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Ipswich Borough Council:

Retail and Commercial Leisure Study 2010

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1.0 INTRODUCTION

- 1.1 Strategic Perspectives LLP was instructed by Ipswich Borough Council (hereafter referred to as 'IBC') in January 2010 to prepare a Borough-wide retail and commercial leisure needs assessment. This study updates and supersedes the 2005 *Ipswich Retail Study* ('IRS') and also looks at commercial leisure need.
- 1.2 This study has been prepared in the context of the most current national and development plan policy guidance. It specifically takes into account the advice set out in Planning Policy Statement 4 (PPS4): '*Planning for Sustainable Economic Growth*' and provides the robust baseline evidence required to inform the preparation of the Council's Development Plan Documents (DPDs) as part of the Local Development Framework (LDF) process. The study and evidence base will also help the Local Planning Authority (LPA) determine planning applications for town centre uses that are not in a centre and not in accordance with an up-to-date development plan.

STUDY AIMS & OBJECTIVES

- 1.3 This strategic study assesses the attraction and performance of Ipswich Town Centre as a major shopping and commercial leisure destination serving the Borough's residents and a wider catchment area. It also examines the relative attraction, role and function of the smaller District and Local Centres in the Borough's shopping hierarchy, as well as the out-of-centre shopping and leisure facilities.
- 1.4 The main aims and objectives, as agreed with the Council, are to:
- Assess the quantitative and qualitative need for new retail and commercial leisure uses and floorspace between 2010 and 2026 (with additional forecasts up to 2031).
 - Carry out a household telephone interview survey across the Borough and a wider study area to help determine current shopping patterns for convenience and comparison goods purchases, as well as for the main commercial leisure uses.
 - Carry out a health check assessment of Ipswich Town Centre in accordance with the key performance indicators (KPIs) set out in Annex D of PPS4. (Please note that the town centre here refers to an area broadly equivalent to the Central Shopping Area identified in the adopted Local Plan 1997).
 - Advise on the Borough's network (the pattern of provision of centres) and hierarchy (the role and relationship of centres in the network) of centres, and whether there are any deficiencies in provision.
 - Undertake a broad review of the role and function of district and local centres and the retail / leisure uses in the Waterfront area.
- 1.5 Overall the findings of the study will provide the Council with the robust evidence base needed to inform the future direction of retail policy in the Borough. The study will also help to underpin future work elements including town centre strategies, town centre master plan and the allocation of potential development sites.

METHODOLOGY

- 1.6 The quantitative and qualitative research methodology adopted for this study is widely used and accepted for retail planning assessments. It takes account of national planning policy advice set out in PPS4 and the *Town Centre Practice Guidance on Need, Impact and the Sequential Approach* (hereafter referred to as the 'Practice Guidance').
- 1.7 In accordance with good practice the study is underpinned by a household telephone survey. The survey was carried out in February 2010 by NEMS Market Research ('NEMS'). Some 1,000 interviews were conducted across a wide study (catchment) area extending beyond the Borough boundary. The survey provides a broad picture of shopping patterns for both convenience and comparison goods purchases and leisure uses across the Borough and wider study area (see **Section 4** for a more detailed commentary). The methodology, questionnaire and detailed tabulations are set out in **Appendix 1** to this study.
- 1.8 The survey results provide a robust evidence base to help establish current shopping patterns, catchment areas and market shares for different types of retail purchases. The market share analysis for convenience goods is set out in **Appendix 2** and for comparison goods in **Appendix 3**. It is assumed that the household survey results broadly reflect average year-round shopping patterns across the Borough and wider study area. This is because the respondents were asked where they do most of their shopping for different types of retail goods, rather than where they last shopped.
- 1.9 This evidence base is then used to inform the economic assessment of the capacity for new comparison goods retail floorspace over the forecast period (i.e. 2011, 2016, 2021, 2026 and 2031).
- 1.10 It is important to state at the outset that in our experience forecasts beyond five years should be interpreted with caution. However, we advise the Council that even forecasts over the short term could be subject to further review, as the impact of the economic recession has necessitated numerous updates to previously accepted retail expenditure growth forecasts over the last 12 months. We therefore recommend that the economic capacity assessments be continuously monitored and updated to take account of changes in retail expenditure and population growth forecasts, as well as the impact of other key trends.

REPORT STRUCTURE

- 1.11 This report draws together the results of our research, incorporating the findings of the detailed survey-based technical analysis, qualitative (health check) assessments and the quantitative need (capacity) assessment for comparison and convenience goods retailing and commercial leisure uses. The report is structured as follows:

- **Section 2** summarises the national, regional and local retail planning policy framework. It also provides a brief overview of other relevant planning and regeneration policy, including policy material to commercial leisure. This section provides the important policy context for the rest of the study.
- **Section 3** highlights some of the key trends that are driving the dynamic changes in the retail property market, as well as shaping the urban and retail landscape. It also describes the impact of the economic recession on the retail sector, as well as on Britain's town centres and high streets.
- **Section 4** defines the study (catchment) area that provides the framework for the household survey and economic assessment. It also provides a summary of the market share analysis for comparison and convenience goods shopping patterns based on the results of the household survey conducted during February 2010.
- **Section 5** sets out the health check assessment of Ipswich town centre's overall vitality and viability. The evidence base draws on our audit of the centre in February 2010 and a number of other key data sources, including the Experian Goad 'Centre Report' published in September 2009 and a pedestrian flowcount survey conducted during March 2010. The health check addresses the main key performance indicators (KPIs) set out in PPS4 (Annex D) and also draws on the findings of the household survey. This section provides a robust overview of the town's overall attraction, health and performance as a shopping location, as well as for wider town centre uses at the time the health check was conducted.
- **Section 6** provides a broad overview of the role and function of the Borough's District and Local Centres in the shopping hierarchy based on our audits of the centres and information provided by the local planning authority.
- **Section 7** describes the economic (capacity) assessment of the potential for new (comparison and convenience goods) retail floorspace in the Borough over the forecast period (i.e. up to 2031). The retail capacity forecasts take account of known commitments as agreed with the Council at the time the assessment was undertaken.
- **Section 8** examines the key trends driving market demand in the commercial leisure sector and forecasts the potential capacity for leisure provision within the Borough;
- **Section 9** details the findings of a survey of local businesses in Ipswich town centre conducted in August 2010 to gauge their perception and performance and to identify key issues and challenges they are facing both now and in the future; and
- Finally, **Section 10** draws together the key findings of the retail and commercial leisure needs assessments and sets out our overall conclusions and recommendations.

- 1.12 The evidence base underpinning our assessment is set out in the appendices to this study.

2.0 RETAIL PLANNING POLICY CONTEXT

- 2.1 This section summarises some of the Government's main objectives, policy and advice as set out in the inter-related Planning Policy Statements (PPSs) on sustainable development; retail and leisure planning and town centres; transport; plan-making; and economic development. It specifically focuses on Planning Policy Statement 4 (PPS4) *Planning for Sustainable Economic Growth*, as this is material to the preparation of local development documents and to the determination of planning applications for main town centre uses not in a centre and not in accordance with an up-to-date development plan.

PPS1: DELIVERING SUSTAINABLE DEVELOPMENT

- 2.2 PPS1 comprises the Government's overarching planning policies on the delivery of sustainable development through the planning system. It is the core principle underpinning planning. At the heart of sustainable development is the aim to ensure a better quality of life for everyone, for now and for future generations. The Government is committed to promoting a strong, stable and productive economy that aims to bring jobs and prosperity for all. Local Planning Authorities (LPAs) should therefore ensure that suitable locations are available for industrial, commercial, retail, public sector, tourism and leisure developments, so that the economy can prosper.
- 2.3 In preparing development plans, LPAs should seek to bring forward sufficient land of a suitable quality in appropriate locations to meet the expected needs for retail and commercial development, taking into account issues such as accessibility and sustainable transport needs; the provision of essential infrastructure, including for sustainable waste management; and the need to avoid flood risk and other natural hazards. New developments should also be located such that they are accessible to a large number of people. It specifically refers to new retail developments in existing town centres to promote their vitality and viability, social inclusion and more sustainable patterns of development.

PPS12: LOCAL SPATIAL PLANNING

- 2.4 PPS12 sets out the Government's policy on the preparation of development plan documents (DPDs) as part of the LDF process, of which the Core Strategy is the principal DPD. The LDF, together with the Regional Spatial Strategy (RSS), provides the essential framework for planning in the local authority's area. In brief, PPS12 explains local spatial planning and how it benefits communities. It also sets out what the key ingredients of local spatial plans are and the key Government policies on how they should be prepared.
- 2.5 The new spatial planning system exists to deliver positive social, economic and environmental outcomes. It requires local planning authorities to collaborate with a

wide range of stakeholders and agencies to help to shape local areas and deliver local services. The spatial planning objectives for local areas, as set out in the LDF, should therefore be aligned not only with national and regional plans, but also with the shared local priorities set out in Sustainable Communities Strategies where these are consistent with national and regional policy.

- 2.6 PPS12 explains that one of the key aims of the new system is that local development documents must be soundly based in terms of their content and the process in which they are produced. They must also be based upon a robust, comprehensive and credible evidence base. Paragraph 4.8 specifically states that the policies prepared by the LPA should be founded on: *"...a thorough understanding of the needs in their area and the opportunities and constraints which operate within the area"*. It adds that LPAs should prepare and maintain: *"...an up-to-date information base on key aspects of the social, economic and environmental characteristics of their area, to enable the preparation of a sound spatial plan meeting the objectives of sustainable development."*

PPS4: PLANNING FOR SUSTAINABLE ECONOMIC GROWTH

- 2.7 PPS4 sets out planning policies for economic development (see box below) and replaces the existing PPS4: *Planning for Sustainable Economic Development*; PPG5 *Simplified Planning Zones*; PPS6 *Planning for Town Centres*; the economic development elements of PPS7 *Sustainable Development in Rural Areas*; and paragraphs 53-54 and Annex D of PPG13: *Transport* relating to maximum parking standards (unless LPAs prepare local maximum parking standards in line with Policy EC8 of PPS4).

WHAT IS ECONOMIC DEVELOPMENT?

For the purposes of PPS4, economic development includes development within the B Use Classes; public and community uses; and the following main town centre uses.

- retail development (including warehouse clubs and factory outlet centres)
- leisure, entertainment facilities, and the more intensive sport and recreation uses (including cinemas, restaurants, drive-through restaurants, bars and pubs, nightclubs,
- casinos, health and fitness centres, indoor bowling centres, and bingo halls)
- offices, and
- arts, culture and tourism development (including theatres, museums, galleries and concert halls, hotels and conference facilities)

The policies do not apply to housing development, as this is covered by PPS3: Housing. References to town centre(s) or to centre(s) apply to all types of centre defined in Annex B to PPS4 which should be identified in development plans.

- 2.8 The Government's overarching objective is for sustainable economic growth. The intended effect of the policy changes are that the planning system contributes to building prosperous economies by, amongst other objectives, improving the economic performance of places; delivering sustainable patterns of development; and promoting the vitality and viability of town centres.

- 2.9 PPS4 sets out policies that are intended to clarify the Government's approach and support for town centres. It is significantly different to PPS6 in that it is based on 19 policies organised around the following key planning processes:
- using evidence to plan positively (Policy EC1);
 - plan making (Policies EC2 – EC8);
 - monitoring (Policy EC9); and
 - development management (Policies EC10 – EC19).
- 2.10 PPS4 was published alongside the much anticipated *Town Centre Practice Guidance on Need, Impact and the Sequential Approach*. The *Practice Guidance* is intended to help practitioners implement policy. It does not, however, constitute a statement of Government policy, nor does it seek to prescribe a standard methodology or approach.
- 2.11 One of the key changes introduced by PPS4 is the removal of need as a standalone test in the assessment and determination of planning applications. Notwithstanding this, need is still fundamental to the plan-making process.
- 2.12 The following provides an overview of the more relevant policies in PPS4.

Preparing a Robust Evidence Base & Monitoring Requirements

- 2.13 To help underpin plan-making and the assessment of planning applications, PPS4 places significant weight on the need for regions and local authorities to work together to prepare and maintain a robust evidence base (Policy EC1), as well as continually monitor the impact of policies and planning applications on centres (Policy EC9). At the local level, Policy EC1.3 advises that the evidence base should:
- a. be informed by regional assessments;
 - b. assess the detailed need for land or floorspace for economic development, including for all main town centre uses over the plan period.
 - c. identify any deficiencies in the provision of local convenience shopping and other facilities which serve people's day-to-day needs.
 - d. Assess the existing and future supply of land available for economic development, ensuring that existing site allocations for economic development are reassessed against the policies in PPS4, particularly if they are for single or restricted uses; and
 - e. assess the capacity of existing centres to accommodate new town centre development, taking account of the role of centres in the hierarchy and identifying centres in decline where change needs to be managed.
- 2.14 Policy EC9 advises RPBs and LPAs to use their annual monitoring reports to assess the network and hierarchy of centres; the need for further development; and the vitality and viability of centres. Health check assessments are identified as an important tool

for both plan making and the consideration of planning applications. For example, regular health checks can help to inform decisions about the extent of primary shopping areas and primary/secondary frontages. Alongside up to date development plan, health checks can also help to inform judgements about the extent and significance of any potential impacts of planning applications (EC17.3). Annex D to PPS4 sets out the 13 health check vitality and viability key performance indicators (KPIs).

Planning for Centres

- 2.15 The Government's planning policy guidance and statements since the mid-1990s have consistently set out their commitment to focusing new development and investment in town centres first. This requires balancing the priority for focussing new economic growth and development of main town centre uses in existing centres, with the other key aims of promoting competition, enhancing consumer choice and conserving the heritage of centres.
- 2.16 To help achieve the Government's town centre first policy, the emphasis is very much on regional planning bodies (RPBs) and local planning authorities (LPAs) working together to adopt a positive and proactive approach to planning for sustainable economic growth (Policy EC2) and for centres (Policy EC3).
- 2.17 Integral to this is the requirement for RPBs and LPAs to set out a clear economic vision and strategy for their area that positively and proactively encourages sustainable economic growth, identifying priority areas with high levels of deprivation that should be prioritised for regeneration investment (EC2.1.a). This is underlined by Policy EC3, which states that both RPBs and LPAs should, as part of this economic vision for areas, prepare robust strategies for the management and growth of centres over the plan period. RPBs are required to focus on higher level centres to provide a strategic framework for planning for centres at the local level.
- 2.18 Policy EC3.1 provides a useful checklist for plan-making, as it sets out the scope of strategies, although the *Practice Guidance* advises that these should be "...tailored to the specific circumstances and issues facing the area" (paragraph 2.6). Policy EC3.1(a-h) specifically states that RPBs and LPAs should prepare strategies that take account of a range of factors including, *inter alia*, the need to:
- Set flexible policies for centres which are able to respond to changing economic circumstances and encourage, where appropriate, high-density development accessible by public transport, walking and cycling.
 - Define a network (the pattern of provision of centres) and hierarchy (the role and relationship of centres in the network) of centres that is resilient to anticipated future economic changes, to meet the needs of their catchments. This will involve:
 - making choices about which centres will accommodate any identified need for growth in town centre uses;

- considering the expansion of centres where necessary, ensuring any extensions are carefully integrated with the existing centre in terms of design (including the need to allow easy pedestrian access);
 - considering the scope for consolidating and strengthening centres in decline, by seeking to focus a wider range of services there, promoting the diversification of uses and improving the environment; and
 - reclassifying centres at a lower level within the retail hierarchy where reversing decline is not possible. (This may include, for example, allowing retail units to change to other uses, whilst aiming, wherever possible, to retain opportunities for vital local services).
- Define the extent of the centre and the primary shopping area at the local level in the Adopted Proposals Map, having considered distinguishing between realistically defined primary and secondary frontages in designated centres and setting policies that make clear which uses will be permitted in such locations.
 - Consider setting floorspace thresholds for the scale of edge-of-centre and out-of-centre development at the local level that would be subject to an impact assessment under (EC16.1) and specify the geographic areas these thresholds will apply to.
 - Define any locally important impacts on centres which should be tested (see policy EC16.1.f).
 - Encourage residential or office development above ground floor retail, leisure or other facilities within centres at the local level, ensuring that housing in out-of-centre mixed-use developments is not, in itself, used as a reason to justify additional floorspace for main town centre uses in such locations;
 - Identify sites or buildings within existing centres at the local level suitable for development, conversion or change of use.
 - Use planning tools such as local development orders, area action plans, compulsory purchase orders and town centre strategies at the local level to address any transport, land assembly, crime prevention, planning and design issues associated with the growth and management of centres

Promoting Choice & Competition

- 2.19 Reflecting the importance attached to developing positive strategies, and promoting choice and competition, Policy EC4 reinforces the Government's key policy objectives, and sets out some of the issues which could be taken into account in preparing and evaluating alternative town centre strategies and translating these into the LDF.
- 2.20 Policy EC4.1(a-f) states that LPAs should proactively plan to promote competitive town centre environments and provide consumer choice by, *inter alia*:
- supporting a diverse range of uses which appeal to a wide range of age and social groups, ensuring that these are distributed throughout the centre;

- planning for a strong retail mix so that the range and quality of the comparison and convenience retail offer meets the requirements of the local catchment area, recognising that smaller shops can significantly enhance the character and vibrancy of a centre;
- supporting shops, services and other important small scale economic uses (including post offices, petrol stations, village halls and public houses) in local centres and villages;
- identifying sites in the centre, or failing that on the edge of the centre, capable of accommodating larger format developments where a need for such development has been identified;
- retaining and enhancing existing markets and, where appropriate, re-introducing or creating new ones, ensuring that markets remain attractive and competitive by investing in their improvement; and
- taking measures to conserve and, where appropriate, enhance the established character and diversity of their town centres.

Managing the Evening & Night-time Economy

- 2.21 Policy EC4.2 states that LPAs should manage the evening and night-time economy in centres, taking account of and complementing the local authority's *Statement of Licensing Policy* and the promotion of the licensing objectives under the *Licensing Act 2003*. Policies should: (a) encourage a diverse range of complementary evening and night-time uses which appeal to a wide range of age and social groups, making provision, where appropriate, for leisure, cultural and tourism activities such as cinemas, theatres, restaurants, public houses, bars, nightclubs and cafes; and (b) set out the number and scale of leisure developments they wish to encourage taking account of their potential impact, including the cumulative impact, on the character and function of the centre, anti-social behaviour and crime, including considering security issues raised by crowded places, and the amenities of nearby residents.

The Need Test

- 2.22 The assessment of quantitative and qualitative need has been removed as a standalone test for the assessment and determination of planning applications for retail, leisure and main town centre uses. Notwithstanding this, need assessments remain a fundamental component of the evidence base for plan-making at the regional and local level (Policy EC1.4). The consideration of need is also fundamental to the development of robust town centre strategies (Policy EC3). Specifically, a need assessment is vitally important to help to inform the identification and allocation of an appropriate range of sites to accommodate the forecast capacity for new retail floorspace and town centre uses (Policy EC5.1.a).

Sequential Assessment & Site Allocation

- 2.23 The sequential assessment remains at the heart of the Government's objective to focus new development and investment in town centres first. It is a fundamental part of both plan making (Policy EC5) and the determination of planning applications (Policy EC15). The importance of the sequential approach is reflected by the fact that it has emerged relatively unchanged from PPS6.
- 2.24 Under the sequential approach (Policy EC5.2), LPAs should identify sites that are suitable, available and viable in the following order:
- locations in appropriate **existing centres**, where sites or buildings for conversion are, or are likely to become, available within the plan period;
 - **edge-of-centre locations**, with preference given to sites that are, or will be well connected to the centre; and
 - **out-of-centre sites**, with preference given to sites which are, or will be well served by a choice of means of transport and that are closest to the centre and have a higher likelihood of forming links with the centre
- 2.25 PPS4 (EC5.1) places significant weight on LPAs to identify and allocate an appropriate range of sites to accommodate the identified need, ensuring that sites are capable of accommodating a range of business models in terms of scale, format, car parking provision and scope for disaggregation. Policy EC5.1 states that: *"...an apparent lack of sites of the right size and in the right location should not be a reason for local planning authorities to avoid planning to meet the identified need for development"*. Where necessary, PPS4 (Policy EC5.6) also encourages LPAs to make full use of their planning tools to help facilitate development.
- 2.26 When carrying out site selection and land assembly for main town centre uses, Policy EC5.1(a-e) states that LPAs should:
- base their approach on the identified need for development;
 - identify the appropriate scale of development. This should ensure that the scale of the sites identified and the level of travel they generate are in keeping with the role and function of the centre within the hierarchy of centres, and the catchment served;
 - apply the sequential approach to site selection (see Policy EC5.2);
 - assess the impact of sites on existing centres (see Policy EC5.4); and
 - consider the degree to which other considerations such as any physical regeneration benefits of developing on previously-developed sites, employment opportunities, increased investment in an area or social inclusion, may be material to the choice of appropriate locations for development.
- 2.27 Sites that best serve the needs of deprived areas should be given preference when considered against alternative sites with similar location characteristics (Policy EC5.3). Having identified sites for development, Policy EC5.5 states that LPAs should allocate sufficient sites in development plan documents to meet **at least the first five years'**

- identified need.** Where appropriate, LDFs should set out policies for the phasing and release of allocated sites to ensure that those sites in preferred locations within centres are developed ahead of less central locations.
- 2.28 The sequential assessment is also critical to the determination of planning applications that are not in an existing centre and not in accordance with an up to date development plan, including extensions of over 200 square metres gross to existing retail and leisure uses (Policy EC15).
- 2.29 The *Practice Guidance* provides more detail as to the application of the sequential approach for plan making and development management policies. It identifies that a critical first step is for LPAs to identify what they regard as the primary shopping area (PSA) and town centre boundary when preparing development plans, as well as the potential need to extend these to accommodate future growth and expansion of centres. This, in turn, provides clarity to applicants about the policy status of different sites.
- 2.30 Both LPAs and applicants are still required to carry out a pragmatic and realistic approach when assessing the suitability, viability and availability of potential sites. This requires, for example, demonstrating flexibility in terms of the scale and format of the proposal; car parking provision; and the scope for disaggregation. PPS4 confirms that it does not expect a single retailer or leisure operator to split development into separate sites where flexibility in the business model and the scope for disaggregation have been demonstrated.
- 2.31 As far as we are aware, for the first time the *Practice Guidance* indicates that the size and bulk of goods sold will influence the size and type of store required. This applies particularly to retailers selling bulky durable goods such as DIY, furniture, carpets and domestic appliances. The *Practice Guidance* adds that in many cases these forms of development are regarded as complementary to the role of town centre retailing, as they do not generate sufficient sales productivity to trade in prime town centre locations. This would seem to suggest that these types of bulky goods may be more appropriate to edge and/or out-of-centre locations, although it will still be necessary for both LPAs and applicants to clearly demonstrate why more central sites are not sequentially preferable.

The Assessment of Impact

- 2.32 A more comprehensive impact test has been introduced by PPS4 to help inform plan making (for example, see Policies EC3.1.e, EC5.1.d and EC5.4) and development management policies (see Policies EC14, EC16 and EC17). It is intended to strengthen the Government's town centre first policy by providing a clearer, more robust and holistic policy framework for assessing the impact of development proposals. The *Practice Guidance* provides, for the first time, clarification as to how to assess and determine impacts on the vitality and viability of centres.

- 2.33 Planning applications for main town centre uses that are not in a centre and not in accordance with an up to date development plan should be assessed against the key impacts on centres set out in Policy EC16.1(a-f), focusing in particular **on the first five years after the implementation of a proposal** (i.e. after the scheme has opened). The key impacts are as follows:
- The impact of the proposal on existing, committed and planned public and private investment in a centre or centres in the catchment area of the proposal.
 - The impact of the proposal on town centre vitality and viability, including local consumer choice and the range and quality of the comparison and convenience retail offer.
 - The impact of the proposal on allocated sites outside town centres being developed in accordance with the development plan.
 - In the context of a retail or leisure proposal, the impact of the proposal on in-centre trade/turnover and on trade in the wider area.
 - If located in or on the edge of a town centre, whether the proposal is of an appropriate scale (in terms of gross floorspace) in relation to the size of the centre and its role in the hierarchy of centres.
 - Any other locally important impacts on centres defined by LPAs under (see Policy EC3.1.e).
- 2.34 In addition, Policy EC10.2 identifies the following five impact considerations that all applications for economic development should be assessed against:
- the effect on carbon dioxide emissions and climate change over the lifetime of the development;
 - the accessibility of the proposal by a choice of means of transport;
 - whether the proposal secures a high quality and inclusive design;
 - the impact on economic and physical regeneration in the area, including the impact on deprived areas and social inclusion objectives; and
 - the impact on local employment.
- 2.35 National policy requires impact to be applied to retail and leisure development (and proposals for other main town centre uses) over 2,500 square metres. The only exception to this is when a LPA sets specific thresholds in their development plans (see Policy EC3.1.d). Ahead of any local threshold being set, it could also be applied to smaller developments that are likely to have a significant impact on smaller town centres, depending on the relative size and nature of the development in relation to the centre.
- 2.36 In assessing the impact of proposed locations for development as part of the plan making and site selection process (under Policy EC5.1.d), Policy EC5.4(a-c) states that LPAs should:
- take into account the impact considerations set out in Policy EC16, particularly for developments over 2,500 sq m (or any locally set threshold under EC3.1.e), ensuring that

any proposed edge-of-centre or out-of-centre sites would not have an unacceptable impact on centres within the catchment of the potential development;

- ensure that proposed sites in a centre, which would substantially increase the attraction of that centre and could have an impact on other centres, are assessed for their impact on those other centres; and
- ensure that the level of detail of any assessment of impacts is proportionate to the scale, nature and detail of the proposed development

Determining Planning Applications

- 2.37 PPS4 provides a far more structured policy-based approach to determining planning applications than PPS6. Significant weight is now placed on the sequential and impact tests, apparently ahead of economic, social, environmental and other material considerations.
- 2.38 Although Policy EC10.1 states that LPAs should adopt a positive and constructive approach towards planning applications for economic development, Policies EC14-EC17 specifically deal with planning applications for main town centre uses that are not in a centre and not in accordance with an up to date development plan.
- 2.39 Policy EC17.1.a is clear that applications should be refused planning permission where the applicant has not demonstrated compliance with the sequential approach (Policy EC15). Similarly, Policy EC17.1.b states that planning permission should also be refused where there is clear evidence that the proposal is likely to lead to significant adverse impacts in terms of any **one** of the key impacts set out in Policy EC10.2 and EC16.1. This will need to take into account the likely cumulative effect of recent permissions, developments under construction and completed developments.
- 2.40 However, it is still for the decision maker to judge the extent to which the applicant has demonstrated compliance with the sequential approach, and what constitutes a significant adverse impact, based on the circumstances of each case. Where the evidence shows there is no significant adverse impact it will be necessary to balance the positive and negative effects of proposals against the criteria set out in Policies EC10.2 and EC16.1, together with any other local considerations and other wider material considerations in reaching an overall planning judgement.
- 2.41 Policy EC17.3 states that judgements about the extent and significance of any impacts should be informed by the development plan (where this is up to date); along with recent centre health check assessments, based on the vitality and viability indicators set out in Annex D to PPS4; and any other published local information (such as a town centre or retail strategy).

THE COMPETITION TEST

- 2.42 PPS4 does not specifically address the recommendation of the Competition Commission for a competition test for large grocery stores. The Government was

going to respond to the Commission's recommendation sometime in 2010 but at the time of finalising the report this has yet to occur.

- 2.43 The test will specifically apply to proposals submitted by a grocery retailer or a third party for the development of grocery stores (including new stores and extensions) where the store has (or after the scheme has been implemented, will have), a grocery sales area over 1,000 sq m. The CC has slightly modified the test to allow all retailers to make small extensions to stores of up to 300 sq m, provided that the store in question has not been extended in the previous five years. The Test therefore represents a significant and important material consideration for all those involved in the planning, development and operation of large grocery stores.
- 2.44 The CC has recommended that the CLG take the necessary steps to implement the Test. If adopted, it is likely to become an integral part of the planning system, informing both plan-making and development control policies and decisions relating to new larger grocery store applications. The CC has recommended that the Office of Fair Trading (OFT) becomes the statutory consultee to the LPA to advise whether a planning application has passed or failed the Test. The DCLG will consult further on the Test and its likely implementation.
- 2.45 LPAs, operators and developers will therefore have to review their development plan and business investment strategies to determine whether there are areas of high concentration of grocery fascias and identify the appropriate action required. The Test is explained in more detail on the Strategic Perspectives LLP website (www.strategicper.com).

PPG13: TRANSPORT

- 2.46 PPG13 was published in March 2001 and sets out the Government's policies on transport. It states that the quality of life depends on transport and easy access to jobs, shopping, leisure facilities and services. In relation to retail development, the guidance reinforces the town centres first agenda that preference should be given to central sites, followed by edge-of-centre and then only out-of-centre sites in locations which are (or will be) well served by public transport. Where there is clearly an established need for such development and it cannot be accommodated in or on the edge of existing centres, it may be appropriate to combine the proposal with existing out-of-centre developments, provided that improvements to public transport can be negotiated. It is important to note that PPS4 has replaced paragraphs 53-54 and Annex D of PPG13: *Transport* relating to maximum parking standards (unless LPAs prepare local maximum parking standards in line with Policy EC8 of PPS4).

DEVELOPMENT PLAN CONTEXT & POLICIES

- 2.47 The following briefly reviews the local DPDs relevant to the preparation of this retail and commercial leisure study, along with other regeneration and strategy reports recently prepared by the Council.
- 2.48 It is important to note at the outset that on 6th July 2010, the Secretary of State for Communities and Local Government announced the revocation of Spatial Regional Strategies¹. The implications of this decision are yet to be fully understood at the time of finalising this study, however initial guidance has been issued to respond to any immediate matters that may arise. The Coalition Government's programme, based around the principle of '*localism*', returns decision-making powers on housing and planning to local councils. In determining planning applications, Local Planning Authorities (LPAs) must continue to have regard to the Development Plan, which will now only consist of adopted Development Plan Documents (DPD); saved policies; and any old style plans that have not lapsed.
- 2.49 LPAs should continue to have regard to other material considerations including National Policy Guidance such as PPS4. LPAs will still be required to progress their LDFs and will be encouraged to reflect local people's aspirations on planning issues. In circumstances where an authority has adopted or is preparing a development plan document (DPD) they will be permitted to review their plans where appropriate. The Coalition Government has stated that is not seeking to change the plan-making approach, but by removing the regional tier of policy there will be inevitable delays to the LDF process. Authorities have therefore been encouraged to make their position clear on the review of their LDF as a priority.
- 2.50 The Ipswich Local Plan (November, 1997) is still the current adopted local plan for the Borough, and has 'saved' Local Plan policies in accordance with the Planning and Compulsory Purchase Act 2004. The Act also introduced major changes to the planning system, including the introduction of LDF's to replace the old system of Structure and Local Plans. The LDF comprises a series of documents, which set out policies and proposals for future development within each local planning authority's area.
- 2.51 By way of reference, the adopted Local Plan town centre and Central Shopping Area boundaries are shown in **Appendix 15**. The map also shows draft revised boundaries from the Preferred Options IP-One Area Action Plan. The latter are still subject to change.

¹ However, on the 10th November 2010 following a successful high court challenge by CALA Homes, the Court found that the secretary of state's revocation of Regional Strategies was unlawful.

