incl. Eastgate Shopping Centre)	2.8%	64	1.0%	0	1.6%	1	0.8%	0	0.6%	0	3.9%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bexleyheath	0.9%	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	4.3%	20
Billericay	1.3%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.1%	6	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Brentwood	2.6%	60	0.0%	0	1.6%	1	0.0%	0	0.0%	0	26.2%	7	0.0%	0	0.0%	3	31.9%	48	0.0%	0	0.0%	0
Bromley	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	0.9%	4
Canary Wharf	0.1%	3	0.0%	0	3.8%	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
Canvey Island	1.4%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London / West End	0.6%	14	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	0.8%	6	0.7%	3	0.8%	3
Chelmsford (incl. Meadows Shopping Centre, High Chelmer Shopping Centre)	5.2%	121	0.0%	0	4.3%	3	0.0%	0	0.0%	0	5.3%	1	12.0%	3	6.3%	3	75.4%	105	0.9%	1	0.0%	0
Chingford	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%	0	0.0%	0	0.0%	0
Colchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Corringham	0.5%	12	0.0%	0	0.5%	0	0.0%	0	24.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dagenham	0.8%	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	2.3%	18	0.0%	0
Dartford	1.1%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	25
Epping	0.8%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.2%	18	0.0%	0	0.0%	0
Gravesend	2.7%	62	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.2%	62
Grays	1.8%	41	0.0%	0	27.8%	18	15.0%	6	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	16	0.0%	0
Great Baddow	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0
Hadleigh	0.5%	11	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
Harlow	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	9	0.0%	0	0.0%	0
High Chelmer	0.0%	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
Hockley	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	0.0%	0
Hornchurch	2.4%	56	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	4.5%	2	0.0%	0	0.0%	0	7.1%	54
Ilford	0.7%	17	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%	16	0.0%	0
Ingatestone	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
Laindon	0.5%	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
Leigh-on-Sea	0.9%	21	27.7%	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
London - Other	1.3%	31	0.0%	0	0.9%	1	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	14	3.1%	15
Loughton	0.9%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.4%	22	0.0%	0	0.0%	0
Maldon	0.7%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	32.1%	17	0.0%	0	0.0%	0	0.0%	0
Pitsea	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	0.0%	0
Rainham	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	0.5%	4	0.0%	0
Rayleigh	1.5%	34	5.8%	3	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
Rochford	0.3%	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
Romford	7.6%	174	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.9%	174	0.0%	0
Sidcup	2.3%	53	0.0%	0	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%	53
South Ockendon	0.4%	9	0.0%	0	0.5%	0	23.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Woodham Ferrers	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southend-on-Sea (incl. The Royals Shopping Centre)	3.8%	88	27.2%	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

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23												
and The Victoris Shopping Centre)																								
Stanford-le-Hope	0.3%	6	0.0%	0	0.0%	0	0.5%	0	13.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stratford (incl. Westfield Stratford)	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	1.3%	2	0.0%	0	0.0%	0
Swanley	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	0.9%	4
Tarpots	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	0.0%	0
Thundersley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tilbury	0.2%	6	0.0%	0	1.6%	1	0.0%	0	9.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Upminster	0.5%	12	0.0%	0	7.6%	5	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.5%	0	0.0%	0	0.8%	6	0.0%	0	0.0%	0
Waltham Abbey	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	5	0.0%	0	0.0%	0	0.0%	0
Westcliff-on-Sea	0.4%	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	0.0%	0
Wickford	1.1%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	32.7%	9	0.5%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Airport Retail Park, Rochford Road, Southend-on-Sea	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	0.0%	0
Arterial Retail Park, Southend-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	0.0%	0	0.0%	0
Bluewater Shopping Centre	3.5%	80	5.6%	2	1.3%	1	0.8%	0	1.7%	1	1.0%	0	0.0%	0	0.0%	0	1.9%	3	0.8%	6	14.1%	66	0.0%	0
Brookfield Retail Park, Cheshunt	0.1%	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
Chelmer Village Retail Park, Chelmer Road, Chelmsford	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	3.3%	5	0.0%	0	0.0%	0	0.0%	0
Gallions Reach Shopping Park, London	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	0.5%	4	0.0%	0	0.0%	0
Greyhound Retail Park, Sutton Road, Southend-on-Sea	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	0.0%	0
Junction Retail Park, Thurrock (NOT Lakeside Shopping Centre) (incl Marks & Spencer Outlet, Decathlon, TK Maxx, Asda Living)	0.1%	2	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	0.0%	0	0.0%	0
Lakeside Retail Park, Lake Rise, Thurrock (NOT Lakeside Shopping Centre) (incl Argos, Next Home, Next Clearance, Currys, Toys R Us)	0.2%	4	0.8%	0	3.3%	2	0.5%	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
Lakeside Shopping Centre (NOT retail park)	7.1%	164	0.0%	0	15.6%	10	21.2%	8	10.4%	5	1.0%	0	1.0%	0	1.9%	1	0.0%	0	0.0%	0	17.4%	132	0.0%	0
London Road Retail Park, London Road, Southend-on-Sea	0.0%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23
Mayflower Retail Park, Gardiners Link, Basildon	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pipps Hill Retail Park, Miles Gray Road, Basildon	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weir Retail Park, Stadium Way, Rayleigh	0.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Crossway Boulevard, Greenhithe, DA9 9BT	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0.7%
Asda, Eastgate Shopping Centre, Basildon, SS14 1AE	0.2%	4	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Asda, Heron Retail Park, Miles Grey Road, Basildon, SS14 3AF	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Asda, London Road, Swanley, BR8 7UN	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0.7%
Asda, Merriellands Crescent, Dagenham, RM9 6SJ	0.1%	2	0.0%	0	0.0%	0	4.2%	2	0.0%	0	0.0%	0
Asda, North Shoebury Road,, Shoeburyness, SS3 8DA	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Queen Elizabeth Square , Chelmsford, CM3 5SY	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Asda, Rawreth Lane, Rayleigh , SS6 9RN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Thames Way, Gravesend, DA11 0DQ	0.7%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	3.3%
Asda, Thurrock Park Way, Tilbury , RM18 7HJ	0.1%	2	0.0%	0	0.9%	1	0.0%	0	2.7%	1	0.0%	0
Morrisons, Limebrook Way, Maldon, CM9 6 GG	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	4
Morrisons, Link Road, Canvey Island, SS8 9UB	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, London Road, Grays , RM17 5XZ	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Morrisons, London Road. Hadleigh, Benfleet, SS7 2RB	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Northwick Road, Canvey Island, SS8 OPT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Western Approaches, Southend-on-Sea, SS2 6SH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Brentwood, William Hunter Way, Brentwood, CM14 4WQ	0.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23
Sainsbury's, Crayford, Stadium Way, Dartford, DA1 4HW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Cricketers Way, East Mayne, Basildon, SS13 1SA	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Dartford, Priors Market Place, Dartford, DA1 2HL	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Debden, Torrington Drive, Loughton, IG10 3SZ	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Sainsbury's, Hornchurch, High Street, Hornchurch, RM11 1TX	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	7
Sainsbury's, Howard Road, Chafford Hundred, Grays, RM16 6YJ	0.0%	1	0.0%	0	0.0%	0	1.9%	1	0.7%	0	0.0%	0
Sainsbury's, London Road, Southend-on-Sea, SS1 1PL	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Newbury Park, King George Avenue, Ilford, IG2 7SH	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	4
Sainsbury's, Pepper Hill, Wingfield Bank, Gravesend, DA11 8JH	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Romford, The Brewery, Romford, RM1 1AU	2.1%	47	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	47
Sainsbury's, Stadium Way, Rayleigh Weir, Benfleet, SS7 3UB	0.0%	1	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, William Hunter Way, Brentwood, CM14 4WQ	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	3
Tesco, Cygnet View, Lakeside, West Thurrock, Grays, RM20 1TX	0.3%	7	0.0%	0	0.5%	0	4.8%	2	0.0%	0	0.6%	5
Tesco, Fulbridge, Maldon, CM9 4LE	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.8%	6
Tesco, Hamlet Court Road, Westcliff-on-Sea, SS0 7LJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Hazelmere, High Road, Basildon, SS13 3JU	0.3%	8	0.0%	0	0.0%	0	0.0%	0	1.7%	1	1.0%	0
Tesco, High Road, Little	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23
Heath, RM6 4HY												
Tesco, Hornchurch Road, Hornchurch, RM11 1PY	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Main Road, Romford, RM1 3BT	0.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	14
Tesco, Mandeville Way, Laindon, Basildon, SS15 6TJ	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0
Tesco, Mayflower Retail Park, Basildon, SS14 3HZ	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Tesco, Prince Avenue, Southend-on-Sea, SS0 0JP	0.2%	5	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Princes Road, Chelmsford, CM2 9XW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Tesco, Southchurch Avenue, Southend-on-Sea, SS1 2ZG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Southend Road, Grays, RM17 5NJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Station Road, Burnham-on-Crouch, CM0 8HQ	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Waitrose, Bluewater Shopping Centre, Dartford, DA9 9SA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Fossetts Way, Eastern Avenue, Southend-on-Sea, SS2 4DQ	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, High Street, Billericay, CM12 9BY	0.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Waitrose, St Mary's Lane, Upminster, RM14 3BT	0.1%	3	0.0%	0	4.3%	3	0.0%	0	0.0%	0	0.0%	0
Ashingdon	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burnham-on-Crouch	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	3
Chatham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Wakering	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greenhithe	1.0%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hullbridge	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shoeburyness	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southchurch	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Bryant Avenue, Romford	0.1%	3	0.0%	0	1.6%	1	0.0%	0	0.8%	0	0.0%	0
Thorpe Bay	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thurrock OOC (Lakeside retail park and Junction	0.0%	1	0.0%	0	0.5%	0	0.6%	0	0.0%	0	0.0%	0

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23												
retail park, Thurrock)																								
Waltham Cross	0.0%	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		
Other - outside area	1.2%	27	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	2.4%	18	0.9%	4		
Other - zone 7	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		
Other - zone 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	0.0%	0		
Other - zone 13	0.0%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Other - zone 14	0.1%	1	0.0%	0	1.6%	1	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Other - zone 15	0.1%	3	0.0%	0	0.0%	0	7.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Other - zone 16	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		
Other - zone 19	0.1%	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	0.0%	0	0.0%	0		
Other - zone 20	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	4	0.0%	0	0.0%	0	0.0%	0		
Other - zone 21	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	4	0.0%	0	0.0%	0		
Other - zone 23	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	9		
Internet / delivered	5.3%	123	3.4%	1	1.6%	1	1.8%	1	4.3%	2	5.8%	2	7.7%	2	8.2%	4	3.7%	5	4.1%	6	8.5%	64	3.5%	17
Home catalogue	0.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	9
TV / Interactive shopping	0.1%	1	0.0%	0	0.4%	0	0.0%	0	1.7%	1	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	4.4%	100	2.4%	1	5.1%	3	6.8%	3	10.2%	5	7.7%	2	0.6%	0	2.0%	1	3.4%	5	7.8%	12	4.6%	35	4.1%	19
(Don't do this type of shopping)	12.7%	292	17.0%	7	11.6%	8	8.9%	3	7.4%	3	12.0%	3	13.6%	4	11.0%	6	5.8%	8	6.6%	10	11.4%	86	22.6%	106
Weighted base:		2303		44		66		38		46		28		28		52		140		151		759		468
Sample:		2303		100		100		100		100		100		101		100		100		100		100		100