Ipswich Borough Council Local Plan 1997

- 2.52 The Local Plan was adopted in November 1997 and sets out the Council's vision for the future development of the Borough. Chapter 10 on *Shopping* specifically deals with the provision and protection of existing retail facilities across the Borough. The key aims are to maintain and enhance the vitality and viability of the town centre to maintain and enhance its role as the main shopping area of the town and as a regional shopping centre; to provide flexibility of use; to ensure that shops selling convenience and bulky comparison goods suited to out-of-town locations are appropriately sited and to ensure local shopping centres continue to meet the needs of local neighbourhoods.
- 2.53 The following shopping and commercial leisure policies have been saved:
- S2 - Shopping in the town centre
 - S3 - Change of use in primary shopping area
 - S4 - Change of use in secondary shopping area
 - S5 - Change of use in speciality shopping area
 - S6 - Business use in central shopping area
 - S7 - Amusement centres within central shopping area
 - S8 - Non-retail use in rest of town centre
 - S10 - Sale of goods in retail parks
 - S12 - Change of use from retail warehouse to employment or leisure
 - S16 - Protecting local shopping centres
 - S17 - Retail development in local shopping centres
 - S18 - Change of use in local shopping centres
 - S19 - Community facilities in local shopping centres
 - S20 - Hot food takeaways in local shopping centres
 - S21 - Change of use of isolated shops
 - S22 - Criteria for development of hot food takeaways
 - RL17 - Proposals for the development of new indoor sport and leisure facilities, the extension of existing facilities and the conversion and change of use of buildings to sport and leisure uses
 - RL18 - Planning permission will not be granted for proposals leading to the overall loss of sport and leisure facilities
 - RL21 in respect of arts, cultural and entertainment development in the town centre/wet dock
 - RL22 is in respect of car parking for and access to arts and entertainment facilities
 - RL23 protecting museums, arts and entertainment facilities
 - RL24 arts/entertainment uses in major developments

Local Development Framework (LDF)

2.54 The Council's Proposed Submission Core Strategy and Policies development plan document is the principal document within the LDF. It sets out the Council's strategic and spatial vision for Ipswich over the next 15 years. The consultation on this document ended in November 2009 and the Council submitted the Core Strategy and policies to the Government for independent examination in March 2010 along with a schedule of proposed amendments². The key retail policies are:

- **POLICY CS2: THE LOCATION AND NATURE OF DEVELOPMENT** - Focusing major new retail development into the Central Shopping Area and new leisure development in the town centre;
- **POLICY CS3: IP-ONE AREA ACTION PLAN:** The Council will prepare and implement an IP-One Area Action Plan to plan for significant change in central Ipswich. The Area Action Plan will: Define the extent of the town centre, Waterfront and Ipswich Village; Allocate sites for development in IP-One, including land to provide approximately 2,000 dwellings; Set down development principles to apply in identified opportunity areas where change will be concentrated; and Define the Central Shopping Area and primary, secondary and speciality shopping frontages;
- **POLICY CS14: RETAIL DEVELOPMENT:** The Council will promote high quality investment and development in Ipswich Central Shopping Area, to maintain and enhance its attraction and market share, and strengthen its regional role. Through the IP-One Area Action Plan, the Council will extend the Central Shopping Area to include the Westgate quarter and the land south of Crown Street and Old Foundry Road and allocate sites for retail development within it. This will enable the delivery of at least 35,000 sq m net of additional floorspace to diversify and improve the retail offer. The Council will also limit the size of shops permissible at the Waterfront. Major retail development in edge of centre or out of centre locations will be considered in light of national policy and the Council's aim to enhance the role, vitality and viability of Ipswich Central Shopping Area. The Council will direct other town centre uses including offices, leisure and hotel developments into an extended town centre area, in recognition of the area's good accessibility by public transport, cycle and foot. The Council will also promote environmental enhancements to the town centre and improved public transport accessibility. In the district centres and local centres, the Council will permit retail development of a scale appropriate to their size, function and catchment.
- **POLICY DC20: THE CENTRAL SHOPPING AREA:** The Council will support the town's vitality and viability by promoting and enhancing appropriate development in the Central Shopping Area. The Central Shopping Area comprises the Primary, Secondary and Specialist Shopping Areas, which will be defined in the IP-One Area Action Plan. Sites identified as suitable for major retail investment will be allocated in the IP-One Area Action Plan.

² The Core Strategy and Policies examination was subsequently suspended following the Government's announcement in July 2010 of its intention to revoke the Regional Spatial Strategy (RSS).

- **POLICY DC21: DISTRICT AND LOCAL CENTRES:** The Council will support the retention and provision of local shops and community facilities within defined District and Local Centres.
- **POLICY DC22: TOWN CENTRE USES OUTSIDE THE CENTRAL SHOPPING AREA:** Within the Town Centre but outside the Central Shopping Area, the development of non-retail town centre uses, including leisure, recreation, culture and tourism uses, will be permitted. This area must be considered before edge or out of centre locations for these town centre uses.
- **POLICY DC23: MAJOR RETAIL PROPOSALS OUTSIDE DEFINED CENTRES:** Major retail proposals for more than 200 sq m gross floorspace in locations outside defined centres will only be permitted if the proposal can be demonstrated to be acceptable under the terms of PPS4.

SUMMARY

2.55 This section has reviewed the national, regional and local retail and commercial leisure planning policy context relevant to the preparation of this updated study. Government guidance is clear that new development and investment should be promoted in existing centres first, followed by edge-of-centre locations, in accordance with the sequential approach. New out-of-centre development is therefore only appropriate where there are no suitable, viable and available sites in more central locations and it can be demonstrated that they will not have an adverse impact on the vitality and viability of existing centres in accordance with PPS4.

3.0 THE CHANGING URBAN & RETAIL LANDSCAPE

3.1 Britain's urban and retail landscape has changed dramatically since the 1960s. The changes in the location of new retail development and the nation's shopping habits have been shaped by complex policy, economic, social, consumer and investment trends. Based on a review of current research and thinking, this section provides a brief overview of some of the key drivers of change in the retail sector over the last three decades and forecasts for the future of our town centres and high streets.

THE UK ECONOMY & THE RETAIL SECTOR

3.2 The UK has benefitted from an unprecedented period of strong and sustained economic growth since the mid 1990s, characterised by easy access to credit, the housing boom and low interest rates. This, in turn, fuelled significant growth in the retail sector and a golden age for major new retail-led development in many of Britain's cities and towns. The retail sector makes a significant contribution to the UK economy; accounting for approximately 8% of Gross Domestic Product (GDP) and over 4.5 million full-time and part-time equivalent jobs.

3.3 However, the UK and global markets are currently experiencing a dramatic recessionary period. This has resulted in one of the most testing economic and trading environments in living memory. The recession has had a significant impact on consumer, business, investor and developer confidence. Confidence has been further eroded by the Government having to bail out the banking system.

3.4 Britain's households have also been affected by a period of rising energy costs, increasing debt and the weakening value of the pound. The housing market downturn has also deterred mortgage equity withdrawal, which in the past has helped to underpin the growth of consumer spending. In short, discretionary spending on shopping and leisure activities has fallen over the last 12-18 months and the savings ratio has increased.

3.5 These tougher trading conditions have impacted on retailers' sales and profit margins. There were a number of early casualties as the economic recession deepened during late 2008 and early 2009. The highest profile of these was Woolworths. After almost 100 years of trading from prime shopping streets across the UK, it was forced into administration in late 2008 and had closed all circa 830 of its stores by the end of January 2009. Other retailers and operators that have disappeared from our high streets and out-of-centre shopping locations over the last 12-18 months include the following:



- 3.6 All sectors of the retail market have been hit. It is anticipated that other businesses are likely to fail over the next 6-12 months if the economic recession persists.

TOWN CENTRE DEVELOPMENT TRENDS

- 3.7 The Government's key objective to promote and enhance existing centres, by focussing new development in centres and encouraging a wide range of services in a good environment, accessible to all, has resulted in a slowing of new out-of-centre development over the last decade.
- 3.8 As reported in Annex A to draft PPS4, the headline indicator of success has been an increase in the proportion of new retail floorspace being developed within and on the edge of town centres from a low of less than 25% in 1994 to 42% by 2006. It is evident from this that both PPG6 and PPS6 have halted and partially reversed a long term trend toward retail development outside town centres. Recent analysis by the British Council for Shopping Centres (BCSC) in its publication '*The Retail Property Industry: Its Contribution to the UK Economy 2008*' shows that of the shopping centre developments in the pipeline up to 2012, well over half are town centre developments as opposed to out of town. Reflecting the BCSC analysis, it is expected that town centre and edge of centre sites will account for an increasing proportion of retail development in the future.
- 3.9 The town centres first policy has therefore resulted in a number of high profile retail-led mixed use schemes being developed in Britain's major cities and towns since the late 1990s. Retail-led schemes in centres such as Exeter, Liverpool, Belfast, High Wycombe, Birmingham and Norwich have significantly strengthened their overall attraction, vitality and viability as shopping locations. These schemes have been at the heart of urban regeneration and investment programmes and, in some cases, have helped to revitalise tired and failing town centres and high streets.

3.10 However, the impact of the recession on developer and investor confidence, combined with the withdrawal of lending by the banks, has resulted in a number of high profile schemes being shelved or frozen over the last two years. The eleven major schemes identified by the table below have a substantial 627,400 sq metres of floorspace with an estimated development value of over £4billion. However we estimate that this represents only approximately 15% of the total estimated 4.2 billion sq metres of lost retail floorspace. Some of the schemes, such as the Northern Quarter in Portsmouth had planning permission and had been through lengthy CPO Inquiries, with retailers already signed up. However, the economic recession has rendered them economically and commercially unviable. As a result many of Britain's cities and towns that were set to benefit from much needed new investment and development may have to wait several years before confidence returns.

Table 3.1 Retail Schemes Shelved or Frozen in 2008/09

Location	Scheme	Developer	Retail Space (m ²)	Estimated Development Value (£m)
Leeds	Eastgate Quarter	Hammerson	110,000	800
Portsmouth	Northern Quarter	Centros	96,500	500
Leeds	Trinity Quarter	TQ Developments	93,000	650
Sheffield	Seven Stone	Hammerson	80,000	600
Oxford	Westgate	Liberty International	69,000	330
Stockport	Bridgefield	Lend Lease	60,400	500
Southampton	West Quay	Hammerson	42,000	100
Lancaster	Canal Corridor	Centros	30,000	140
Liverpool	Hope Street	Maghull Developments	20,000	100
Bristol	Temple Quay	Castlemore Securities	20,000	200
Hull	Fruit Market	Igloo	6,500	100
TOTAL:			627,400	4,020

Source: Strategic Perspectives LLP (November 2009).

3.11 Notwithstanding this, a number of high profile shopping centre schemes opened in 2009, including The Arc in Bury St. Edmunds (60,400m²); St David's 2 in Cardiff (88,260m²) and Union Square in Aberdeen (65,030m²). The circa 185,800m² of new shopping centre space that opened in 2009 compares with the 745,000m² that opened in 2008. Others are currently under construction and due to open in 2011, such as the Parkway scheme in Newbury town centre and the Westfield development in Stratford. However, the retail development pipeline beyond 2011 is more limited compared with the shopping centre boom over the last 5-10 years.

3.12 BCSC research indicates that as the UK retail sector emerges from the recession and confidence returns to the marketplace, so retailers will respond to rising sales by

increasing their demand for space. The demand for space will remain one of the primary methods by which retailers will grow their business and profit, and is therefore a vital ingredient in the future prosperity of the retail sector as a whole. The major difficulty for retailers over the medium term will be the lag between their demand for space and the time it will take for the stalled developments to be revived and delivered.

OUT-OF-CENTRE DEVELOPMENT TRENDS

- 3.13 The retail sector has experienced a number of economic cycles and policy changes that have shaped the scale, nature and location of new retail investment and development.
- 3.14 At the beginning of the 1980s town centres were the primary focus for most retail and leisure activity. The monopoly of the high street on the nation's shopping habits had largely been unchallenged during the post-war period. Over the last 30 years, however, there has been a profound shift in the geography of new retail and leisure development such that town centres are now no longer the first choice for a range of shopping, leisure, entertainment and employment uses and activities.
- 3.15 This shift in investment and spend away from town centres to out-of-centre locations was driven by a combination of policy, economic, social, demographic and property market trends. During the early 1980s the Government largely promoted a laissez-faire approach to planning and development in order to promote much needed economic and employment growth following the recession of the late 1970s.
- 3.16 At the same time there was a flight of people and jobs from Britain's cities and towns to the suburbs. This effectively created a large new pool of household expenditure outside of Britain's town centres. Many high streets were also suffering from a lack of investment and management during the 1970s and 1980s. As a result, they were not attractive or easily accessible shopping locations for the increasingly mobile and discerning consumer.
- 3.17 Investors, developers and operators responded to (and fuelled) these changes through a number of phases (or waves) of retail development in out-of-centre locations.

Table 3.2 The Waves of Out-of-Centre Retail Development

Wave	Description
First Wave	The decentralisation of free standing superstores and hypermarkets first began during the late 1960s and gathered pace during the 1970s.
Second Wave	Development of free standing retail warehouses began in the late 1970s and was followed by retail parks during the 1980s. This wave was initially characterised by bulky goods operators (defined as DIY, furniture, carpets, electrical goods and motor accessories) trading from large format stores. This then evolved into clusters of retail warehouses in retail parks and finally into a number of Open A1 retail parks which attracted more traditional high street retailers.
Third Wave	The more relaxed planning policy approach to new retail development during the 1980s resulted in a significant surge in applications for free standing out-of-centre regional shopping centres (RSCs). The Metro Centre in Newcastle represented a new generation of shopping centres after Brent Cross (which opened 1976) and was followed by Merry Hill, Lakeside, Meadowhall and Blue Water. These shopping centres are anchored by major department store operators and a wide range of national multiples trading from larger format modern stores and served by extensive car parking, generally located next to major motorway junctions. Westfield in West London is the last of the major RSCs to be developed in the UK.
Fourth Wave	During the recession of the early 1990s there was a rise of factory outlet centres (FOCs) offering quality end-of-line / out-of-season goods at discounted prices in attractive shopping environments.

Note: Also see Glossary of Terms.

- 3.18 This decentralisation of retail floorspace and other traditional town centre uses (such as offices, cinemas, restaurants and other commercial leisure activities) precipitated the tightening of Government policy from the mid-1990s onwards. Beginning with revised Planning Policy Guidance Note 6 (PPG6): *Town Centres and Retail Development* published in 1996 and reinforced by PPS6: *Planning for Town Centres* in March 2005, the Government strengthened the role of the planning system and placed increased emphasis on sustainable mixed-use development in town centres first, underpinned by high quality urban design (see **Section 2**).
- 3.19 Nevertheless, notwithstanding the increasing proportion of new retail development in town centre and edge of centre locations, it is clear that there is still a significant quantum of out-of-centre retail floorspace being proposed and developed.

TRENDS IN THE GROCERY SECTOR

- 3.20 The UK's grocery sector is one of the strongest performing and most dynamic sectors of retailing and the economy as a whole. According to the Institute of Grocery Distribution (IGD), the grocery market was worth circa £133bn in 2007. Overall groceries account for 12.8% of all household spending, making it the third largest area of expenditure, after housing and transport.
- 3.21 The UK grocery sector has experienced dramatic changes in its location, format and offer since the 1980s. The growth of the grocery sector up until the late 1990s was largely fuelled by the expansion of large out-of-centre superstores. Over the last

decade, as the government's political and policy commitment to the urban renaissance has strengthened, the grocery sector has been at the forefront of a number of key trends and innovations.

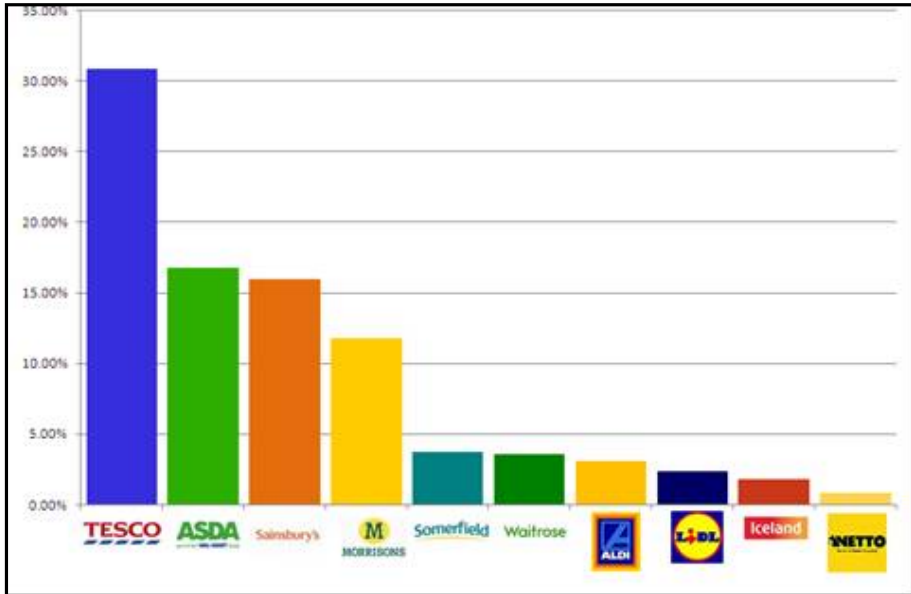
Table 3.3 Major trends in the Grocery Sector

Wave	Description
Expansion through Acquisition & Alliances:	<p>There have been a number of high profile takeovers over the last few years.</p> <ul style="list-style-type: none"> o Kwik Save was bought out by Somerfield in 1998, but later resold. The failing chain eventually closed in July 2007. o Morrisons acquired the Safeway chain in 2004, creating the UK's fourth largest supermarket group. o In October 2008, the Co-op Group acquired the 126 store Somerfield chain, placing it amongst the top 5 grocery retailers. <p>Examples of where retailers have formed business alliances to increase market share include Boots and Waitrose. In this case Waitrose is to sell its branded food products in larger Boots stores and in return, the in-store Waitrose pharmacies are to be rebranded as Boots.</p>
Diversification into non-food sales:	<p>Non-food sales now account for an increasing share of the turnover of the top grocery retailers. Tesco and Asda already have a large non-food component, averaging 30%-50% of sales area in their larger superstores. Sainsbury's is also increasing its non-food sales area. As grocers expand their non-food ranges further, particularly into more space intensive categories such as furniture, average store size is set to increase further. This will fuel applications for extensions to the non-food sales of existing stores in town centre and out-of-centre locations. There may also be an increased move towards quasi-department store food anchors in and/or on the edge of town centres, as well as traditional grocery retailers opening comparison goods only stores.</p>
Growth of Convenience Stores:	<p>The larger grocery operators have increased their market share of the convenience sector through acquisitions and new stores openings. The key players include Tesco ('Express' and 'One Stop'), Sainsbury ('Local') and Marks & Spencer ('Simply Food'). For example, Tesco opened its 1,000th Tesco Express store in 2009 and has a programme to open a further 1,000 stores over the next 4-5 years. Waitrose also announced plans in September 2009 to open a network of 300 small convenience stores, following successful trials of stores in Nottingham and Bristol. The higher end convenience stores will represent a direct challenge to M&S Simply Food. Approximately two-thirds of the planned stores will be between 185 and 370 sq m and it is estimated that it will take between 5-10 years to open all 300 planned stores. At the same time, traditional convenience store operators, such as Budgens and Londis, are also planning to increase their store portfolios.</p>
Growth of Deep Discounters	<p>The European discount food operators - Aldi, Lidl and Netto - have experienced significant growth in the UK over the last 5 years. They have changed their business models to suit the British consumer by introducing more ranges; improving their own-label products; enhancing store environments and design; and locating in more affluent areas. They currently account for over 6% of total UK grocery sales. They are now viewed as a threat by the major grocers, who have responded by increasing their own-range value products.</p>
Mixed Use Developments	<p>There has been a growth in the number of mixed use developments in town centre and edge-of-centre locations that comprise a traditional foodstore, along with a mix of uses either above the store (primarily residential and office uses), or as part of the overall development.</p>
Online Shopping	<p>This has provided another significant channel for the main grocery retailers to increase their market share. Asda, Tesco, Sainsbury's and Ocado (Waitrose) have extended their on-line grocery sales over recent years. Tesco and Asda have also led the way in non-food online retailing. In 2006 Tesco re-launched <i>Tesco Direct</i>, which brought all its non-food categories together and considerably expanded the range. Asda launched new departments to its website in 2007 with a view to integrating all its non-food categories.</p>

Note: Also see Glossary of Terms.

3.22 It is estimated that the leading multiple grocery retailers now account for 90% of the market (see **Figure 3.1**). At the same time, research shows that smaller independent retailers and other food specialists (such as butchers, bakers and delicatessens) have lost market share over the last decade. Those independent specialists that have thrived in this increasingly competitive marketplace are generally located in convenient and successful high street locations, with a strong catchment population, and provide a high quality service and products to their loyal customer base.

Figure 3.1 UK Grocery Market: Market shares of major retailers



Source: SP and TNS Global (December 2008)

3.23 If these trends continue (and planning policy remains unchanged), then it is our view the grocery sector will be characterised by increased applications for extensions and mezzanine space to increase non-food sales; the continued expansion of convenience stores and deep discount food retailers; and applications for large format anchor foodstores either in and/or on the edge of smaller and medium-sized centres that do not have the critical mass or catchments to sustain more traditional department store operators, such as Debenhams.

TRENDS IN NON-FOOD RETAILING

3.24 The comparison goods sector is highly diverse. The line between town centre and out-of-centre non-food retailing has also become increasingly blurred over the last 10-15 years. In the early days of out-of-centre development, retail warehouses and retail parks were traditionally occupied by the large format (bulky goods) retailers in the DIY, hardware, furniture, carpets and electrical goods sectors. However, as loopholes in planning conditions were exploited and/or Open A1 permissions were granted in

certain cases, so it is commonplace to find more traditional high street retailers trading from larger format units in out-of-centre locations.

- 3.25 Based on the research, we have identified the following key areas of comparison goods retailing that have driven, and will continue to drive demand for space at the national and regional level:

Table 3.4 Major trends in the Comparison Goods Sector

Retail Category / Sector	Description
Department Stores:	The mixed goods profile of department store operators should help to insulate this sector against any major downturn in retail spending, particularly at the luxury end. Selfridges, Harvey Nichols, Harrods, The John Lewis Partnership (JLP) and House of Fraser are well positioned to ride the economic storm and have performed relatively well over the last 12 months.
Variety Stores:	This sector is highly diverse and remains critical to the success and attraction of many of Britain's high streets and town centres. Following the loss of Woolworths in early 2009, the main player in this sector are Marks & Spencer (M&S) and B&S. The discount variety retailers (such as TJ Hughes and Wilkinsons) are also performing relatively strongly in the current recession.
Fashion Retailing:	Traditional high street retailers such as Next, TK Maxx and New Look are increasingly footloose and are looking to open larger store formats in out-of-centre locations to showcase their entire product ranges. There has also been increasing consolidation in the sector, with a number of different fascias and brands owned by one company. For example, the Arcadia Group is the third largest clothing and footwear retailer operating on the UK's high streets and comprises Dorothy Perkins, Top Shop, Miss Selfridge, Evans and Wallis amongst its brands. However, this can also represent a threat to the viability of high streets, as the failure of the holding company could result in the closure of a number of retailers. For example, the failed Icelandic Baugur Group had ownership and interest in a number of major UK retailers, including Karen Millen, Oasis, Warehouse Coast, Whistles and Hamleys.
Value Retailing:	A significant trend on the high street over recent years has been the increased polarisation in the retail market between the more expensive brands at one end of the spectrum and the value/discount clothing retailers at the other. This has driven the rise of the value sector players like Primark and Peacocks. Both of these retailers are looking for low-cost city centre sites, market towns and secondary shopping centres in large urban areas, where rents and overheads are relatively low. They have aggressive plans for expansion and are building market share on the back of a more price conscious-consumer.
DIY & Hardware:	This sector is characterised by large format retailers primarily located on the edge of, or outside of town centres. B&Q, Focus, Wickes and Homebase generally dominate this sector of the market. However, growth of this sector has slowed significantly during 2009 due to the impact of the economic recession. Over the last 12-18 months operators have looked to reduce store sizes and are handing back space to landlords for conversion into smaller units. For example, Focus is downsizing 40 of its 176 stores. There has also been a trend towards smaller format stores located in or on the edge of town centres (e.g. Robert Dyas).
Furniture & Floor Coverings:	Since the 1980s retailers in this category have increasingly moved away from town centres to cheaper out-of-centre locations. However, furniture specialists have borne the brunt of the current slowdown and the casualties in the last 12-18 months include MFI and Sofa Workshop. This sector is one of the most cyclical and could experience more difficult trading conditions if the recession is prolonged.
Electrical Goods:	The large format operators have focused their expansion strategies on new out-of-centre locations (e.g. Currys Digital, Comet and PC World). All the traditional electrical goods retailers have faced increasing competition from non-traditional retailers such as supermarkets and the Internet over recent years. This has either resulted in the rebranding of traditional high street store portfolios, or in some cases the closure of stores in loss-making locations

Note: Also see Glossary of Terms.

- 3.26 As consumer spending tightens, it is forecast that consumers will be more selective about where they spend and this is likely to benefit both discounters and the luxury end of the retail markets. This polarisation in the retail sector is resulting in a number of retailers in the middle ground having to compete for falling retail sales. Those retailers which do not have a strong identity and brand awareness amongst consumers are likely to struggle over the short to medium term.

THE GROWTH & IMPACT OF INTERNET SHOPPING

- 3.27 Research shows that at least one in three adults regularly purchases products over the Internet. The growth of Internet shopping has been fuelled over the last five years by the increased availability and uptake of faster and cheaper broadband services, as well as different options for accessing broadband services (ranging from computers to mobile phones). Retailers are also marketing their online services more proactively and now view online retail as another (and in some cases, the only) key channel for future growth. This is particularly the case now that the early teething problems such as ordering, delivery (the last mile issue) and site security have improved.
- 3.28 Verdict Research shows that in 2007:
- the online market was worth £14.7bn (a growth of +35.0% from 2006);
 - the online shopper population stood at 22.6m (+24.7% on 2006);
 - average spend was £653 per online shopper per annum (+7.8%);
 - average frequency of purchase was circa 17 times per annum (+19.0%); and
 - 55.5% of online shoppers had broadband access at home, which represented an increase from 30% in 2006.
- 3.29 Notwithstanding the growth to date, many shoppers are using websites to compare prices and products before purchasing an item in-store. This highlights some of the drawbacks of online shopping, whereby people still want to see and feel the items prior to purchase, particularly clothing, fashion and footwear items. This preference for viewing physical items is an important factor influencing market share predictions for the growth of online retailing and may help to cushion traditional high streets from the potentially adverse impacts of Internet shopping.
- 3.30 Experian Business Strategies (EBS) forecast that e-tailing could account for up to a 14% market share of comparison goods sales by 2013, but predict relatively flat growth thereafter as the market reaches maturity. The EBS forecast follows the 'S' profile of a slow start, rapid takeoff and eventual plateau. It is difficult to ascertain where we are in relation to this profile, but judging by the recent exponential growth, we are perhaps in the take-off phase or even further along the 'S' curve than originally envisaged.
- 3.31 Retailers such as Argos and Tesco have already been very successful in incorporating some of the advantages of online retailing into stores through automated kiosks. These

can offer a broad range of out-of-store products in smaller city centre stores. These in-store devices also provide detailed information on products and effectively link together the in-store and online shopping experiences. This business model may be appropriate for stores in small and medium sized centres seeking to increase their market shares, but not necessarily looking to increase floor areas. Retailers that have launched transactional websites or have greatly increased their online offer since 2006 include the Arcadia brands, Coast, Dunelm, IKEA, House of Fraser, Asda, Tesco, M&S, Superdrug, Waterstone's and Wickes.

- 3.32 The emergence of e-commerce over recent years represents a major challenge to the future vitality and viability of the high street. It is clear that shopping for certain products and activities over the Internet is impacting on a number of key retail and service sectors. For example, retailers selling books, electrical goods and music, as well as travel agents, have reduced their representation in town centres. In response, town centres will increasingly need to adapt and diversify their roles and activities to differentiate themselves from the virtual competition.

THE IMPACT OF SOCIAL & DEMOGRAPHIC TRENDS ON RETAILING

- 3.33 Changes in the nation's shopping and leisure preferences have also consistently shaped trends in the retail sector and the location of new retail and commercial leisure developments. Increased ownership of cars, fridges and freezers during the 1960s and 1970s fuelled the growth of out-of-centre superstore development as households could carry out weekly car-borne bulk food shopping purchases.
- 3.34 One of the key demographic trends facing the retail sector over the next 20 years will be the ageing of the population. Research shows, for example, that the number of people aged 45 and over will grow by +15% in the next decade, while the number of people under 45 will fall by -2.2%. The older shopper will be a more discerning consumer and place greater emphasis on the quality of service and offer. In particular research suggests that the older consumer will have the following needs and if shopping locations and high streets to do not meet these needs, then they will look elsewhere.

Table 3.5 Meeting the needs of the older shopper

Needs	
environment	A demand for attractive, clean, well signed and secure/safe shopping environment.
service	A need for a good mix of independent and multiple retailers.
experience	Demand for shopping as a sociable leisure activity (with the need for more seating, suitable eateries and easy pedestrian flow).
convenience	Little preference between town centres, retail parks or out-of-town malls but accessibility and parking are key.
brands	The older shopper will be more savvy and will prefer traditional retail brands targeted at their needs (such as, for example, John Lewis and Marks & Spencer). They also prefer independent and specialist retailers, as they are seen as offering excellent service and items not available in clone town high streets.

-
- 3.35 An ageing population profile will have a far reaching impact on both the retail and leisure sectors. This older generation will have many alternatives to spend their money such as on holidays, experiences and leisure. This will make it harder for retailers to attract this expenditure. In broad terms, however, locations with an affluent elderly captive catchment are likely to fare better in the long term.

FUTURE TRENDS

- 3.36 Forecasters are uncertain as to when the UK will emerge fully from the economic recession. Some predict it will be towards the end of 2010, others forecast that the recession will last into 2011. However, it is clear that the economy and retail sector post-recession will be very different to the boom years of the last decade. There is general agreement that access to credit will be more difficult for households, which will effectively dampen any potential housing market boom. The economy therefore faces a period of lower forecast growth in consumer spending and reduced bank lending. This presents significant challenges for all those involved in the retail sector, from operators through to investors and developers.
- 3.37 The economic downturn is also impacting on the vitality and viability of many of Britain's centres and high streets. The following provides some examples of how the retail landscape is changing and could change over the next 5-10 years.

Retail Development

- 3.38 In our opinion, a far more uncertain future awaits the next wave of shopping centre proposals. The evidence suggests that high quality schemes in the strongest shopping locations will continue to prosper, whereas those schemes in weaker locations with more limited catchments will struggle over the short to medium term.
- 3.39 Bristol's Cabot Circus has secured a number of high quality tenants before and after its opening, including Apple, The White Company, Fred Perry, Harvey Nichols, and Bench. Similarly, the first year trading and footfall figures for Westfield London indicate the

relative success and attraction of this centre. Its shopping offer comprises mainstream brands alongside niche boutique retailers, some with their first UK stores. The combination of a shopper friendly environment with a mix of facilities for a wide range of consumers and a strong catchment population has helped to cushion this scheme from the worse effects of the economic downturn.

- 3.40 It is evident however, that whilst town centre development has increased over the last twenty years, the successive waves of out-of-centre investment have squeezed the market share of the traditional high street. There is also growing evidence of polarisation between centres in regions, with the larger more dominant centres benefiting from increased investment ahead of smaller centres. As a result, the larger cities and towns have continued to outperform the smaller and medium-sized centres in terms of average rental growth and market demand.
- 3.41 Prior to the economic recession there were positive signs that a number of these less fashionable smaller and medium-sized centres were set to benefit from new retail-led development. This was fuelled by a general recognition amongst developers and investors that these centres offered significant potential for capital returns on investment compared with more mature and well established centres. However, the economic recession has effectively pulled the plug on the regeneration of these centres over the short to medium term, which will effectively increase the polarisation between the larger and smaller centres in regions.
- 3.42 A 2009 BCSC research report entitled '*The Retail Development Pipeline*' indicated that it could be at least a 4-5 years before any significant supply of new retail floorspace is completed. However, in our view, this could be an optimistic estimate. We consider that even with relatively rapid progress through the planning system and assuming no need for a CPO inquiry, then it will normally take 7-10 years for new development to open from inception. Thus, even if new or revised planning applications are submitted within the next two years, then we may not see a new wave of development in our city and town centres until towards the end of the decade.

Retailers

- 3.43 The erosion of consumer confidence and retail spending over the last 12-18 months has resulted in a difficult trading period for many national and independent retailers and commercial leisure operators. The economic recession initially shone a spotlight on those operators saddled with bad debts and weak profit margins. If the economic recession lasts through 2010, then it is likely that there will be more high profile business failures, with resultant implications for the vitality and viability of many of Britain's more fragile high streets.
- 3.44 Notwithstanding this, the economic downturn has also created opportunities for existing and new retailers to increase their market share in the highly competitive market. For example, some retailers have taken the opportunity to negotiate

preferential deals with developers and/or relocate to more economic locations to help reduce operating costs and increase profitability. Discounters such as Primark, Wilkinsons, Aldi and Lidl have seized the opportunity to increase their representation in a favourable marketplace for their value-led products and are looking to increase their market share in their specific sectors. Additionally there is evidence of new entrants to the UK market such as, for example Clas Ohlson (DIY) from Sweden and Anthropologie (womenswear) from the US.

- 3.45 BCSC research has also indicated that over the short to medium term any demand for space from retailers will have to be met by the current retail stock (i.e. existing shopping centres, the high street and out-of-centre facilities). It will be particularly difficult for large space users to acquire large units as there is relatively little that can be created from existing centres. Traditionally retailers have relied upon new developments as their primary source of new, efficient and large spaces. With increased demand and the lack of supply over the short to medium term, the BCSC predict that this will effectively push up rental levels until a significant amount of new development reaches completion. As a result, over the medium term retailers will have to compete for the limited available space.

The High Street

- 3.46 The impact of the recession has slowed investment in traditional high streets over the last 12-18 months and there has been an increase in vacancy levels. Research suggests that vacancy levels in failing centres could increase to 20%-30% during 2010. At the same time, a number of centres that were set to benefit from much needed new investment in their retail offer and shopping environments have suffered from the cancellation of planned schemes.
- 3.47 Consumer loyalty is a vital ingredient in the success of town centres. The successful centres and shopping locations will be those that understand and meet the needs of their catchment populations. This means providing a wide range of retail, service and leisure facilities, which are able to attract and retain the interest of wide demographic groups during the daytime and evenings. In return, the successful centres will benefit not only from much wider catchment areas, but also increased footfall, spend and substantially longer shopping trips.
- 3.48 The High Street will therefore need to continuously evolve through proactive management, marketing and investment to successfully compete with other shopping and leisure destinations.