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23										
Q27 And the time before that, where did you or your household go to make a purchase of health, beauty or chemist items?																						
<i>Those who gave a location at Q26</i>																						
Barking	0.6%	12	0.0%	0	0.0%	0	0.0%	0	4.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	10	0.0%	0
Barkingside	0.5%	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	1.6%	10	0.0%	0
Basildon (incl. Eastgate Shopping Centre)	3.2%	61	0.0%	0	0.0%	0	0.0%	0	2.8%	1	5.9%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bexleyheath	1.0%	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	1.0%	6	4.0%	14
Billericay	1.4%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.3%	5	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Brentwood	3.0%	57	0.0%	0	1.9%	1	0.0%	0	0.0%	0	28.4%	6	0.0%	0	0.0%	0	2.5%	3	35.6%	46	0.0%	0
Bromley	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	1.2%	4
Canary Wharf	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Canvey Island	1.5%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London / West End	1.6%	31	1.0%	0	1.9%	1	0.7%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	1.4%	2	2.2%	14	2.2%	8
Chelmsford (incl. Meadows Shopping Centre, High Chelmer Shopping Centre)	6.2%	118	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	1	10.6%	3	5.8%	3	82.5%	105	0.8%	1	0.0%	0
Chingford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Corringham	0.5%	10	0.0%	0	3.1%	2	0.0%	0	20.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dagenham	1.0%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	2.7%	18	0.0%	0
Dartford	1.1%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	21
Epping	0.8%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.3%	15	0.0%	0	0.0%	0
Gravesend	3.4%	66	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.1%	66
Grays	1.6%	31	0.0%	0	31.4%	17	19.1%	6	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	7	0.0%	0
Great Baddow	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
Hadleigh	0.6%	11	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
Harlow	0.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.7%	11	0.0%	0	0.0%	0
High Chelmer	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
Hockley	0.3%	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%	0
Hornchurch	2.7%	52	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	5.2%	2	0.0%	0	0.0%	0	7.7%	49
Ilford	1.2%	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	3.4%	22
Ingatestone	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%	0	0.0%	0
Laindon	0.5%	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
Leigh-on-Sea	1.0%	19	33.1%	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
London - Other	2.9%	56	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	14	11.7%	40
Loughton	1.2%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.5%	24	0.0%	0	0.0%	0
Maldon	0.8%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	29.9%	14	0.7%	1	0.0%	0	0.0%	0
Pitsea	0.3%	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%	0
Rainham	0.5%	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	1.5%	10	0.0%	0
Rayleigh	1.8%	35	7.2%	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
Rochford	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	0.0%	0
Romford	8.3%	159	0.0%	0	4.5%	2	0.9%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.8%	1	24.2%	154	0.0%	0
Sidcup	2.8%	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	15.7%	54
South Benfleet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Ockendon	0.4%	8	0.0%	0	0.6%	0	23.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Woodham Ferrers	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	30.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southend-on-Sea (incl. The	5.2%	100	38.8%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23												
Royals Sopping Centre and The Victoris Shopping Centre)																								
Stanford-le-Hope	0.4%	8	0.0%	0	0.0%	0	0.6%	0	20.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Stratford (incl. Westfield Stratford)	0.8%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	2.2%	14	0.0%	0		
Swanley	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	7		
Tarpots	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Thundersley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Tilbury	0.3%	5	0.0%	0	1.0%	1	0.0%	0	12.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Upminster	0.8%	15	0.0%	0	7.3%	4	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.6%	0	0.0%	0	1.7%	11	0.0%	0		
Waltham Abbey	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0		
Westcliff-on-Sea	0.5%	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%	0	0.0%	0		
Wickford	1.2%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	42.0%	10	0.6%	0	0.0%	0	0.0%	0	0.0%	0		
Witham	0.1%	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		
Woodford	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	1.0%	6	0.0%	0		
Airport Retail Park, Rochford Road, Southend-on-Sea	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		
Arterial Retail Park, Southend-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	0.0%	0		
Bluewater Shopping Centre	4.5%	87	0.0%	0	0.6%	0	0.9%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	3	5.3%	33	14.0%	48		
Brookfield Retail Park, Cheshunt	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		
Chelmer Village Retail Park, Chelmer Road, Chelmsford	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	1.5%	1	3.8%	5	0.0%	0	0.0%	0		
Gallions Reach Shopping Park, London	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	0.6%	4	0.0%	0		
Imperial Retail Park, Gravesend	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		
Junction Retail Park, Thurrock (NOT Lakeside Shopping Centre) (incl Marks & Spencer Outlet, Decathlon, TK Maxx, Asda Living)	0.1%	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		
Lakeside Retail Park, Lake Rise, Thurrock (NOT Lakeside Shopping Centre) (incl Argos, Next Home, Next Clearance, Currys, Toys R Us)	0.6%	12	0.0%	0	8.5%	5	4.1%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	5	0.0%	0		
Lakeside Shopping Centre (NOT retail park)	6.7%	128	0.0%	0	21.3%	12	29.9%	10	12.4%	5	2.0%	0	2.0%	0	2.2%	1	0.0%	0	2.3%	3	13.3%	85	0.9%	3
London Road Retail Park, London Road,	0.1%	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		

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23												
Southend-on-Sea																								
Mayflower Retail Park, Gardiners Link, Basildon	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pipps Hill Retail Park, Miles Gray Road, Basildon	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%	0
Riverside Retail Park, Victoria Road, Chelmsford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0
Weir Retail Park, Stadium Way, Rayleigh	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	0.0%	0	0.0%	0
Asda, Eastgate Shopping Centre, Basildon, SS14 1AE	0.2%	3	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
Asda, Heron Retail Park, Miles Grey Road, Basildon, SS14 3AF	0.2%	5	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%	0
Asda, Merriellands Crescent, Dagenham, RM9 6SJ	0.8%	15	0.0%	0	0.0%	0	5.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	14	0.0%	0
Asda, North Shoebury Road,, Shoeburyness, SS3 8DA	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	0.0%	0
Asda, Queen Elizabeth Square , Chelmsford, CM3 5SY	0.0%	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
Asda, Rawreth Lane, Rayleigh , SS6 9RN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Thames Way, Gravesend, DA11 0DQ	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	0.0%	0	1.8%	6
Asda, Thurrock Park Way, Tilbury , RM18 7HJ	0.1%	2	0.0%	0	2.5%	1	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Limebrook Way, Maldon, CM9 6 GG	0.2%	3	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	0.0%	0	0.0%	0
Morrisons, Link Road, Canvey Island, SS8 9UB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, London Road, Grays , RM17 5XZ	0.0%	1	0.0%	0	0.0%	0	2.1%	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
Morrisons, London Road. Hadleigh, Benfleet, SS7 2RB	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	0.0%	0
Morrisons, Northwick Road, Canvey Island, SS8 0PT	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	0.0%	0
Sainsbury's, Brentwood, William Hunter Way, Brentwood, CM14 4WQ	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Crayford, Stadium Way, Dartford, DA1 4HW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Cricketers Way, East Mayne, Basildon,	0.2%	4	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23		
SS13 1SA														
Sainsbury's, Dartford, Priory Market Place, Dartford, DA1 2HL	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	2
Sainsbury's, Debden, Torrington Drive, Loughton, IG10 3SZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Sainsbury's, Hornchurch, High Street, Hornchurch, RM11 1TX	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	7	0.0%	0
Sainsbury's, Howard Road, Chafford Hundred, Grays, RM16 6YJ	0.0%	1	0.0%	0	0.0%	0	0.7%	0	0.9%	0	0.0%	0	0.0%	0
Sainsbury's, London Road, Southend-on-Sea, SS1 1PL	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Newbury Park, King George Avenue, Ilford, IG2 7SH	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	4	0.0%	0
Sainsbury's, Pepper Hill, Wingfield Bank, Gravesend, DA11 8JH	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	7
Sainsbury's, Romford, The Brewery, Romford, RM1 1AU	1.8%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	33	0.0%	0
Sainsbury's, Stadium Way, Rayleigh Weir, Benfleet, SS7 3UB	0.0%	1	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, William Hunter Way, Brentwood, CM14 4WQ	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	0	1.6%	2	0.0%	0
Tesco , Cygnet View, Lakeside, West Thurrock , Grays , RM20 1TX	0.6%	11	0.0%	0	0.5%	0	2.7%	1	0.0%	0	1.5%	9	0.0%	0
Tesco, Fulbridge , Maldon, CM9 4LE	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.6%	6	0.0%	0
Tesco, Hamlet Court Road, Westcliff-on-Sea, SS0 7LJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Hazelmere, High Road, Basildon, SS13 3JU	0.5%	9	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.8%	1	0.0%	0
Tesco, High Road, Little Heath, RM6 4HY	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, London Road, Leigh-on-Sea, SS9 3JY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Main Road, Romford, RM1 3BT	0.7%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	14	0.0%	0

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23											
Tesco, Mandeville Way, Laindon , Basildon, SS15 6TJ	0.1%	3	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%	0	0.0%	0	
Tesco, Mayflower Retail Park, Basildon , SS14 3HZ	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.8%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Prince Avenue, Southend-on-Sea, SS0 0JP	0.2%	3	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%
Tesco, Princes Road, Chelmsford, CM2 9XW	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%	0	0.0%
Tesco, Southchurch Avenue , Southend-on-Sea, SS1 2ZG	0.0%	0	0.0%	0	0.0%	0	0.0%	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, Southend Road, Grays, RM17 5NJ	0.0%	0	0.0%	0	0.0%	0	0.0%	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, Station Road, Burnham-on-Crouch, CM0 8HQ	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%	0	0.0%
Tesco, Station Road, Sidcup, DA15 7DB	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%	0	0.0%	0	0.0%
Waitrose, Bluewater Shopping Centre, Dartford, DA9 9SA	0.0%	0	0.0%	0	0.0%	0	0.0%	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, Fossetts Way, Eastern Avenue, Southend-on-Sea, SS2 4DQ	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	0.0%
Waitrose, High Street, Billericay, CM12 9BY	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose, London Road, Leigh-on-Sea, SS9 3JQ	0.0%	0	0.0%	0	0.0%	0	0.0%	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, St Mary's Lane, Upminster, RM14 3BT	0.1%	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%
Ashingdon	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	0.0%
Burnham-on-Crouch	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%
Chatham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%
Enfield	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	3	0.0%	0	0.0%	0	0.0%
Great Wakering	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%
Greenhithe	1.2%	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	6.6%
Hullbridge	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	0.0%
Shoeburyness	0.3%	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%	0	0.0%
Southchurch	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	0.0%
Tesco Extra, Bryant Avenue, Romford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Thorpe Bay	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	0.0%	0	0.0%
Thurrock OOC (Lakeside retail park and Junction	0.0%	1	0.0%	0	0.8%	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%

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23
retail park, Thurrock)												
Other - outside area	1.4%	26	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Other - zone 3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 13	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 14	0.1%	1	0.0%	0	1.9%	1	0.0%	0	0.9%	0	0.0%	0
Other - zone 15	0.1%	3	0.0%	0	0.0%	0	8.7%	3	0.0%	0	0.0%	0
Other - zone 16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Other - zone 19	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2
Other - zone 20	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	3
Other - zone 21	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Other - zone 23	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	5.2%	99	8.3%	3	0.6%	0	0.6%	0	5.9%	2	7.1%	2
Home catalogue	0.8%	15	0.8%	0	0.5%	0	0.0%	0	0.7%	0	0.0%	0
TV / Interactive shopping	0.4%	8	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.7%	0
(Don't know / can't remember)	1.2%	23	0.8%	0	1.7%	1	0.0%	0	2.0%	1	0.8%	0
Weighted base:	1910	35	55	32	38	23	24	45	127	129	637	343
Sample:	1978	76	83	85	85	80	89	86	88	85	81	79

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23												
Q28 Can you tell me where you or your household last made a purchase of recreational goods such as sports equipment, bicycles, musical instruments or toys?																								
Basildon (incl. Eastgate Shopping Centre)	2.0%	46	0.0%	0	0.0%	0	0.0%	0	6.1%	3	7.4%	2	3.2%	1	4.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bexleyheath	0.4%	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	2.1%	10
Billericay	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brentwood	0.5%	13	0.0%	0	0.0%	0	0.5%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0	2.2%	3	5.2%	8	0.0%	0	0.0%	0
Canvey Island	0.1%	3	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%	0
Central London / West End	1.2%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	1.0%	1	0.7%	1	0.0%	0	5.5%	26
Chelmsford (incl. Meadows Shopping Centre, High Chelmer Shopping Centre)	2.8%	64	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	12.2%	3	6.0%	3	27.1%	38	1.0%	2	1.8%	14	0.0%	0
Colchester	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%	0	0.0%	0	0.0%	0
Dagenham	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	0.6%	5	0.0%	0	0.0%	0
Dartford	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	9
Epping	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	1.2%	2	0.0%	0	0.0%	0
Gravesend	1.0%	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	5.1%	24
Grays	0.2%	4	0.0%	0	4.3%	3	2.0%	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
Harlow	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	3.9%	6	0.0%	0	0.0%	0
Hornchurch	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	0.6%	5	0.0%	0
Ilford	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	0.5%	4	0.0%	0
Laindon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leigh-on-Sea	0.2%	4	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	0.0%	0
London - Other	0.4%	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	3.9%	6	0.0%	0	0.7%	3
Loughton	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	1.5%	2	0.0%	0	0.0%	0
Maldon	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pitsea	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rayleigh	0.6%	13	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rochford	0.1%	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	0.0%	0
Romford	3.0%	69	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	8.9%	67	0.0%	0
Sidcup	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	0.7%	3
South Ockendon	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	0.0%	0
Southend-on-Sea (incl. The Royals Sopping Centre and The Victoris Shopping Centre)	2.5%	59	13.8%	6	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
Stratford (incl. Westfield Stratford)	0.7%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	1.8%	14	0.0%	0	0.0%	0
Thundersley	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	0.0%	0
Tiptree	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%	0
Upminster	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0
Walthamstow	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%	0	0.0%	0	0.0%	0
Westcliff-on-Sea	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%	0
Wickford	0.1%	1	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%	0	0.0%	0
Woodford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0
Airport Retail Park,	1.0%	22	7.0%	3	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