Out-of-Centre Reinvention

- 3.49 Out-of-town shopping is no longer monopolised by the large (bulky goods) retail warehouse formats or by hypermarkets and superstores. Many out-of-centre shopping locations now have a tenant mix that looks and feels like the high street. The table

below, for example, shows the significant increase in the number of out-of-centre stores operated by fashion and general merchandise retailers since 1997.

Table 3.6 Share of Out-of-Centre Store Numbers by Sector

(%)	1997	2007	% Change
Food & Grocery	18.0	17.0	- 1.1
DIY	17.5	12.9	- 4.6
Electricals	12.7	11.6	- 1.1
Furniture & Carpets	29.4	23.5	- 5.9
Clothing & Footwear	8.3	15.9	+ 7.6
General Merchandise	14.0	19.1	+ 5.1
Total	100.0	100.0	~

Source: Verdict UK Out-of-Town Retail (2008)

- 3.50 Although planning policy promoting town centres first will be reinforced by PPS4, it is likely that applications to extend and refresh existing out-of-centre shopping locations will continue as an integral part of the business and asset management strategies of operators and funds.
- 3.51 Potentially the next phase of out-of-centre investment and development could be a further reinvention and masterplanning of existing locations as mixed use developments, comprising residential, office and commercial leisure uses in addition to the existing and extended retail offer. The potential opportunities to reinvent out-of-centre shopping locations will be greatest initially where they are located close to towns that do not have the physical capacity (i.e. sequential sites) to increase their retail offer.

Actions to Promote Recovery

- 3.52 There are various actions and tools available to the key players involved in the planning, development and funding of new retail development and investment that could help to promote recovery in the retail sector and our town centres over the short term. The following describes some of the more proactive responses that could be instigated.
- 3.53 First, the Government could help to pump prime a number of developments by use of a form of Tax Increment Financing (TIF), or Accelerated Development Zones (ADZs) as they are often referred to in the UK, along with other tax efficient mechanisms which can help to improve developers' returns. Grants for infrastructure and services can also play a significant role in improving the bottom line for developers.
- 3.54 Second, local planning authorities must proactively identify and work with development partners in constructive and progressive ways. This requires leadership

and political support from the local authority to champion the cause of new development and regeneration initiatives that will have positive benefits for their town centres. It will also require a more proactive, efficient and realistic planning system. Local authorities should look at regeneration as a mechanism to improve the local economy and urban environment, and provide greater choice for the local community. It should not necessarily be regarded as an opportunity to add a host of additional planning gains to proposals, as this has overburdened many of the recent development projects that have been shelved.

- 3.55 Third, banks and lending institutions will also need to play a proactive part in the development and regeneration process. As the fall in property values levels out and consumer confidence eventually returns, there will be genuine and real opportunities to invest and take advantage of an improving market. However, the over-exposure of banks to commercial property lending and the amount of debt on their books will inevitably make them more cautious in their approach.
- 3.56 As the country struggles to emerge from the worst ravages of the economic recession, it is clear that there are many cities and towns in Britain that need the injection of new investment, development and regeneration in order for them to compete and move forward. Without this commitment, then the worst case scenario is that the weaker medium and smaller-sized centre will simply wither on the vine.

4.0 HOUSEHOLD SURVEY & MARKET SHARE ANALYSIS

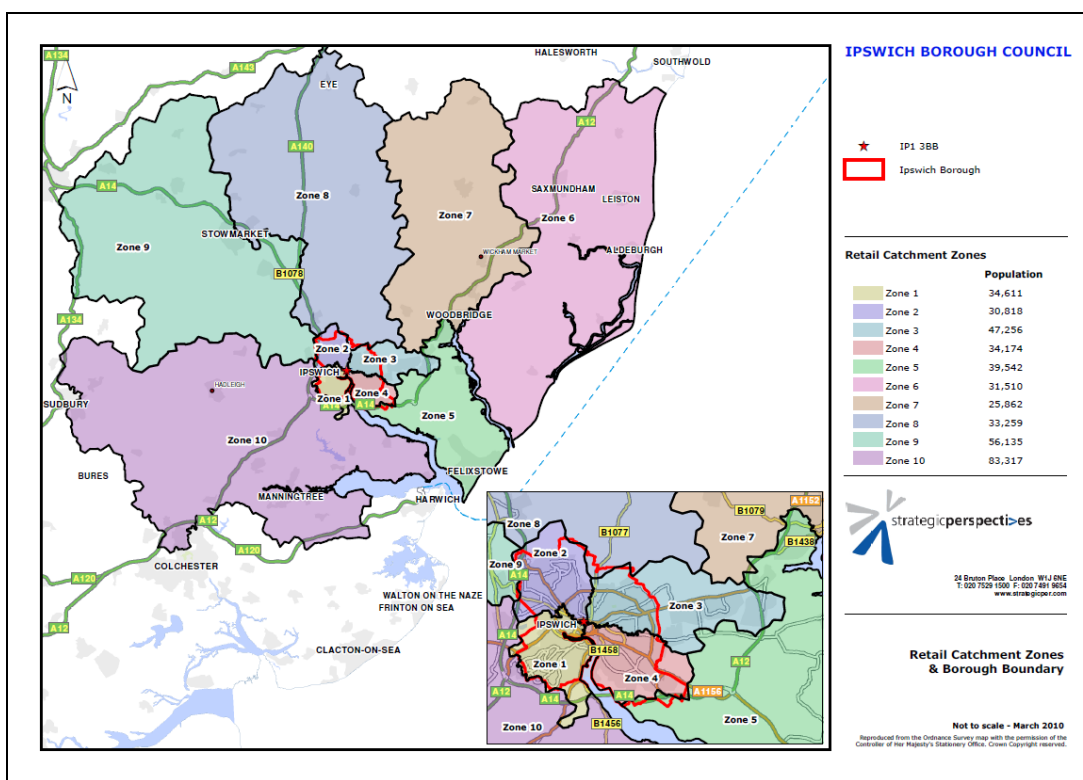
4.1 This section briefly sets out the *market share analysis* for convenience and comparison goods shopping trips and purchases across the study area based on the results of the February 2010 household survey. The detailed market share tabulations are set out in **Appendix 2** for convenience goods and **Appendix 3** for comparison goods shopping. Where possible, the updated market shares have been benchmarked against the findings of the 2005 Retail Study to help any identify any significant changes in shopper preferences and specifically the overall attraction and performance of Ipswich town centre. This section provides the evidence base that underpins the economic capacity analysis set out in **Section 7**.

THE STUDY (CATCHMENT) AREA

- 4.2 The first important step for retail assessments is to define a realistic and appropriate study (catchment) area. For strategic assessments the study area needs to be reasonably wide enough to capture the potential trading performance and attraction of different shopping locations in the retail hierarchy, ranging from smaller local/district centres with a more localised catchment, up to larger town and city centres with much wider catchment areas.
- 4.3 To help with our definition of the study area, we have first referred to the study area adopted for the Council's 2005 IRS and the shopping patterns identified by the 2005 household survey. Using this as a reference point, we have revised the study area using the latest postcode sector information.
- 4.4 As **Figure 4.1** shows, the study area extends well beyond Ipswich Borough. This takes account of the wide influence and attraction of Ipswich town centre and other shopping locations both within and on the edge of the Borough³.
- 4.5 The study area is broadly, though not directly, comparable to that used for the 2005 IRS. The differences are mainly explained by changes in postcode sector boundaries and adjustments to reflect our assessment of the influence of large urban areas and competing centres.
- 4.6 The defined study area has then been further sub-divided into ten sub-zones (**Figure 4.1 - also see Appendix 1**). These provide the spatial framework for the household telephone interview surveys.

³ Although the wider study area represents a robust framework for the strategic economic assessment, the Council should be aware that it does not necessarily represent a realistic catchment for the Borough's smaller centres, freestanding foodstores and out-of-centre retail warehouses. We therefore advise the Council that when considering planning applications for new retail developments it will be necessary to first establish whether the defined catchment area for the proposed retail scheme is realistic and well related to the size and function of the proposal. It should also take account of the influence of competing centres and stores on the catchment area.

Figure 4.1 Ipswich Retail Study Update – Study Area and Zones



Note: Larger scale map shown in **Appendix 1**

4.7 For the purpose of the economic assessment (see **Section 7**), the ten zones have been grouped together into the following four broad geographic areas.

Table 4.1 Ipswich Retail Study – Study Area Zones for Economic Analysis

Catchment Area	Zones	Key Centres
Inner Catchment Area (ICA)	1, 2, 3 & 4	Ipswich
Eastern Catchment Area (ECA)	5, 6 & 7	Felixstowe, Woodbridge & Saxmundham
Northern Catchment Area (NCA)	8 & 9	Stowmarket & Bury St Edmunds
Southern Catchment Area (SCA)	10	Colchester, Sudbury & Manningtree

4.8 The Inner Catchment Area (ICA) covers the Ipswich urban area and the Borough. It comprises all the major shopping locations within the Borough area, including the town centre. It also includes some of the major shopping facilities outside the Borough area that primarily function as shopping destinations for people living in the Borough. Ipswich town centre and some of the larger retail facilities in the ICA will also draw shoppers and expenditure from the three defined outer catchment areas to varying degrees, although residents in these areas also have a choice of other major competing shopping locations, including Colchester and Bury St Edmunds.

HOUSEHOLD SURVEY

- 4.9 To help inform our quantitative and qualitative assessment, NEMS Market Research (NEMS) was commissioned to carry out a telephone interview survey of some 1,000 households across the defined study area. The questionnaire was designed by Strategic Perspectives LLP, working in partnership with the Council (see **Appendix 1**). The interviews were carried out by NEMS during February 2010.
- 4.10 The detailed survey tabulations for the ten zones are set out in **Appendix 1**⁴. The survey results provide a broad picture of shopping patterns for both convenience and comparison goods purchases across the Borough and wider study area. This, in turn, is used to inform our market share analysis for the main study centres, foodstores and retail warehouses at the base year.
- 4.11 For **convenience goods**, the survey comprised standard questions on main (trolley-based) and top-up (basket-based) food shopping. The results of the two types of food expenditure were then merged through the application of a widely accepted weighting, which reflects the estimated proportion of expenditure accounted for by each type of food shopping. In this case we have used a weighting of 75%:25% for main and top-up food shopping respectively. Notwithstanding this, we advise the local planning authority that the proportion of expenditure on top-up food shopping could increase from its current 25% over time; particularly as the major grocery retailers are increasing their share of the convenience goods (top-up) sector. The weighting adopted produces a composite pattern of convenience goods spending, expressed as a market share for each centre and shop in each survey zone.
- 4.12 For **comparison goods** the survey comprised ten questions on the following comparison goods categories:

⁴ Please note that the survey results were re-weighted by NEMS to filter out negative responses (such as by people who did not remember where they shopped for a particular type of good). Special Forms of Trading (i.e. purchases over the Internet, mail order shopping and market stalls) were also filtered out. This is because it is common practice in retail assessments to deduct SFT from the average expenditure per capita figures at the outset (see Section 7).

Table 4.2 Household Survey - Comparison goods expenditure categories

<ul style="list-style-type: none"> • clothing and footwear; 	<ul style="list-style-type: none"> • audio-visual equipment (such as radio, TV, Hi-Fi, telephones, photographic and computer goods);
<ul style="list-style-type: none"> • furniture, carpets and floor coverings; 	<ul style="list-style-type: none"> • chemist and medical goods, cosmetics and beauty products;
<ul style="list-style-type: none"> • household textiles and soft furnishings, including bedding; 	<ul style="list-style-type: none"> • pets and related products;
<ul style="list-style-type: none"> • DIY, hardware, decorating supplies and gardening products; 	<ul style="list-style-type: none"> • games, toys and hobbies; sport and camping; musical instruments; and
<ul style="list-style-type: none"> • large and small domestic household electrical items (ranging from fridges and washing machines, to kettles and hairdryers); 	<ul style="list-style-type: none"> • <u>a</u>ll other comparison goods expenditure categories (including books, jewellery, watches, china, glassware, kitchen utensils, recreational and luxury goods).

Source: Experian Business Strategies (EBS).

4.13 These categories are based on the expenditure definitions used by Experian Business Strategies (EBS) for comparison goods retailing. The retail capacity assessment uses the derived (weighted) market shares for each of the ten comparison goods categories and applies these to the relevant average per capita expenditure by goods type⁵. This provides a more accurate assessment of the distribution of spending by respondents from each zone. The more detailed expenditure category approach means that the resultant market shares for centres and stores are not skewed by any particular comparison goods expenditure category. As a result, the market share analysis provides a more robust picture of shopping patterns for comparison goods.

FOOD SHOPPING PATTERNS

4.14 Table 1 (**Appendix 2**) details the market share analysis for all food shopping trips (i.e. comprising both main and top-up food purchases) across the study area and within the inner, eastern, northern and southern catchment areas.

4.15 The table shows that the overall **retention level** within the ICA (i.e. Zones 1 - 4) is 97.5%. This is broadly equivalent to the 2005 retention level. In our experience this represents a strong retention of trips and reflects the good provision of modern food superstores in the ICA.

4.16 The main food shopping destinations identified by the survey are, *inter alia*:

- Sainsburys, Warren Heath (16.6% market share within the ICA);
- Morrisons, Sproughton Road (13.6%);

⁵ It is important to note that the comparison goods categories identified represent broad aggregations of retail expenditure. It is not possible for the survey to cover all the specific types of retail spend, due to time and budgetary constraints. Notwithstanding this, the approach adopted is widely accepted and is in accordance with good practice, which states that forecasts should be based on the broad categories of comparison and convenience goods.

- Sainsbury's, Hadleigh Road (10.1%);
 - Tesco Extra, Copdock Interchange (9.6%); and
 - Asda, Goddard Road (8.7%).
- 4.17 Ipswich Town Centre's more limited convenience goods offer is reflected by the fact that its shops and stores are achieving a market share of just 4.8% within the ICA. Tables 2 and 3 (**Appendix 2**) show that the town centre has a more limited share of main bulk food shopping trips (3.2%) than it does for top-up (basket) purchases (9.7%). This reflects the fact that the town centre's stores mainly serve the day-to-day lunchtime and food shopping needs of shoppers, workers and visitors in the centre.
- 4.18 The Borough's District Centres (11.4%) and Local Centres (9.9%) have a higher combined market share than the town centre for all food shopping trips and purchases within the ICA. The survey results show that these smaller centres achieve a much higher market share of top-up shopping trips within the ICA (55.3%) than they do for main bulk food purchases (10%). This reflects the importance of food and convenience goods shopping to the overall day-to-day attraction, role and function of these smaller centres within the Borough's shopping hierarchy.
- 4.19 The survey results confirm the key findings of the 2005 Retail Study and health check, namely that there is an apparent qualitative gap in the town centre's food offer and it is facing increased competition from other foodstores in out-of-centre locations. Notwithstanding this deficiency in the town centre's foodstore offer, the ability to plan for an anchor store in Ipswich will depend on the availability of suitable and viable sequential sites that, amongst other considerations:
- can accommodate the appropriate critical mass of retail floorspace and car parking needed to claw back shoppers and expenditure from competing out-of-centre locations;
 - are well connected to the primary shopping area; and
 - are capable of generating linked trips in accordance with PPS4.
- 4.20 The local planning authority will also have to consider the need for an anchor foodstore alongside the identified need for new comparison goods and fashion retailing to help Ipswich maintain its role in the regional shopping hierarchy.

NON-FOOD SHOPPING PATTERNS

- 4.21 The following sets out the survey-based market share analysis for all the comparison goods floorspace in the Borough area (including the town centre, district centres, local centres and retail warehouses) and within the rest of the ICA (principally the retail warehouse floorspace at the Interchange and Martlesham Heath Retail Parks; Copdock Retail Park and the Homebase at Warren Heath). The tabulations detailing the market

share analysis for the four main study areas are set out in **Appendix 3**. These market shares are a key input to the economic capacity assessment (see **Section 7**).

4.22 It is important to note at the outset that both the market share analysis and economic capacity assessment do not differentiate between 'bulky' and 'non-bulky' goods. Experian Business Strategies (EBS) in their latest *Retail Planner Briefing Note 8.1* (August 2010) define 'bulky goods' as comprising:

- DIY goods;
- furniture and floor coverings;
- major household appliances (whether electric or not);
- audio-visual equipment;
- the remaining 10% of non-durable DIY-type goods⁶; and
- bicycles.

4.23 The *Town Centre Practice Guidance* also acknowledges that the size and bulk of goods will influence the size and type of store required by retailers. It states that in many cases retailers selling 'bulky' durable goods such as DIY, furniture, carpets and domestic appliances can be regarded as "...complementary to the role of town centre retailing, and do not generate sufficient sales productivity to trade in prime town centre locations" (paragraph 6.31). Notwithstanding this, PPS4 (Policies EC5 and EC15) is clear that sites for retail and main town centre uses should be identified through a sequential approach to site selection, with preference given to in-centre sites, followed by edge-of-centre sites (with preference given to sites that are or will be well connected to the centre) and finally out-of-centre sites. The decision by an individual retailer to promote a 'business model' that cannot be accommodated in an existing centre will not therefore justify discounting more central sites where they are available, suitable and viable. Furthermore, an operator claiming that it is unable to be flexible about its chosen 'business model' would be expected to demonstrate why a smaller store or stores could not meet a similar need. At the same time, the local planning authority should also be realistic when considering whether sites are suitable, viable and available. Thus, although the overall aim should be to increase the town centre's wider offer, it is accepted that some retailers are not necessarily well suited to central locations. In all cases it will therefore be necessary to strike an appropriate balance between the requirements of the commercial sector and the requirements of national policy based upon local circumstances.

⁶ Non-durable goods comprise cleaning materials, kitchen disposables, household hardware and appliances, kitchen gloves, cloths, etc., as well as pins, needles, tape measures and nuts and bolts. Based on the Expenditure and Food Survey (EFS) data, EBS has assumed that 10% of non-durable household goods are DIY-type goods and, therefore, are properly classified as comparison goods, while the remaining 90% have the characteristics of convenience goods and are typical sold by convenience stores, supermarkets and superstores.

All Comparison Goods Shopping

- 4.24 Table 1 (**Appendix 3**) shows that the Borough's centres and stores are achieving a **retention** level of shopping trips for all comparison goods purchases of 80% in the ICA. The market share increases to 91.9% when all the other shopping locations outside the Borough area, but within the rest of the ICA are included. This is slightly higher than the 90.8% market share identified by the Council's 2005 Retail Study within the core catchment area.
- 4.25 The town centre is estimated to be achieving a market share of 57.2% in 2010 within the ICA. This is higher than the 48.5% recorded in 2005. This is largely explained by a recorded fall in the market share of all retail warehouse floorspace in the Borough area and rest of the ICA from 39.1% in 2005 to 32.1% currently. This appears to be a positive indication that the town centre is maintaining and strengthening its market share of comparison goods shopping trips and purchases within the ICA, despite the strong competition from other centres and stores both within and outside the ICA.
- 4.26 The town centre is also achieving a relatively consistent market share of between 26% and 28% in the eastern, northern and southern catchment areas for all comparison goods shopping trips. As **Appendix 3** shows, the main competing shopping locations in these outer zones are:
- **ECA** – Felixstowe (17.5%) and Woodbridge (10.2%).
 - **NCA** – Stowmarket (24.8%) and Bury St Edmunds (18.9%).
 - **SCA** – Colchester (29.2%) and Sudbury (12.1%).

Clothing & Footwear

- 4.27 Table 2 (**Appendix 3**) shows that there is a relatively strong retention of shopping trips for clothing and footwear purchases within the Borough of 89% and within the ICA as a whole of 89.5%. This is similar to the retention levels achieved in 2005 of 88.4% and 89.1% respectively.
- 4.28 Ipswich Town Centre is the main shopping location for clothing and footwear purchases for respondents living in the ICA and outer catchment areas. Its market share in the ICA of 87.7% in 2010 is higher than the 81% recorded in 2005. This is a positive sign that the town centre is maintaining its role and function in the region's shopping hierarchy.
- 4.29 Within the outer catchment areas the town centre is also the first choice for clothing and footwear purchases. For example, Table 2 (**Appendix 3**) shows that its market share ranges from 45.2% in the SCA, where it faces strong and growing competition from Colchester (30%), up to 55.7% in the ECA, where its main competition is from Felixstowe (16.2%) and Norwich (6.3%).

- 4.30 The retail warehouses in the ICA are achieving a negligible market share of fashion shopping trips (circa 1%). This reflects the limited clothing and footwear offer in out-of-centre locations across the Borough and the rest of the ICA. To help maintain the town centre's relatively strong market share of clothing and footwear trips and purchases, we advise that existing conditions on the type of Class A1 retailing permissible in out-of-centre locations should be retained.
- 4.31 The survey results also show that the Borough's District and Local Centres are not attracting shopping trips for clothing and footwear purchases. This is to be expected given their role and function in the shopping hierarchy for day-to-day more frequent purchases.
- 4.32 Of the 10.5% of shopping trips leaking out of the ICA to other centres and shops, the main destinations are Norwich (2.7%), Felixstowe (1.4%), Woodbridge (1.4%) and Cambridge (0.9%). The survey results show that Colchester (0.3%) has a limited draw from the ICA.

Furniture, Carpets and other Floor Coverings

- 4.33 Table 3 (**Appendix 3**) shows that the retention of shopping trips and expenditure on furniture, carpets and other floor coverings is 85.5% in the Borough area increasing to 87.7% within the ICA. This compares with a retention level of 86% within the core catchment area identified by the 2005 Retail Study.
- 4.34 The town centre is estimated to be achieving a total market share of 44.8% in 2010 from within the ICA and the retail warehouses have a combined market share of 43.3%. Of the 12.3% leakage to other centres and stores outside the ICA, the main destinations are Norwich (1.5%), Felixstowe (1.5%), Woodbridge (0.7%) and Cambridge (0.7%).
- 4.35 As stated above, the *Practice Guidance* acknowledges that in many cases retailers selling 'bulky' durable goods (such as furniture, carpets, DIY and domestic appliances) are regarded as complementary to the role of town centre retailing due to the size and type of stores required to sell 'bulky' goods, and the fact that they do not generally generate sufficient sales productivity to trade in prime town centre locations. Notwithstanding this, there are a number of operators selling 'bulky' goods that do trade successfully from prime and secondary shopping areas in town centres (such as, for example, department store operators, Habitat, Robert Dyas, etc.). As a result, under PPS4 (Policy EC5) the local planning authority should identify an appropriate range of sites to accommodate any forecast need, including sites in central and edge-of-centre locations (which are or will be well connected to the centre) that have the potential to accommodate different 'bulky' goods retail formats and floorspace.

DIY, Hardware, Decorating Supplies & Garden Products

- 4.36 Table 4 (**Appendix 3**) shows that the shops and stores in the ICA selling these bulky goods are achieving a strong **retention** level of 95% in 2010. This is slightly lower than the 98% recorded by the 2005 Retail Study for the core catchment.
- 4.37 The town centre is achieving a more limited 7.4% market share of this bulky goods category from within the ICA, whereas the retail warehouses have a combined market share of 84.6%. Of these retail warehouses the most popular shopping destinations for DIY purchases are the Anglia Retail Park (33.5%) and the Euro Retail Park (36.8%). This is to be expected as these retail parks include the two major B&Q warehouses in the ICA.
- 4.38 Although large DIY formats are not necessarily suited to central locations, there could be potential to accommodate larger retail warehouse formats in edge-of-centre locations (where sites are suitable, viable and available) that are well connected to the town centre and can provide significant positive benefits in terms of the 'claw back' of expenditure from out-of-centre locations and the potential for 'linked trips' with the town centre's other shops and facilities.

Audio-Visual Electrical Equipment

- 4.39 Table 5 (**Appendix 3**) shows that the shops and stores in the ICA are retaining some 95.6% of shopping trips for audio-visual electrical equipment. There is no comparable data from the 2005 Retail Study. The town centre is achieving a market share of 32.4%, which is significantly lower than the 62.5% share achieved by retail warehouses. The main out-of-centre shopping destinations are the Interchange (20.9%), Anglia (17.1%) and Euro (14.7%) retail parks.
- 4.40 For the reasons set out above, the aim should be to increase the town centre's market share of this specific expenditure category by developing new retail floorspace in town centre and edge-of-centre locations first, ahead of increasing the existing out-of-centre provision.

Small Domestic Electrical Items

- 4.41 Table 6 (**Appendix 3**) shows that all the centres and stores in the ICA selling small electrical items achieved a combined market share of some 95%. The survey results indicate that the town centre is achieving a market share of 42.6% for this specific category of comparison goods expenditure, which is lower than the 47% market share for all retail warehouses in the ICA. The main out-of-centre shopping destinations are the Anglia (13.2%), Interchange (12.0%) and Martlesham (8.5%) retail parks.

Large Domestic Electrical Items

- 4.42 Table 6 (**Appendix 3**) shows that there is a 66.7% retention of shopping trips within the Borough area for this specific comparison goods category, increasing to 95.7% within the ICA. This compares with the 57% and 95% respectively identified by the 2005 Retail Study.
- 4.43 The survey results indicate that the town centre is achieving a market share of 25.6% within the ICA, which is lower than the 68.5% market share for all retail warehouses. The main out-of-centre shopping destinations are the Anglia (25.1%), Martlesham (14.6%), Interchange (14.2%) and Euro (13.2%) retail parks.

Chemist, Medical Goods, Cosmetics & Other Beauty Products

- 4.44 Table 7 (**Appendix 3**) shows that there is a strong retention of trips for these types of purchases within the Borough area (77.5%) and the ICA (93.2%). The town centre is achieving a market share of 66.5% within the ICA, which compares with the 15.2% recorded for the out-of-centre superstores and retail warehouse operators. There is a limited leakage to centres and shopping locations outside the ICA.

Games, Toys, Hobby Items, Sport & Recreational Goods

- 4.45 Table 8 (**Appendix 3**) shows that there is also a relatively good retention of trips for these types of purchases within the Borough (70.9%) and the ICA (89.7%). The town centre is achieving a market share of 61.2% within the ICA, which is higher than for the out-of-centre retail warehouses (31.8%). The main out-of-centre shopping locations for these types of comparison goods purchases are the Copdock Interchange (16.4%) and the Euro Retail Park (7.8%). The main leakage of shopping trips and expenditure from the ICA is to Norwich (1.4%) and Felixstowe (0.8%).

Pets & Pet Related Products

- 4.46 Table 9 (**Appendix 3**) shows that there is a good retention level of this type of expenditure within the Borough (65.5%) and ICA (90.9%). The town centre is achieving a 34.6% market share within the ICA, which is lower than for the retail warehouses of 42.5%. Overall a third of the ICA's market share is retained in the town centre with the remainder going elsewhere. The main out-of-centre shopping locations are Orwell Retail Park (21.8%) and Martlesham Heath Retail Park (13.5%).

All Other Comparison Goods

- 4.47 Table 10 (**Appendix 3**) sets out the market share analysis for the all other remaining comparison goods. This includes, *inter alia*, books, jewellery, watches, china, glassware, recreational and luxury goods.

- 4.48 The table shows that there is a relatively strong retention of shopping trips on these types of goods in the Borough (89.6%) and the ICA (90.8%). Of this total market share, the town centre is drawing 87.2% of shopping trips and expenditure for other comparison goods purchases, whereas the retail warehouses in the ICA have a market share of just 3.6%.
- 4.49 Of the 9.2% leakage of shopping trips and expenditure on all other comparison goods the main shopping destinations are Norwich (1.3%) and Cambridge (1.3%).

SUMMARY

- 4.50 For food and convenience goods shopping the survey findings indicate that, *inter alia*, Ipswich Town Centre has a limited food offer, which is reflected by its low market share of main bulk food shopping trips, and its stores primarily serve the more frequent day-to-day and lunchtime top-up needs of shoppers, workers and visitors in the centre.
- 4.51 In contrast, the market share analysis has identified a good provision of out-of-centre foodstores.
- 4.52 There is, however, a clear qualitative need for a foodstore anchor either in, or on the edge of the town centre. In our judgement a foodstore with the necessary critical mass of retail floorspace, range of goods and parking provision would help to clawback a proportion of shopping trips and expenditure currently flowing to the larger out-of-centre superstores. A new foodstore would need to be well connected to the Town Centre's primary shopping area to help maximise the potential for linked trips and spin-off benefits to other shops and businesses, resulting in an uplift in footfall, expenditure and sales for the centre as a whole.
- 4.53 The market share analysis for comparison goods shopping has identified that overall the town centre has maintained and strengthened its market share for all comparison goods purchases within the ICA. For example, its share of clothing and footwear purchases is estimated to have increased from 81% to 87.7% between 2005 and 2010.
- 4.54 Notwithstanding this, the out-of-centre retail warehouses in the ICA are achieving higher market shares than the town centre for the following specific categories of comparison goods retailing:
- DIY, hardware, decorating supplies and garden products;
 - Large and small domestic electrical items;
 - Audio-visual electrical items; and
 - Pets and pet related products.

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- 4.55 Although it is acknowledged that certain retailers selling 'bulky' durable goods in the above categories are not necessarily suited to trading in prime town centre locations, there would appear to be the potential to identify suitable and viable edge-of-centre locations that are or will be well connected to the town centre and offer significant positive benefits in terms of the 'claw back' of expenditure from existing out-of-centre locations and the potential for 'linked trips' with the town centre's other shops and facilities.
- 4.56 Ipswich Town Centre is the main shopping location in the Borough. The centre draws shoppers, tourists and visitors from a wide catchment area for shopping, leisure, work and other activities. In the context of national, regional and local planning policy, it is important that the vitality and viability of Ipswich Town Centre is maintained and strengthened in the face of increasing competition from other town centre and out-of-centre shopping locations. We therefore advise the Council that, depending on the availability of development sites in and on the edge of the town centre, they will need to carefully consider the need to provide an anchor foodstore, together with the overriding priority to allocate comprehensive development sites to meet the identified need for new comparison goods shopping.
- 4.57 **Section 7** sets out our updated economic assessment. It broadly identifies the scale of comparison and convenience goods floorspace that the Council should be looking to accommodate in the Borough's main centres over the development plan period.

5.0 IPSWICH TOWN CENTRE – HEALTH CHECK ASSESSMENT

5.1 This section sets out our assessment of the vitality and viability of Ipswich Town Centre based on the key performance indicators (KPIs) set out in PPS4 (Annex D). Our assessment has been informed by a number of key data sources, including:

- the Experian Goad 'Centre Report' (September 2009) for Ipswich (**Appendix 4**);
- the Co-Star Focus 'Town Centre' Report as at February 2010 (**Appendix 5**);
- the Co-Star Focus 'Retailer Requirements' Report as at February 2010 (**Appendix 6**); and
- the pedestrian flowcount surveys conducted by Property Market Research Services (PMRS) Limited in March 2010 (**Appendix 7**).

5.2 In addition to the above baseline evidence, we have also carried out our own detailed audit of the town's shops and businesses in February 2010. A survey of town centre traders and businesses is also reported in **Section 9**.

BACKGROUND

5.3 Ipswich is the county town of Suffolk and is in the heart of East Anglia, situated on the estuary of the River Orwell. It is the main shopping destination in the Borough and was formerly identified as a regional shopping centre, a key centre for development and priority area for regeneration in the RSS East of England Plan (May 2008), although as explained in **Section 2** the RSS was revoked on 6 July 2010⁷.

5.4 The town centre is highly accessible by a range of different transport modes. For example, it has good access to the motorway network (M25) via the A12; it is close to Norwich and Stansted International Airports; and it is conveniently located on the Great Eastern Main Line railway system. The journey time by rail to London's Liverpool Street is approximately one hour and ten minutes.

5.5 The town centre is characterised by its blend of historic attractive buildings and more modern developments. It accommodates a wide range of multiples, specialist shops, service businesses, cafes and restaurants.

5.6 The existing shopping offer is concentrated in the pedestrianised core retail area comprising Corn Hill, Tavern Street, Butter Market, Westgate Street and Carr Street. This pedestrianised retail area is characterised by the presence of a significant number of large retail units, the majority of which are occupied by national multiples. The centre's retail offer is also anchored by two shopping centres - Tower Ramparts and

⁷ Please note that on 10th November 2010, following a successful high court challenge by CALA Homes, the Court found that the Secretary of State's unilateral revocation of Regional Spatial Strategies (RSSs) was unlawful. This resulted in the reinstatement of all RSSs. However, at the present time local planning authorities should exercise care in assessing the weight to be attached to RSSs as it is still the Government's intention to abolish RSSs through the Localism Bill.

the Butter Market Shopping Centre. The key multiple retailers by shopping location are summarised in the table below.

Table 5.1 Ipswich Town Centre: Key Retailers by Location

Street / Shopping Centre	Key Retailers
Butter market	BHS, Lakeland, Waterstones, Fat Face, Early Learning Centre
Butter Market Shopping Centre	TJ Hughes, Blue Inc, Pilot, New Look, Laura Ashley
Carr Street	Argos, Superdrug, Poundland, Maplin, Peacocks, JJB Sports, Millets, Somerfield
Corn Hill	Debenhams, Burtons
Tavern Street	H&M, River Island, Blacks Leisure, Dorothy Perkins, Body Shop, HMV, Oasis, Sole Trader
Tower Ramparts Centre	Boots, Topshop/Topman, Wallis, Miss Selfridge, Officers Club
Westgate St / Providence St	Marks & Spencer, Primark, Gap, Evans, Madhouse, Clarks, Monsoon, Next

5.7 Beyond the pedestrianised shopping area retail units are located in the outer circle of secondary retail streets broadly comprising:

Table 5.2 Ipswich Town Centre: Secondary Shopping Streets*

<ul style="list-style-type: none"> • Upper Orwell Street • Orwell Place • Tacket Street • Eagle Street • Dogs Head Street • Falcon Street • Queen Street • St. Nicholas Street • St. Peters Street • Friars Street • Princes Street (non-pedestrianised) • Lloyd Avenue 	<ul style="list-style-type: none"> • St. Matthews Street (east of roundabout) • Arcade Street • Museum Street / High Street • King Street • Crown Street • Northgate Street • Great Coleman Street • Old Foundry Road • Upper Brook Street • Fore Street • St Helens Street
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* Note: Some streets in part only.

5.8 In terms of the overall character and retail offer in these secondary streets, our observations are as follows:

- **Upper Brook Street/ Dogs Head Street / Tacket Street** – presence of a range of national multiples including Wilkinson, Sainsburys, 99p Store;
- Falcon Street / St. Nicholas Street / St. Peter’s Street / Queen Street – largely dominated by Class A3 uses (cafes and restaurants);
- Princes Street (non-pedestrianised area) /King Street/ Arcade Street / Museum Street / High Street (south of Crown Street) – largely dominated by retail services, including estate agents, legal, employment and financial services.

- **St. Matthew's Street** (east of roundabout) – the main operator is Iceland, along with a QD Discount store and charity shops (British Heart Foundation and Mind);
- **Upper Orwell Street / Fore Street** – comprise a wide variety of small independent shops. The range of uses varies from tattoo parlours and hair/beauty salons, to small cafes and restaurants and takeaways.

NATIONAL RANKING

5.9 The table below shows the changes in Ipswich's national ranking as a shopping location between 2005 and 2009. This is based on the *VENUESCORE* index⁸.

Table 5.3 Change in National Town Centre Rankings, 2005 - 2009

	2005	2009	Change in Rank 2005 - 2009
Norwich	7	8	-1
Cambridge	71	41	+30
Ipswich	39	67	-28
Colchester	58	76	-18
Bury St Edmunds	204	216	-12
Felixstowe	374	443	-69
Stowmarket	605	744	-139

Source: Javelin VENUESCORE Ranking (2005, 2007 & 2009).

- 5.10 The table shows that in 2009 Ipswich was ranked 67th in the UK, behind Cambridge and Norwich in the sub-region, but ahead of Bury St Edmunds, Colchester, Felixstowe and Stowmarket.
- 5.11 Ipswich has fallen 28 places in the national ranking since 2005, which reflects the lack of new investment in its retail floorspace and offer during this period compared with other centres in the East of England and across the UK. For example the opening of the Grand Arcades scheme in Cambridge in 2007 has improved its national ranking from 71st to 41st, placing it above Ipswich.
- 5.12 The opening of the £100m Arc Shopping Centre in Bury St Edmunds in 2009 will also have improved its national ranking. This scheme comprises some 60,400m² of new retail and commercial leisure floorspace and is anchored by Debenhams and Next,

⁸ VENUESCORE ranks the UK's top 2,000+ retail locations based on a weighted score assigned to retailers and operators according to their potential impact on the centre's attraction to shoppers. For example, anchor department and variety stores such as John Lewis, Marks & Spencer and Debenhams receive a higher score than other retailers, as this reflects their significant influence on shopping patterns. The resulting aggregate score for each shopping location is called its VENUESCORE. It is widely used by developers, investors and retailers to assess the changing performance and attraction of a centre relative to other centres in the UK.

along with a range of other operators including Monsoon, Jane Norman, New Look, Wallis, River Island and Peacocks.

- 5.13 Without further investment and improvement to Ipswich's town centre retail offer there is a danger that it could slide down the rankings as other centres strengthen their offer and market position.

RETAIL DIVERSITY

- 5.14 Ipswich town centre has a diverse range of shops and services serving a catchment that extends beyond the Borough area, including those that work in and visit the town centre for a range of activities and services on a regular basis. The tables below summarise the scale and diversity of main town centre uses in Ipswich and the key changes in the centre's floorspace and outlets since 2004/05 based on Experian GOAD audits⁹.

Table 5.4 Ipswich Town Centre: Change in GOAD floorspace

	2005			2009		
	sq m	%	UK Base	sq m	%	UK Base
Convenience	6,290	4.1%	13.9%	7,702	5.1%	14.4%
Comparison	83,046	53.9%	40.5%	75,409	49.8%	36.9%
Retail Services	6,782	4.4%	7.0%	7,664	5.1%	7.0%
Leisure Services	33,882	22.0%	21.7%	28,893	19.1%	22.8%
Financial & Business Services	15,050	9.8%	10.0%	12,886	8.5%	8.5%
Vacant	9,077	5.9%	7.0%	18,934	12.5%	9.7%
Total:	154,126	100%	100%	151,488	100%	100%

Source: Experian Goad Centre Category Reports – Feb 2005 & September 2009 (Appendix 4)

⁹ The floorspace figures are derived from the GOAD Plan and show the footprint floorspace and the site area without building lines. They should not therefore be read as a definitive report of floorspace, but do provide a useful means of comparison between centres, as all outlets are measured in a consistent manner. Additionally the GOAD area does not equate to the same town centre boundary as within the adopted local plan.

Table 5.5 Ipswich Town Centre: Change in retail profile (% of total outlets)

	2004			2009		
	Outlets	%	UK Base	Outlets	%	UK Base
Convenience	38	6.1%	7.2%	47	7.5%	8.7%
Comparison	262	42.1%	41.9%	231	37.0%	33.5%
Retail Services	69	11.1%	12.2%	75	12.0%	13.2%
Leisure Services	119	19.1%	17.7%	115	18.4%	21.7%
Financial & Business Services	83	13.3%	12.5%	72	11.5%	11.0%
Vacant	51	8.2%	8.5%	85	13.6%	11.5%
Total:	622	100%	100%	625	100%	100%

Source: Experian Goad Centre Category Reports - March 2004 & September 2009 (**Appendix 4**)

- 5.15 The table shows that the total number of outlets in the centre has increased from 622 to 625 units between 2004 and 2009, and the total GOAD floorspace has also increased slightly from 154,126m² to 151,488m².
- 5.16 The following provides a more detailed commentary on the key changes in the town centre's retail and service provision.

Convenience Goods

- 5.17 Ipswich has an under-representation of convenience goods outlets and floorspace benchmarked against national averages, although provision has increased since 2004/05. **Appendix 4** provides a more detailed breakdown of the different convenience goods retailers represented in the town and it shows that most of the main convenience goods categories are represented, apart from a specialist fishmonger.
- 5.18 Notwithstanding this, the Experian Goad figures show that convenience goods floorspace represents just over 5% of total floorspace in the town centre, which is significantly below the national average figure of 14.4%. A more detailed analysis of the floorspace breakdown shows that the town centre is under-represented across all the main convenience goods categories, apart from convenience stores.
- 5.19 The town also has a limited supermarket offer. The main operators currently represented in the town centre are Sainsburys (Upper Brook Street); Iceland (St.

Matthews Street)¹⁰; Somerfield (Carr Street); M&S food hall (Westgate Street); and Londis (Friars Street).

- 5.20 These stores have a total estimated convenience goods sales area of 3,674m² net¹¹, which is significantly lower than the substantial out-of-centre floorspace in the Borough (11,145m² net) and the large superstores outside the Borough, but within the urban area (12,249m² net).

Comparison Goods

- 5.21 Although the number of comparison goods retailers has declined from 262 to 231 between 2004 and 2009, Ipswich has a relatively good provision of comparison goods retailing (37%) compared with the national average of 34%. **Appendix 4** shows that the centre has particularly good representation in the following categories - booksellers; jewellery; musical instruments; and toys and games.
- 5.22 The centre's anchor department and variety stores include, *inter alia*, Marks & Spencer, Debenhams, T J Hughes and BHS. All of these retailers command a substantial level of floorspace in the centre. Notwithstanding this, benchmarked against centres with a similar role and function in their shopping hierarchy, we consider that there is significant potential to attract a quality department store operator to Ipswich town centre as part of a new retail-led mixed use development. The gap in Ipswich town centre's department store offer was also highlighted by some of the responses to the household survey. For example, in response to question 37 (see **Appendix 1**), which asked what improvements to the town centre would make people visit more often than they currently do, some 7.6% of respondents across the study area identified the need for a department store.
- 5.23 The Experian Report identified a number of specific categories of comparison goods retailing with limited or no representation in the town centre including, *inter alia*:
- antique shops;
 - carpets & flooring;
 - children's & infants wear;
 - cycles & accessories;
 - florists;
 - furniture;

¹⁰ Please note that Tesco Express on St Matthews St is covered by the Experian Goad Plan, but is located outside the Council's definition of the town centre.

¹¹ Source: Derived from Institute of Grocery Distribution and after taking account of non-food floorspace in foodstores.

- music & video recordings; and
 - office supplies.
- 5.24 There may therefore be the potential to increase the provision of retailers in these specific retail categories, as well as to improve the overall quality of the retail offer in the town centre.
- 5.25 The town centre has a relatively good mix of clothing, footwear and fashion stores (including H&M, River Island, Blacks Leisure, Dorothy Perkins, Blue Inc, Pilot, New Look, Laura Ashley, Fat Face, Topshop/ Topman, Wallis, Miss Selfridge, Officers Club, Primark, Gap, Evans, Madhouse, Clarks, Monsoon, Next, JJB Sports and Sole Traders). Notwithstanding this, there are a number of higher end quality fashion retailers not currently represented in the town centre, including French Connection, Austin Reed and Aquascutum, although recent additions to the centre's offer include White Stuff and Country Casuals.
- 5.26 The household survey also highlighted potential areas for improvement in the town centre's retail offer, including more independent and specialist shops (8.6%); a better quality shopping offer (8.4%); more/better choice of multiples (5.8%); and more fashion shops (3.8%).

Leisure Services

- 5.27 According to the Experian Goad report (**Appendix 4**) there are 115 leisure services in the GOAD defined town centre boundary, which covers an area similar to the Council's Central Shopping Area defined in the adopted Local Plan. This is equivalent to 18.4% of total outlets in the town, which is slightly below the national average of 21.7%.
- 5.28 The centre's evening economy is focused around its 20 restaurants, 13 public houses and 16 wine bars. The results of the household survey confirm the importance of this leisure activity, with some 36% of respondents frequenting restaurants at least once a week. Additionally some 15% of respondents frequented pubs and/or bars each week.
- 5.29 Within the Goad town centre boundary there are 24 cafes, six casino and betting offices, two sports and leisure facilities, three clubs, one hotel and four bingo and amusement centres. The household survey shows:
- the Mecca Bingo and Gala Bingo facilities within the Borough command 59% of market share from the study area overall and 70% from the ICA;
 - the majority (48%) of nightclub visits from respondents in study area is to venues within the Borough. The level of retention indicates a stronger and varied offer in the Borough and the ICA as a whole. This currently comprises, amongst others, Liquid Envy (Cardinal Park), Mojo (Nortgate Street) and Pals (Old Cattle Market Street.)

- the most frequented health and fitness facilities (within the Borough) are Crown Pools (town centre) (8.8% of respondents) and David Lloyd (elsewhere within the Borough) (5.5%).

5.30 The arts and cultural facilities include the following:

- **The New Wolsey** - a 400-seat theatre in the heart of the town focussing on drama, music, comedy, poetry, dance and children's shows.
- **Regent Theatre** - a 1,800-seat theatre that provides entertainment to 130,000 patrons on average each year. Offers a mixed but primarily commercial programme focused around pop concerts, comedy and musicals.
- **Corn Exchange** - The Corn Exchange and Town Hall complex hosts live music and theatre shows. The Film Theatre is currently open on a voluntary basis.
- **Dance East** - Based in the £8.9 million Jerwood DanceHouse on the Ipswich Waterfront, it houses three dance studios, a 200-seat studio theatre, fitness and pilates suites, a café and a boutique. The Jerwood DanceHouse is one of a growing number of centres for dance globally that have been created to reach out to communities and act as magnets for national and international dance artists. The DanceEast Academy is one of nine National Dance CATs (Centres for Advanced Training) aimed at young people aged 10 - 18 with exceptional potential in dance, funded by the Department for Education.

5.31 In terms of cinemas, the household survey results indicate that Cineworld achieves an overall market share of 66% from the study area and 92% from within the ICA.

Financial & Business Services

5.32 There are an estimated 72 financial and business service outlets in the town centre. This represents some 11.5% of total outlets, which is above the national average of 11%. As **Appendix 4** shows, the centre has a particularly strong representation of building societies, employment & careers, printing & copying and property services. The 2009 audit shows that there are 25 property services and 18 retail banks in Ipswich.

Retail Services

5.33 The number of retail services has increased since 2004, from 69 to 75. Currently this sector represents 12% of total outlets in the centres, although this is below the national average of 13.2%. The latest Experian Goad report (**Appendix 4**) shows that the centre has relatively good representation of health and beauty salons (45 businesses); opticians (10 outlets); travel agents (8 outlets); and video rental stores (2 outlets). Together these services and activities make an important contribution to the town's overall attraction, vitality and viability, as they generate frequent trips to the centre.

VACANCY LEVELS

- 5.34 **Table 5.5** shows that vacancy levels as a proportion of total outlets in the town centre increased from 8.2% to 13.6% between 2004 and 2009. Our on-site audit in February 2010 identified three additional vacant outlets since the audit by GOAD in September 2009, which increased the vacancy level slightly to 14.1%, above the national average of 11.5%.
- 5.35 In terms of total vacant floorspace, **Table 5.4** shows that this effectively doubled from an estimated 9,077m² in 2005 to 18,934m² in September 2009. Vacant floorspace in 2009 represented some 12.5% of total floorspace in Ipswich town centre, which was above the national average of 9.7%.
- 5.36 The increase in vacant units across the town centre is largely explained by the impact of the economic downturn resulting in several high profile business failures. For example Woolworths closed all circa 820 of its stores in January 2009, including its Ipswich store.
- 5.37 The increase in vacant units across centres is normally one sign of inherent problems with their overall vitality and viability. This is particularly the case where vacancies are clustered together. It is evident from our more recent audit of the town centre that there are a number of smaller vacant units in the secondary shopping areas. This is a trend that is commonplace across most city and town centres, as the smaller shop units in these off-pitch shopping locations are more difficult to let as they do not generally meet the requirements of modern retailers in terms of size, location, format and configuration.
- 5.38 Notwithstanding this, our February 2010 audit also identified a number of larger vacant units in the core retail area, for example Tower Ramparts Shopping Centre. However, since February 2010 and prior to finalising this study, a number of the larger and more central vacant units were occupied: the former Littlewoods unit in the Tower Ramparts Shopping Centre was occupied by Mad House; the former Woolworths unit on Carr Street was let to Poundland; and the Buttermarket Centre is now fully occupied. The town has gained a range a new operators during 2010, including White Stuff, Modelzone and I-Store, Viyella and Country Casuals. The more recent occupancy of formerly vacant units is not reflected in the February 2010 vacancy figures described previously. This change reflects the dynamic nature of the retail sector. Nevertheless vacancy rates are an important indicator, which the Council should keep under review.

CHANGES IN RETAIL AND SERVICE PROVISION

- 5.39 **Table 5.6** shows some of the main changes in retail and service business provision between September 2009, when the Experian Goad audit was undertaken, and February 2010, when SP carried out its updated audit.

Table 5.6 Change in Occupancy: September 2009 – February 2010

Address	September 2009		February 2010	
	Occupant	Use	Occupant	Use
14 St Matthews St	Vacant	Vacant	Norman's Fruiterers	Convenience
22 St Matthews St	Polsky Sklep Deli	Convenience	Vacant	Vacant
4 St. Georges St	George Henry Hair	Service	Not known	Service
11 – 13 High St	Office	Service	Hair @ Roberterry	Service
41 – 43 Westgate	Robert Dyas	Comparison	Vacant	Vacant
24 Westgate	Currys.Digital	Comparison	Vacant	Vacant
12 Tower Ramparts	Bay Trading	Comparison	Samantha L/wr	Comparison
5 Tower Ramparts	Pinkzip Ladieswear	Comparison	Vacant	Vacant
Tower Ramparts	102 Tower FM Cafe	Service	Vacant	Vacant
42 Lloyds Avenue	Tower Deli	Convenience	Vacant	Vacant
10 Upper Brook St	Johns Butcher	Convenience	Vacant	Vacant
19 Upper Brook St	Vacant	Vacant	Mattressman	Comparison
21 Upper Brook St	Vacant	Vacant	ARC Charity Shop	Comparison
29-33 Upper Brook St	Thing Me Bobs	Comparison	Vacant	Vacant
2 Buttermarket	Vacant	Vacant	Rotary Intl	Service
14 Buttermarket	Vacant	Vacant	My Juice	Service
28 Princes St	Vacant	Vacant	Hullock Miller	Service
29 Princes St	Vacant	Vacant	Safeguard Recruit	Service
23 Dogs Head St	Vacant	Vacant	99p Stores	Comparison
32A Carr St	Vacant	Vacant	1 Stop Furnishing	Comparison
16 Tacket St	Millets	Comparison	Vacant	Vacant
37 Upper Orwell St	Office	Service	Auctioneer	Service
49 Upper Orwell St	Polish Grocer	Convenience	Vacant	Vacant
9 Fore St	Office	Service	Vacant	Vacant

5.40 The table identifies that the town centre experienced a number retail and service business closures and new openings over the six month period between September 2009 and February 2010. Of the 24 outlets identified, nine which were vacant in September 2009 were occupied by February 2010, whereas eleven were vacant at February 2010. In other words, the number of vacant units increased by two between September 2009 and February 2010. As highlighted above, a large number of these closures are explained by the impact of the recession on the viability of a number of businesses. However, since February 2010, a further three of the units in **Table 5.6** have been occupied, at Upper Brook Street (two) and Fore Street.

5.41 Whilst there were a number of smaller vacant units in the secondary areas, there were also a number of larger vacant units in the core retail area in February 2010, although this type of vacancy has improved during 2010, for example through the opening of Madhouse at Tower Ramparts. Indeed, figures supplied by Ipswich Central for the BID area, which is larger than the Central Shopping Area, show that vacancy at October 2010 stood at 11.5% of units, a minor improvement on their equivalent figures for 2009.

RETAILER REQUIREMENTS

5.42 The national Co-Star Focus database is widely used to assess the property requirements of retail and leisure operators for space in shopping locations across the United Kingdom. The table below sets out the changes in the number of operators with recorded requirements for representation in Ipswich town centre since 2001 (also see **Appendix 5**).

Table 5.7 Ipswich Town Centre: Change in retailer requirements & rank

	Ipswich		Norwich		Colchester		Bury St. Edmunds	
	No.	Rank	No.	Rank	No.	Rank	No.	Rank
2001	65	74	88	43	71	58	37	159
2003	74	68	103	38	75	67	55	113
2005	106	49	119	35	93	57	59	125
2007	75	77	100	41	89	55	61	105
2009	35	80	45	52	49	45	30	103
2010	24	N/A	38	N/A	35	N/A	31	N/A

Source: Co-Star Focus 'Retailer Requirements Report' & Focus 'Town Centre Reports' (2010)

Notes: Rankings are based on the recorded requirements in October of each year, except for 2010 which represents the requirements in February.

5.43 The table shows that requirements have fallen across all centres since October 2007. This is a clear indicator of the impact of the economic recession on the business strategies and expansion plans of most retailers and businesses. In Ipswich, for example, requirements have fallen to 24 operators in February 2010; the lowest level recorded.

5.44 The more detailed '*Retailer Requirements*' report in **Appendix 6** shows those businesses with current requirements for Ipswich town centre. The main comparison goods retailers include Zara; Quiz Clothing; Mountain Warehouse; Kathmandu UK Ltd; and Linens Direct. There is also market demand from national restaurant, fast-food and cafe chains, including Marstons Plc and Gourmet Burger Kitchen.

5.45 **Table 5.8** below shows that the total recorded demand for new floorspace currently ranges from between 9,000m² and 14,900m² (gross).

Table 5.8 Ipswich Town Centre: Total floorspace requirements by category

	Min Floorspace (m ²)	Max Floorspace (m ²)
Convenience	423	790
Comparison	5,479	10,108
Service	3,101	4,116
Total:	9,003	14,923

Source: **Appendix 6** (figures may not sum due to rounding)

- 5.46 The requirement for space from convenience businesses is relatively low compared with the more substantial requirements for both comparison goods and other retail services. The majority of the required floorspace is from comparison goods retailers and specifically JTF Wholesale (a cash and carry operator) which has a requirement in a secondary location of up to 4,645m².
- 5.47 When considering the changes in the number and scale of retailer requirements identified by Co-Star Focus it is important to understand that a number of major retailers and operators are not registered with Co-Star Focus (such as John Lewis and the main grocery retailers), as they take the view that being named on this list may weaken their negotiating position if they are looking to take space in a centre. Furthermore, the list only provides a broad indication of market interest at a particular point in time. It does not take account of the significant uplift that can occur in market demand following the permission for and subsequent development of modern new retail floorspace.

PRIME ZONE A RENTAL LEVELS

- 5.48 The table below sets out the latest available Prime Zone A Rental Levels for Ipswich town centre and the other large centres in the sub-region.

Table 5.9 Changes in Prime Zone A Rental Values (£ per sq metre)

	Ipswich	Norwich	Colchester	Bury St. Edmunds
2001	1,292	2,153	1,292	969
2003	1,399	2,153	1,615	1,130
2005	1,561	2,260	1,668	1,130
2007	1,615	2,260	1,830	1,238
2008/09	1,615	2,260	1,830	1,238

Source: Colliers CRE (published in 'Town Centre Focus Reports' for each centre)¹².

- 5.49 Prime Zone A's are estimated to be around £1,615 per sq metre in Ipswich's primary shopping area. This represents an increase of +25% since 2001. This growth in rental values reflects a relatively strong market demand for representation in the town centre over the period. However rents in Colchester rose by +42% over the same period. Rental values are higher in Norwich, although growth (+4.9%) was lower over the same period. This is to be expected given its higher status and retail offer within the region's retail hierarchy. A potential increase in Ipswich's rents may ensue if new retail investment and development can be secured for the town centre.

COMMERCIAL YIELDS

- 5.50 Yield is an important measure of commercial property value¹³. **Table 5.10** sets out the recorded changes in the retail property yield for Ipswich town centre benchmarked against other centres in the sub-region between 2001 and 2008/09.

12 Colliers CRE has been monitoring prime retail rents in 418 locations in Great Britain since 1987 on an annual basis. These figures are based on their opinion of the Zone A rents and reflect the 'net effective rent'. This is the rent that would be agreed between the parties for a letting of the premises on the relevant terms and conditions, but without incentives forming part of the transaction.

13 It has regard to the strength of a tenant's covenant and the long-term potential for rental and capital growth. Yield is derived by division of the open market rent of a property by its capital valuation. At a given rental level, the lower the yield, the higher the capital value. Generally a centre with a lower yield is regarded by investors and developers as having greater potential for rental and capital growth. A consideration of yields on shop investments can therefore be of assistance in assessing the general economic prospects of a trading location.

Table 5.10 Changes in Retail Yields

	Ipswich	Norwich	Colchester
2001	4.5	5.0	6.0
2003	4.0	5.5	6.0
2005	4.75	5.5	5.25
2007	4.75	5.5	4.75
2008/09	5.0	5.25	4.5

Source: Valuation Office Agency (July, 2008).

- 5.51 Ipswich's retail yields are marginally stronger than for Norwich, but slightly weaker than for Colchester. Broadly, the yield analysis shows that Ipswich's position has weakened slightly since 2007. The current yield level points to an average position regarding investor and market confidence in Ipswich as a shopping location.

PEDESTRIAN FLOWCOUNTS

- 5.52 A pedestrian footfall count was conducted by Property Market Research Services Limited (PMRS) in Ipswich on 5 and 6 March 2010. **Appendix 7** sets out the detailed tabulated results, a plan showing the count¹⁴ points and an explanatory note of the approach.
- 5.53 The survey results indicate that Ipswich achieves an estimated average weekly (Monday – Saturday) footfall across the centre of 40,900. This estimate is calculated using a standard methodology used by many local authorities. It should be noted however that this estimate is likely to be lower than total actual weekly footfall, as it only records flows during a 6 hour period, it is based on an estimate from a sample and does not count flows on Sundays. The data uses the same methodology as used in the 2005 retail study. The footfall for 2010 is lower than that recorded for 2005 at 44,900. This indicates that the centre has not maintained its attraction to shoppers and other visitors to the town centre.
- 5.54 This notwithstanding, the table below shows the top and bottom 5 locations in terms of measured footfall.

¹⁴ The pedestrian count is an estimate of weekly footfall (Monday – Saturday) in Ipswich Town Centre based on a sample surveyed on 5th and 6th March 2010.

Table 5.11 Highest and Lowest Recorded Footfall in Ipswich Town Centre

Occupier	Address	Weekly Count ('000s)	Index
TOP 5 LOCATIONS:			
HMV Records	20 Tavern Street	129.39	316
Debenhams	2 – 10 Westgate Street	122.33	299
McDonalds	31 Tavern Street	99.81	244
Milletts	14 – 16 Carr Street	90.57	222
Next	29 – 31 Westgate Street	85.77	210
BOTTOM 5 LOCATIONS:			
Co-op Bank	11 – 13 Princes Street	7.41	18
Go -East	Fore Street	6.00	15
Chinese Herbs	64 Upper Orwell Street	4.09	10
The Dress Circle	Fore Street	3.60	9
Spice Fusion	39 Upper Orwell Street	2.61	6

Source: PMRS Pedestrian Flowcount (March 2010). **See Appendix 7**

Note: The 100 index is the benchmark and refers to the average flow for the centre. Count points with indices greater than 100 have pedestrian flows above the centre's average.

- 5.55 The table shows that the strongest pedestrian flowcounts were recorded outside HMV on Tavern Street. This is a similar pattern to that recorded in 2005 when the location achieved a weekly count of 128.40. In absolute terms, the recorded weekly footfall outside HMV represents the highest ever recorded in the centre especially when compared to that in 2005 survey. Other areas showing strong weekly flowcounts are Westgate Street and the western end of Carr Street.
- 5.56 The above average pedestrian flowcounts are highest along the pedestrianised prime retail core with the only exception being Wilkinsons on the non-pedestrianised Upper Brook Street. In terms of the two shopping centres in the centre, the survey points across the Buttermarket Shopping Centre record above average weekly footfall. However, in relation to the Tower Ramparts Centre the higher level of weekly footfall is recorded towards Tavern Street but falls towards the north due to the presence of a number of vacant units.
- 5.57 Princes Street on the western periphery recorded lower than average weekly counts despite the presence of businesses and its linkages with the prime shopping area in the centre.
- 5.58 The secondary shopping areas to the south (St. Nicholas Street) and south east (Upper Orwell Street and Fore Street) recorded the lowest amount of footfall. In relation to Upper Orwell Street and Fore Street this is commensurate with the large number of vacant outlets and represents a similar pattern to that recorded in 2005.

- 5.59 In broad terms, the prime shopping areas of Tavern Street, Westgate Street and the western end of Carr Street continue to show robust pedestrian flows. Figures provided by Ipswich Central courtesy of Springboard show that pedestrian flows outside Debenhams on Westgate Street were 7.4% higher in 2010 than in 2009.

IPSWICH WATERFRONT

- 5.60 The retail, service and leisure provision in Ipswich town centre is supplemented by the provision on the Waterfront. This area is undergoing a major transformation with new marinas, restaurants, bars and homes emerging from a Victorian Wet Dock which opened in the 19th Century.

- 5.61 The Waterfront provides a unique focal point for Ipswich overall. It is a relatively short walk from the town centre and there are a variety of schemes taking shape, including housing, retail, restaurants, offices and community areas that are turning this once derelict industrial area into a new cultural, residential, business and leisure area, with complementing marina facilities. An audit of existing provision has identified the following businesses and operators:

- Jerwood Dance House (including Dance Eats cafe)
- Cake and catwalk – ladies fashion
- Bar Bistro
- Pizza Express restaurant
- Quayside bar and restaurant
- Bistro on the Quay
- Riverdale property agents
- John Russell Art Gallery
- Waterfront Arts Studio
- Viking River Cruises – booking office
- Isaacs Bar and Restaurant
- Salthouse Harbour Hotel
- Colours Continental Café
- The Bushel Box – speciality food
- Nicholas Estates
- Coffee Link

- 5.62 Additionally, the following operators and businesses are represented on Duke Street and Fore Street:

- Tesco
- Bargain Booze

- Loch Fyne bar and grill
- Country Life (outdoor furniture shop)
- Lituanica (food store)
- Newsagents and off licence
- That Chocolate Place – café
- Lemon Tree studios – photographic studio
- Lord Nelson public house

OUT-OF-CENTRE RETAILING

5.63 There is a strong provision of out-of-centre foodstores, retail warehouses and leisure parks in the Ipswich urban area, located both within and on the edge of the Borough.

5.64 The major retail parks within and just outside the Borough comprise a diverse mix of comparison goods retailers (see **Table 5.12**).

Table 5.12 Major Retail Parks & Warehouses in Ipswich Borough and the ICA

Location	Space (gross m ²)	Key Retailers
RETAIL PARKS & WAREHOUSES IN IPSWICH BOROUGH		
Anglia Retail Park	19,520	Carpetright, Mamas & Papas, Comet, B&Q, The Carphone Warehouse.
Euro Retail Park	19,136	B&Q, Carpetright, ScS, Allied Carpets, Dreams Beds, Halfords, JJB Sports, Hughes, Harveys, Next Home.
Suffolk Retail Park	9,041	Brantano Footwear, Dunelm Mill, The Range, Argos Extra, Halfords, Wickes
Orwell Retail Park	7,874	Glasswells, Pets at Home, Focus
Cardinal Park / Commercial Road Retail Park	6,703	Carpetright, Topps Tiles, Staples, Tile Giant Jewsons
Crompton Road	1,679	Wickes
TOTAL SALES AREA:	63,953	
RETAIL WAREHOUSE PARKS OUTSIDE BOROUGH BUT WITHIN THE ICA:		
Interchange RP (Babergh District)	5,347	Currys, PC World, Multiyork
Copdock RP (Babergh District)	5,538	Mothercare World, Toys 'R'Us
Warren Heath (Suffolk Coastal District)	2,304	Homebase
Martlesham Heath RP (Suffolk Coastal District)	9,916	Jewson, Topps Tiles, Sea Pets, Focus, Conway Pine Furniture, Glaswells, Bennetts, Youngs Garden Centre
TOTAL SALES AREA:	23,105	

Source: Trevor Wood Retail Database (2009); Council research; and other evidence.

Notes: Not all retailers in retail parks are listed.

- 5.65 The majority of retail warehouse floorspace is located within or immediately adjoining the built-up area. The exception to this is Martlesham Heath Retail Park to the north east of Ipswich town centre. There is a particular concentration of retail warehousing to the west of the town centre. Some of the key characteristics of the existing retail warehouses are as follows:
- **Anglia Retail Park** opened in 2000 to the north of the town centre. It benefits from good accessibility and the planning permission restricts the extent of non-bulky goods floorspace.
 - The **Euro Retail Park** is the largest retail park in Ipswich. It is located two miles to the south east of Ipswich town centre and opened in 1996. It comprises an L-shaped terrace of eight units predominantly occupied by furniture retailers, along with a large B&Q Warehouse.
 - The **Suffolk Retail Park** opened in the 1990s and is approximately half a mile to the west of the town centre.
 - **Orwell Retail Park** is one of the first generation of retail warehouses and its retail floorspace has recently been redeveloped and reconfigured. It benefits from good access and has modest car parking provision.
 - The units at **Commercial Road** are within the wider town centre.
 - The **Interchange Retail Park** opened in 1997 and is situated at Copdock Interchange. It is very accessible from the A12 and the A14. There is a Tesco superstore and two stand-alone retail warehouse units on an adjacent site.
 - The **Martlesham Retail Park** is situated within a mixed commercial area. It is accessible from the A12 and some of its units are visible from the road. It also benefits from close proximity to a modern Tesco superstore.
- 5.66 There is also a good provision of large out-of-centre foodstores in the Borough. The major superstores include Asda (Goddard Road, Anglia Retail Park), J Sainsbury (Hadleigh Road) and Morrisons (Sproughton Road).
- 5.67 There are also a number of larger superstores outside the Borough, but within the ICA that serve the Borough's residents. These include Tesco Extra at Copdock Retail Park; J Sainsbury at Warren Heath and Tesco at Martlesham Heath.
- 5.68 In terms of commercial leisure, **Cardinal Park** is a key venue for residents in Ipswich and the wider catchment area. The existing tenants include Cineworld, KFC, McDonalds, ChimiChanga, Old Orleans, Ask, Nandos, Frankie & Bennys, Gym and Trim, Lumina Liquid Nightclub and Spirit Pub.
- 5.69 In summary, Ipswich Borough's residents have good access to a significant number of out-of-centre retail and commercial leisure facilities.