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23
Rochford Road, Southend-on-Sea												
Bluewater Shopping Centre	1.5%	34	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	26
Chelmer Village Retail Park, Chelmer Road, Chelmsford	0.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, West Thurrock Way, West Thurrock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gallows Corner Retail Park, Romford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Greyhound Retail Park, Sutton Road, Southend-on-Sea	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harlow Retail Park, Edinburgh Way, Harlow (Argos, Dunelm, Homebase, KFC)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Junction Retail Park, Thurrock (NOT Lakeside Shopping Centre) (incl Marks & Spencer Outlet, Decathlon, TK Maxx, Asda Living)	0.5%	11	0.0%	0	0.4%	0	0.8%	0	5.1%	2	0.0%	0
Lakeside Retail Park, Lake Rise, Thurrock (NOT Lakeside Shopping Centre) (incl Argos, Next Home, Next Clearance, Currys, Toys R Us)	7.8%	179	6.4%	3	27.6%	18	28.3%	11	15.0%	7	1.8%	0
Lakeside Shopping Centre (NOT retail park)	3.7%	85	3.6%	2	6.4%	4	13.7%	5	5.2%	2	1.6%	0
London Road Retail Park, London Road, Southend-on-Sea	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mayflower Retail Park, Gardiners Link, Basildon	0.6%	14	0.0%	0	0.0%	0	0.0%	0	0.8%	0	5.1%	1
Pippes Hill Retail Park, Miles Gray Road, Basildon	0.3%	8	0.0%	0	1.6%	1	0.0%	0	0.0%	0	4.7%	1
Princes Gate Retail Park, Harlow	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Riverside Retail Park, Victoria Road, Chelmsford	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Weir Retail Park, Stadium Way, Rayleigh	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westgate Retail Park, Westgate Park, Basildon (Dreams, Argos, Laura	0.1%	2	0.0%	0	0.0%	0	0.0%	0	4.0%	2	0.0%	0

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23										
Ashley, Hobbycraft, JD Sports)																						
Asda, Eastgate Shopping Centre, Basildon, SS14 1AE	0.1%	2	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
Asda, North Shoebury Road,, Shoeburyness, SS3 8DA	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
Sainsbury's, Cricketers Way, East Mayne, Basildon, SS13 1SA	0.0%	0	0.0%	0	0.0%	0	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, Knightswick Centre, Canvey Island, SS8 7AD	0.0%	0	0.0%	0	0.0%	0	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, William Hunter Way, Brentwood, CM14 4WQ	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Tesco, Fulbridge , Maldon, CM9 4LE	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%	0
Tesco, Hazelmere, High Road, Basildon, SS13 3JU	0.0%	0	0.0%	0	0.0%	0	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, Main Road, Romford, RM1 3BT	0.0%	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%	0
Tesco, Mandeville Way, Laindon , Basildon, SS15 6TJ	0.0%	0	0.0%	0	0.0%	0	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, Mayflower Retail Park, Basildon , SS14 3HZ	0.0%	0	0.0%	0	0.0%	0	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, Prince Avenue, Southend-on-Sea, SS0 0JP	0.0%	0	0.0%	0	0.0%	0	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, Fossetts Way, Eastern Avenue, Southend-on-Sea, SS2 4DQ	0.0%	0	0.0%	0	0.0%	0	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	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	7	0.0%	0
Burnham-on-Crouch	0.1%	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
Chatham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eltham	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	0.9%	4
Enfield	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	7	0.0%	0	0.0%	0
Freeport Braintree, Charter Way, Chapel Hill Braintree	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
Greenhithe	1.0%	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	4.8%	22
Hullbridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orpington OOC (including Homebase, Sevenoaks Way Industrial Estate;	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	9

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23
Nugent Shopping Park; and, Springvale Retail Park)												
Thurrock OOC (Lakeside retail park and Junction retail park, Thurrock)	0.1%	2	0.0%	0	0.4%	0	5.1%	2	0.0%	0	0.0%	0
Tower Retail Park	1.2%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	28
Other - outside area	0.4%	10	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	8
Other - zone 7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 21	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Other - zone 23	1.0%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	22
Internet / delivered	9.6%	222	11.6%	5	8.5%	6	9.1%	3	8.1%	4	9.7%	3
Home catalogue	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TV / Interactive shopping	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
(Don't know / can't remember)	2.4%	54	1.1%	0	0.0%	0	0.5%	0	8.5%	4	7.3%	2
(Don't do this type of shopping)	47.7%	1099	49.3%	22	49.0%	32	39.3%	15	38.8%	18	53.2%	15
Weighted base:	2303	44	66	38	46	28	28	52	140	151	759	468
Sample:	2303	100	100	100	100	100	101	100	100	100	100	100

Weighted:

July 2016

	Total	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23												
Q29 And the time before that, where did you or your household go to make a purchase of recreational goods such as sports equipment, bicycles, musical instruments or toys?																								
<i>Those who gave a location at Q28</i>																								
Basildon (incl. Eastgate Shopping Centre)	3.8%	43	0.0%	0	0.0%	0	0.0%	0	5.3%	1	2.5%	0	13.4%	2	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Bexleyheath	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	2.4%	7
Billericay	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Braintree	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
Brentwood	1.0%	12	0.0%	0	0.0%	0	0.0%	0	1.1%	0	4.5%	0	0.0%	0	0.0%	0	4.0%	3	9.7%	8	0.0%	0	0.0%	0
Canvey Island	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
Central London / West End	2.8%	32	0.0%	0	3.1%	1	0.0%	0	0.0%	0	2.8%	0	0.0%	0	0.0%	0	2.3%	2	1.4%	5	8.4%	22		
Chelmsford (incl. Meadows Shopping Centre, High Chelmer Shopping Centre)	4.6%	53	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	1	23.0%	3	11.3%	2	37.2%	29	1.0%	1	4.1%	14	0.0%	0
Colchester	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Dagenham	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	5.4%	18	0.0%	0	0.0%	0
Dartford	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	3.5%	9
Epping	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0
Gravesend	2.3%	27	0.0%	0	0.0%	0	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%	27
Grays	0.4%	5	0.0%	0	8.5%	3	8.8%	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
Harlow	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	7.9%	6	0.0%	0	0.0%	0
Hornchurch	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	1.8%	6	0.0%	0
Ilford	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	3	1.1%	4	0.0%	0	0.0%	0
Laindon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leigh-on-Sea	0.4%	4	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London - Other	0.9%	10	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	3	0.0%	0	2.3%	6		
Loughton	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
Maldon	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pitsea	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	2.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainham	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	1.8%	6	0.0%	0	0.0%	0
Rayleigh	0.9%	10	4.1%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	0	6.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rochford	0.2%	3	4.7%	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
Romford	3.5%	40	0.0%	0	0.0%	0	5.7%	1	0.0%	0	2.0%	0	0.0%	0	0.0%	0	1.6%	1	10.8%	37	0.0%	0	0.0%	0
South Ockendon	0.1%	1	0.0%	0	0.0%	0	1.3%	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
Southend-on-Sea (incl. The Royals Sopping Centre and The Victoris Shopping Centre)	4.8%	55	24.1%	5	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%	0
Stratford (incl. Westfield Stratford)	1.1%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	3.2%	11	0.0%	0	0.0%	0
Thundersley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.1%	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
Upminster	0.0%	0	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	0.0%	0	0.0%	0
Walthamstow	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
Westcliff-on-Sea	0.2%	3	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	0.0%	0
Wickford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodford	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

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23												
Airport Retail Park, Rochford Road, Southend-on-Sea	1.6%	19	13.0%	3	0.0%	0	0.0%	0	0.0%	0	5.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bluewater Shopping Centre	2.2%	25	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	9.1%	24
Chelmer Village Retail Park, Chelmer Road, Chelmsford	1.4%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	1.5%	0	20.7%	16	0.0%	0	0.0%	0	0.0%	0
Costco, West Thurrock Way, West Thurrock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gallows Corner Retail Park, Romford	0.1%	1	0.0%	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
Greyhound Retail Park, Sutton Road, Southend-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	0.0%	0	0.0%	0
Harlow Retail Park, Edinburgh Way, Harlow (Argos, Dunelm, Homebase, KFC)	0.1%	1	0.0%	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
Homelands Retail Park, Cuton Hall Lane, Chelmsford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0
Junction Retail Park, Thurrock (NOT Lakeside Shopping Centre) (incl Marks & Spencer Outlet, Decathlon, TK Maxx, Asda Living)	0.8%	9	0.0%	0	0.8%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.8%	8	0.0%	0	0.0%	0	0.0%	0
Lakeside Retail Park, Lake Rise, Thurrock (NOT Lakeside Shopping Centre) (incl Argos, Next Home, Next Clearance, Currys, Toys R Us)	13.0%	149	13.0%	3	45.7%	15	39.4%	9	27.7%	7	4.5%	0	7.6%	1	10.9%	2	1.4%	1	2.3%	2	21.2%	72	9.5%	26
Lakeside Shopping Centre (NOT retail park)	8.0%	92	2.5%	1	22.1%	7	20.1%	5	25.9%	6	4.1%	0	4.6%	1	0.0%	0	0.0%	0	3.7%	3	17.6%	60	1.2%	3
London Road Retail Park, London Road, Southend-on-Sea	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	9.0%	7	0.0%	0	0.0%	0
Mayflower Retail Park, Gardiners Link, Basildon	1.2%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	1	20.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pipps Hill Retail Park, Miles Gray Road, Basildon	0.6%	7	0.0%	0	3.1%	1	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riverside Retail Park, Victoria Road, Chelmsford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0
Weir Retail Park, Stadium Way, Rayleigh	0.9%	11	2.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	3
Westgate Retail Park,	0.2%	2	0.0%	0	0.0%	0	0.0%	0	7.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23												
Westgate Park, Basildon (Dreams, Argos, Laura Ashley, Hobbycraft, JD Sports)																								
Asda, Eastgate Shopping Centre, Basildon, SS14 1AE	0.2%	2	0.0%	0	0.0%	0	0.0%	0	7.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Heron Retail Park, Miles Grey Road, Basildon, SS14 3AF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, North Shoebury Road,, Shoeburyness, SS3 8DA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Cricketers Way, East Mayne, Basildon, SS13 1SA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, William Hunter Way, Brentwood, CM14 4WQ	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
Tesco, Fulbridge , Maldon, CM9 4LE	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
Tesco, Hazelmere, High Road, Basildon, SS13 3JU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Main Road, Romford, RM1 3BT	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
Tesco, Prince Avenue, Southend-on-Sea, SS0 0JP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	7	0.0%	0	0.0%	0
Burnham-on-Crouch	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eltham	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	4.2%	11
Enfield	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	3.7%	3	0.0%	0	0.0%	0
Freeport Braintree, Charter Way, Chapel Hill Braintree	0.1%	1	0.0%	0	0.0%	0	0.0%	0	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	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	8.4%	22
Hullbridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orpington OOC (including Homebase, Sevenoaks Way Industrial Estate; Nugent Shopping Park; and, Springvale Retail Park)	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	3.5%	9
Thurrock OOC (Lakeside retail park and Junction retail park, Thurrock)	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	0.0%	0
Tower Retail Park	2.4%	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	10.5%	28
Waltham Cross	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

South Essex Retail Study for Peter Brett Associates

Weighted:

July 2016

	Total	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23												
Other - outside area	0.4%	5	1.6%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	4
Other - zone 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
Other - zone 21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 23	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	8.4%	22
Internet / delivered	22.8%	262	23.4%	5	13.4%	4	19.5%	4	14.9%	4	38.0%	4	16.5%	2	47.2%	10	14.8%	11	33.4%	26	29.8%	101	14.4%	39
Home catalogue	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	1.7%	5
TV / Interactive shopping	0.1%	1	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	0.0%	0
(Don't know / can't remember)	1.7%	20	2.5%	1	0.0%	0	0.8%	0	2.1%	1	9.3%	1	1.4%	0	0.0%	0	2.4%	2	5.0%	4	0.0%	0	0.0%	0
Weighted base:	1149	22	34	23	24	11	12	22	77	79	340	269												
Sample:	949	37	43	47	36	40	38	36	45	50	39	43												

Weighted:

July 2016

	Total	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23
Q30 And where was the last purchase of other non-food items such as books, CDs, jewellery or china and glass items?												
Barkingside	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Basildon (incl. Eastgate Shopping Centre)	1.9%	43	0.0%	0	5.3%	4	0.0%	0	10.2%	5	2.6%	1
Bexleyheath	0.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Billericay	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Braintree	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brentwood	0.6%	13	0.0%	0	0.0%	0	1.7%	1	0.0%	0	11.3%	3
Bromley	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Canary Wharf	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Canvey Island	0.2%	4	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Central London / West End	0.2%	4	0.6%	0	0.0%	0	0.0%	0	0.7%	0	0.8%	0
Chelmsford (incl. Meadows Shopping Centre, High Chelmer Shopping Centre)	3.3%	75	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	2
Colchester	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Corringham	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0
Dagenham	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dartford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Epping	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gravesend	0.6%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grays	0.3%	6	0.0%	0	1.6%	1	1.7%	1	0.7%	0	0.0%	0
Great Baddow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Hadleigh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harlow	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hockley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hornchurch	0.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ilford	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leigh-on-Sea	0.2%	5	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leytonstone	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
London - Other	0.1%	3	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Loughton	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	4
Maldon	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Pitsea	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rayleigh	0.4%	9	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rochford	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Romford	4.1%	95	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Sidcup	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Benfleet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Ockendon	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0
South Woodham Ferrers	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	2
Southend-on-Sea (incl. The Royals Sopping Centre and The Victoris Shopping Centre)	2.8%	64	23.8%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stratford (incl. Westfield)	0.8%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23												
Stratford)																								
Upminster	0.0%	0	0.0%	0	0.4%	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
Waltham Abbey	0.1%	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
Westcliff-on-Sea	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	0.0%	0
Wickford	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	5.7%	2	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Airport Retail Park, Rochford Road, Southend-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	0.0%	0	0.0%	0
Bluewater Shopping Centre	3.6%	83	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	6	16.1%	75		
Costco, West Thurrock Way, West Thurrock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Junction Retail Park, Thurrock (NOT Lakeside Shopping Centre) (incl Marks & Spencer Outlet, Decathlon, TK Maxx, Asda Living)	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	0.0%	0
Lakeside Retail Park, Lake Rise, Thurrock (NOT Lakeside Shopping Centre) (incl Argos, Next Home, Next Clearance, Currys, Toys R Us)	1.8%	41	0.8%	0	15.2%	10	2.3%	1	4.6%	2	0.0%	0	2.1%	1	1.9%	1	0.8%	1	3.3%	5	1.8%	14	0.7%	3
Lakeside Shopping Centre (NOT retail park)	4.6%	106	7.2%	3	18.7%	12	16.1%	6	8.3%	4	2.4%	1	2.1%	1	0.0%	0	0.0%	0	2.5%	4	8.8%	66	0.0%	0
Mayflower Retail Park, Gardiners Link, Basildon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pipps Hill Retail Park, Miles Gray Road, Basildon	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	0.0%	0
Weir Retail Park, Stadium Way, Rayleigh	0.1%	1	0.0%	0	0.0%	0	0.0%	0	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, Eastgate Shopping Centre, Basildon, SS14 1AE	0.0%	1	0.0%	0	0.0%	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
Asda, Heron Retail Park, Miles Grey Road, Basildon, SS14 3AF	0.1%	2	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
Asda, London Road, Swanley, BR8 7UN	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	0.9%	4
Asda, Mercury Gardens, Romford, RM8 1BB	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	0.6%	5	0.0%	0	0.0%	0
Asda, Merriellands Crescent, Dagenham, RM9 6SJ	0.1%	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%	0
Asda, North Shoebury Road,, Shoeburyness, SS3 8DA	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	0.0%	0
Asda, Rawreth Lane, Rayleigh , SS6 9RN	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	0.0%	0

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23
Asda, Thames Way, Gravesend, DA11 0DQ	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	7
Asda, The Broadway, Bexleyheath, DA6 7BN	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	3
Asda, Thurrock Park Way, Tilbury, RM18 7HJ	0.0%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0
Morrisons, Coldharbour Road, Gravesend, DA11 8AB	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2
Morrisons, Limebrook Way, Maldon, CM9 6 GG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Sainsbury's, Cricketers Way, East Mayne, Basildon, SS13 1SA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Sainsbury's, Howard Road, Chafford Hundred, Grays, RM16 6YJ	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Knightswick Centre, Canvey Island, SS8 7AD	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, London Road, Southend-on-Sea, SS1 1PL	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Newbury Park, King George Avenue, Ilford, IG2 7SH	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	6
Sainsbury's, Pepper Hill, Wingfield Bank, Gravesend, DA11 8JH	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	3
Sainsbury's, Stadium Way, Rayleigh Weir, Benfleet, SS7 3UB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, William Hunter Way, Brentwood, CM14 4WQ	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Tesco, Cygnet View, Lakeside, West Thurrock, Grays, RM20 1TX	0.0%	1	0.0%	0	0.4%	0	1.7%	1	0.0%	0	0.0%	0
Tesco, Airfield Way, Hornchurch, RM12 5AF	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	5
Tesco, Cygnet View, Grays, RM20 1WN	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Tesco, Fulbridge, Maldon, CM9 4LE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Tesco, Hazelmere, High Road, Basildon, SS13 3JU	0.1%	2	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Tesco, London Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23
Benfleet, SS7 5TH												
Tesco, Mandeville Way, Laindon , Basildon, SS15 6TJ	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Mayflower Retail Park, Basildon , SS14 3HZ	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Prince Avenue, Southend-on-Sea, SS0 0JP	0.1%	2	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Princes Road, Chelmsford, CM2 9XW	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.2%	5	0.6%	0	0.4%	0	0.0%	0	0.0%	0	0.5%	4
Ashingdon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basildon OOC (including Pipps Hill Retail Park and Heron Retail Park)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burnham-on-Crouch	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eltham	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1.7%
Enfield	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	3
Greenhithe	1.0%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	4.8%
Shoeburyness	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Bryant Avenue, Romford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thurrock OOC (Lakeside retail park and Junction retail park, Thurrock)	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Waltham Cross	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Other - outside area	0.5%	11	0.0%	0	0.4%	0	0.0%	0	0.0%	0	1.4%	11
Other - zone 16	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0
Other - zone 19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Internet / delivered	40.5%	933	23.6%	10	32.2%	21	42.0%	16	40.1%	18	43.5%	12
Home catalogue	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TV / Interactive shopping	0.1%	2	0.6%	0	0.0%	0	0.0%	0	1.7%	1	0.8%	0
(Don't know / can't remember)	2.5%	57	2.4%	1	0.4%	0	1.4%	1	7.6%	3	6.1%	2
(Don't do this type of shopping)	21.8%	501	35.1%	15	23.2%	15	25.2%	10	21.4%	10	17.5%	5
Weighted base:	2303		44		66		38		46		28	
Sample:	2303		100		100		100		100		101	

Weighted:

July 2016

	Total	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23											
Q31 And the time before that, where did you or your household go to make a purchase of other non-food items such as books, CDs, jewellery or china and glass items?																							
<i>Those who gave a location at Q30</i>																							
Barking	0.1%	2	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	0.0%	0	
Basildon (incl. Eastgate Shopping Centre)	2.9%	51	1.6%	0	7.0%	4	0.0%	0	6.4%	2	6.5%	1	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bexleyheath	0.6%	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	2.9%	11	
Billericay	0.2%	3	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%
Braintree	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	0.0%	0	0.0%	0	0.0%
Brentwood	0.7%	12	0.0%	0	0.0%	0	2.4%	1	0.0%	0	10.8%	2	0.0%	0	0.0%	0	7.3%	9	0.0%	0	0.0%	0	0.0%
Bromley	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	0.9%	3	
Canary Wharf	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Canvey Island	0.1%	2	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%
Central London / West End	2.3%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	2.8%	3	1.0%	6	7.2%	27	
Chelmsford (incl. Meadows Shopping Centre, High Chelmer Shopping Centre)	4.5%	79	0.0%	0	0.7%	0	0.0%	0	0.0%	0	8.1%	2	11.3%	2	19.8%	8	60.4%	60	1.5%	2	0.0%	0	0.0%
Chingford	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%
Corringham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Dartford	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	0.7%	2	
Epping	0.3%	5	0.0%	0	0.0%	0	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%
Gravesend	1.0%	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	4.9%	18	
Grays	0.5%	8	0.0%	0	7.1%	4	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	4	0.0%	0	0.0%
Great Baddow	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%	0	0.0%	0	0.0%
Hadleigh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Harlow	0.2%	4	0.0%	0	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%
Hockley	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	0.0%
Hornchurch	0.8%	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	2.3%	14	0.0%	0	0.0%
Ilford	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	1.0%	6	0.0%	0	0.0%
Ingatstone	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%
Laindon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Leigh-on-Sea	0.3%	5	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%
Leytonstone	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%
London - Other	1.3%	23	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	18	0.9%	3	
Loughton	0.9%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	15	0.0%	0	0.0%	0	0.0%
Maldon	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	8.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Pitsea	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	0.0%
Rayleigh	0.5%	9	3.8%	1	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%
Rochford	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	5	0.0%	0	0.0%
Romford	4.5%	79	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	4.4%	5	12.1%	73	0.0%	0	0.0%
Sidcup	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	1.1%	4	
South Benfleet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
South Ockendon	0.0%	1	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
South Woodham Ferrers	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	2	0.7%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Southend-on-Sea (incl. The Royals Sopping Centre and The Victoris Shopping	3.9%	67	39.8%	11	0.0%	0	0.0%	0	0.0%	0	3.0%	1	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23
Centre)												
Stanford-le-Hope	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stratford (incl. Westfield Stratford)	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	5
Thundersley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tilbury	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Upminster	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.8%	0	0.0%	0
Waltham Abbey	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	4
Westcliff-on-Sea	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickford	0.4%	8	0.0%	0	0.0%	0	0.0%	0	2.0%	0	11.1%	2
Airport Retail Park, Rochford Road, Southend-on-Sea	0.1%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Bluewater Shopping Centre	4.3%	76	0.0%	0	1.0%	1	3.6%	1	0.0%	0	1.0%	0
Costco, West Thurrock Way, West Thurrock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gallows Corner Retail Park, Romford	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	5
Ikea, Heron Way, Lakeside Retail Park, West Thurrock	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Lakeside Retail Park, Lake Rise, Thurrock (NOT Lakeside Shopping Centre) (incl Argos, Next Home, Next Clearance, Currys, Toys R Us)	1.3%	22	0.0%	0	12.2%	6	1.7%	0	9.6%	3	0.0%	0
Lakeside Shopping Centre (NOT retail park)	11.0%	193	4.5%	1	29.3%	15	26.5%	7	16.6%	5	7.4%	2
Mayflower Retail Park, Gardiners Link, Basildon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Pipps Hill Retail Park, Miles Gray Road, Basildon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weir Retail Park, Stadium Way, Rayleigh	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Eastgate Shopping Centre, Basildon, SS14 1AE	0.2%	3	0.0%	0	0.0%	0	0.0%	0	6.3%	2	0.0%	0
Asda, Galleon Boulevard, Dartford, DA2 6QL	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Heron Retail Park, Miles Grey Road, Basildon, SS14 3AF	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Asda, London Road, Swanley, BR8 7UN	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Mercury Gardens, Romford, RM8 1BB	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	5

Weighted:

South Essex Retail Study for Peter Brett Associates

July 2016

	Total	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23
Asda, Merriellands Crescent, Dagenham, RM9 6SJ	0.1%	2	0.0%	0	0.0%	0	5.7%	2	0.0%	0	0.0%	0
Asda, North Shoebury Road,, Shoeburyness, SS3 8DA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Queen elizabeth Square , Chelmsford, CM3 5SY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Asda, Rawreth Lane, Rayleigh , SS6 9RN	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Thames Way, Gravesend, DA11 0DQ	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Thurrock Park Way, Tilbury , RM18 7HJ	0.0%	1	0.0%	0	0.5%	0	0.0%	0	1.4%	0	0.0%	0
Morrisons, Coldharbour Road, Gravesend, DA11 8AB	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Limebrook Way, Maldon, CM9 6 GG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
Morrisons, Link Road, Canvey Island, SS8 9UB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, London Road, Grays , RM17 5XZ	0.0%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0
Morrisons, St John's Way, Stanford le Hope, SS17 7NA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Sainsbury's, Cricketers Way, East Mayne, Basildon, SS13 1SA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Sainsbury's, Howard Road, Chafford Hundred, Grays, RM16 6YJ	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Knightswick Centre, Canvey Island, SS8 7AD	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, London Road, Southend-on-Sea, SS1 1PL	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Pepper Hill, Wingfield Bank, Gravesend, DA11 8JH	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Romford, The Brewery, Romford, RM1 1AU	0.8%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	14
Sainsbury's, William Hunter Way, Brentwood, CM14 4WQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Tesco , Cygnet View,	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23		
Lakeside, West Thurrock , Grays , RM20 1TX														
Tesco, Airfield Way, Hornchurch, RM12 5AF	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	5	0.0%	0
Tesco, Cygnet View, Grays, RM20 1WN	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Fulbridge , Maldon, CM9 4LE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Hazelmere, High Road, Basildon, SS13 3JU	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, London Road, Benfleet, SS7 5TH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, London Road, Westcliff-on-Sea, SS0 9PD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Mandeville Way, Laindon , Basildon, SS15 6TJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Mayflower Retail Park, Basildon , SS14 3HZ	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Prince Avenue, Southend-on-Sea, SS0 0JP	0.1%	1	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Fossetts Way, Eastern Avenue, Southend-on-Sea, SS2 4DQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.3%	5	1.6%	0	0.5%	0	0.0%	0	0.0%	0	0.6%	4	0.0%	0
Ashingdon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burnham-on-Crouch	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eltham	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	4
Enfield	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	3	0.0%	0
Orpington OOC (including Homebase, Sevenoaks Way Industrial Estate; Nugent Shopping Park; and, Springvale Retail Park)	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	5
Shoeburyness	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Bryant Avenue, Romford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thurrock OOC (Lakeside retail park and Junction retail park, Thurrock)	0.0%	1	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Waltham Cross	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0
Other - outside area	1.0%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	1.8%	11
Other - zone 16	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0

South Essex Retail Study for Peter Brett Associates

Weighted:

July 2016

	Total	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23
Other - zone 18	0.0%	1	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0
Other - zone 19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Internet / delivered	45.2%	789	42.4%	12	36.7%	18	48.8%	14	47.7%	15	51.9%	11
Home catalogue	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TV / Interactive shopping	0.8%	15	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0
(Don't know / can't remember)	1.7%	30	1.0%	0	0.5%	0	0.0%	0	1.8%	0	0.0%	0
Weighted base:	1745	27	50	28	32	21	18	39	100	119	602	369
Sample:	1531	58	71	64	58	74	65	66	71	81	73	69

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23
Q32 What is your nearest large town centre?												
Barking	0.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basildon (incl. Eastgate Shopping Centre)	10.5%	242	1.0%	0	8.1%	5	5.2%	2	36.8%	17	21.6%	6
Beckton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bexleyheath	4.8%	110	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Billericay	0.7%	16	0.0%	0	0.0%	0	0.0%	0	10.5%	3	1.2%	0
Bluewater Shopping Centre	0.9%	20	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Brentwood	3.2%	73	0.0%	0	1.6%	1	0.0%	0	0.0%	0	30.3%	9
Bromley	0.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Canvey Island	1.9%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London / West End	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chelmsford (incl. Meadows Shopping Centre, High Chelmer Shopping Centre)	8.5%	196	0.6%	0	0.0%	0	0.0%	0	0.0%	0	28.0%	8
Corringham	0.5%	10	0.0%	0	1.6%	1	0.0%	0	20.6%	9	0.0%	0
Dagenham	1.7%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dartford	3.3%	75	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Epping	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gravesend	6.1%	141	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Grays	5.4%	125	0.0%	0	58.8%	39	55.5%	21	26.0%	12	0.0%	0
Hadleigh	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harlow	1.2%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hockley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hornchurch	2.1%	49	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Ilford	3.0%	70	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
intu Lakeside Shopping Centre	2.2%	51	0.6%	0	10.6%	7	21.7%	8	1.7%	1	3.5%	1
Laindon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leigh-on-Sea	0.2%	4	8.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London - Other	0.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Loughton	0.9%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maldon	0.7%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	31.9%	17
Pitsea	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainham	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rayleigh	1.0%	24	0.6%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Rochford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Romford	18.6%	429	0.0%	0	3.9%	3	0.9%	0	0.0%	0	2.4%	1
Sidcup	1.9%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Benfleet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Ockendon	0.2%	5	0.0%	0	0.0%	0	12.8%	5	0.0%	0	0.0%	0
South Woodham Ferrers	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.0%	5
Southend-on-Sea (incl. The Royals Sopping Centre and The Victoris Shopping Centre)	10.4%	240	85.3%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23													
Stanford-le-Hope	0.2%	4	0.0%	0	0.0%	0	0.0%	0	7.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Stratford (incl. Westfield Stratford)	0.5%	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	3.9%	6	0.6%	5	0.0%	0	
Swanley	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	0.0%	0	1.4%	7	
Tilbury	0.1%	2	0.0%	0	0.0%	0	0.0%	0	3.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Upminster	1.6%	37	0.0%	0	8.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	32	0.0%	0	
Waltham Abbey	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	2.8%	4	0.0%	0	0.0%	0	
Westcliff-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	0.0%	0	0.0%	0	
Wickford	0.7%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	22.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Burnham-on-Crouch	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	0.0%	0	0.0%	0	0.0%	0	
Other - outside area	1.7%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.5%	40	
Other - zone 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	0.0%	0	0.0%	0	
Other - zone 23	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	0.9%	4	
(Don't know / varies)	1.9%	43	3.4%	1	5.8%	4	1.7%	1	3.5%	2	2.9%	1	0.0%	0	0.0%	0	1.9%	3	3.1%	5	1.4%	11	2.8%	13	
Weighted base:	2303		44		66		38		46		28		28		52		140		151		759		468		
Sample:	2303		100		100		100		100		100		101		100		100		100		100		100		100

Weighted:

July 2016

	Total	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23												
Q32A What things do you think could be improved about that town centre? [MR]																								
<i>Those who mentioned a centre at Q32</i>																								
More parking	5.8%	132	7.7%	3	4.4%	3	1.7%	1	8.4%	4	11.8%	3	11.3%	3	14.2%	7	8.2%	11	4.9%	7	7.2%	54	1.9%	9
More secure parking	0.5%	11	0.0%	0	2.4%	1	1.2%	0	0.0%	0	3.4%	1	1.0%	0	0.6%	0	0.0%	0	0.8%	0	0.8%	6	0.0%	0
Cheaper / free parking	6.8%	153	13.0%	5	5.2%	3	3.0%	1	3.1%	1	6.7%	2	4.3%	1	13.2%	7	10.7%	15	8.6%	13	7.2%	54	3.5%	16
More accessible car parking	3.4%	76	0.8%	0	4.8%	3	1.2%	0	3.7%	2	2.7%	1	1.0%	0	1.5%	1	7.3%	10	4.9%	7	5.3%	40	0.7%	3
More frequent bus services to the centre	0.4%	10	4.1%	2	0.9%	1	0.0%	0	0.5%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	3
More reliable / comfortable bus services	0.3%	7	1.1%	0	0.4%	0	0.0%	0	0.0%	0	0.6%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New / relocated bus stops	0.0%	1	0.0%	0	0.4%	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 frequent train services	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More reliable train services	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better signposting within the centre	0.0%	1	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	0.0%	0	0.0%	0
More priority for pedestrians	0.4%	8	1.1%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.6%	0	0.0%	0	3.4%	5	0.0%	0	0.0%	0
Improved access for wheelchair and pushchair users	1.9%	43	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	5.3%	40	0.0%	0
Cleaner streets / removal of litter	3.3%	76	6.5%	3	9.6%	6	7.1%	3	1.5%	1	1.7%	0	0.6%	0	0.6%	0	0.0%	0	0.7%	1	6.3%	47	0.9%	4
More shelter from wind / rain	1.9%	44	0.0%	0	4.0%	2	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	37	0.0%	0
Improve appearance / environment of centre	7.1%	159	12.7%	5	7.1%	4	13.2%	5	3.1%	1	3.3%	1	3.1%	1	0.0%	0	2.2%	3	3.0%	4	7.2%	54	8.9%	40
Improved security measures / more CCTV / more police	0.7%	16	2.4%	1	1.7%	1	1.3%	1	4.6%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.9%	1	0.8%	6	0.0%	0
More control on alcohol / drinkers / drug users	1.4%	32	0.0%	0	2.2%	1	4.0%	1	1.7%	1	1.0%	0	0.0%	0	0.0%	0	0.9%	0	0.9%	1	1.8%	14	2.0%	9
More control on other anti-social behaviour	1.0%	22	0.8%	0	1.3%	1	0.5%	0	1.7%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	9
Better street furniture / floral displays	0.9%	21	1.7%	1	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	6	2.0%	9
More green spaces / areas	0.2%	4	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	0.5%	2
More national multiple (high street chain) retailers	7.6%	171	3.7%	2	7.9%	5	2.0%	1	5.4%	2	11.3%	3	3.4%	1	1.1%	1	6.2%	9	17.2%	25	4.1%	31	11.7%	53
Bigger / better supermarket	1.5%	35	0.8%	0	2.8%	2	0.6%	0	11.9%	5	2.6%	1	4.1%	1	1.5%	1	2.0%	3	1.8%	3	1.0%	7	1.2%	6
More independent shops	10.5%	238	5.3%	2	14.3%	9	8.1%	3	7.2%	3	12.0%	3	6.1%	2	3.8%	2	2.4%	3	22.2%	32	9.3%	69	12.1%	55
Better choice of shops in general	21.5%	487	32.7%	14	36.1%	22	26.7%	10	29.9%	13	18.0%	5	23.2%	6	8.6%	5	4.3%	6	25.3%	37	11.8%	88	33.7%	153
Better quality of shops	12.3%	277	21.5%	9	11.2%	7	18.3%	7	14.4%	6	15.2%	4	3.6%	1	1.3%	1	1.4%	2	10.6%	16	8.1%	61	23.3%	106
Improvement to the market	1.4%	32	0.0%	0	0.0%	0	1.8%	1	1.6%	1	0.6%	0	0.0%	0	0.0%	0	0.6%	1	2.0%	3	2.7%	21	0.0%	0
More / better pubs / night-life	0.4%	10	0.0%	0	6.4%	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
More / better eating places	1.4%	31	0.0%	0	0.0%	0	0.8%	0	0.0%	0	1.0%	0	1.0%	0	1.3%	1	6.3%	9	0.9%	1	0.8%	6	0.7%	3
Fewer bars / nightclubs	0.6%	13	0.0%	0	0.0%	0	0.0%	0	0.8%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.5%	4	0.0%	0

Weighted:

South Essex Retail Study for Peter Brett Associates

July 2016

	Total	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23												
More / better leisure facilities	0.5%	10	0.6%	0	0.4%	0	0.6%	0	0.0%	0	0.6%	0	2.2%	1	0.8%	0	1.0%	1	1.9%	3	0.0%	0	0.5%	2
More family oriented facilities	0.2%	5	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.6%	0	0.0%	0	0.0%	0	2.3%	3	0.0%	0	0.0%	0	0.0%	0
More secure children's play areas	0.8%	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	1.8%	14	0.0%	0
Better crèche facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Provision of more residential accommodation	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%	0
Expand the town centre's colleges / expand university	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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
Better opening hours	0.2%	4	0.0%	0	4.0%	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
Better prices	0.0%	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
Better public facilities - seating, toilets etc.	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.6%	1	0.0%	0	0.5%	4	0.0%	0
Cheaper public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easier to get to	1.5%	33	3.5%	1	4.7%	3	5.8%	2	0.5%	0	5.7%	2	2.2%	1	1.3%	1	1.5%	2	1.4%	2	1.8%	14	0.0%	0
Fewer cafés / restaurants / coffee shops / takeaways	0.9%	20	1.9%	1	4.7%	3	1.2%	0	1.7%	1	0.6%	0	4.0%	1	0.0%	0	0.8%	1	5.7%	8	0.0%	0	0.0%	0
Fewer charity shops	0.7%	17	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.6%	0	0.6%	1	1.1%	2	0.0%	0	2.0%	9
Fewer cheap / low quality / pound shops	0.5%	11	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	0.6%	5	0.7%	3
Fewer empty shops	1.2%	27	1.5%	1	0.7%	0	0.0%	0	1.3%	1	0.0%	0	2.5%	1	0.0%	0	0.6%	1	0.7%	1	0.6%	5	0.9%	4
Less traffic / congestion / too busy	1.4%	32	0.6%	0	0.0%	0	4.8%	2	0.0%	0	3.7%	1	0.6%	0	1.3%	1	1.2%	2	1.9%	3	1.6%	12	0.7%	3
More services	0.1%	2	0.0%	0	0.0%	0	2.4%	1	0.8%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nicer atmosphere	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	0.0%	0	0.5%	2
(Don't know)	12.2%	275	10.1%	4	15.2%	9	14.7%	6	11.0%	5	5.9%	2	6.4%	2	18.3%	10	7.8%	11	6.5%	10	14.3%	107	14.7%	67
(None mentioned)	32.5%	733	16.8%	7	12.9%	8	19.6%	7	31.2%	14	36.1%	10	39.5%	11	45.8%	24	53.5%	73	32.8%	48	40.1%	300	19.6%	89
Weighted base:		2260		42		62		37		44		27		28		52		137		146		748		455
Sample:		2266		97		96		99		96		96		101		100		97		96		98		97

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23												
Q33 In which town, village or out-of-town location does your household spend most money on restaurants & cafes?																								
Barking	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	6	0.0%	0										
Barkingside	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	7	0.0%	0										
Basildon (incl. Eastgate Shopping Centre)	3.6%	84	0.0%	0	5.3%	3	0.8%	0	15.8%	7	4.6%	1	4.4%	1	0.0%	0	0.0%	0						
Bexleyheath	2.3%	54	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.5%	54						
Billericay	2.1%	49	0.0%	0	0.7%	0	0.0%	0	4.0%	2	20.1%	6	10.8%	3	0.0%	0	0.6%	1	0.5%	1	0.0%	0	0.0%	0
Bishops Stortford	0.1%	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%	1	0.0%	0	0.0%	0
Bluewater Shopping Centre	4.2%	97	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	20.3%	95		
Braintree	0.0%	1	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
Brentwood	2.9%	66	0.0%	0	8.8%	6	1.2%	0	0.0%	0	19.9%	6	0.0%	0	0.0%	0	2.2%	3	24.2%	37	1.6%	12	0.0%	0
Canary Wharf	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	0.9%	4
Canvey Island	0.6%	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	0.0%	0
Central London / West End	4.5%	103	0.0%	0	4.7%	3	0.8%	0	1.1%	1	2.4%	1	2.5%	1	0.8%	0	1.9%	3	2.8%	4	6.1%	46	7.3%	34
Chelmsford (incl. Meadows Shopping Centre, High Chelmer Shopping Centre)	5.3%	122	0.0%	0	0.0%	0	0.0%	0	1.2%	1	5.0%	1	22.4%	6	17.6%	9	70.4%	98	0.0%	0	0.0%	0	0.0%	0
Chingford	0.1%	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
Colchester	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%	0	0.0%	0
Corringham	0.1%	2	0.0%	0	0.0%	0	0.0%	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
Dagenham	0.8%	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	2.5%	19	0.0%	0	0.0%	0
Dartford	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	6
Eastham	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	0.0%	0
Epping	0.7%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.8%	16	0.0%	0	0.0%	0	0.0%	0
Gravesend	2.2%	51	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.9%	51
Grays	0.5%	12	0.0%	0	7.2%	5	10.5%	4	5.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Baddow	0.0%	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	0.2%	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	0.0%	0
Halstead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harlow	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	3	0.0%	0	0.0%	0	0.0%	0
Hockley	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	0.0%	0	0.0%	0
Hornchurch	5.1%	117	0.0%	0	0.0%	0	2.3%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.1%	115	0.0%	0
Ingatestone	0.0%	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
intu Lakeside Shopping Centre	9.0%	208	0.0%	0	34.4%	23	35.8%	14	21.4%	10	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.5%	1	20.7%	157	0.0%	0
Laindon	0.0%	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
Leigh-on-Sea	2.2%	51	42.2%	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
Leytonstone	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
London - Other	3.4%	79	0.0%	0	0.9%	1	2.5%	1	0.6%	0	0.0%	0	1.0%	0	0.8%	0	0.8%	1	5.7%	9	4.5%	34	6.1%	29
Loughton	1.0%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.6%	24	0.0%	0	0.0%	0	0.0%	0
Maldon	1.0%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	35.2%	18	0.0%	0	0.0%	0	0.0%	0	0.9%	4
Pitsea	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	0.0%	0
Rainham	0.7%	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	2.1%	16	0.0%	0
Rayleigh	1.7%	39	7.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rochford	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	0.0%	0	0.0%	0
Romford	3.7%	86	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	11.1%	84	0.0%	0

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23
Q34 In which town, village or out-of-town location does your household spend most money on pubs / bars / nightclubs / music venues?												
Barking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barkingside	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basildon (incl. Eastgate Shopping Centre)	1.5%	34	0.0%	0	0.5%	0	0.8%	0	2.7%	1	0.0%	0
Bexleyheath	1.8%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Billericay	1.7%	40	0.0%	0	0.5%	0	0.0%	0	0.0%	0	12.1%	3
Bluewater Shopping Centre	1.2%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brentwood	2.6%	60	0.0%	0	12.9%	9	2.3%	1	0.0%	0	15.7%	4
Canary Wharf	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Canvey Island	0.8%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London / West End	5.1%	117	0.0%	0	7.3%	5	1.7%	1	0.6%	0	0.8%	0
Chelmsford (incl. Meadows Shopping Centre, High Chelmer Shopping Centre)	4.3%	98	0.0%	0	2.0%	1	0.0%	0	0.0%	0	3.0%	1
Colchester	0.1%	2	0.0%	0	3.8%	2	0.0%	0	0.0%	0	0.0%	0
Corringham	0.2%	4	0.0%	0	1.6%	1	0.0%	0	7.3%	3	0.0%	0
Dagenham	0.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dartford	0.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Epping	0.8%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gravesend	1.9%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grays	0.5%	12	0.0%	0	10.1%	7	14.0%	5	0.6%	0	0.0%	0
Great Baddow	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hadleigh	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halstead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hockley	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hornchurch	4.4%	102	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0
Ingatestone	0.0%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0
intu Lakeside Shopping Centre	0.5%	12	0.0%	0	2.6%	2	1.4%	1	1.7%	1	0.0%	0
Laindon	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Leigh-on-Sea	1.6%	36	37.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London - Other	2.0%	45	0.0%	0	0.5%	0	6.9%	3	0.0%	0	1.0%	0
Loughton	0.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maldon	0.7%	16	0.0%	0	0.0%	0	0.0%	0	0.6%	0	30.0%	16
Pitsea	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainham	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rayleigh	1.1%	25	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rochford	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Romford	2.3%	53	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Sidcup	1.3%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Benfleet	0.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Ockendon	0.1%	2	0.0%	0	0.0%	0	5.7%	2	0.0%	0	0.0%	0
South Woodham Ferrers	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.6%	4
Southend-on-Sea (incl. The	2.7%	62	15.7%	7	0.7%	0	0.0%	0	0.7%	0	0.0%	0

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23
Royals Sopping Centre and The Victoris Shopping Centre)												
Stanford-le-Hope	0.2%	6	0.0%	0	3.8%	2	0.0%	0	7.1%	3	0.0%	0
Stratford (incl. Westfield Stratford)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	4.0%	2	0.0%	0
Thundersley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tilbury	0.1%	3	0.0%	0	0.5%	0	0.0%	0	6.6%	3	0.0%	0
Upminster	1.1%	24	0.0%	0	5.5%	4	3.5%	1	0.6%	0	0.6%	0
Waltham Abbey	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westcliff-on-Sea	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickford	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.4%	5
Witham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodford	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burnham-on-Crouch	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.9%	8
Danbury	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Festival Leisure Park, Basildon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Wakering	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hullbridge	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Meopham	0.9%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shoeburyness	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southminster	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	4
Stambridge	0.0%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thurrock OOC (Lakeside retail park and Junction retail park, Thurrock)	1.6%	36	0.0%	0	0.0%	0	7.8%	3	0.0%	0	0.0%	0
Other - outside area	2.2%	50	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Other - zone 10	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 11	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 12	0.0%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 14	0.1%	3	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Other - zone 16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0
Other - zone 17	0.2%	5	0.6%	0	0.0%	0	0.0%	0	3.8%	1	1.2%	0
Other - zone 18	0.0%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 19	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Other - zone 20	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Other - zone 21	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 22	0.2%	4	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Other - zone 23	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	5.4%	124	10.3%	4	2.5%	2	4.8%	2	3.9%	2	6.7%	2
(Don't do this activity)	41.3%	951	29.5%	13	44.3%	29	46.2%	18	63.4%	29	51.3%	14
Weighted base:		2303		44		66		38		46		28
Sample:		2303		100		100		100		100		101

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23
Q35 Where does your household spend most money on the cinema / theatre?												
Cineworld Bexleyheath, 28-70 Broadway, Bexleyheath	1.0%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	22
Cineworld Ilford, Clements Road, Ilford	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	4
Cineworld Rochester, Valley Leisure Park, Chariot Way, Rochester	1.6%	38	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	38
Cineworld, Southbury Leisure Park, 208 Southbury Rd, Enfield	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	4
Empire, Festival Leisure Park, Basildon	8.8%	202	13.9%	6	1.1%	1	0.0%	0	30.0%	14	29.5%	8
Movie Starr, Eastern Esplanade, Canvey Island	1.2%	29	1.0%	0	0.5%	0	0.0%	0	0.0%	0	2.3%	1
Odeon Meadows shopping centre, Kings Head Walk, Moulsham Street, Chelmsford	3.6%	84	0.6%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	1
Odeon South Woodford, 60-64 High Road, South Woodford	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odeon, Lee Valley Leisure Complex, Pickett's Lock Lane, London	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Odeon, The Broadway, London Road, Southend-on-Sea	4.9%	113	46.0%	20	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Premiere Cinemas, Mercury Mall, Mercury Gardens, Romford	1.8%	43	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.8%	0
Rio Cinema, Station Road, Burnham-on-Crouch	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Showcase Barking, Jenkins Lane, Barking	0.6%	14	0.0%	0	0.0%	0	0.0%	0	4.0%	2	0.0%	0
Showcase Bluewater Shopping Centre, Bluewater Parkway, Greenhithe	5.1%	117	0.0%	0	0.0%	0	0.8%	0	0.7%	0	0.0%	0
Vue Dagenham, East Thames Plaza Leisure Park, Cook Road, Dagenham	2.6%	61	0.0%	0	1.6%	1	6.5%	2	0.0%	0	0.0%	0
Vue into Lakeside Shopping Centre, Thurrock	9.3%	213	0.0%	0	43.6%	29	47.3%	18	19.8%	9	2.3%	1