ACCESSIBILITY

- 5.70 Ipswich's good links to the transport network largely accounts for its growth as an important and successful administrative centre for Suffolk. The Borough lies on the strategic A14 and A12 routes and the town centre has good accessibility by all modes of travel.
- 5.71 For example, it has good access by public transport and is served by a railway station with frequent links to both London and Norwich. Ipswich also benefits from a strong bus network linking the town to neighbouring towns and villages (refer to **Appendix 16** for detailed route map of Ipswich town services and routes).
- 5.72 The town is also served by ten central area car parks. This is supplemented by on-street parking, further car parking provision outside the town centre but within the Borough and park and ride facilities. According to the Council's figures the town centre, as defined in the adopted 1997 local plan currently has just over 2,430 parking spaces of which the majority are in managed car parks (circa 2,375). **Table 5.13** shows the breakdown of car parking spaces in the town centre.

Table 5.13 Car Parks and On-Street Parking Provision in Ipswich Town Centre

Car Parks			
Location	Spaces	Location	Spaces
Bond Street Car Park CP	20	Spiral Car Park (Wolsey Theatre)	350
Buttermarket Shopping Centre CP	420	Tacket Street CP	260
Cox Lane CP	182	Tower Ramparts CP	103
Cromwell Square CP	64	Upper Barclay Street CP	30
Crown Car Park	236	William Street CP	77
Foundation Street CP	513	Wolsey Car Park	120
On-Street Parking			
Location	Spaces	Location	Spaces
Black Horse Lane	4	Princes Street	6
Elm Street on-street parking	11	Queen Street	6
Old Foundry Road	28		

Source: Ipswich Borough Council

- 5.73 **Table 5.14** shows the provision of managed car parks outside the town centre but within the Borough, which totals 2,523 parking spaces. The park and ride facilities provide the following parking spaces: London Road provides 550 spaces, Martlesham provides 550 spaces and Bury Road provides 600 spaces. The Bury Road facility will close on Saturday 29th January 2011.

Table 5.14 Car Parks Outside the Town Centre but Within the Borough

Car Parks			
Location	Spaces	Location	Spaces
Cobden Place Cp	25	Commercial Road CP	approx. 295
Fore Street CP	30	Handford Road CP	85
Great Gipping Street CP	132	Key Street CP	67
Ipswich Village CP	329	Princes Street CP	90
New Portman Road CP	563	Railway Station Multi-storey CP	436
Portman Road CP	55	Star Lane CP	25
South Street CP	54	The Mill CP	130
Burrell Road CP	130	Turret Lane CP	51
Cardinal Park CP	612	Rose Lane CP	21
Duke Street CP	300		

Source: Ipswich Borough Council

- 5.74 In response to question 37 of the household survey (see **Appendix 1**), which asked what improvements to the town centre would make people visit more often than they currently do, a significant proportion of respondents across the study area identified the need for 'more/better parking' (13.5%) and 'lower parking charges' (12.9%). These responses were ranked second and fourth in people's wish list after improvements to the range and choice of shops¹⁵.

CRIME AND SAFETY

- 5.75 The Ipswich Central BID has set up the '*Safer Ipswich Central*' initiative. The aim of the initiative is to reduce the burden that crime creates for businesses in Ipswich and to maintain a pleasant environment at all times for town centre visitors. It represents a dedicated, formal and pro-active partnership between businesses, the Police, Ipswich Borough Council, CCTV and other crime reduction schemes, agencies and organisations. It also provides town centre rangers that work throughout the town centre.
- 5.76 Furthermore, the Ipswich Community Safety Partnership is another initiative that aims to reduce crime, tackle anti-social behaviour, promote community safety and reduce the fear of crime.

¹⁵ It should be noted that at the time the household survey was conducted, the multi-storey Crown car park (1,086 spaces) was being demolished due to structure faults. It has subsequently been replaced by a surface level car park (236 spaces) resulting in the loss of 850 spaces.

- 5.77 CCTV provision was introduced into Ipswich town centre in 1994. Cameras are monitored from a control room based in Ipswich Borough Council's headquarters at Grafton House. There are 80 cameras that principally cover car parks, subways and the main shopping areas. The system is aimed at providing a safer environment for the community; assisting in the reduction of crime in the town centre; facilitating the identification and prosecution of offenders in relation to crime and public order; and also to give warning of interruptions of the traffic flow.
- 5.78 In terms of the evening and night time economy there are pubs, bars and nightclubs which participate in the voluntary 'Best Bar None' scheme. This scheme for licensed premises seeks to address alcohol-related crime levels and improve the night time environment. It provides an incentive for the operators of licensed premises to improve their standards of operation.

ENVIRONMENTAL QUALITY

- 5.79 Ipswich is characterised by a good mix of attractive historic and modern buildings. The Corn Hill area has a charming shopping environment with numerous buildings that make a positive contribution to the streetscape. Based on our audit of the town centre and compared with other centres there also appears to be a good provision of street furniture, bicycle racks, litter bins, public toilets and signage especially in the pedestrianised core retail area.
- 5.80 The town centre appears to be well-maintained, with some attractive landscaping and open spaces. Recent public investment has seen significant environmental improvement schemes carried out at Northgate Street/Tower Ramparts and at Giles Circus, at the junction of Princes Street and Queen Street. Notwithstanding this, our audit identified emerging clusters of long-term vacancies resulting from the economic downturn, particularly in secondary retail areas such as Upper Orwell Street. The increasing number of vacant units on some secondary shopping streets is having a negative effect due to 'dead frontages' and needs to be monitored and managed.
- 5.81 The town's retail circuit and key attractions including those to the Waterfront are adequately signposted. The pedestrianised streets provide shoppers with good, safe and easy movement across the town centre and within the Waterfront area although linkages between the two are affected by the gyratory.
- 5.82 In response to question 37 of the household survey (see **Appendix 1**), which asked what improvements to the town centre would make people visit more often than they currently do, a proportion of respondents across the study area identified the need for 'cleaner streets' (3.9%).
- 5.83 Overall, we consider that the town centre has an attractive environment, but it faces significant challenges due to the lack of recent investment in its retail offer and the increase in vacant units particularly in secondary shopping streets. In our opinion, new

investment is needed to help improve both the shopping environment and the perception of the centre as a place to shop and visit for a range of uses and activities.

SUMMARY

- 5.84 The household survey and health check findings indicate that Ipswich is a strong sub-regional centre serving a catchment area that extends well beyond the Borough area. Notwithstanding this, it has fallen some 28 places in the national rankings from 39th to 67th since 2005; its vacant floorspace increased between 2005 and 2009; and it has not benefitted from significant new investment in its retail floorspace and offer for a number of years. Compared to centres of a similar size, role and function within their catchment areas in the east of England, Ipswich also lacks a high quality department store offer and we consider that there is also a quality gap in its overall retail and fashion offer.
- 5.85 The competing centres in the wider sub-region and east of England area are continuing to grow and evolve into higher status centres and have benefitted from significant new investment and development over the last five years, including Bury St Edmunds and Cambridge.
- 5.86 In our judgement Ipswich needs to attract further investment to maintain and strengthen its important role and function within the Borough and regional shopping hierarchy. This calls for a robust vision and policy direction in the light of increasing competition from other sub-regional centres.

6.0 DISTRICT & LOCAL CENTRES HEALTH CHECK

- 6.1 This section sets out our broad assessment of the retail provision in the Borough's main District and Local Centres. At the outset it is important to note that there is limited commercial data (such as, for example, Prime Zone A Rents, commercial yields, etc.) available at the local level to inform the assessment of the overall vitality and viability of these smaller centres in accordance with the PPS4 key performance indicators (KPIs). This assessment therefore provides a broad overview of the retail offer and performance of the District and Local Centres based on the monitoring reports undertaken by the Council and our own on-site assessments.
- 6.2 **Appendix 8** provides a detailed summary of floorspace (measured by gross footprint area) across the District and Local Centres.

DISTRICT CENTRES – BENCHMARK ASSESSMENT

- 6.3 The table below lists the Borough's current District Centres:

Table 6.1 District Shopping Centres

Centre	Centre Number
Meredith Road	3
Norwich Road / Bramford Road	7
Hawthorn Drive	9
The Centre, Stoke Park Drive	11
Wherstead Road	13
Woodbridge Road East / Heath Road	17
Woodbridge Road / Cauldwell Hall Road	18
Felixstowe Road	23
Nacton Road	28
Ravenswood	47

Source: Ipswich Borough Council (September 2010).

Notes: The centre numbers refer to the definitions in the adopted development plan and emerging Core Strategy.

- 6.4 In addition, Duke Street is currently being developed as a new District Centre and a new centre is also being provided at Sproughton Road. This will increase the number of District Centres in the Borough to twelve. Additionally, if the Northern Fringe development takes place (policy CS10 of the Core Strategy) it will also contain a District Centre.

Key Anchor Retailers

- 6.5 The audit of the District Centres has identified the following key anchor stores, supermarkets and convenience stores:

Table 6.2 Key Anchor Retailers

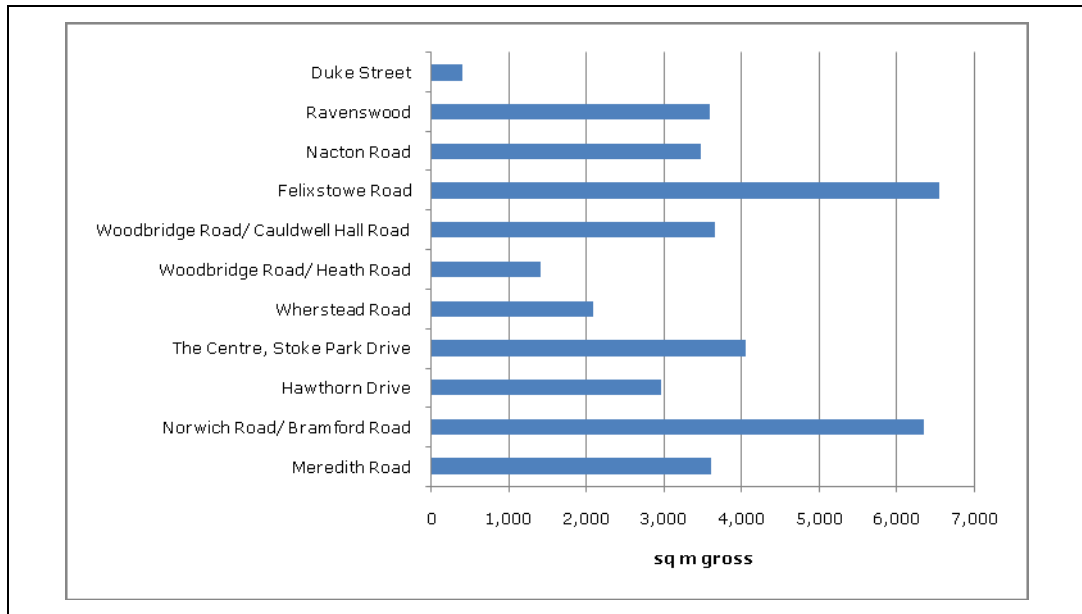
Centre	Multiple Retailer
Meredith Road	Aldi and Co-op foodstores
Norwich Road/Bramford Road	Coe's clothing store and Co-op foodstore
Hawthorn Drive	Co-op foodstore
The Centre, Stoke Park Drive	Asda superstore
Wherstead Road	Co-op foodstore
Woodbridge Road/Heath Road	Co-op foodstore
Woodbridge Road/Cauldwell Hall Road	Spar supermarket
Felixstowe Road	Aldi and Co-op foodstore
Nacton Road	Tesco express
Ravenswood	Lidl and Co-op foodstore
Duke Street	Tesco Express

- 6.6 The smaller supermarkets and convenience stores predominantly serve the day-to-day more frequent top-up (basket) shopping needs of the local resident populations in and around the District Centres. This benefits other shops, businesses, services and facilities in these centres through linked trips, spin-off expenditure and increased footfall. In some of the centres (such as The Centre at Stoke Park Drive) the larger superstore operators are also attracting significant car-borne main bulk food shopping trips and purchases.
- 6.7 PPS4 defines District Centres as comprising groups of shops often containing at least one supermarket or superstore, and a range of non-retail services, such as banks, building societies and restaurants, as well as local public facilities such as a library. The audit of the District centres has revealed the dominance of convenience goods retailers generally. This is gaining further momentum in the newer centres of Duke Street (Tesco Express) and Asda at The Centre (Stoke Park Drive).

Total Floorspace

- 6.8 **Figure 6.1** (see also **Appendix 8**) ranks the District Centres by gross floorspace. It shows that the largest centre is Felixstowe Road (6,533m² gross), followed by Norwich Road/ Bramford Road (6,338m² gross). The smallest centre is Duke Street (currently under development), which comprises a small Tesco Express convenience store serving the emerging Waterfront area.

Figure 6.1 Total Gross Floorspace (m²)

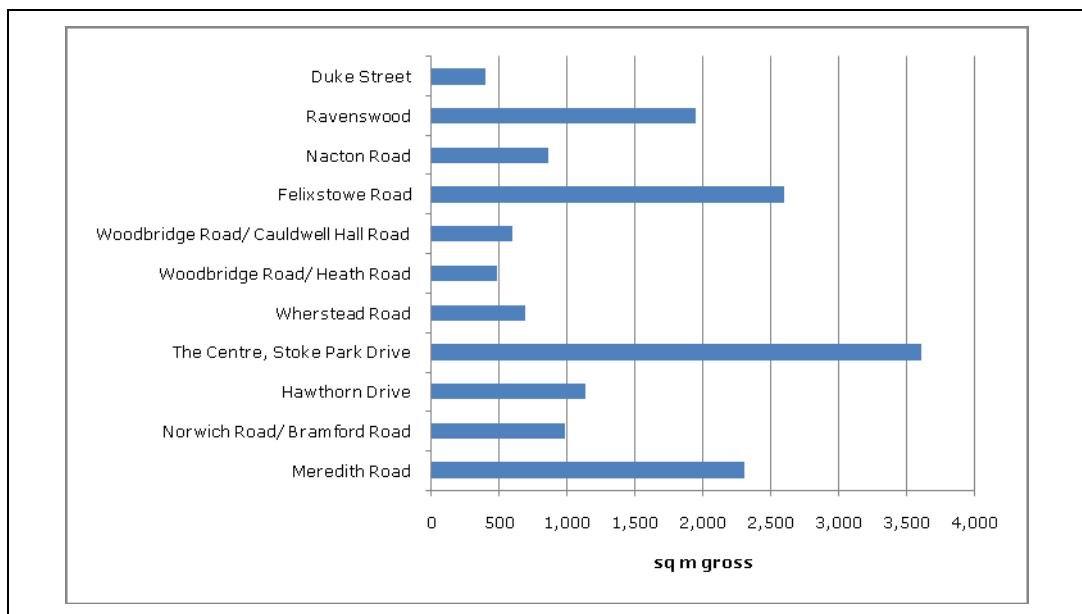


Source: Appendix 8

Convenience Goods Floorspace

6.9 **Figure 6.2** ranks the centres by gross convenience goods floorspace. It shows that The Centre at Stoke Park Drive is the largest District Centre, as it is dominated by the Asda. This is followed by Felixstowe Road, which has both an Aldi and Co-op amongst other smaller convenience goods retailers.

Figure 6.2 Convenience Goods Floorspace (gross m²)

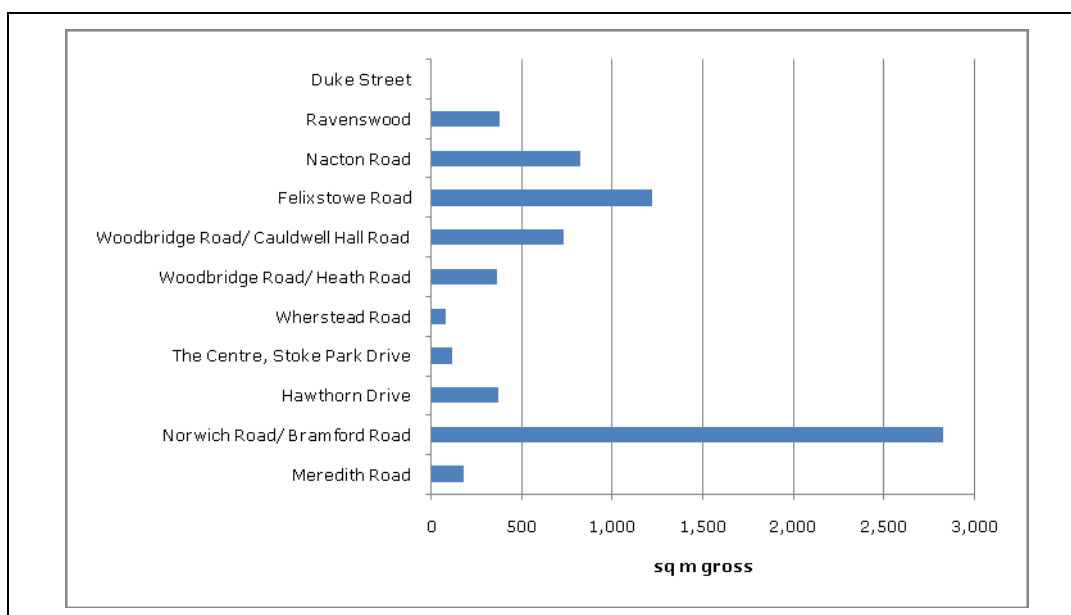


Source: Appendix 8

Comparison Goods Floorspace

- 6.10 Norwich Road / Bramford Road is the largest District centre in the Borough in terms of its comparison goods floorspace. The centre's non-food offer comprises a range of independent retailers and is anchored by Coe's clothing store (1,166 sq m gross). Felixstowe Road is the second largest centre in terms of comparison goods floorspace. The provision at Wherstead Road and Meredith Road primarily comprises independent retailers, charity shops and pharmacy outlets in small unit shops.

Figure 6.3 Comparison Goods Floorspace (gross m²)

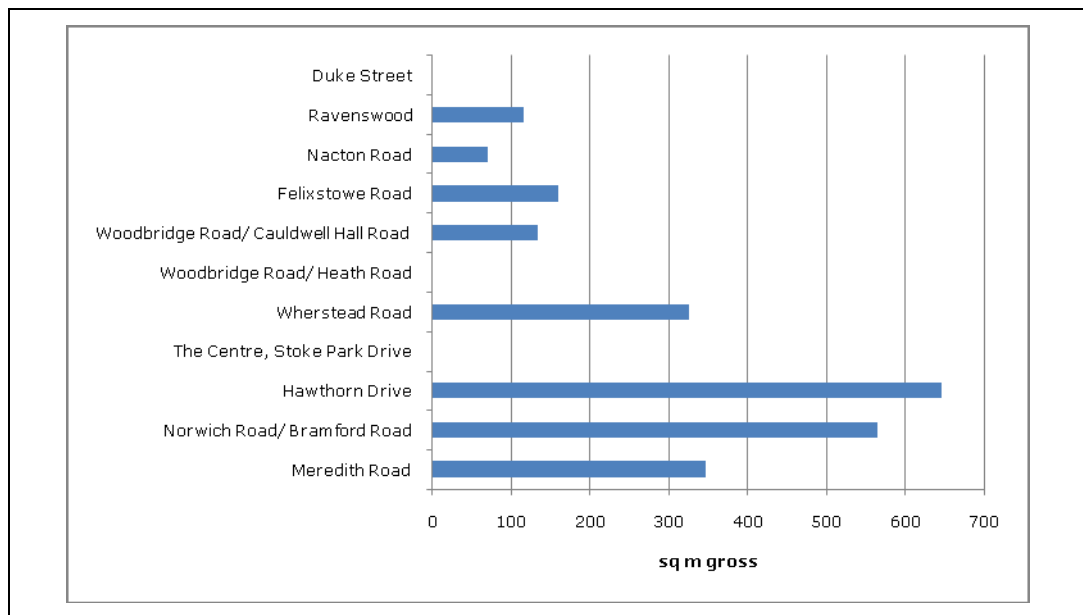


Source: Appendix 8

Vacancy Levels

- 6.11 In terms of vacancies the local authority floorspace audit indicates that there are no vacant units in the District Centres at Stoke Park Drive and Woodbridge Road/ Heath Road.
- 6.12 As **Figure 6.4** shows, Hawthorn Drive has the largest quantum of vacant floorspace. With a vacancy level of almost 22% of total floorspace, this is significantly higher than national average figure of 9.7%. However we note from our audit that this vacant floorspace mainly comprises the former Kingfisher Public House on the periphery of the shopping parade and there are only two other smaller vacant units in the centre as a whole. The District Centre on Norwich Road / Bramford Road has the second largest vacant floorspace after Hawthorn Drive (of circa 12.5%).
- 6.13 Wherstead Road has the highest vacancy level of 23% (expressed as a proportion of total outlets). This compares with the national average derived from Experian Goad of 11.5% (based on a proportion of total outlets). The average vacancy rate across all the other District Centres is 7%.

Figure 6.4 Vacant Floorspace (gross m²)

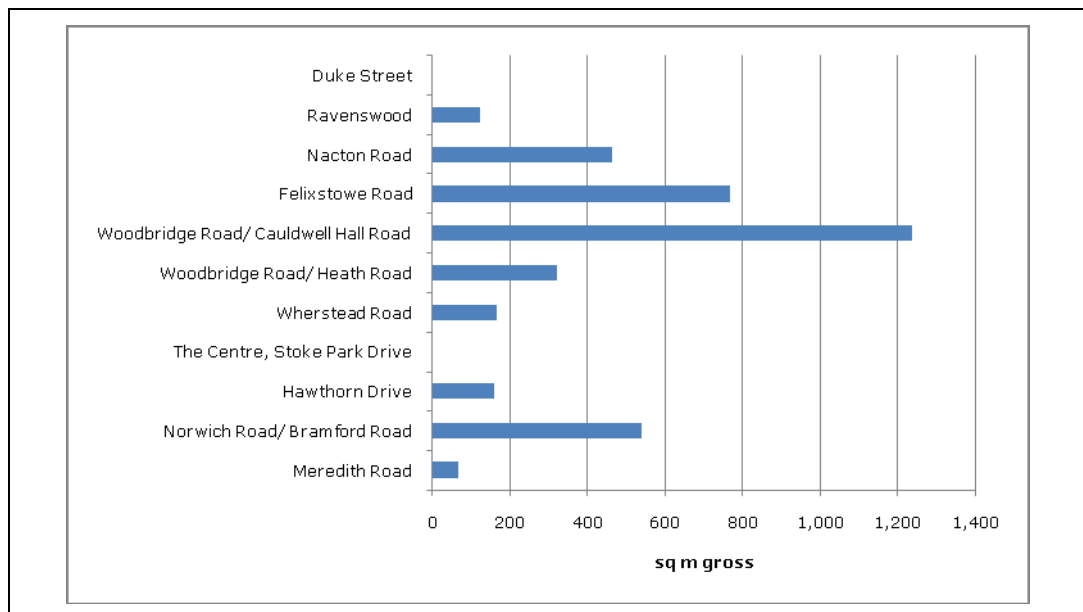


Source: Appendix 8

Retail Service Business Floorspace

6.14 **Figure 6.5** shows Woodbridge Road / Cauldwell Hall Road District Centre has the highest provision of retail service floorspace. Its offer is dominated by hairdressers, drycleaners and motor repairs. Felixstowe Road follows next with a similarly high provision of hairdressers, beauticians and drycleaners.

Figure 6.5 Retail Services Floorspace (gross m²)

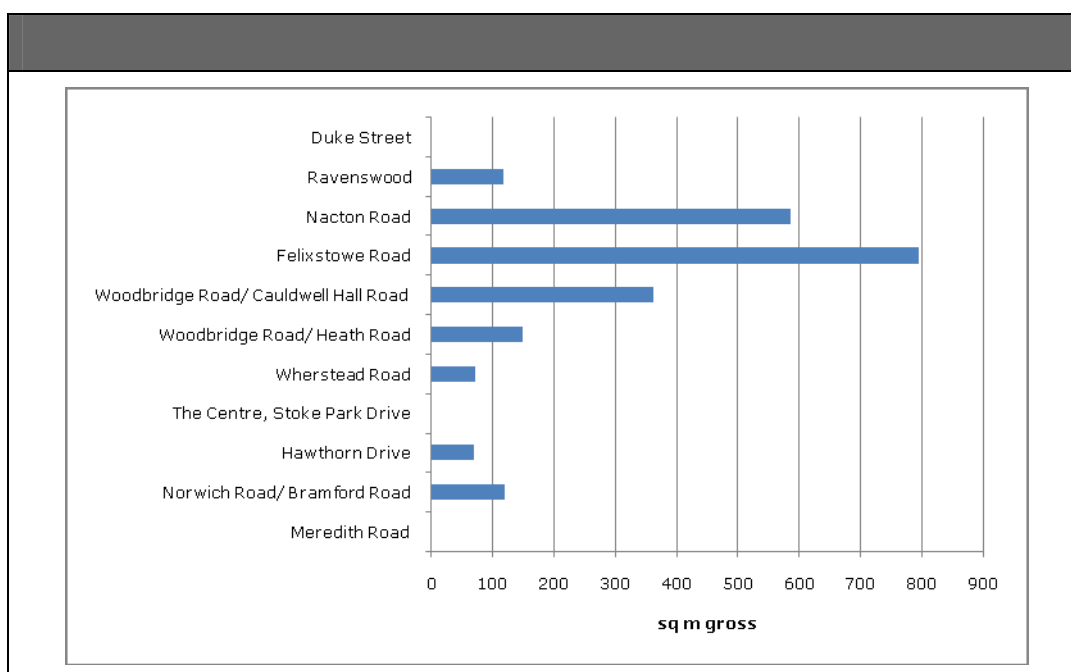


Source: Appendix 8

Financial Services Floorspace

- 6.15 As **Figure 6.6** shows, Felixstowe Road has the highest provision of financial and business services floorspace. This is dominated by banks/building societies, estate agents and insurance brokers. The Centre (Stoke Park Drive) and Meredith Road have no financial service provision.

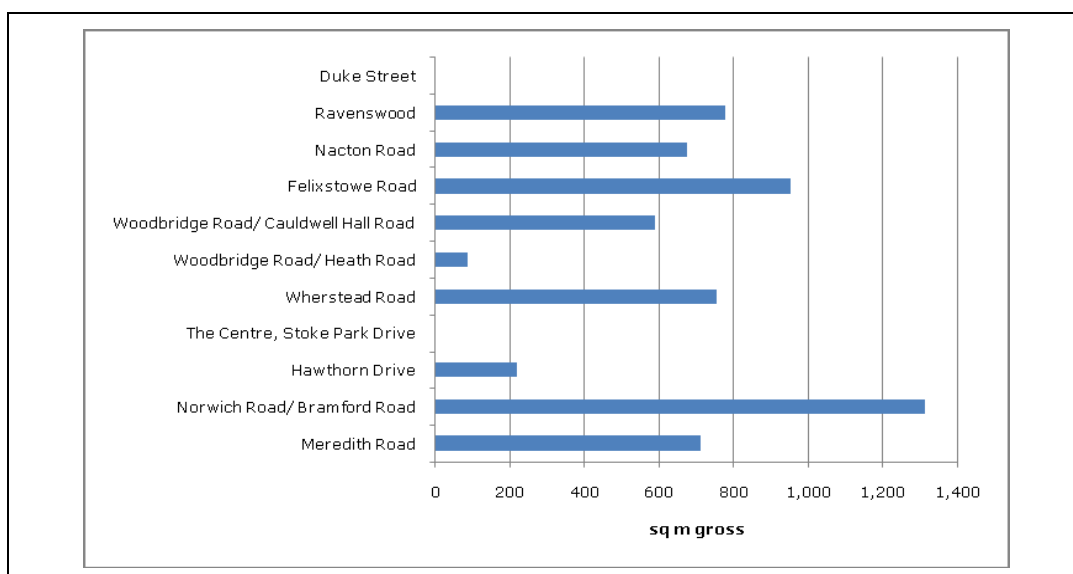
Figure 6.6 Financial Services Floorspace (gross m²)



Source: Appendix 8

Leisure Services Floorspace

- 6.16 **Figure 6.7** shows the gross leisure service floorspace in the Borough's main District Centres.
- 6.17 Norwich Road / Bramford Road has the largest provision of leisure services floorspace. This provision is dominated by a large number of restaurants, takeaways, cafes, public houses and betting shops in the centre. The second highest quantum is at Felixstowe Road with a similar provision. There is no/ limited provision in The Centre (Stoke Park Drive) and Woodbridge Road / Heath Road.

Figure 6.7 Leisure Services Floorspace (gross m²)


Source: Appendix 8

DISTRICT CENTRES – HEALTH CHECK ASSESSMENT

6.18 Overall our assessment identified that most of the District Centres are attractive places to shop, with a good mix of retail and service businesses. They predominantly meet the needs of their local residential catchment populations for more frequent day-to-day (top-up) food purchases. Notwithstanding this, those centres with large superstores as anchors (i.e. The Centre, Stoke Park Drive) serve a much wider catchment for main bulk food shopping purchases. Our key observations of each District Centre are summarised below:

Meredith Road

6.19 A strong centre anchored by Aldi. It has good provision of car parking space, public realm and street furniture. The centre's other retailers include a Co-op foodstore, greengrocer, post office, pharmacy, newsagent and an NHS clinic (Whitton Clinic). At the time of our visit we observed one vacant unit, which suggests that the centre is viable. The centre has relatively good accessibility and is served by a bus stop which is adjacent to the centre. Residential units above the shops also contribute the Meredith Road's overall vitality and viability.

Norwich Road

6.20 A long linear centre characterised by Coe's clothing store. Key national multiples include Bathstore, Pizza Hut, Coral Bookmakers and a Co-op foodstore. The centre has a range of independent retailers which include takeaways, restaurants, ethnic grocers, hairdressers, pubs and employment agencies.

- 6.21 In terms of overall environment, there were pockets of litter at the time of our site visit. Vacancies were limited to smaller unit shops across this linear centre. Notable new investment includes the new frontage on the Coe's clothing store and new units at Norwich Road / Bramford Road junction (together with associated residential units above). The road junction with Clarkson Street shows areas of public realm improvement in terms of street paving and parking. This area represents the quality end of the shopping centre, with a range of bridewear shops, the Co-op foodstore and the Coe's clothing store.

Hawthorn Drive

- 6.22 A precinct-type centre off Hawthorn drive served by 20 parking bays (including four disabled parking bays). The centre has a Co-op foodstore together with a post office and independents including a butcher, newsagent and hairdresser. Lloyd's pharmacy and Barclays Bank are in close proximity and within walking distance of the centre. The centre has a good environment overall with associated tree planting to its entrance/exit points. The attraction and vitality of the centre is contributed by residential units above the shops and its location opposite St Francis Church. The centre had three vacant units at the time of our audit, the largest of which is a large public house at the periphery of the centre.

The Centre, Stoke Park Drive

- 6.23 A modern centre anchored by a standalone Asda (opened in 2009) and adjacent unit shops comprising, McColls, a chemist and dental surgery. The centre lies on a busy road (Stoke Park Drive) and has ample parking provision both outside the unit shops and serving the new Asda.

Wherstead Road

- 6.24 Located on a major thoroughfare, the centre benefits from both Premier and Co-op foodstores, along with a range of independent retailers including a butcher, takeaways, public houses and hairdresser. The overall environmental quality of the centre is good and the centre benefits from local walk-in trade from neighbouring residents.
- 6.25 The Co-op and Ladbroke's are located at Vernon Street / Austin Street, which is identified as being part of this centre, albeit that it is in fact some distance away from Wherstead Road. We therefore consider that the retail uses on Vernon Street / Austin Street could be better defined as a Local Centre in its own right.

Woodbridge Road East

- 6.26 Located off a major thoroughfare with adjacent lay-by parking, the centre is served by a Co-op foodstore (with post office), HSBC bank and a Britannia Building Society. Independents include a florist, takeaway, home fabrics, and bakery. At the time of our

visit there were no vacant units. The centre is served by both a walk-in catchment and car borne shoppers by virtue of its location off a main road.

Woodbridge Road

- 6.27 A long linear centre punctuated by retail units in a primarily residential thoroughfare. The centre has no core retail area. The pockets of retail concentration accommodate a range of independents, including a pharmacy, bakery, motor repairs, takeaways, hairdresser and a public house. National multiples include a Spar foodstore and Barclays Bank. The overall environment of the centre is good, although it varies from each individual pocket of retail concentration.

Felixstowe Road

- 6.28 A long linear centre interspersed by concentrations of retail units located on a major road. This centre has no retail core and the main offer comprises banks, insurance broker, takeaways, charity shops, hairdressers, a chemist and clothes shops. The multiples include East of England Co-op Foodstore, Aldi, Britannia Building Society, Lloyds TSB, Lloyd Chemist, Dominos Pizza (new unit), Perfect Pizza, and Betfred. Only one vacant unit was noted at the time of our site visit, which suggests that the centre is viable. The overall environment of the centre is good with no visible signs of dereliction or litter.

Nacton Road

- 6.29 As with a number of the linear district centres in the Borough, the centre has retail units in sporadic clusters. These clusters are served by a good provision of off-street parking and the environmental quality is generally good. At the time of our site visit we observed one vacant unit, which suggests that the centre is vital and viable. The centre has a range of independent retailers comprising takeaways, greengrocer, butcher and baker. In terms of national multiples these include a Co-op Pharmacy, Ladbroke's, Lloyds TSB Bank, Pizza Go Go and Coral Bookmaker,

Ravenswood

- 6.30 A new purpose-built centre with modern units abutting a new residential development. The centre has a range of national multiples including Lidl, Co-op, Subway, Barnados, Ladbroke's and McDonalds. The centre is served by ample parking and benefits from a good overall environment. Independent retailers at the centre include a pet shop, hairdresser and takeaways.

Duke Street

- 6.31 A new purpose-built centre with modern units currently under development as part of a large residential development adjacent to the Waterfront. At present there is a Tesco

Express store serving the needs of the emerging residential community on the Waterfront.

LOCAL CENTRES – HEALTH CHECK ASSESSMENT

6.32 The table below shows that there are 34 Local centres within the Borough as identified in the Core Strategy:

Table 6.3 Local Shopping Centres

Centre	Centre Number	Centre	Centre Number
Fircroft Road	1	Reynolds Road	26
Garrick Way	2	Queen's Way	29
Dale Hall Lane / Dales Road	4	Felixstowe Road (nos.474-486)	30
Ulster Avenue	5	Penshurst Road	31
Norwich Road	6	Cliff Lane	32
Dickens Road	8	St Helens Street	33
Cambridge Drive	10	Bramford Lane	34
Maidenhall Green	12	Bramford Road	35
Ellenbrook Green	14	Spring Road	36
Colchester Road (nos 61-65)	15	Albion Hill, Woodbridge Road	37
Brunswick Road	16	Lavender Hill	38
Cauldwell Hall Rd/Spring Rd	19	Prince of Wales Drive	39
Cauldwell Hall Rd/St Johns Rd	20	Bramford Road	40
Foxhall Road (nos 25-97 & 34-124)	21	Bramford Lane	42
Bixley Road / Foxhall Road	22	St Matthews Street	44
Selkirk Road	24	Grimwade Street	45
Clapgate Lane / Landseer Rd	25	Woodbridge Road (Orchard Street)	46

Source: Ipswich Borough Council (September 2010).

Notes: The centre numbers refer to the definitions in the adopted development plan and emerging Core Strategy.

6.33 According to PPS4, Local Centres are classified as including: "...a range of small shops of a local nature, serving a small catchment. Typically, local centres might include, amongst other shops, a small supermarket, a newsagent, a sub-post office and a pharmacy. Other facilities could include a hot-food takeaway and launderette".

6.34 **Appendix 9** sets out the key convenience goods multiple retailers trading from a number of these Local Centres. This shows the predominance of the Co-op in these

smaller centres. The following provides an overview of each centre's shopping provision and characteristics.

Fircroft Road

- 6.35 Part of a pedestrianised precinct, the centre is located off a residential road. The centre is adjacent to a bus stop and provision has been made for litter bins and planting. Key retailers include a Co-op foodstore and pharmacy as well as a post office. Other retailers are primarily independent operators including a baker, hairdresser and takeaway. At the time of our site visit there was no litter or dereliction, and the overall environment was found to be good.

Garrick Way

- 6.36 Located alongside a primarily residential area, this centre is served by 23 parking spaces. It has two foodstores (Co-op Foodstore and Premier Convenience Store) together with independent retailers including hardware, butcher, takeaway, public house and greengrocer. The centre has a good environment and at the time of our site visit there was good footfall and no vacancies. The residential units above the retail units also contribute to the centre's overall vitality.

Dale Hall Lane / Dales Road

- 6.37 The centre comprises a cluster of retail units at the junction of Dale Hall Lane and Dales Road, which serve an immediate residential neighbourhood catchment. The units comprise primarily independent retailers and one national fascia namely Britannia Building Society. The retail provision consists of a newsagent/off licence, bakery, florist, public house and post office. The centre is served by 18 parking spaces and overall it has a good environment. At the time of our site visit there were no vacant units, which indicates it is both a vital and viable centre.

Ulster Avenue

- 6.38 The retail units are located within a parade (with residential use above) and serve a primarily residential catchment population. The retail and service mix consists of a Co-op foodstore, Ladbroke's and a range of independent retailers including takeaways, clothing, newsagent and hairdresser. The centre has 21 bay parking spaces. At the time of our site visit there were no vacant units and there were no signs of dereliction, graffiti or litter.

Norwich Road (nos. 197-307a)

- 6.39 The centre comprises a series of retail units within a busy thoroughfare. The key businesses include a Co-op foodstore, takeaways, pharmacy, hairdressers, newsagent and car sales. At the time of our site visit there was one vacant unit. The centre is

served by lay-by parking for up to ten vehicles. The centre has good overall environment with no signs of dereliction, graffiti or litter.

Dickens Road

- 6.40 A parade of six retail units (with residential above) serving a walk-in catchment within a predominantly residential area. The centre has six lay-by parking spaces adjacent to the shop fronts. At the time of our site visit one unit was vacant. The retail offer consists of independents including takeaways, newsagent and a card/gifts shop. In our judgement the overall environment is average, with some graffiti and litter outside.

Cambridge Drive

- 6.41 Characterised by four retail units that primarily serve a walk-in catchment set within a predominant residential area. The centre has no dedicated parking area, but there are parking spaces in the adjacent residential areas. The centre is dominated by the large One-Stop foodstore. Other retailers include two takeaways, a newsagent and a hairdresser. The overall environment of the centre is good.

Maidenhall Green (Maidenhall Approach)

- 6.42 The centre consists of five units, three of which are retail (i.e. Martins newsagent, takeaway and butcher). There is also a public house and a community centre. Although it has no dedicated parking area, it is located in a residential neighbourhood with ample off-street parking. Two bus stops are located opposite the retail units contributing to footfall. The overall environment of the centre is good.

Ellenbrook Green

- 6.43 The centre comprises a range of retail units spread across Ellenbrook Road and Sheldrake Avenue. The primary concentration of retail units is at the junction of Bridgwater Road and Ellenbrook Road where the centre is akin to a precinct. The centre is located within a predominantly residential area with the primary concentration of shops served by residential units above them. The retail composition of the centre comprises a dated standalone Co-op foodstore, chemist, drycleaners, takeaways, newsagents, petrol station and public house. The centre is served by adequate car parking provision together with additional off-street parking available on adjacent streets. The overall environment of the centre is good.

Colchester Road (nos. 61-65)

- 6.44 Located off Colchester Road on Sidegate Lane West. It comprises three retail units set within a residential area; namely a Co-op foodstore, carpet and electrical supplies retailer. The centre is located in a pleasant setting overlooking a small green and within a predominantly residential area. The environment of the centre is good.

Brunswick Road

- 6.45 Consists of six retail units within a residential thoroughfare. Retailers comprise of a post office, hairdresser, newsagent, electrical supplies and windows/ conservatories supplies. The centre is served by lay-by parking for up to ten vehicles. The centre has good overall environment with no signs of dereliction, graffiti or litter.

Cauldwell Hall Road / Spring Road

- 6.46 The centre is characterised by retail units interspersed amongst residential units and along a residential thoroughfare. The primary concentration is at Cauldwell Hall Road and Spring Road. Retailers comprise a Co-op foodstore together with a range of independents including a newsagent, chemist, butcher, takeaways and electrical retailer.

Cauldwell Hall Road / St John's Road

- 6.47 Located within a residential area, the shops are concentrated at the junction of Cauldwell Hall Road / St John's Road. The centre is dominated by independent retailers including a grocers, hairdresser, hardware goods, newsagent and takeaways. There was one vacant unit within the centre at the time of our site visit. The centre overall has a good environment.

Foxhall Road (nos. 25-97, 34-124)

- 6.48 The retail units are interspersed amongst residential units and along a predominantly residential thoroughfare. Retailers comprise a Co-op foodstore together with a range of independents including a chemist, hairdressers, takeaways (including a Pizza Hut delivery outlet) and newsagent. There were two vacant units within the centre at the time of our site visit. The centre has good overall environment.

Bixley Road / Foxhall Road

- 6.49 Characterised by a cluster of retail units at the junction of Bixley Road and Foxhall Road, which serve an immediate residential neighbourhood catchment. The units comprise independent retailers with the Cockrams newsagent and post office being the largest unit. Other retailers include electrical goods, estate agent, hairdresser and pets goods. There are also two sport/leisure units retailing bicycles and golfing goods. Parking at the centre is provided in the form of lay-by parking across the entire stretch of the centre. The centre has a good overall environment with no signs of dereliction, graffiti or litter.

Selkirk Road

- 6.50 The centre has a number of retail units and services (with residential above) in a parade serving a primarily residential catchment. Overall it has a good environment and is served by 25 bay parking spaces. The retail composition consists of a Co-op foodstore and a range of retailers including a post office, takeaway, charity shop, greengrocer and public house. At the time of our site visit there were no vacant units and there were no signs of dereliction, graffiti or litter.

Clapgate Lane (nos. 207-221) / Landseer Road (nos. 325-327a)

- 6.51 The shops are located at the junction of Clapgate Lane and Landseer Road. The main anchor retailer is a Co-op foodstore and other operators include hairdressers, takeaway and a specialist fishing tackle shop. We identified two vacant units and shutters on the Chinese takeaway during the day, which together created dead frontages and a lack of vibrancy. At the time of our audit there was some graffiti evident, and rubbish bins were standing on the pavement. Overall we consider that the environment is average and would benefit from better management.

Reynolds Road

- 6.52 The centre is characterised by retail units (with residential above) in a parade on both sides of Reynolds Road, served by up to 37 bay parking spaces. The retail composition consists of a Spar foodstore, One Stop/Post Office, pharmacy, takeaways, bakery, greengrocer, hardware and beautician. At the time of our site visit there was one vacant unit and the centre had a good environment.

Queen's Way

- 6.53 The unit shops (with residential above) are located on a parade that extends to both sides of Queen's Way. The retail offer comprises a Co-op foodstore, pharmacy, takeaways, greengrocer, newsagent, butcher and hairdresser. The centre is served by up to 48 bay parking spaces. It was observed that a unit on the periphery had been converted back to residential. At the time of our site visit there were four vacant units which in an otherwise relatively busy centre. The centre has had recent public realm works with new planting, street lighting and paving. There are no signs of dereliction, graffiti or litter and the centre has a good environment.

Felixstowe Road (nos. 474-486)

- 6.54 The shops are concentrated on the roundabout junction of Felixstowe Road and Bixley Road. The retail units are served by good parking provision through forecourt parking and dedicated parking bays. Retailers comprise national takeaways (Subway and Kentucky Fried Chicken), newsagent, keyboards (music) retailer and a drycleaners

(Johnsons – located in a former petrol station unit). There were no vacant units at the time of our site visit. There were also no signs of dereliction, graffiti or litter.

Penshurst Road

- 6.55 This centre has eight retail units within a parade (with residential above) serving the surrounding residential catchment. The retail composition consists of a Co-op foodstore and a range of independent retailers including takeaways, beautician, TV repairs, newsagent and hairdresser. At the time of our site visit there were no vacant units and no signs of dereliction, graffiti or litter.

Cliff Lane

- 6.56 There are twelve retail units within a parade (with residential above) serving the surrounding residential catchment. The retail offer consists of independent retailers including a post office, butcher, takeaway, second hand goods, beautician, newsagent and hairdresser. The centre is served by a bus stop and there is also lay-by parking provision. At the time of our site visit there were no vacant units and the centre has a good environment.

St Helen's Street

- 6.57 The centre comprises sporadic retail units (interspersed amongst residential units) along a predominantly residential thoroughfare. There is no concentration of retail units. The centre comprises a range of independent retailers including takeaways, newsagents, bicycle shops and public houses. The overall environment along the centre is average.

Bramford Lane

- 6.58 The centre is characterised by sporadic retail units along a predominantly residential thoroughfare. There is no concentration of retail units and its retail offer primarily consists of a Co-op foodstore, charity shop, and hairdresser. It was observed that some retail units had been converted back into residential uses. The overall environment along the centre is good.

Bramford Road

- 6.59 The retail and service offer is interspersed amongst residential units and along a predominantly residential thoroughfare. The main concentration is around the junctions of Bramford Road and Prospect Road / Wellington Street where new mixed use development comprising retail and residential has taken place. This area also has a new Farmfoods unit, a large independent furniture store (Relax Furniture) and Dominos takeaway. At the time of our site visit there were a number of new retail units that were vacant. Other retailers within the broad thoroughfare comprise

hairdressers, newsagent, takeaways and grocers. There are no signs of dereliction, graffiti or litter and the centre has a good environment.

Spring Road

- 6.60 The centre comprises eight retail units interspersed within a predominantly residential thoroughfare. The centre's retail offer consists of a petrol station with foodstore, newsagent, hairdresser, property maintenance and takeaway. The overall environment is good.

Albion Hill, Woodbridge Road

- 6.61 The centre has nine units interspersed on a main thoroughfare. The centre's retail offer consists of a Co-op foodstore, newsagent, hairdresser, takeaway and electrical goods. The overall environment along the centre is good.

Lavender Hill

- 6.62 The centre consists of three retail units (with residential above) located within a residential area. The units comprise a takeaway, newsagent and a community centre. The centre has no dedicated parking area. However it is located in a residential area where there is provision for off street parking. The overall environment of the centre is good.

Prince of Wales Drive

- 6.63 There are three retail units opposite a primary school and within a residential area. The offer consists of a Co-op foodstore, hairdresser and kitchens outlet. The centre has its own dedicated parking area. The overall environment of the centre is good.

Bramford Road (nos. 651-677)

- 6.64 The centre has five retail units and is anchored by a Tesco Express foodstore, along with a hairdresser, takeaway, financial services and one vacant unit. The overall environment of the centre is good.

Bramford Lane (nos. 483 – 487)

- 6.65 The three retail units comprise a newsagents, hairdresser and takeaway. The overall environment of the centre is good.

St Matthew's Street

- 6.66 This centre is located on a main thoroughfare into the town centre and adjacent to the Norwich Road District Centre. It has a Tesco Express and is mainly characterised by predominantly independent retail units including takeaways, hairdressers, chemists,

restaurants and newsagents. There is no parking provision. At the time of our site visit we observed that there were three vacant units. There are residential units above the retail units, which add to the overall vitality of the centre. The environment is generally good.

Grimwade Street

- 6.67 The centre consists of seven retail units three of which were vacant at the time of our site visit. The occupied units comprise independent retailers the dominant of which is a newsagent. The centre has no parking provision. The overall environment of the centre is poor with the vacant units showing long term signs of dereliction. However, we understand from the Council that the centre is subject of a planning application (decision pending, subject to s106) for student accommodation with ground floor shops. The investment in the Suffolk New College campus to the east of Grimwade Street will also lift this area.

Woodbridge Road (Orchard Street)

- 6.68 The twelve units in the centre are interspersed within a residential area. In most cases there is residential use above the retail units. The centre has no dedicated parking area, but off-street provision exists within the adjacent residential areas. The centre comprises independent retailers including hairdressers and takeaways. At the time of our site visit we observed four vacant units. The overall environment of the centre is average.

SUMMARY

- 6.69 The District and Local Centres in the Borough perform a specific role in the retail hierarchy serving, to varying degrees, the day-to-day convenience, food and service needs of their local resident catchment populations.
- 6.70 New investment is occurring in the larger District Centres, particularly Norwich Road/ Bramford Road and in the redevelopment communities at Stoke Park, Duke Street and Grimwade Street.
- 6.71 The majority of the District and Local Centres are healthy, vital and viable. However, our audit did identify that some Local centres are in decline (such as, for example, St. Helen's Street and Woodbridge Road¹⁶).
- 6.72 The Borough has a large number of smaller Local Centres. From our audit we consider that those centres with four or less units or lacking a major food/convenience store anchor, or serving only a small neighbourhood warrant re-designation in retail terms.

16 Refers to Woodbridge Road centre no. 46

However, it is acknowledged that that is part of range of criteria including other uses such as community uses that the Council may want to consider in redefining these centres.

7.0 ECONOMIC RETAIL CAPACITY ASSESSMENT

- 7.1 This section sets out our economic assessment of the quantitative need (retail capacity) for new comparison and convenience goods retail floorspace in Ipswich over the forecast period, up to 2031. This assessment updates the Council's 2005 Retail Study.
- 7.2 The economic tabulations accompanying the baseline comparison and convenience goods capacity forecasts are set out in **Appendix 10** and **Appendix 11** respectively.

APPROACH & EVIDENCE BASE

- 7.3 The CREAT^e economic model has been designed and developed by Strategic Perspectives LLP over a number of years to specifically assess the capacity for and impact of new retail floorspace. The Excel-spreadsheet model draws on the advice set out in PPS4 and the *Good Practice Guidance*. It adopts a transparent step-by-step approach in which all the key assumptions and forecasts can be easily tested and interrogated. In simple terms the economic capacity approach is based on the following key steps:
- definition of a reasonable and realistic study (catchment) area and zones;
 - an assessment of expenditure per capita levels and available expenditure in the study area and zones at the base year based on the 'Area Profile Reports' ('APRs') specifically produced by Experian Business Strategies ('EBS'). Please note that all monetary values are expressed in 2008 prices;
 - the forecast growth in convenience and comparison goods expenditure per capita levels over the forecast period up to 2031 has been informed by the most recent forecasts prepared by EBS in 'Retail Planner Briefing Note 8.1' (August 2010);
 - an allowance for Special Forms of Trading ('SFT') has been applied to the average per capita expenditure levels at the base year and over the forecast period. This has also been informed by the latest research published by EBS;
 - estimates of the current population at the base year (i.e. 2010) and population projections over the forecast period up to 2031 have been derived from the EBS 'Area Profile Reports' ('APRs');
 - the assessment of the benchmark turnover of existing centres, superstores, retail warehouses and other retail floorspace at the base year, informed by a number of sources¹⁷;

17 These include, inter alia, company average sales densities (i.e. £ per square metre) published by Mintel (UK Retail Rankings) and Verdict Research (where available); centre health checks; and other published retail studies;

- the assessment of the potential turnover of all existing comparison and convenience goods retail floorspace in the Borough area and wider Inner Catchment Area (ICA) based on the market share analysis derived from the household survey results;
- an allowance for the growth in the productivity (or efficiency) of existing floorspace, in accordance with advice set out in PPS4 and the *Practice Guidance*;
- the forecast growth in the potential turnover of existing centres and stores over the forecast period is based on a *constant market share* approach.
- the projected growth in the benchmark turnover of existing centres and stores is then subtracted from the forecast growth in 'potential' turnover to provide a broad forecast of the residual expenditure that could be available to support new retail floorspace.
- the forecast turnover of existing commitments is then deducted from the residual expenditure to arrive at an overall residual expenditure capacity. An average sales density (£ per m²) is applied to the residual expenditure to determine the potential capacity for new convenience and comparison goods retail floorspace over the forecast period (i.e. at 2016, 2021, 2026 and 2031).

7.4 The following provides a summary of the key assumptions and findings of the retail capacity assessment based on the detailed economic tabulations set out in **Appendices 10 - 11**.

BASELINE POPULATION AND PROJECTIONS

7.5 Table 1 sets out the base year population for each zone and the projections to 2031. The table shows that the total study area population of 423,974 in 2010 is projected to increase to 513,432 by 2031 (+21.1%). For the ICA only, the total population of 150,582 in 2010 represents 35.5% of the total study area population and according to EBS projections will increase to 196,678 by 2031 (+30.6%).

AVERAGE EXPENDITURE LEVELS

7.6 The EBS '*Area Profile Report*' ('APR') indicates that average **convenience goods** expenditure per capita¹⁸ levels in 2010 range from £1,739 in Zone 1 to £1,931 in Zone 3 in 2008 prices. This compares with the national average expenditure figure of £1,833 per capita in 2010 (at 2008 prices). Expenditure per capita levels in the study area are only below the national average figure in Zones 1, 2, 4 and 9.

¹⁸ Inclusive of Special Forms of Trading (SFT).

- 7.7 For **comparison goods**, average expenditure levels¹⁹ across the study area range from £2,669 in Zone 1 to £3,255 in Zone 3. These levels compare with the national average of £2,957 per capita in 2010 (at 2008 prices). Overall, expenditure per capita levels in the study area are only below the national average figure in Zones 1, 2 and 4.

SPECIAL FORMS OF TRADING

- 7.8 It is common practice for retail assessments to make an allowance for expenditure associated with non-store retail sales (otherwise referred to as special forms of trading) from the base year expenditure per capita levels and over the forecast period. Special forms of trading (otherwise referred to as SFT) is made up of purchases that generally occur outside of shops (such as, for example, via mail order, vending machines, market stalls and the Internet). Notwithstanding this, it is important to note that Internet-based retail sales include sales by both bricks-and-mortar retailers and wholly Internet-based businesses. Therefore part of e-tailing's increasing share of SFT sales is sourced directly from stores rather than from warehouses, principally in the grocery sector (i.e. entire orders over the Internet are generally processed through local stores). As a result, retail floorspace is still needed to support the growth in Internet sales.
- 7.9 Based on recent research evidence published by both EBS and Verdict, we have made the following informed assumptions as to the potential changes in the market share of SFT for both food and non-food expenditure:
- **Comparison goods** - we assume SFT will increase its market share of non-food expenditure from 7.5% in 2010 to 10.4% by 2016 in line with the latest EBS forecasts. Thereafter, SFT's market share is forecast to stabilise before falling back slightly to 9.9% by 2031. We have discounted these forecasts by 75% to allow for the downturn in the economy and the resultant decrease in spending.
 - **Convenience goods** - the latest EBS forecasts indicate that SFT will increase its share of food sales from 7.4% in 2010 to c.11% by 2031. We have discounted the SFT share for convenience goods retailing by 50% to take account of the fact that a proportion of sales made online are normally sourced from existing stores.
- 7.10 Given the different forecasts relating to the take-up of Internet shopping over the medium to long term, we advise the Council that the growth in the market share of on-line sales and SFT could be higher than we forecast. We therefore strongly recommend that the Council regularly monitors the research relating to the growth in e-tailing and updates the forecast growth rates when necessary.

¹⁹ Inclusive of Special Forms of Trading (SFT).

EXPENDITURE GROWTH FORECASTS

- 7.11 The latest EBS convenience and comparison goods expenditure growth forecasts take into account the impact of the credit-crunch and economic downturn on retail spending over the short, medium and longer term. As a result the latest forecasts are more pessimistic than previous forecasts and (historic) trend-based projections.

Table 7.1 Expenditure Growth Forecasts (% per annum)

Year	Convenience Goods	Comparison Goods
2008	-1.6%	+3.7%
2009	-2.9%	-0.6%
2010	+0.3%	+0.4%
2011	0.0%	+1.2%
2012	+0.4%	+2.4%
2013 - 2017	+0.8%	+2.7%
2018 - 2031	+0.9%	+2.9%

Source: Experian Business Strategies 'Retail Planner Briefing Note 8.1' (August 2010).

- 7.12 Growth over the last 15 years has largely been fuelled by easy access to credit (the so-called credit boom) and the unprecedented growth in the housing market. However, most forecasters now broadly agree that economic growth in the post-recessionary period will not be as strong. Consumer spending growth over the longer term will therefore be lower than previous historic levels.

TOTAL AVAILABLE EXPENDITURE

- 7.13 The total growth in available expenditure for comparison goods (see Table 3: **Appendix 10**) and convenience goods (Table 3: **Appendix 11**) is derived from the EBS population and expenditure growth forecasts. The tables show that:
- **comparison goods** expenditure is forecast to increase by over 110.7% (+£1,300.2m) within the study area from £1,174.7m in 2010 to £2,474.9m by 2031. Within the ICA the forecast expenditure growth is +£509.7m (+127.2%), which represents some 39% of total growth within the wider study area; and
 - **convenience goods** expenditure will increase by +£307.2m (+40.5%) between 2010 and 2031. Within the ICA only the forecast growth is +£136.2m (+51.5%), from £264.2m in 2010 to £400.4m by 2031.
- 7.14 The tables show that the forecast growth in comparison goods expenditure significantly outstrips convenience goods expenditure growth. As we demonstrate below, this has direct implications for the level of residual expenditure available to support new retail floorspace in these different retail categories.

EXISTING FLOORSPACE

- 7.15 The floorspace estimates for existing comparison and convenience goods retailing in the Borough and wider ICA have been derived from a variety of sources²⁰. The aggregated sales areas for the main study centres and out-of-centre shopping locations are set out in Table 4 (**Appendix 10**) for comparison goods and Table 4 (**Appendix 11**) for convenience goods retailing.
- 7.16 For Ipswich Town Centre the tables show that it has an estimated comparison goods sales area of circa 65,530m² net, along with circa 5,010 m² net of convenience goods sales. Based on the Council's most recent floorspace audits, we estimate that the Borough's District Centres have a total estimated comparison goods sales area of 5,828 m² and a combined convenience sales area of 9,405m². The Local Centres have a total estimated convenience goods sales area of 4,786m². Please note that the audits did not identify any significant comparison goods floorspace in the smaller Local Centres. This is to be expected given their relative role and status with the Borough's shopping hierarchy serving the day-to-day retail and service needs of their local resident catchment populations.
- 7.17 There is a substantial quantum of out-of-centre retail floorspace both within the Borough area and on the edge Borough, but within the ICA.
- 7.18 In terms of the Borough's retail warehouse provision, the retail parks and standalone retail warehouses in the Borough have a total estimated sales area²¹ of 56,119m² net (see Table 4: **Appendix 10**). The most significant out-of-centre shopping locations measured by their floorspace and turnover are the Euro and Anglia Retail Parks. Outside the Borough area, but still within the ICA, there is an additional 18,484m² net of retail warehouse floorspace. This comprises the Martlesham, Copdock and Interchange Retail Parks, along with the solus Homebase at Warren Heath, which is adjacent to the Euro Retail Park (but located just outside the Borough area). In total we estimate that there is some 79,933m² net of retail warehouse floorspace in the Ipswich urban area²², which is greater than the town centre's non-food sales area.
- 7.19 With regard to the out-of-centre convenience goods floorspace, we estimate that the Borough's total sales area is some 11,145m² net (see Table 4: **Appendix 11**). The most significant out-of-centre superstores in terms of floorspace and turnover are operated by Sainsbury's, Asda and Morrisons. Outside the Borough area, but within the ICA, there is estimated to be an additional 12,249m² net of convenience goods

20 Sources include the latest IGD Stores Database; the Trevor Wood Retail Warehouse Database (2010); the Ipswich Town Centre Experian Goad 'Retail Category Report'; recent planning applications and retail assessments; the latest Council audits and floorspace estimates; and our own research

21 Includes non-food floorspace in out-of-centre foodstores.

22 Figures may not sum precisely due to rounding

floorspace. This comprises the Tesco superstores at Martlesham, Copdock Interchange and Ropers Drive Kesgrave along with the Sainsbury's at Warren Heath.

BENCHMARK TURNOVER LEVELS

7.20 The next stage in our analysis involves an assessment of the benchmark turnovers of the existing convenience and comparison goods floorspace at the base year.

Convenience Goods Benchmark Turnovers

7.21 The average turnover to floorspace sales densities of grocery operators and other convenience goods floorspace have been informed by the company averages published by Mintel (*'UK Retail Rankings'*) and Verdict Research. We estimate that Ipswich town centre's convenience goods retailing is achieving a total benchmark turnover of £40m in 2010 (Table 4: **Appendix 11**). The table clearly shows that the town centre's turnover is dwarfed by the estimated turnover of out-of-centre foodstores in the Borough of £125m, as well as by the £150m estimated turnover of stores outside the Borough but within the ICA.

Comparison Goods Benchmark Turnovers

7.22 The average turnover performance of named operators trading from (solus) retail warehouses and/or on retail parks have also been informed by the published company averages prepared by Mintel and Verdict Research. For Ipswich town centre and the Borough's smaller District and Local Centres, the average sales performances at the base year have been informed by a number of key considerations, including:

- the scale and attraction of their retail offer;
- the size and strength of their catchment populations;
- their likely performance benchmarked against other similar centres in the UK; and
- the findings of the Council's 2005 Retail Study.

7.23 We estimate that Ipswich Town Centre has a benchmark non-food turnover of circa £426 million in 2010 (at 2008 prices), based on an average sales density of £6,500 per sq m (see Table 4: **Appendix 10**).

7.24 For the District Centres we estimate that they have a total combined non-food benchmark turnover of £23.3m in 2010, based on an overall average sales density of £4,000 per sq m.

- 7.25 The retail warehouse floorspace²³ is estimated to have a total benchmark turnover of circa £162m in 2010, based on the estimated company averages for individual operators. Of this total turnover, 65% (£106m) is accounted for by the retail warehouses within the Borough area only. The turnover of the out-of-centre retail warehouses is approximately 38% of the town centre's total turnover of £426m. If the non-food benchmark turnover of out-of-centre superstores is included with the retail warehouse sales, then total out-of-centre turnover is equivalent to £230m, which represents 54% of the town centre's total benchmark turnover.

PRODUCTIVITY GROWTH RATES

- 7.26 The benchmark turnover levels are projected forward to 2031 assuming an allowance for some claim on spending growth by existing retailers and floorspace due to increased productivity (efficiency) in their trading performance. This is in accordance with advice set out in PPS4 and the 'Practice Guidance'.
- 7.27 The productivity growth rates adopted for the purpose of this economic assessment have been informed by research published by EBS. These have then been adjusted to reflect our own assumptions in relation to the prevailing economic climate at the national and local level, as well as our assessment of the likely performance of existing floorspace, shops and stores in the Borough and wider ICA. The following productivity rates have been applied:

Table 7.2 Applied Productivity Rates (% per annum)

Year	Convenience Goods	Comparison Goods
2010	0.0%	0.0%
2011	0.6%	0.0%
2012	+1.2%	0.0%
2013 - 2017	+1.4%	+0.4%
2018 - 2031	+1.5%	+0.4%

- 7.28 Although we consider that these growth forecasts are realistic and robust, it is important to note that individual centres, stores and shopping facilities will achieve higher and/or lower growth depending on a range of trading factors, including location and the size and quality of the retail floorspace.

MARKET SHARE LEVELS

- 7.29 The market shares derived from the household survey are a key input to the economic capacity assessment. The market share analysis was described in some detail in

²³ Please note that this excludes the non-food turnover of superstores in the ICA.

Section 4 and the detailed tabulations are set out in **Appendix 2** for convenience goods shopping and **Appendix 3** for comparison goods.

- 7.30 These market shares have been inputted into the CREAT^e model and are briefly described below.
- 7.31 For **convenience goods** shopping Table 6 (**Appendix 11**) summarises the market shares for all food shopping trips across the ICA and Tables 7-9 set out the market shares for the northern, eastern and southern catchment areas respectively. The tables show the overall attraction and strong market share of the Borough's out-of-centre foodstores. For example, that out-of-centre stores are achieving a total market share of over 33% from the ICA, compared to just 5% for Ipswich town centre.
- 7.32 The market shares by study area for **comparison goods shopping** are set out in Tables 6-9 of **Appendix 10**. These shares have been derived from the analysis of shopping patterns for the ten different categories of comparison goods expenditure, weighted by the expenditure per capita levels for each category. Table 6 shows, for example, that Ipswich town centre is estimated to have a market share of 57.2% within the ICA. This is higher than the 48.5% market share identified by the 2005 household survey, which is a positive indicator of the town centre's overall trading performance. The Borough's out-of-centre non-food floorspace is achieving an estimated market share of 21.4% within the Borough. The other out-of-centre floorspace outside the Borough area, but within the ICA is also achieving a market share of 11.9%. This means that the out-of-centre comparison goods floorspace in the ICA is currently attracting one-third of retail expenditure from within the ICA and the remaining 8.1% is currently going to competing centres and shopping locations outside the ICA.

TRADE DRAW ESTIMATES

- 7.33 In order to provide a more realistic assessment of the turnover performance of the Borough's main centres and stores it is necessary to consider whether they currently draw shoppers and expenditure from beyond the defined study area. As the *Practice Guidance* identifies, it is widely accepted that the trade draw of centres, stores and shopping facilities is a function of their location, size, range, quality and attraction, compared with the competitive influence of other centres and stores.
- 7.34 For the purpose of our assessment we have assumed that Ipswich Town Centre will draw approximately 10% of its comparison goods total turnover from outside the defined study area and 5% of its convenience goods sales. This is based on the fact that Ipswich functions as a major commercial centre in the regional shopping hierarchy and will therefore benefit from the additional retail expenditure generated by visitors and commuters who live outside the study area.

- 7.35 For the purpose of our assessment we have assumed that the Borough's smaller centres and larger superstores and retail warehouses do not draw any additional turnover from beyond the defined study area.