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23												
Vue Romford, 1-15, The Brewery, Romford	4.8%	110	0.0%	0	2.3%	2	0.0%	0	0.0%	0	7.1%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	2	13.7%	104	0.0%	0
Vue Westfield Stratford City, 2 Stratford Place, London	0.9%	21	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	8	1.4%	11	0.0%	0
Basildon (incl. Eastgate Shopping Centre)	1.0%	24	1.6%	1	0.0%	0	0.0%	0	1.7%	1	1.4%	0	0.6%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Bexleyheath	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	0.0%	0	1.5%	7
Bluewater Shopping Centre	4.4%	101	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	3	0.0%	0	21.0%	98
Braintree	0.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	5	3.2%	5	0.0%	0	0.0%	0	0.0%	0
Canvey Island	0.2%	5	0.0%	0	0.0%	0	0.0%	0	4.0%	2	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London / West End	5.3%	122	0.6%	0	8.0%	5	0.5%	0	5.0%	2	6.1%	2	6.3%	2	1.7%	1	4.9%	7	20.1%	30	5.8%	44	4.6%	21
Chelmsford (incl. Meadows Shopping Centre, High Chelmer Shopping Centre)	0.9%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.6%	0	9.8%	5	4.6%	7	5.2%	8	0.0%	0	0.0%	0
Colchester	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%	0	0.0%	0
Dagenham	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	0.6%	5	0.0%	0	0.0%	0
Dartford	0.3%	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	1.6%	8
Grays	0.0%	1	0.0%	0	0.4%	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
Harlow	0.7%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	10.1%	15	0.0%	0	0.0%	0	0.0%	0
Hornchurch	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%	0	0.0%	0
Ilford	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
intu Lakeside Shopping Centre	0.7%	15	0.0%	0	7.5%	5	6.4%	2	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	6	0.0%	0
London - Other	2.8%	66	0.0%	0	0.0%	0	1.7%	1	2.2%	1	0.0%	0	1.7%	0	0.6%	0	0.8%	1	0.0%	0	5.9%	45	2.9%	13
Romford	1.4%	31	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	4.1%	31	0.0%	0
South Benfleet	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%	0	0.0%	0	0.0%	0	0.0%	0
South Ockendon	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	0.0%	0
South Woodham Ferrers	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
Southend-on-Sea (incl. The Royals Sopping Centre and The Victoris Shopping Centre)	1.1%	25	4.8%	2	1.5%	1	0.0%	0	1.1%	1	0.0%	0	2.9%	1	2.9%	2	4.3%	6	0.0%	0	0.0%	0	0.0%	0
Stratford (incl. Westfield Stratford)	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	2.5%	4	0.0%	0	0.0%	0
Westcliff-on-Sea	0.3%	7	4.0%	2	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
Other - outside area	0.1%	2	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
Other - zone 11 (Don't know / varies)	2.8%	64	0.0%	0	6.9%	5	0.0%	0	0.4%	0	7.2%	2	0.0%	0	9.4%	5	2.8%	4	1.7%	3	3.5%	26	1.7%	8
(Don't do this activity)	29.1%	670	26.5%	12	26.5%	17	29.1%	11	29.2%	13	29.6%	8	30.4%	8	23.9%	12	31.0%	43	17.5%	26	30.8%	234	30.2%	141
Weighted base:		2303		44		66		38		46		28		28		52		140		151		759		468
Sample:		2303		100		100		100		100		100		101		100		100		100		100		100

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23
Q36 In which town, village or out-of-town location does your household spend most money on health & fitness?												
Barking	0.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barkingside	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basildon (incl. Eastgate Shopping Centre)	2.1%	49	1.0%	0	0.0%	0	0.6%	0	9.0%	4	6.7%	2
Bexleyheath	0.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Billericay	0.6%	14	0.0%	0	0.0%	0	0.0%	0	15.5%	4	0.0%	0
Brentwood	1.9%	44	0.0%	0	12.2%	8	0.0%	0	0.0%	0	18.3%	5
Canary Wharf	0.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Canvey Island	0.8%	19	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London / West End	1.1%	26	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Chelmsford (incl. Meadows Shopping Centre, High Chelmer Shopping Centre)	2.7%	63	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0
Chingford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	2
Corringham	0.5%	11	0.0%	0	5.9%	4	0.0%	0	15.9%	7	0.0%	0
Dagenham	0.9%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dartford	0.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Epping	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gravesend	1.2%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grays	0.8%	19	0.0%	0	21.1%	14	7.5%	3	4.6%	2	0.0%	0
Great Baddow	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Hadleigh	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hockley	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hornchurch	1.2%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
intu Lakeside Shopping Centre	0.4%	10	5.6%	2	6.1%	4	8.1%	3	0.7%	0	0.0%	0
Laindon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leigh-on-Sea	0.3%	7	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leytonstone	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London - Other	1.2%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Loughton	0.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maldon	0.8%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0
Pitsea	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainham	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rayleigh	0.3%	7	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rochford	0.5%	12	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Romford	1.6%	38	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Sidcup	2.3%	52	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Benfleet	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Ockendon	1.0%	24	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
South Woodham Ferrers	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.7%	3
Southend-on-Sea (incl. The Royals Sopping Centre and The Victoris Shopping	1.4%	32	7.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23												
Centre)																								
Stanford-le-Hope	0.0%	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
Stratford (incl. Westfield Stratford)	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	0.0%	0
Thundersley	0.2%	4	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
Tilbury	0.0%	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
Upminster	0.8%	19	0.0%	0	5.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	15	0.0%	0	0.0%	0
Waltham Abbey	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	3	0.0%	0	0.0%	0	0.0%	0
Westcliff-on-Sea	0.3%	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%	0
Wickford	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	15.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Witham	0.0%	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%	0	0.0%	0
Burnham-on-Crouch	0.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Danbury	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0
Festival Leisure Park, Basildon	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	0.0%	0	0.0%	0
Great Wakering	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hullbridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Meopham	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	0.0%	0	1.4%	7
Shoeburyness	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	0.0%	0
Southminster	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%	0
Thurrock OOC (Lakeside retail park and Junction retail park, Thurrock)	0.2%	5	0.0%	0	0.5%	0	13.3%	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
Other - outside area	1.5%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	2	0.0%	0	0.8%	1	0.9%	1	3.6%	28	0.0%	0
Other - zone 7	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	0.0%	0
Other - zone 11	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	0.0%	0
Other - zone 12	0.1%	2	5.6%	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 - zone 14	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%	0	0.0%	0	0.0%	0
Other - zone 17	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 19	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.8%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Other - zone 21	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	1.5%	2	0.0%	0	0.0%	0
Other - zone 22	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%	0	0.0%	0	0.0%	0
Other - zone 23	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	0.9%	4
(Don't know / varies)	1.0%	22	4.0%	2	0.7%	0	1.5%	1	1.2%	1	2.3%	1	2.4%	1	0.8%	0	1.1%	2	0.0%	0	0.6%	5	1.2%	6
(Don't do this activity)	64.8%	1492	67.3%	29	46.4%	31	67.2%	26	62.9%	29	51.0%	14	59.3%	16	44.0%	23	50.7%	71	51.8%	78	75.8%	575	63.0%	295
Weighted base:		2303		44		66		38		46		28		28		52		140		151		759		468
Sample:		2303		100		100		100		100		100		101		100		100		100		100		100

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23		
Q37 In which town, village or out-of-town location does your household spend most money on bingo / casinos?														
Barking	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	4	0.0%	0
Basildon (incl. Eastgate Shopping Centre)	0.5%	12	0.0%	0	5.6%	4	0.8%	0	0.6%	0	0.0%	0	0.0%	0
Bexleyheath	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	6
Brentwood	0.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Canvey Island	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London / West End	1.3%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	7	0.0%	0
Chelmsford (incl. Meadows Shopping Centre, High Chelmer Shopping Centre)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	4.5%	2
Colchester	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	2	0.0%	0
Dagenham	1.8%	42	0.0%	0	1.6%	1	0.5%	0	1.7%	1	0.0%	0	0.0%	0
Gravesend	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grays	0.1%	2	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harlow	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Hornchurch	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
intu Lakeside Shopping Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
London - Other	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Maldon	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.6%	0
Pitsea	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rayleigh	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Romford	0.8%	18	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
South Benfleet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southend-on-Sea (incl. The Royals Sopping Centre and The Victoris Shopping Centre)	2.9%	67	16.9%	7	8.1%	5	0.0%	0	8.0%	4	0.0%	0	0.8%	0
Stratford (incl. Westfield Stratford)	0.1%	3	0.0%	0	0.0%	0	4.2%	2	0.0%	0	0.0%	0	1.0%	0
Westcliff-on-Sea	0.4%	10	3.5%	2	0.0%	0	1.0%	0	0.0%	0	2.4%	1	0.0%	0
Wickford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hullbridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shoeburyness	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thurrock OOC (Lakeside retail park and Junction retail park, Thurrock)	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - outside area	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 12	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - zone 19	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	2	0.0%	0
Other - zone 23	0.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.8%	19	0.0%	0	0.0%	0	0.6%	0	1.0%	0	1.7%	0	0.5%	0
(Don't do this activity)	88.9%	2047	79.7%	35	81.9%	54	90.6%	35	88.0%	40	94.4%	27	93.4%	26
Weighted base:	2303	44	66	38	46	28	28	52	140	151	759	468		
Sample:	2303	100	100	100	100	100	100	101	100	100	100	100		

South Essex Retail Study for Peter Brett Associates

Weighted:

July 2016

Total	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23
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South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23												
Q38 In which town, village or out-of-town location does your household spend most money on family entertainment or recreation? (i.e. ten pin bowling, ice skating, childrens play centres, trips to the seaside etc.)																								
Basildon (incl. Eastgate Shopping Centre)	6.0%	138	0.0%	0	27.4%	18	22.2%	8	26.0%	12	7.5%	2	16.1%	4	0.6%	0	0.8%	1	7.3%	11	0.0%	0	0.0%	0
Bexleyheath	2.1%	48	0.0%	0	0.0%	0	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%	48
Billericay	0.0%	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
Bluewater Shopping Centre	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	0.7%	3
Braintree	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0
Brentwood	0.5%	12	0.0%	0	3.8%	2	4.7%	2	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	5	0.0%	0	0.0%	0
Canvey Island	0.1%	1	0.0%	0	0.0%	0	0.0%	0	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 / West End	1.2%	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	5.8%	27
Chelmsford (incl. Meadows Shopping Centre, High Chelmer Shopping Centre)	3.2%	73	0.6%	0	3.8%	2	0.8%	0	4.0%	2	8.5%	2	1.4%	0	10.4%	5	35.5%	50	0.7%	1	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dagenham	4.0%	93	0.0%	0	1.1%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.1%	92	0.0%	0
Dartford	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%	0	0.0%	0	0.0%	0	0.0%	0
Gravesend	2.0%	47	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.1%	47
Harlow	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	4	0.0%	0	0.0%	0	0.0%	0
Hockley	0.4%	10	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
intu Lakeside Shopping Centre	0.0%	1	0.0%	0	0.5%	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
Laindon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leigh-on-Sea	0.1%	3	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
London - Other	0.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	6	0.6%	5	0.0%	0	0.0%	0
Loughton	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	3	0.0%	0	0.0%	0	0.0%	0
Maldon	1.0%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	2	33.8%	18	1.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rayleigh	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	0.0%	0
Rochford	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	0.0%	0	0.0%	0
Romford	4.8%	112	0.0%	0	3.9%	3	4.6%	2	1.7%	1	0.0%	0	0.0%	0	0.0%	0	7.2%	11	12.6%	95	0.0%	0	0.0%	0
Southend-on-Sea (incl. The Royals Sopping Centre and The Victoris Shopping Centre)	4.2%	97	18.4%	8	2.5%	2	2.6%	1	6.1%	3	0.0%	0	0.0%	0	4.5%	2	1.8%	3	1.7%	3	1.1%	8	0.0%	0
Stratford (incl. Westfield Stratford)	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	7	0.0%	0	0.0%	0	0.0%	0
Westcliff-on-Sea	0.1%	2	1.0%	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
Woodford	0.0%	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
Burnham-on-Crouch	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Festival Leisure Park, Basildon	0.3%	8	0.0%	0	0.4%	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
Southminster	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - outside area	1.6%	36	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.2%	0	0.6%	0	0.0%	0	1.2%	2	3.6%	5	0.0%	0	5.5%	26
Other - zone 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	0.0%	0	0.0%	0
(Don't know / varies)	2.5%	59	0.0%	0	0.0%	0	1.7%	1	2.5%	1	7.4%	2	0.0%	0	0.0%	0	1.7%	2	2.0%	3	4.5%	34	0.9%	4
(Don't do this activity)	63.8%	1470	77.1%	34	55.3%	36	60.6%	23	58.5%	27	70.9%	20	75.6%	21	49.0%	26	54.2%	76	60.8%	92	69.2%	525	66.8%	313

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23	
Weighted base:	2303	44	66	38	46	28	28	52	140	151	759	468											
Sample:	2303	100	100	100	100	100	101	100	100	100	100	100											

GEN Gender of respondent:

Male	35.8%	824	18.4%	8	21.9%	14	37.5%	14	40.2%	18	41.3%	12	26.0%	7	26.9%	14	32.7%	46	36.1%	54	34.0%	258	42.6%	200
Female	64.2%	1479	81.6%	36	78.1%	52	62.5%	24	59.8%	27	58.7%	17	74.0%	20	73.1%	38	67.3%	94	63.9%	96	66.0%	501	57.4%	269
Weighted base:	2303	44	66	38	46	28	28	52	140	151	759	468												
Sample:	2303	100	100	100	100	100	101	100	100	100	100	100												

AGE Could I ask how old you are please?