POTENTIAL TURNOVER LEVELS

- 7.36 Table 16 sets out the total potential turnover for comparison goods (**Appendix 10**) and convenience goods (**Appendix 11**) floorspace respectively, based on the market share and trade draw assumptions.
- 7.37 For **comparison goods**, the table shows that the town centre is estimated to be achieving a potential turnover of almost £487m in 2010. This is higher than its estimated benchmark turnover of £426m. All the retail warehouse floorspace in the Borough and rest of the ICA is estimated to be achieving a potential turnover of over £272m, which is also substantially above the benchmark turnover levels of £162.3m.
- 7.38 In relation to **convenience goods**, (**Appendix 11**, Table 16) the out-of-centre floorspace within the ICA has a combined potential turnover of £337m compared with a benchmark turnover of £275m. This represents a difference of almost £60m. The evidence shows that the out-of-centre superstores are trading significantly above their benchmark turnovers based on national company averages. In comparison the town centre has a potential turnover of £16m compared with benchmark turnover of £40m. The town centre is therefore trading below its benchmark level.

RETAIL COMMITMENTS

- 7.39 The Council has identified a number of commitments in the Borough²⁴ for both new convenience goods (see Table 5, **Appendix 11**) and comparison goods floorspace (see Table 5, **Appendix 10**). The main commitments identified are as follows:
- **St Peter Port, Waterfront Area: Burton Son & Sanders, north of College Street (07/00555/FUL)** – extant planning permission for a mixed use development including three hotels; a 411m² gross Tesco Express; 1,278m² of retail/restaurant uses; 8,342m² of offices; and basement/sub-basement parking for 420 cars. We understand from the Council that development has not started on this scheme.
 - **BOCM Pauls, Waterfront Area: 47 Key Street (07/00643/FUL)** – a mixed use scheme comprising 211 residential units, 1,457m² gross of Open A1 retail floorspace, an additional 839m² of office/retail floorspace, workshops and a multi-storey car park.

²⁴ Floorspace over 500m² either with planning permission or under construction or with resolution to grant planning permission subject to the signing of a Section 106 (as at February 2010).

- **Edge-of-Centre: Westgate Centre (08/00806/FUL)** – otherwise known as the Civic Drive site, the proposal is for the demolition of existing buildings to provide a mixed use scheme comprising circa 14,928m² of additional Class A1 retailing and 258m² of Class A3 cafe/restaurant space. The proposed development will extend the existing theatre and provide 11 new dwellings, along with additional parking spaces. For the purpose of our economic assessment we have assumed that the comparison goods floorspace is some 12,428m² gross (8,078m²) and that the permitted scheme could accommodate a smaller supermarket format with sales area of circa 2,500m² gross (1,625m² net). SP assume gross/net ratio for Open A1 retail floorspace of 65%
- **Out-of Centre: 2-16 Central Avenue (06/00042/FUL)** – permission for a 5,341m² gross non-food retail warehouse with 347 parking spaces as part of a wider development that includes a 16,685m² manufacturing and distribution building (B1 Use Class). Will trade in close proximity to the existing Euro Retail Park.
- **Out-of-Centre: Tesco, Grafton Way (08/00953/FUL)** – in 2010 the council resolved to approve a major mixed use development anchored by a Tesco Extra superstore (Class A1) and also including four retail/restaurant uses (Class A1/A3), two hotels (Class C1) and 125 residential units (Class C3). The ancillary retail/restaurant uses have a gross internal floorspace of 2,642m² and there is permission for a fitness/beauty leisure unit of 949m². The Tesco Extra comprises an estimated net sales area of 7,282m² of which no more than 35% will be non-food retailing. On this basis we estimate the sales area to be 4,733m² for convenience goods retailing and 2,549m² for comparison goods. The total turnover of the store is estimated to be £88.1m. This comprises a total convenience goods turnover of £63.9m (based on an assumed average sales density of £13,500 per m²) and a comparison goods turnover of £24.2m (based on an average sales density of £9,500 per m²). This scheme was approved at Committee on 3rd March 2010 subject to s106 agreement. The Government Office for the East of England did not call in the application.

CONVENIENCE GOODS CAPACITY

- 7.40 Table 17 (**Appendix 11**) sets out the key steps in our assessment of the residual expenditure available to support new convenience goods floorspace in the ICA (i.e. covering the Borough and a wider area).
- 7.41 The forecast capacity arises from the growth in expenditure up to 2031, after making an allowance for the growth in productivity of existing floorspace and the take-up of expenditure by new floorspace commitments. Capacity also arises from the difference between the potential and benchmark turnovers of existing floorspace. This is a material consideration where it can be demonstrated that stores are trading significantly above their company averages.

- 7.42 The baseline assessment follows a standard **constant market share approach**. It is important to note that this approach does not model the potential uplift in market shares and increase in retention levels that can occur within catchment areas following the development of new retail floorspace.
- 7.43 The following briefly explains each step in the economic capacity assessment for Ipswich (see Table 17: **Appendix 11**).
- **Step 1:** the total existing convenience goods sales area in the ICA is 42,593m² net. This is derived from Table 4 (**Appendix 11**), which sets out the sales area for the Borough area (c.30,343 m² net) and the rest of the ICA (c.12,249m² net).
 - **Step 2:** identifies the total potential turnover of all existing convenience goods floorspace at 2010 (Table 16). The growth in the potential turnover of existing floorspace up to 2031 is a function of applying the baseline market share to the growth in total available expenditure.
 - **Step 3:** sets out the total benchmark turnover of existing convenience goods floorspace at 2010 (Table 4). It is assumed that the turnover of existing floorspace will achieve a productivity growth of over the forecast period specified in **Table 7.2**.
 - **Step 4:** sets out the forecast residual expenditure potentially available to support new convenience goods floorspace over the forecast period (i.e. the difference between the growth in the benchmark and potential turnovers).
 - **Step 5:** identifies the forecast convenience goods turnover of all committed floorspace, as derived from Table 5.
 - **Step 6:** shows the net residual expenditure available to support new convenience goods floorspace after taking account of all new commitments.
 - **Step 7:** forecasts the capacity for a major new superstore operator (such as, for example, Sainsbury's, Tesco, Asda, Morrisons and Waitrose) and/or deep discounter floorspace in the ICA. We have assumed that a major grocery operator will achieve an average sales density of £12,000 per m² in 2010, increasing to £12,946 per m² by 2031. For a smaller supermarket and/or deep discounter this is based on the operator achieving an average sales density of circa £6,000 per m² in 2010 rising to £6,473 per m² by 2031.
- 7.44 The table below summarises the residual expenditure and convenience goods capacity forecasts based on the different foodstore formats

Table 7.3 Ipswich Borough and Rest of ICA: Convenience goods capacity

	2016	2021	2026	2031
Residual Expenditure (£m):	-£23.0	£9.5	£45.4	£100.3
Floorspace Capacity (sq m net):				
Major food superstore:	-	764	3,580	7,751
Supermarket / Deep Discounter:	-	1,528	7,161	15,502

 Source: Table 17, **Appendix 11** – Step 7

- 7.45 The table shows that there is no capacity for major new convenience goods floorspace over the short to medium term. Any residual expenditure up to 2021 will be taken up by the Tesco Extra scheme at Grafton Way (08/00953/FUL) and our assumption that the Westgate Centre could accommodate a foodstore with a sales area of circa 1,625m² net. If the Westgate Centre's tenant mix does not include a foodstore then we estimate that the capacity for new superstore floorspace will be c.1,850m² net in 2021, increasing to 8,830m² net by 2031. Additionally and considering deep discounter floorspace this will be c.3,700m² net in 2021, increasing to 17,670m² net by 2031.
- 7.46 The survey results and market share analysis have confirmed that Ipswich town centre's market share of convenience goods expenditure is limited. The majority of residents in the Borough and wider ICA are shopping at the large out-of-centre superstores. Although we consider that the permission for the Tesco Extra at Grafton Way will help to claw back shopping trips from these out-of-centre foodstores and should therefore promote a greater propensity for linked trips with the town centre, we still advise that there is a qualitative gap and need for a foodstore anchor in the town centre. A foodstore located in or immediately adjacent to the town centre with good pedestrian connections to the Primary Shopping Area would result in significant positive benefits to the centre's overall vitality and viability through linked trips and spin off expenditure.

COMPARISON GOODS CAPACITY

- 7.47 Tables 13 and 14 (**Appendix 10**) set out the key steps in our assessment of the residual expenditure available to support new comparison goods floorspace in the Borough. The step-by-step approach is the same as assumed for convenience goods capacity.
- 7.48 The forecast residual expenditure has been converted to a net retail sales area based on the policy assumption that this new floorspace should be directed to town centres first. In this context we have assumed an average sales density for new high quality comparison goods retail floorspace of circa £6,500 per sq m in 2010 (at 2008 prices). This is informed by our understanding of the average turnover levels achieved by large

modern floorspace formats in centres of a similar size, attraction and role in their catchment areas.

- 7.49 Nevertheless, it is clear from the company average sales densities for a selection of non-food retailers that average turnover levels could be significantly above or below this assumed average. For example, retailers in the DIY, carpet/floor coverings and furniture sectors generally achieve lower average sales levels of between £1,500 per m² and £4,000 per m², whereas electrical goods retailers such as PC World and Comet are achieving average sales of up to £7,000 per m² and above. These differences in sales levels will have implications for the assessment of the need for and impact of individual retailers. It will also be a key consideration for the local planning authority in assessing and determining applications for large format retailing (such as retail warehouses).
- 7.50 The table below sets out the headline capacity forecasts for the Borough and rest of the ICA.

Table 7.4 Ipswich Borough & Rest of ICA: Comparison goods capacity

	2016	2021	2026	2031
o Residual expenditure (£m):	£93.2	£221.3	£385.3	£624.4
o Floorspace capacity (sq m net):	13,320	29,386	47,498	71,458

Source: Table 17, **Appendix 10** – Step 7.

- 7.51 The table shows that there is forecast capacity for 13,320m² net of new comparison goods floorspace by 2016, increasing to 47,498m² net by 2026. By 2031 there is a forecast comparison goods residual expenditure in the Borough of £624.4m, which is equivalent to a floorspace capacity of 71,458m² net. These capacity forecasts take account of the non-food sales area of the permitted mixed use scheme at Grafton Way and the Westgate Centre.

SUMMARY

- 7.52 This section has identified capacity for new convenience and comparison goods retail floorspace across the Borough up to 2031.
- 7.53 The baseline capacity assessment has identified that at the strategic Borough-wide level, the potential capacity for new **comparison goods** floorspace after taking into account the Grafton Way and Westgate Centre commitments in 2016 is 13,320m² net. The capacity increases to 47,498m² net by 2026 and 71,458m² net by 2031. The economic capacity analysis confirms the findings of the qualitative assessment, namely that there is a need for Ipswich to provide new quality comparison goods floorspace over the development plan period to help maintain and enhance its position in the retail hierarchy.

7.54 In terms of **convenience goods**, there is no forecast capacity over the medium term (up to 2021) for major new floorspace after taking into account all recent planning permissions and outstanding commitments. Capacity increases to between 3,580m² net – 7,161m² net by 2026 and between 7,751m² net – 15,502m² by 2031. This notwithstanding, we still consider that there is a qualitative need to provide a foodstore anchor for the town centre to help claw back shoppers and expenditure currently flowing to the larger out-of-centre superstores that ring the centre. A store located in or immediately adjacent to the town centre with good pedestrian connections to the Central Shopping Area would, in our judgement, help to maximise the benefits to Ipswich’s overall vitality and viability through linked trips and spin off expenditure.

8.0 COMMERCIAL LEISURE – NEED ASSESSMENT

- 8.1 Leisure uses contribute to the vitality and viability of centres by providing different but complementary uses to retail and other town centre uses, contributing to both the daytime and evening economies. The main uses to which the town centre policies in PPS4 apply are leisure, entertainment facilities, and the more intensive sport and recreation uses (including cinemas, restaurants, drive-through restaurants, bars and pubs, night-clubs, casinos, health and fitness centres, indoor bowling centres, and bingo halls). PPS4 also applies to arts, culture and tourism uses (including theatres, museums, galleries and concert halls, hotels, and conference facilities).
- 8.2 The leisure sector is highly complex and dynamic. Forecasting the growth of this sector and the potential need for new facilities and uses is more complicated than for retailing as the commercial leisure sector is particularly sensitive to changes in lifestyle and fashion trends, demographic changes and economic variables. Unlike retailing, the approaches designed to forecast the need for new commercial leisure floorspace and uses are also less sophisticated.
- 8.3 PPS4 recommends that in assessing need for new floorspace in town centre, this should take account of both quantitative and qualitative considerations for leisure uses (Policy EC1.4). Against this background and the advice set out in the *Practice Guidance*, our analysis focuses on the following key elements:
- a review of the key trends driving market demand in the leisure sector over the last 15 – 20 years;
 - an audit of the current provision in the Borough (both town and out-of-centre);
 - a broad assessment of the market demand from leisure operators for representation in the Borough and its main centres;
 - benchmarking current participation levels in existing leisure activities in the Borough based on published research against national averages to help determine whether there is potential for increased provision in certain sectors;
 - a review of the results of the household survey to understand current commercial leisure usage and preferences across the Borough and wider study area; and
 - a broad economic assessment of the need for new additional leisure facilities in the Borough and its main centres.
- 8.4 For the purpose of our assessment we have disaggregated commercial leisure into commercial uses (e.g. bars, restaurants, cinemas, healthclubs, etc.) and public facilities (e.g. museums, galleries, public swimming baths, etc.).

DRIVERS OF GROWTH

- 8.5 The leisure industry has been one of the fastest growing sectors of the UK property market over the last decade. The sector's dynamic growth has been driven by changes

in consumer lifestyles (such as eating out, going to the cinema and keeping fit), rising affluence and increased spending on leisure. This, in turn, has generated increased demand for new leisure and entertainment facilities.

- 8.6 Developers and investors have responded to the growth in consumer lifestyles, demand and expenditure by opening new and more sophisticated leisure formats. A good example of this is the growth of managed leisure centres and parks (such as Cardinal Park in the Borough). These parks generally comprise a mix of leisure uses (such as bowling alleys, health & fitness clubs, nightclubs, restaurants and bars) and are usually anchored by large multiplex cinemas. Despite the tighter planning policy controls on out-of-centre development, leisure parks are now generally viewed by the property industry as a less risky long-term investment, as they can generate significant visitor numbers from wide catchment areas.
- 8.7 A major driver of future demand, trends and new formats in leisure (and retail) will be the ageing of the population. This will have a significant impact on the demand for different leisure products and services over the long term. In broad terms analysts predict that these grey consumers will be more active than previous generations and will expect a wide range of quality leisure products and services.
- 8.8 After several years of strong growth however in the short term it is expected to be a much tougher period for the tourism, hospitality and leisure industry in the UK. As with retailing, the combination of the credit crunch, falling house prices, rising unemployment and economic recession has significantly reduced discretionary spending available for consumers. Any further growth in the sector as a whole will therefore depend on a return to a more stable economic climate.

GROWTH IN EXPENDITURE

- 8.9 According to EBS, UK household spending on leisure services is dominated by the restaurant and cafe category (including pubs), which accounts for 60% of total leisure spend (see **Table 8.1**) – a pattern which is broadly repeated across all the zones.

Table 8.1 Estimates of Spending on Leisure Services in 2010 (£ per head)

Leisure Service	ICA	ECA	NCA	SCA	UK
Accommodation services	123	136	141	145	114
Cultural services	276	271	273	279	249
Games of Chance	161	142	138	137	167
Hairdressing salons & personal grooming	85	95	90	97	83
Recreation & Sporting Services	139	159	167	169	119
Restaurants Cafes etc	1,068	1,045	1,058	1,109	1,106
TOTAL	1,852	1,849	1,868	1,937	1,839

Source: Experian Business Strategies Retail Planner Catchment Profile for Study Area.

- 8.10 **Table 8.2** below sets out the recent projections by EBS. These indicate negative growth up to 2010 with an increase to +0.7% in 2011 and +1.5% to 2017 and +1.9% thereafter to 2031²⁵.

Table 8.2 EBS Forecast & Projections of UK Spending per Head (% per annum)

2009	2010	2011	2012	2013-17	2022-26	2027-31
-4.5	-1.5	+0.7	+1.3	+1.5	+1.9	+1.9

Source: Experian Business Strategies, Retail Planner Briefing Note 8.1 (August 2010).

- 8.11 In our opinion, this forecast is more realistic than growth rates previously based on historic trends, as the economy is in an unprecedented downturn. This will impact on the discretionary spending by consumers over the short to medium term. This is the most up-to-date forecast available and we acknowledge that growth may be lower or higher than this over the short to medium term.
- 8.12 To estimate the level of leisure expenditure in the study area over the period to 2031, we draw on the EBS Retail Planner data. The derived expenditure per person on leisure and recreation goods and services (in 2008 prices) is projected forward over the forecast period to 2031 by applying the forecast annual growth rates. The resultant output is applied to the projected population profile for the study area, which produces the total available spend on leisure and recreation goods and services.
- 8.13 As Table 8.3 shows, between 2010 and 2016 total available leisure expenditure in the ICA is forecast to increase by +15.7% (+£41m to £304m (in 2008 prices)). By 2031 total expenditure is forecast to increase to £490m, which represents a growth of +86.8% (+£228m) between 2010 and 2031.

Table 8.3 Total Leisure Expenditure: 2010 – 2026 (£m)

Location	2010	2011	2016	2021	2026	2031
o ICA	262	267	304	351	407	490
o Study Area	746	758	850	970	1,112	1,292

- 8.14 Much of this forecast growth should be directed towards enhancing provision of the Borough's centres to help maintain their overall vitality and viability, and mix of uses and attractions.

²⁵ Based on forecasts over the period 2018-2027. Source: Experian Business Strategies, Retail Planner Briefing Note 8.1 (August 2010).

- 8.15 Based on the broad expenditure profile on leisure (**Table 8.1**), the majority of this is likely to be weighted towards restaurant and cafe spend for which floorspace provision would need to be considered.
- 8.16 In the context of the forecast growth in leisure expenditure, the following commentary briefly describes the need for new leisure uses and facilities within the main sub-sectors of the commercial leisure market. It also provides an update of the current reported demand for commercial leisure facilities in Ipswich town centre.

EATING AND DRINKING OUT

- 8.17 UK household spending on leisure services is dominated by the restaurant and cafe category (see **Table 8.1**). The results of the household survey confirm the importance of this leisure activity, with some 36% of respondents frequenting restaurants at least once a week. Additionally some 15% of respondents frequented pubs and/or bars each week.
- 8.18 There are currently an estimated 22,750 restaurants and 58,000 pubs in the UK. In 2007, the average food and beverage sales in restaurants was around £400,000 per annum made up of roughly 75% food sales and 25% beverage sales. Food sales in pubs now account for approximately 25% of returns, but this percentage is increasing year-on-year²⁶.
- 8.19 Some of the trends influencing the pub and restaurant trade over recent years include:
- More flexible opening hours (resulting from licensing reforms implemented in November 2005), combined with pressures arising from lower alcoholic drink sales, has resulted in a number of pub operators widening their food and non-alcoholic beverage offering (to provide, for example, breakfasts and morning coffee). It has also fuelled the growth of so-called gastro-pubs as eating-out destinations (such as the All Bar One and Pitcher and Piano formats). This has led to a blurring of the dividing line between pubs and restaurants and increased competition for customers.
 - Increased consolidation in the pub industry over the last five years, which has impacted on the smaller independent operators. A total of 1,409 pubs closed during 2007 compared with 216 in 2006 and only 102 in 2005. An estimated 44,000 jobs have been lost across the sector in the last five years and a further 43,000 are projected to go in the next five years²⁷.
 - The Home Office has put in place a much more aggressive policy towards the pub industry. Powers for local authorities to establish Alcohol Disorder Zones (ADZ) are included in the Violent Crime Reduction Act (2006), which also has a charge on pubs and bars in a designated area to pay for additional policing, environmental and other services in the neighbourhood.

²⁶ Source: Savills Commercial Leisure Bulletin (May 2008)

²⁷ Business in Sport & Leisure Handbook (2009)

- 8.20 Changes in the Use Classes Order (UCO) allow local authorities greater control over the growth and location of new cafés, restaurants, takeaways and public houses in their town centres. The main change to the UCO was the replacement of the former class A3 (food and drink) by the amended:
- **Class A3** - limited to restaurant and café uses (i.e. use for the sale of food for consumption on the premises).
 - **Class A4** – limited to drinking establishments, such as pubs and wine bars.
 - **Class A5** – limited to hot food takeaways.
- 8.21 Whilst bars and takeaways are able to revert to restaurants without requiring planning permission, moves in the other direction require LPA approval. It is the Government's aim that these changes will assist in preventing the unfettered growth of branded bars and poor quality takeaways in town centres (particularly in shopping areas), whilst also limiting the anti-social impact on residential amenity and visitors' enjoyment of town centres, particularly as part of the promotion of evening economies. Other changes include the classification of Internet cafés as A1 and nightclubs as sui generis (meaning uses on their own). Changes to, or from, these sui generis uses will therefore always require planning permission.
- 8.22 The Use Class changes increase local authority control on the high street by limiting the ability of operators to change use without planning permission. This provides greater powers to the Council to monitor and control the potential growth of A4 and A5 uses in its town centres, but limits the flexibility with which the industry can change formats to meet new demands. Current licensing reforms also transfer responsibility from magistrates to LPAs. The Government believes that operators in the same area will choose to set different hours of operation and that this will therefore reduce the concentrations of people leaving licensed premises at the same time, which can often result in flashpoints of crime and violence in centres. Together, the planning and licensing reforms allow local authorities considerable control over the leisure and entertainment industry.
- 8.23 The Co-star Focus dataset indicates that there is demand from only two A3/A4/A5 operator for representation in Ipswich town centre, namely The Gourmet Burger (149m² – 260m²) and Marstons Plc (2,023m² – 2,183m²). This is potentially a reflection of the current economic climate where limited discretionary spending by households is resulting in cautious rates of expansion by operators.
- 8.24 In order to assess the potential capacity for new eating and drinking establishments we have tested the assumption that an additional 20% - 30% of the forecast capacity for comparison goods floorspace (as set out in **Section 7**) can support a mix of new cafés, restaurants, pubs and wine bars. This assumption is backed up by research that identified the importance of a mix of uses at ground floor level (not just retail) as an important component of new sustainable development and as a significant contributor to the overall vitality and viability of centres. The research specifically identified that

the hospitality industry, in its widest sense, "...forms an important and sizeable proportion of premises averaging 24% of ground floor stock"²⁸. Furthermore Experian GOAD's centre reports show that on average cafe's, restaurants, bars, pubs and takeaways account for up to 14% of floorspace and 18% of outlets in the 2,500 shopping areas that they cover.

- 8.25 **Table 8.4** shows the potential capacity for A3/A4/A5 floorspace in 2016 ranges from 2,660m² to 4,000m² net in the ICA, rising to between 14,290m² net and 21,440m² net by 2031.

Table 8.4 Commercial Leisure Floorspace Capacity (A3 / A4 / A5 uses only)

sq m net	2016	2021	2026	2031
ICA Only:	2,660 – 4,000	5,880 – 8,820	9,500 – 14,250	14,290 – 21,440

Notes: under baseline capacity assessment

- 8.26 This forecast capacity provides only a broad indication of the theoretical potential for new A3/A4/A5 floorspace to complement new retail space that may be developed in the main study centres and preferably, as part of mixed-use schemes.

NIGHTCLUBS

- 8.27 As with the pub sector, the nightclub industry has continued to see consolidation amongst operators. The leading brands (such as, for example, Oceana and Liquid) are maintaining their position, but the smaller chains and particularly independent operations are feeling the severe economic pressures of competition from longer opening hours in pubs and bars.
- 8.28 Our analysis of the household survey indicates that the majority (48%) of nightclub visits from respondents in the study area is to venues within the Borough. The only competing centre with substantial market share is Colchester (9%). The level of retention indicates a stronger and varied offer in the Borough and the ICA as a whole. This currently comprises, amongst others, Liquid Envy (Cardinal Park), Mojo (Northgate Street) and Pals (Old Cattle Market Street.) There is no identified requirement for any other nightclub operator seeking space in Ipswich town centre.

HEALTH & FITNESS

- 8.29 The health and fitness market has been through a series of peaks and troughs since the sector first gained popularity in the mid-1990s. There are currently an estimated

²⁸ The Streetscape of major UK cities', Savills, Winter 2004, pg.3

5,755 private health clubs and public fitness centres facilities in the UK, with a total membership number up to 7.2 million representing a total market value of £3.7billion. The proportion of the population with a gym membership is currently estimated to be 12%²⁹.

- 8.30 This sector has witnessed consolidation over recent years. This is explained, in part, by the aggressive expansion and opening strategies of certain operators, which left many of them over-exposed at a time when the fitness market fell out of favour with investors in the City. The main players in the market are currently:
- **Esporta, Greens & David Lloyd Leisure** – at the premium end of the market focus on health, racquet and tennis clubs;
 - **Virgin Active & Nuffield Health** (previously Cannons) – dominate the family-oriented health and fitness market; and
 - **LA Fitness & Fitness First** – operate smaller in-town clubs at the more value end of the market.
- 8.31 Other independently owned multi-chain health club operators include Bannatyne's Health Clubs with other 60 centres across the UK, including one in Colchester on the Whitehall Industrial Estate, as well as in Norwich and Lowestoft.
- 8.32 The rapid growth of health and fitness clubs in certain areas has created increased competition for members and market share, which has resulted in the weaker (poor quality) clubs losing out. With increased competition, there has been a rise in attrition rates. Nevertheless, there still remains strong demand for an affordable health and fitness product, such as provided by LA Fitness and Fitness First.
- 8.33 After a period of significant growth in out-of-centre leisure, health and fitness clubs, there has been a marked shift in the location and format over recent years, due mainly to the changes in planning policy guidance. Health and fitness operators are now increasingly targeting town centre sites and mixed-use development schemes. This is helping to create a wider range of attractions and activity in town centres, particularly in the evenings and at weekends. More flexible planning policies will therefore need to be introduced which help to encourage an element of such uses within or on the edge-of-town centres.
- 8.34 Despite the recent cooling of the health and fitness market, there still appears to be the potential for future growth, particularly as the Department of Health (DoH) is committed to tackling health issues such as '*Foresight Project on Obesity*' and advice from National Institute for Clinical Excellence (NICE).
- 8.35 Our market demand assessment has indicated there are currently no published additional requirements for health and fitness operators in the study area. However,

²⁹ The Leisure Database Company – 2008 FIA State of the UK Fitness Industry Report

as **Table 8.5** illustrates, there is currently a strong representation of commercial leisure operators across the Borough. This includes representation from David Lloyd and Fitness First, although there are notable gaps in representation. For example, Esporta, Virgin Active, Livingwell, Greens Health, Bannatyne and Energie are not represented in Ipswich.

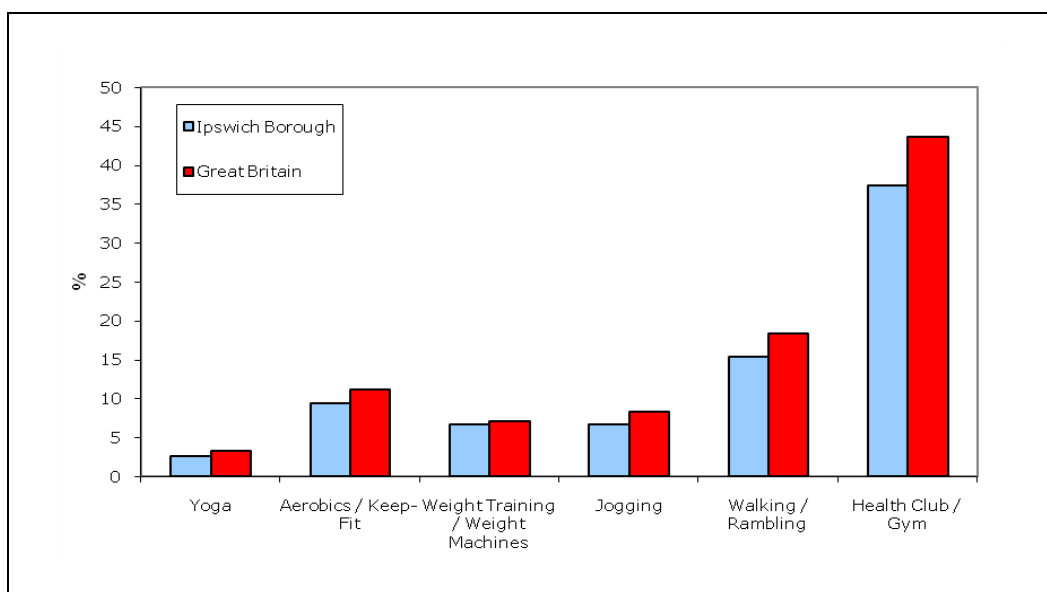
- 8.36 Analysis of the household survey shows that the most frequented facilities (within the Borough) are Crown Pools (8.8% of respondents) and David Lloyd (5.5%). The Mid Suffolk Leisure Centre in Stowmarket is achieving the highest market share across the study area of 9.8%.

Table 8.5 Leisure Centres and Fitness Clubs in ICA

Facility	Location	Private Sector	Public Sector	Voluntary Sector
Gym & Trim	Cardinal Park	✓		
Fitness First	Russell Road	✓		
Crown Pools	Crown Street		✓	
YMCA (Ipswich)	Westgate Street			✓
YMCA Training	London Road			
Ipswich Sports Club	Henley Road	✓		
Swallow Leisure (Ipswich)	Belstead Road, Belstead	✓		
Gainsborough Sports Centre	Brazier's Wood Road		✓	
Whitton Sports & Community Centre	Whitton Church Lane		✓	
Next Generation Health Club	11 The Havens, Ransomes Europark	✓		
Oaks Fitness	47 Upper Orwell Street	✓		
Spirit Health & Fitness	London Road	✓		
Hotel Elizabeth Leisure Club	London Road, Copdock	✓		
Hintlesham Hall Hotel Club	George Street	✓		
Clarice House	Bramford Road			
Martlesham Leisure	Gloster Road	✓		
David Lloyd	Ransomes Europark	✓		
St Josephs College	Belstead Road	✓		
Martlesham Leisure Club	Martlesham Heath	✓		

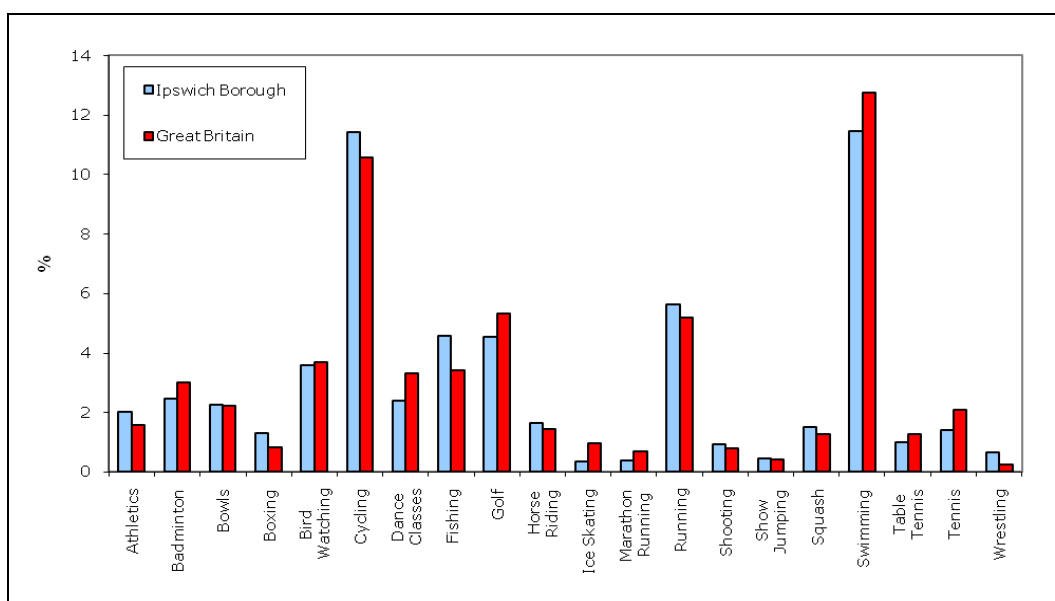
- 8.37 To obtain a further understanding of participation rates in health and fitness within the Borough we have drawn on the CACI Participation Profile report (**Appendix 12**). The figure below summarises the key findings and shows a below average participation

rate for all health and fitness categories when benchmarked against the GB average. This suggests that there could be a shortfall in the current provision of health and fitness facilities in the Borough. This notwithstanding our market demand assessment has not identified interest from commercial operators for representation in the town centre or wider area.

Figure 8.1 Borough Wide Health & Fitness Participation (%)


Source: CACI Ipswich Borough Area – Sport and Participation Profile (2010)

8.38 **Figure 8.2** shows the participation in other sports and leisure activities benchmarked against the national average. For individual sports the Borough shows an above average participation in athletics, boxing, cycling, fishing, horse riding, running, shooting and wrestling. This reflects the good provision of these facilities in the Borough and/or access to these activities. Surprisingly, despite Crown Pools registering as a popular facility in the household survey, swimming as a whole is below the national benchmark level.