18 to 24	7.8%	180	11.3%	5	3.8%	2	8.4%	3	12.0%	5	0.0%	0	5.7%	2	9.1%	5	10.8%	15	9.4%	14	0.0%	0	19.2%	90
25 to 34	15.0%	344	5.6%	2	34.0%	22	16.8%	6	28.1%	13	11.0%	3	0.0%	0	22.7%	12	10.8%	15	14.2%	21	22.1%	167	4.8%	22
35 to 44	20.5%	472	9.3%	4	21.8%	14	27.7%	11	14.9%	7	20.5%	6	18.9%	5	13.1%	7	13.4%	19	17.5%	26	27.3%	207	15.8%	74
45 to 54	18.5%	427	9.4%	4	16.9%	11	14.7%	6	19.0%	9	14.6%	4	12.8%	4	12.0%	6	22.6%	32	22.4%	34	18.5%	140	20.1%	94
55 to 64	16.9%	390	23.6%	10	10.3%	7	19.1%	7	12.4%	6	22.1%	6	28.1%	8	19.8%	10	11.8%	17	20.6%	31	16.9%	128	18.3%	86
65 +	17.6%	404	30.5%	13	10.8%	7	12.5%	5	12.8%	6	26.2%	7	26.5%	7	19.5%	10	26.2%	37	13.0%	20	12.6%	96	15.9%	74
(Refused)	3.7%	86	10.2%	4	2.3%	2	0.8%	0	0.8%	0	5.6%	2	8.1%	2	3.7%	2	4.4%	6	2.9%	4	2.7%	20	5.8%	27
Weighted base:	2303	44	66	38	46	28	28	52	140	151	759	468												
Sample:	2303	100	100	100	100	100	101	100	100	100	100	100												

WOR Which of the following best describes the chief wage earner of your household's current employment situation? [PR]

Working full time	63.9%	1471	47.9%	21	70.9%	47	70.5%	27	65.7%	30	52.2%	15	50.2%	14	51.1%	27	59.5%	83	68.1%	103	70.6%	536	65.6%	307
Working part time	5.7%	130	6.5%	3	8.5%	6	4.5%	2	1.6%	1	6.4%	2	4.1%	1	12.7%	7	7.4%	10	4.8%	7	4.5%	34	3.1%	14
Unemployed	4.1%	95	0.0%	0	0.5%	0	3.8%	1	6.9%	3	1.8%	0	0.8%	0	4.5%	2	0.8%	1	0.7%	1	7.8%	59	2.0%	9
Retired	21.3%	489	39.6%	17	18.5%	12	18.3%	7	16.4%	8	28.8%	8	35.0%	10	28.1%	15	27.5%	39	19.8%	30	12.6%	95	22.7%	106
A housewife	0.2%	6	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	0.9%	4
A student	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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
(Refused)	4.8%	112	6.0%	3	1.5%	1	2.8%	1	9.3%	4	10.8%	3	8.0%	2	3.6%	2	4.9%	7	6.6%	10	4.5%	34	5.7%	27
Weighted base:	2303	44	66	38	46	28	28	52	140	151	759	468												
Sample:	2303	100	100	100	100	100	101	100	100	100	100	100												

CAR How many cars does your household own or have the use of?

None	11.6%	268	6.0%	3	5.6%	4	5.9%	2	13.7%	6	7.3%	2	6.0%	2	3.8%	2	8.0%	11	9.5%	14	16.8%	127	8.3%	39
One	39.4%	907	28.9%	13	37.5%	25	49.6%	19	27.7%	13	22.9%	6	31.0%	9	29.8%	16	34.6%	48	20.8%	31	40.8%	310	46.8%	219
Two	29.3%	674	38.5%	17	36.0%	24	31.5%	12	27.2%	12	38.9%	11	38.4%	11	36.6%	19	33.5%	47	44.1%	67	26.0%	197	22.7%	107
Three or more	15.0%	345	19.7%	9	17.9%	12	11.5%	4	26.8%	12	22.3%	6	17.7%	5	27.1%	14	19.0%	27	23.7%	36	10.2%	77	17.7%	83
(Refused)	4.7%	109	6.9%	3	3.1%	2	1.4%	1	4.6%	2	8.6%	2	6.9%	2	2.7%	1	4.9%	7	1.9%	3	6.2%	47	4.4%	21
Weighted base:	2303	44	66	38	46	28	28	52	140	151	759	468												
Sample:	2303	100	100	100	100	100	101	100	100	100	100	100												

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23
QUOTA Zone:												
Zone 1	1.6%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2	3.0%	69	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3	1.2%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4	1.4%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5	1.9%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6	2.5%	57	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7	1.3%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8	1.1%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 9	0.8%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 10	0.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 11	2.7%	62	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 12	2.9%	67	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 13	1.9%	44	100.0%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 14	2.9%	66	0.0%	0	100.0%	66	0.0%	0	0.0%	0	0.0%	0
Zone 15	1.7%	38	0.0%	0	0.0%	0	100.0%	38	0.0%	0	0.0%	0
Zone 16	2.0%	46	0.0%	0	0.0%	0	0.0%	0	100.0%	46	0.0%	0
Zone 17	1.2%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	28
Zone 18	1.2%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	100.0%
Zone 19	2.3%	52	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	100.0%
Zone 20	6.1%	140	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	100.0%
Zone 21	6.6%	151	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	100.0%
Zone 22	33.0%	759	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	100.0%
Zone 23	20.3%	468	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	100.0%
Weighted base:	2303	44	66	38	46	28	28	52	140	151	759	468
Sample:	2303	100	100	100	100	100	101	100	100	100	100	100

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23
PC Postcode sector:												
BR8 8	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CM0 7	0.7%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CM0 8	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CM1 2	0.9%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CM1 3	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CM1 4	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CM1 6	0.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CM1 7	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CM11 1	0.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CM11 2	0.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CM12 0	0.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CM12 9	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CM13 1	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CM13 2	0.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CM13 3	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CM14 4	1.0%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CM14 5	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CM15 0	0.7%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CM15 8	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CM15 9	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CM16 4	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CM16 5	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CM16 6	0.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CM16 7	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CM2 0	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CM2 6	0.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CM2 7	0.7%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CM2 8	0.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CM2 9	1.0%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CM3 4	0.7%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CM3 5	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CM3 6	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CM3 7	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CM3 8	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CM4 0	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CM4 9	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CM5 0	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CM5 9	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CM9 4	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CM9 5	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CM9 6	0.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DA1 1	0.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DA1 2	2.0%	45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DA1 3	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DA1 4	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23
DA10 0	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	9
DA11 0	0.8%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	19
DA11 7	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	6
DA11 8	1.2%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	27
DA11 9	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	5
DA12 1	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	3
DA12 2	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	3
DA12 3	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	8
DA12 4	1.0%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	22
DA12 5	0.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	14
DA13 0	1.1%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	25
DA13 9	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	6
DA14 4	1.1%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	24
DA14 6	1.1%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	26
DA15 7	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	4
DA15 8	2.0%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	46
DA15 9	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	10
DA2 7	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	11
DA3 8	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	6
DA4 9	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	3
DA5 1	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	11
DA5 3	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	6
DA7 4	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	5
DA7 5	0.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	10
DA7 6	0.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	10
DA8 1	1.1%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	25
DA8 2	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2
DA9 9	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	9
E12 5	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	5
EN9 1	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	3
EN9 2	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
EN9 3	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	7
IG1 2	0.8%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	18
IG1 3	0.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	14
IG1 4	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	6
IG10 1	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	9
IG10 2	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	6
IG10 3	1.0%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.9%	24
IG10 4	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2
IG11 0	1.5%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	33
IG11 8	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	4
IG11 9	0.9%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	21
IG2 6	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	8
IG3 8	1.9%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	44
IG4 5	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	6
IG5 0	1.0%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	23
IG7 6	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	4

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23
ME2 2	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	4
ME2 3	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2
ME2 4	1.0%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	22
ME3 7	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2
ME3 8	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	7
ME3 9	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	4
RM1 2	0.9%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	20
RM1 4	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	8
RM10 7	1.0%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	22
RM10 8	0.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	10
RM10 9	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	9
RM11 1	1.2%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	28
RM11 2	0.9%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	22
RM11 3	1.1%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	25
RM12 4	0.9%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	21
RM12 5	1.0%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	23
RM12 6	0.8%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	18
RM13 7	1.2%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	28
RM13 8	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	6
RM13 9	2.2%	52	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	52
RM14 1	1.5%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	34
RM14 2	1.8%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	42
RM14 3	0.4%	10	0.0%	0	14.7%	10	0.0%	0	0.0%	0	0.0%	0
RM15 4	3.4%	77	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.2%	77
RM15 5	0.5%	11	0.0%	0	0.0%	0	29.2%	11	0.0%	0	0.0%	0
RM15 6	0.5%	10	0.0%	0	0.0%	0	27.3%	10	0.0%	0	0.0%	0
RM16 2	0.6%	13	0.0%	0	19.3%	13	0.0%	0	0.0%	0	0.0%	0
RM16 3	0.3%	6	0.0%	0	9.2%	6	0.0%	0	0.0%	0	0.0%	0
RM16 4	0.5%	12	0.0%	0	18.4%	12	0.0%	0	0.0%	0	0.0%	0
RM16 5	0.0%	1	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0
RM16 6	0.5%	12	0.0%	0	0.0%	0	31.2%	12	0.0%	0	0.0%	0
RM17 5	0.4%	8	0.0%	0	12.5%	8	0.0%	0	0.0%	0	0.0%	0
RM17 6	0.5%	12	0.0%	0	18.2%	12	0.0%	0	0.0%	0	0.0%	0
RM18 7	0.2%	5	0.0%	0	7.7%	5	0.0%	0	0.0%	0	0.0%	0
RM18 8	0.5%	11	0.0%	0	0.0%	0	0.0%	0	23.8%	11	0.0%	0
RM19 1	1.1%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	26
RM2 5	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	6
RM20 3	0.0%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
RM20 4	0.1%	3	0.0%	0	0.0%	0	7.9%	3	0.0%	0	0.0%	0
RM3 0	0.8%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	18
RM5 2	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	4
RM5 3	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	5
RM6 4	0.7%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	16
RM6 5	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	8
RM6 6	0.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	14
RM7 7	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	5
RM7 8	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	5

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23
RM7 9	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RM8 3	0.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	14
RM9 6	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	6
SS0 0	0.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS0 7	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS0 8	0.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS0 9	0.7%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS1 1	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS1 2	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS1 3	0.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS11 7	0.6%	13	0.0%	0	0.0%	0	0.0%	0	47.5%	13	0.0%	0
SS11 8	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS12 0	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS12 9	0.5%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS13 1	0.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS13 2	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS13 3	0.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS14 1	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS14 2	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS14 3	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS15 4	0.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS15 5	0.7%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS15 6	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS16 4	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS16 5	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS16 6	0.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS17 0	0.4%	9	0.0%	0	0.0%	0	20.4%	9	0.0%	0	0.0%	0
SS17 7	0.7%	15	0.0%	0	0.0%	0	33.0%	15	0.0%	0	0.0%	0
SS17 8	0.3%	8	0.0%	0	0.0%	0	17.0%	8	0.0%	0	0.0%	0
SS17 9	0.1%	3	0.0%	0	0.0%	0	5.8%	3	0.0%	0	0.0%	0
SS2 4	0.7%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS2 5	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS2 6	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS3 0	0.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS3 8	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS3 9	0.8%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS4 1	0.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS4 2	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS4 3	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS5 4	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS5 5	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS5 6	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS6 7	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS6 8	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS6 9	0.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS7 1	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS7 2	0.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

South Essex Retail Study for Peter Brett Associates

Weighted:

	Total	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23
SS7 3	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS7 4	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS7 5	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS8 0	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS8 7	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS8 8	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS8 9	1.0%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS9 1	0.4%	9	19.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS9 2	0.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS9 3	0.6%	14	32.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS9 4	0.5%	11	26.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS9 5	0.4%	10	21.8%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	2303	44	66	38	46	28	28	52	140	151	759	468
Sample:	2303	100	100	100	100	100	101	100	100	100	100	100