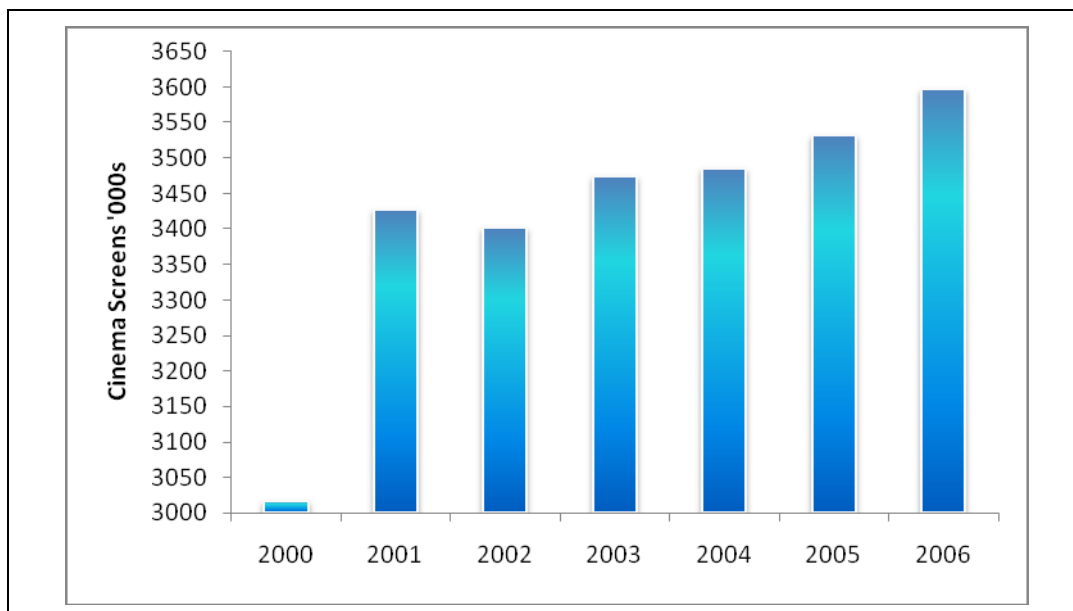
Figure 8.2 Borough Wide Individual Sports Participation (%)


Source: CACI Ipswich Borough Area – Sport and Participation Profile (2010)

CINEMAS

- 8.39 There are currently over 770 cinemas in the UK with a total of 3,598 screens (**Figure 8.3**).

Figure 8.3 UK Cinema Screen Numbers (2000 – 2006)



Source: Business in Sport & Leisure Handbook (2009)

- 8.40 The UK cinema market has gone through consolidation since the beginning of the millennium and is now dominated by a handful of multiple operators, namely Cine UK; Terra Firma Capital Partners (Odeon and UCU Cinemas); Vue Cinemas; and Showcase Cinemas (UK arm of National Amusements of the USA).
- 8.41 Significant growth in new out-of-centre multi-screen cinemas began in the 1990s. Growth over the last 15-20 years has been fuelled by a resurgence in cinema audiences (after a period of steady decline during the 1980s), due primarily to the increase in the number of Hollywood blockbusters and the new developments in cinema technology (such as digital surround sound and, more recently, 3-D screen technology).
- 8.42 Most multiplexes traditionally have located on large edge-of-town sites, often alongside mixed leisure schemes featuring bowling, nightclubs and restaurants (such as Star City in Birmingham). Cinemas have also become an integral part of shopping centre projects (such as The Chimes in Uxbridge and Westfield in West London). The large audience throughput of a multiplex cinema generates footfall in centres during the evenings and helps to support other concessions and front-of-house facilities, such as cafes and restaurants.
- 8.43 Multiplexes have been particularly successful in attracting the public into dead areas of shopping centres, such as upper levels or the ends of malls. Multiplexes have also

been used to anchor and re-brand unsuccessful shopping centres as part of refurbishment schemes. Therefore, the co-location of a cinema within a town centre or shopping centre is mutually beneficial, contributing to an increase in footfall and sales across the centre and also helping to underpin the evening economy.

- 8.44 The CACI Participation Profile shows that a visit to the cinema is the most popular performance related activity. The current provision in the Borough is confined to the Cineworld at Cardinal Park, which has 11 screens and 2,543 seats. It is therefore a key leisure attraction for the Borough and a wider catchment population. We understand from the Council the small Film Theatre (part of the Corn Exchange and consisting of 2 Screens and 260 seats) which shut down in 2009, has recently reopened and is being run by volunteers. The household survey results indicate that Cineworld achieves an overall market share of 66% from the study area and 92% from within the ICA.
- 8.45 To assist the Council in terms of the future potential capacity for new cinema screens and seats up to 2031, we have tested a baseline position in which the Borough retains its existing share of cinema trips of 66% as derived from the household survey (**Appendix 13**).
- 8.46 We have used research outputs from Dodona (a specialist consultancy in the cinema industry) to convert the catchment population into a total number of cinema admissions per annum based on a national visitation rate of 2.9 trips per person. This has subsequently been projected to 2031. The total number of cinema admissions has then been converted into a potential number of cinema seats, based on Dodona figures of 300 visits per annum per seat.
- 8.47 The output of this analysis is summarised in the following table.

Table 8.6 Potential Capacity for New Cinema Screens and Seats

Location	2010	2016	2021	2026	2031
Cinema Screens	11	13	15	18	21
Cinema Seats	2,710	3,270	3,820	4,470	5,290
Existing Seats	2,543	2,543	2,543	2,543	2,543

Source: Strategic Perspectives LLP / Dodona Research (**Appendix 13**)

- 8.48 We forecast that the population is capable of supporting up to 11 screens (2,710 seats) in 2010, rising to 13 screens (3,270 seats) by 2016 and up to 18 screens (4,470 seats) by 2026. Considering that the existing provision is 2,543 seats, the theoretical potential increases over the medium to long term (i.e. 2016 and beyond). Over the short term to 2016, there appears to be more limited potential for new cinema screens.

8.49 We are not aware of any current outstanding demand from cinema operators for representation in the Borough. Given the critical mass at Cineworld at present there is no immediate qualitative need for any large scale enhancement in provision. It is likely that any qualitative enhancements are likely to occur by way of diversification in offer, such as through an independent or art house cinemas. These are typically smaller facilities with limited seating capacity, which in terms of the derived capacity could be accommodated over the short term. This is however subject to commercial viability in an increasing challenging sector. There is also an opportunity to provide a multi-screen cinema in a sequentially preferable location in the town centre, possibly as part of a more comprehensive retail-led mixed use scheme.

GAMES AND GAMBLING

8.50 Gambling represents a significant element of the leisure industry with an estimated turnover of over £84.2 billion in 2006/07. The main components of the gambling industry are briefly described below:

- **Casinos:** There were 144 casinos in the UK in 2008. The sector is dominated by three companies, the Gala Group with 28 casinos throughout Great Britain, Grosvenor Casinos with 32; and Stanley Casinos/Stanley Leisure/Genting International (which amalgamated in 2007) with a total of 46. There were over 15 million visits to casinos in Great Britain in 2006/07 and the drop (money exchanged for gaming chips) amounted to £4,314 million in the same year³⁰. There is currently no casino provision in the Borough.
- **Horse and Greyhound Racing:** Horse racing is second only to football as the most televised sport in the UK and accounts for some 70% of the turnover of betting shops. There are currently 61 racecourses in Britain, compared to 29 licensed greyhound courses³¹. Betting on horseracing in 2004/05 was over £10bn which was as bet off-course mostly in the 8,500 licensed betting offices in Britain, with a further £120m bet with the Tote on-course³². There is currently no racecourse provision in the Borough though the racecourses at Newmarket provide a regional and national draw.
- **Bingo Clubs:** There are over 675³³ licensed bingo clubs in operation and over 1,000 other clubs and smaller institutions where bingo is played. In 2005 there were over 78 million bingo club admissions, and it is estimated that there are currently about 3 million active bingo club members. Bingo operators are also marketing their clubs at a younger, predominantly female audience, in order to increase admissions and market share. Bingo operators appear to face challenging conditions, with the consumer slowdown likely to exacerbate the continued impact of the smoking ban, the loss of lucrative gaming machines and growing competitive pressure from other forms of gambling. There are currently two commercial bingo clubs in the Borough, namely Mecca Bingo and Gala Bingo.

30 The Gambling Commission (March 2009)

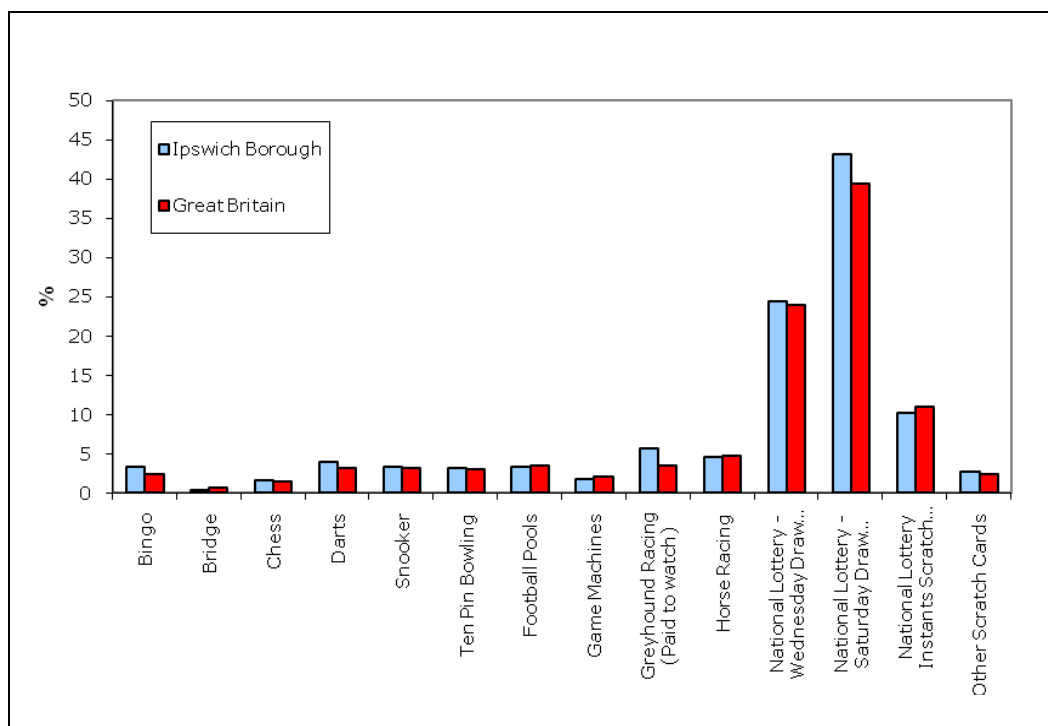
31 The British Horseracing Authority & Business in Sport & Leisure Handbook (2009)

32 The British Horseracing Authority (2009)

33 The Gambling Commission (March 2009)

8.51 The CACI Participation Profile on games and gambling shows that the Borough outperforms in the activities of bingo, darts, ten pin bowling, greyhound racing, national lottery (both Wednesday and Saturday draws) and other scratch cards (see **Figure 8.4**). However, it is performing below the national average in the activities of bridge, football pools, game machines, horse racing and national lottery instant scratch cards.

Figure 8.4 Borough Wide Participation in Games and Gambling (%)



Source: CACI Ipswich Borough Area – Sport and Participation Profile (2010)

8.52 The above average participation on Bingo is potentially due to the good provision of a Mecca Bingo and Gala Bingo facilities in the Borough. This is also reflected in the household survey which shows these facilities command 59% of market share from the study area overall and 70% from the ICA.

TEN-PIN BOWLING

8.53 There are over 269³⁴ bowling centres (5,005 lanes) currently in operation nationally. During the late 1980s and early 1990s the number of bowling centres in the UK grew to over two hundred. This was higher than the previous peak in the 1960s due to the introduction of computer scoring systems and the investment by chains such as AMF Bowling.

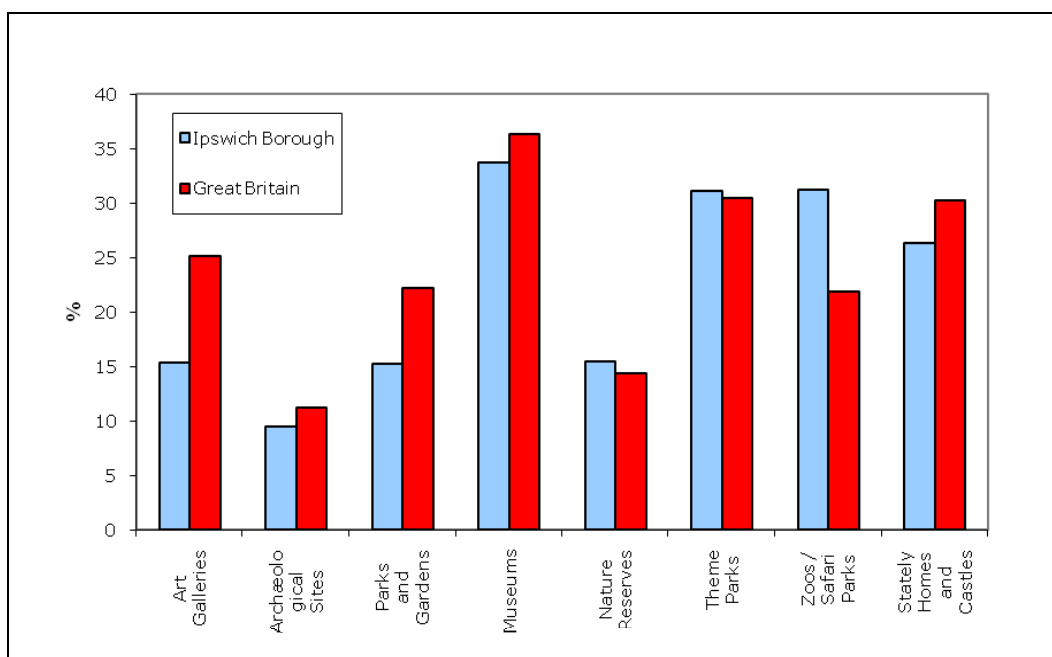
³⁴ Business in Sport & Leisure Handbook (2009)

- 8.54 The market has developed and the current trend is to build large entertainment complexes to attract people to many different activities. Bowling centres therefore tend to form part of leisure developments that include multi-screen cinemas, restaurants and night clubs offering a choice in leisure entertainment. The critical mass of leisure uses under one roof helps to underpin the viability of ten-pin bowling centres, which can struggle as standalone attractions. These centres generally require large floorplates (from circa 2,500 - 4,500m²).
- 8.55 The household survey indicates that of those who visit bowling facilities from within the study area, up to 42% visit the Solar Bowl (Sproughton Road) facility in the Borough. The combination of the Solar Bowl and Kingpin (Gloster Road – Martlesham Heath) increases the retention level within the ICA to 78%.
- 8.56 In the light of the limited provision in the Borough itself, we consider that there is a qualitative need for a facility in Ipswich town centre in the future to complement other commercial leisure activities and to help underpin more diverse and viable evening economies.

CULTURAL ACTIVITIES

- 8.57 Cultural related activities are often a barometer of an area's prosperity and its population's available leisure time. An indication of this is provided through outings recently undertaken (in the last 12 months). **Figure 8.5** shows below average performance across most categories except for nature reserves, theme parks and zoos.

Figure 8.5 Borough Wide Outings Over the Last 12 Months (%)



Source: CACI Ipswich Borough Area – Sport and Participation Profile

- 8.58 A review of the household survey shows that of those who went to a museum or place of historical interest from the study area, over 33% visited Christchurch Mansion & Wolsey Art Gallery and the Ipswich Museum. The primary competing location beyond the study area was London.
- 8.59 Theatres are also an important cultural component. The household survey shows that collectively the main theatres in the Borough (i.e. Ipswich Regent, The New Wolsey Theatre, Sir John Mills Theatre, Dance East and The Wolsey Studio) command a market share of 49% from the study area. The only other location with a notable market share was London at 26%. The strong performance of this activity together with ballet performances is shown in **Appendix 12**, where the Borough significantly outperforms the national average.

SUMMARY

- 8.60 As for the retail sector, the leisure market faces considerable challenges and pressures. In the current uncertain economic climate, it is clear that consumers are becoming increasingly selective in terms of where and how they spend their discretionary leisure spending. More households are choosing to eat at home than eat out and there will be a continued increase in at-home activities due to the advances in computer, television and audio technology (such as 3-D for example). The immediate challenge for operators during this period of recession is therefore to attract consumers away from their homes. The relatively strong trading performance of operators such as Dominos shows that consumers are choosing to entertain at home. Thus, value for money offers will clearly outperform during the current downturn.

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- 8.61 Our broad review of the commercial leisure sector in the Borough indicates a reasonable range and choice of commercial entertainment and cultural facilities, including pubs and restaurants, cinema, ten-pin bowling, health and fitness clubs, museums and theatres. This broad range of offer needs to be maintained and enhanced to prevent further dilution to competing centres.
- 8.62 Our analysis shows that by 2016, there is theoretical capacity for between 2,660m² to 4,000m² net of A3/A4/A5 floorspace in the ICA. This assumes that new eating and drinking establishments will comprise between 20% and 30% of new retail-led mixed use schemes.
- 8.63 Cinema visits are also a popular leisure activity in the Borough and the wider study area. Currently Cineworld at Cardinal Park is the main cinema destination in the Borough and is achieving a strong market share of all cinema visits in the ICA and wider study area. We have forecast the theoretical capacity for new cinema screens over the medium to long term. Any new cinema provision should be directed to the town centre first in accordance with the sequential approach.
- 8.64 We have also identified the qualitative need for a ten-pin bowling facility to aid vitality and contribute to a diverse evening economy of the town centre.
- 8.65 Finally, cultural activities provide a crucial link with tourism and should therefore be maintained and enhanced to ensure that this offer remains attractive. The marketing of these attractions to a wider audience should be reinforced.

9.0 BUSINESS SURVEY

- 9.1 An online survey of local businesses in Ipswich town centre was undertaken as part of the consultation and evidence gathering exercise in August 2010. Some 33 businesses responded. They varied from retail and service operators, to independent and multiple retailers. The survey sample represented a wide spectrum of retailers and service operators in the town centre.
- 9.2 The main aim of the survey was to provide businesses with a voice to identify key issues and challenges they are facing both now and in the future. Issues ranged from their trading performance and future intentions, to opinions on the strengths / weaknesses and likes / dislikes of the town centre. The detailed results of the survey are found in **Appendix 14** and the headline results are set out below.

PROFILE OF BUSINESSES

- 9.3 Of the total number of responses, food and non-food retailers comprised 39%, whilst retail and leisure service operators comprised 27% of the total (Q2). The remainder comprised, amongst others, an arts facility; healthcare provider; shopping centre owner and transport providers.
- 9.4 The majority of the businesses had been long established having a trading profile of over ten or twenty years (66%) (Q3). Of these, the majority of the respondents were mainly independents (76%) whilst 15% represented national multiple operators (Q4). In total, these businesses employed 1,877 full time staff and 610 part time staff (Q5).
- 9.5 The majority (85%) of the businesses had always operated from Ipswich town centre (Q6). Of those that did not, they were relocations from Brantham, Colchester or had more than one business.

PERFORMANCE OF BUSINESSES

- 9.6 A significant proportion (61%) of the businesses responded that over the last five years of trading their turnover had increased; 15% reported that turnover had not changed; and 24% identified a decline (Q7).
- 9.7 In terms of their turnover performance over the last 12 months, some 55% indicated that it had increased and 30% responded that it had declined (Q8).
- 9.8 The businesses also stated that the majority of their turnover (51%) was local (local residents or other residents from within the Borough). Of the remainder, 9% were office employees / people working locally and 9% stated residents from rural areas around Ipswich. Some 30% stated other sources of turnover which included amongst others, internet, corporate and students (Q9).

- 9.9 The 'very important' or 'important' identified barriers to their trading performance (Q10) were:
- current economic climate (97%);
 - high rents/overheads (82%);
 - poor quality of the shopping environment (70%);
 - poor quality shops (70%);
 - too many discount and charity shops (58%);
 - inadequate car parking (54%);
 - lack of passing trade outside business (54%); and
 - competition from other centres (52%).
- 9.10 The businesses also stated (amongst others) that the following recent changes had impacted on their business performance (either negatively or positively) (Q11):
- negative - business moving out of town due to high rates and lack of parking for their clients;
 - negative - the recession;
 - negative - closure of Crown Car Park;
 - negative - loss of two major shops - Woolworths & Co-op/Vergo;
 - negative - more shops closing; no new shops to interest the public;
 - negative - a new superstore opening on the edge of Town Car park;
 - positive - the Waterfront development - it helps to reposition Ipswich positively; and
 - positive - the development of the University will have a positive impact to the night economy.
- 9.11 In terms of general comments on trading performance the respondents expressed the following views (amongst others) (Q12):
- economic downturn affecting performance;
 - more promotion of the town to both residents and visitors;
 - independent retailers need to be encouraged and supported;
 - better marketing of Ipswich and to encourage local shopping; and
 - not enough is being done to attract new businesses and visitors.

REVIEW OF BUSINESS PREMISES & FUTURE PLANS

- 9.12 The majority of the respondents were leaseholders (67%) with the remainder owner occupiers (33%) (Q13). The overwhelming majority were satisfied (79%) with their premises (Q14a).
- 9.13 Over the short term (i.e. the next 12 months), some 52% of respondents did not have any plans to change their business (Q15a). Of those that identified plans for change, some 12% were going to invest further; 9% intended to refurbish existing floorspace and 6% were going to extend further. The main reason influencing this was the need to 'review direction' and improve displays. Only 9% stated that they intended to close down their business and/or relocate.
- 9.14 Over the medium term (i.e. the next 2-5 years), some 44% of respondents did not have any plans to change their business (Q17a). However some 32% stated that they would refurbish existing floorspace, extend floorspace or invest further. No business stated that they would close down.
- 9.15 In terms of specific help over the next 12 months, the common themes were cheaper parking; lower rates; promotion of the town centre and grants for historic buildings for refurbishment (Q16). Over the medium term, the key areas identified for help were advertising, help with a grant for historic building, maintain promotion and selling the town of Ipswich and changing the image of the town.

BUSINESSES PERCEPTION OF IPSWICH TOWN CENTRE

- 9.16 Businesses were asked to rate a number of aspects of the town centre under the broad headings of 'transport and access'; 'security and environment'; 'shopping' and 'leisure'. The following were identified as being 'good or 'very good' (Q19):
- park & ride provision (70%);
 - daytime safety (70%);
 - pedestrian environment (61%); and
 - access by foot and bicycle (52%).
- 9.17 The following aspects were rated as being 'poor' or 'very poor'
- level of vacant units (76%).
 - range of shops & services (70%);
 - cost of car parking (63%);
 - public toilets (61%)
 - shopping environment (55%); and
 - promotion of the centre (52%).

SUGGESTED IMPROVEMENTS TO IPSWICH TOWN CENTRE

9.18 Businesses stated that the following were the 'very important' or 'important' improvements they would like to see in Ipswich town centre (Q20):

- more / better smaller independent & specialist shops (94%);
- greater promotion / marketing of the town centre (88%);
- more / better range of multiple retailers (82%);
- more / better choice of non-food shops (82%);
- more / better clothing & fashion shops (79%);
- more / better car parking (79%);
- provision of public toilets (76%);
- improved street furniture (76%);
- improvements in the built environment (73%);
- more / better entertainment & leisure facilities (73%);
- more / better policing (73%);
- more street cleaning (67%);
- more quality restaurants / pavement cafes (61%);
- more / better signposting and information (58%);
- more / better cultural facilities (58%);
- improved security / CCTV (55%);
- more / better choice of food shops (55%);
- more specialist street markets (55%); and
- more / better seats (48%).

COMPETING CENTRES

9.19 The three main centres identified by businesses as being the most serious competitors to Ipswich town centre (Q22) were Norwich (25%), Bury St Edmunds (17%) and Cambridge (13%). The respondents stated (amongst other comments) that the competing centres had the following broad advantages over Ipswich town centre (Q23):

- better access;
- easier parking;
- better range and quality of shops;

- better range of small independent traders; and
- investment in the centres.

OTHER COMMENTS

9.20 The businesses expressed the following broad comments on Ipswich overall as a trading location (Q24):

- too many vacant units;
- improve link between town centre and Waterfront;
- business rates and rents were high;
- encourage a wider retail offer; and
- needs a flagship department store such as John Lewis or House of Fraser.

SUMMARY

9.21 The output of the analysis shows that businesses are operating in a challenging market. Businesses are specifically seeking support on overheads (such as business rates) and attracting more customers to the centre (such as through cheaper car parking). The other key findings of the business survey conducted in August 2010 include, *inter alia*:

- the turnover of the businesses is localised mainly derived from residents and workers;
- the majority did not have any plans to change their business over the next twelve months;
- the centres of Norwich; Bury St Edmunds and Cambridge were identified as the key competitors;
- the majority of businesses were long established having been trading for over ten years;
- most businesses have experienced an increase in turnover over the last five years and including over the last twelve months;
- the main constraints to trading performance identified were: current economic climate; high rents/overheads; poor quality of the shopping environment; poor quality shops; too many discount and charity shops; inadequate car parking; lack of passing trade outside business; and 'competition from other centres.
- the main concerns with regard to the improvements centred on more independent & specialist shops; greater promotion / marketing of the town centre; more / better range of multiple retailers; more / better choice of non-food shops; more / better clothing & fashion shops; more / better car parking.

9.22 Please note that these results reflect the views of businesses as at August 2010, prior to the more recent store openings and the opening of the surface level car park at Crown Street, as reported elsewhere in the retail study.

10.0 CONCLUSIONS

- 10.1 This study provides a strategic assessment of the quantitative and qualitative need for new retail floorspace in the Borough to help inform the preparation of the Council's DPDs. It provides a sound framework based on robust baseline evidence to guide the shopping needs up to 2016, 2021, 2026 and 2031. The principal findings and recommendations of the analysis are set out in this concluding section.
- 10.2 Our analysis has focused on the opportunities and threats facing Ipswich town centre, which is the principal shopping and leisure destination in the Borough. We also comment on the future performance of other smaller district and local centres in the Borough as they perform important roles in the retail hierarchy.

THE CONTEXT FOR RETAIL GROWTH

- 10.3 The retail and urban landscape has changed dramatically over the last two decades. Increased car ownership has resulted in greater household mobility and therefore the choices of shopping locations and the distances that can be travelled are much greater. The so-called waves of retail decentralisation have resulted in substantial new comparison and convenience goods retail floorspace being developed in out-of-centre locations. Additionally, over the recent past, the growth of Internet shopping has taken an increasing market share of retail sales.
- 10.4 At a spatial level, there has been a long-term polarisation of new retail development and investment in the country's top 50 to 100 larger centres. In some cases this has further weakened the vitality and viability of those smaller and medium-sized centres that are also competing with out-of-centre shopping locations. The renewed focus on urban regeneration has increased demand for town centre sites for a wider range of land uses. At the same time, national multiple retailers and leisure operators have become increasingly space hungry as they seek larger store formats and buildings to accommodate a wider product offer. In turn, this is placing increased pressure on LPAs to identify and allocate larger sites in town centres for comprehensive retail and mixed use developments. These trends present significant opportunities and challenges to Ipswich and the Borough's centres.
- 10.5 As part of a dynamic industry, retailers have also continued to evolve their formats and offer, particularly in the grocery sector. The tighter policy controls on out-of-centre retailing over the last decade, along with changing demographic and socio-economic trends, has resulted in the main foodstore operators and larger format retailers returning to the high street. In order to maintain and increase their market share of the grocery sector, retailers such as Tesco and Sainsbury's have moved into the convenience goods sector through the rapid expansion of their respective Express and Local store formats. At the same time, the foodstore operators are increasing the comparison goods offer in their existing stores through extensions and as part of the

wider offer of new store proposals. Some of the larger superstores are emerging as typical variety or department stores. This trend could represent a threat to smaller centres, where the larger out-of-centre stores evolve into one-stop shopping destinations.

- 10.6 Underpinning the dynamism of the retail sector has been the state of the economy. The boom enjoyed by the UK over the last decade is over and the prevailing economy is in a fragile state. This presents significant additional challenges for the sector and retail led investments in particular. Depressed levels of consumer and business confidence; rising unemployment; contracting disposable incomes and a bleak international backdrop suggest negative or flat growth over the short term and a slow upturn over the medium term. This too has implications for future expenditure growth and capacity over the forecast period.

IPSWICH TOWN CENTRE

- 10.7 The economic performance of Ipswich town centre is important to the continued growth and prosperity of the Borough as a whole. As the principal centre in the Borough for retail, leisure and service uses, it has a clear role to play in driving the development of the Borough into the future.
- 10.8 Although a large and relatively popular shopping destination, the health check has identified a degree of fragility in the town centre's overall vitality and viability. For example the key performance indicators show that, *inter alia*:
- it has fallen some 28 places in the national rankings from 39th to 67th since 2005;
 - its vacant floorspace increased between 2005 and September 2009³⁵;
 - a number of these vacant units do not meet the requirements of modern retailers;
 - it lacks a high quality department store offer;
 - there is a quality gap in its overall retail and fashion offer; and
 - it has not benefitted from significant new investment in its retail floorspace and offer for a number of years.
- 10.9 Ipswich's role and status as a shopping location has been eroded over the past decade by significant new investment and development in the competing centres, as well as from major out-of-centre schemes both within and outside the Borough. We therefore consider that there is significant potential to attract a quality department store operator to the town centre as part of a major new retail-led mixed use development.

³⁵ Please note that vacancy levels recorded by Ipswich Central for the BID area (which covers a wider area than the Central Shopping Area) identified that vacancy levels in October 2010 stood at 11.5%, which represented a slight improvement on the levels recorded by Ipswich Central in 2009.

- 10.10 The town's convenience goods offer is also more limited when compared to the national average. The main bulk shopping needs of the town's catchment population are being met by the large major superstores including Asda (Goddard Road, Anglia Retail Park) and J Sainsbury (Hadleigh Road, Suffolk Retail Park). Notwithstanding this, the proposed Tesco Extra at Grafton Way will help to claw back shoppers and spend from these other competing out-of-centre superstores, with the potential for increased linked trips with the town centre's other shops, businesses and facilities.
- 10.11 The town's commercial leisure provision is focused around its 20 restaurants, 13 public houses and 16 wine bars. The arts and cultural facilities are strongly represented through the provision of the theatres, dance and music venues (including The New Wolsey, Regent Theatre, Dance East and Corn Exchange). These facilities provide significant linked trips and spin-off expenditure for the town's other cafes, bars and restaurants.
- 10.12 Our audit of the centre in February 2010 identified an increase in vacancy levels across the town centre as a whole, which was largely explained by the widespread impact of the economic recession on Britain's High Streets. Notwithstanding this, it is acknowledged that prior to finalising this study, a number of the larger and more central vacant units have recently been occupied, which is a positive sign. Nevertheless, it is important that the Council responds to safeguarding the vitality and viability of the centre by promoting new investment and development in the centre by engaging with owners, developers and retailers.
- 10.13 In summary, Ipswich needs to attract further investment to maintain and strengthen its important role and function within the Borough and the wider sub-regional shopping hierarchy. This calls for a robust and deliverable vision and policy direction in the light of increasing competition from other sub-regional centres and the changing economic backdrop.

DISTRICT AND LOCAL CENTRES

- 10.14 These centres primarily serve a more local catchment within the established residential areas of the Borough.
- 10.15 New investment has occurred in the larger District Centres, particularly Norwich Road/Bramford Road and in the redeveloped or newly emerging communities at Stoke Park and Duke Street. The majority of the District and Local Centres are healthy.
- 10.16 Our assessment has identified that some Local centres are in decline and do not have the sufficient critical mass for long term viability (such as, for example, St. Helen's Street and Woodbridge Road).
- 10.17 Due to the extensive number of Local Centres in the Borough, we consider that those centres with four or less units or lacking a major food/convenience store anchor, or serving only a small neighbourhood warrant re-designation in retail terms. However, it

is acknowledged that that should be part of range of criteria including other uses such as community uses that the Council may want to consider in redefining these centres.

QUANTITATIVE NEED ASSESSMENT

- 10.18 The baseline capacity forecasts provide a strategic economic assessment of the potential for new convenience and comparison goods floorspace in the Borough, based on the forecast growth in the total available expenditure up to 2031 and the take-up of this expenditure by existing floorspace and new commitments.
- 10.19 For convenience goods retailing, there is no forecast capacity over the medium term (up to 2021) for major new floorspace after taking into account all recent planning permissions and outstanding commitments. Capacity increases to between 3,580m² net – 7,161m² net by 2026 and between 7,751m² net – 15,502m² by 2031. This notwithstanding, there is an identified qualitative need to provide a foodstore anchor in the town centre to help claw back shoppers and expenditure. A centrally located foodstore with good pedestrian connections to the primary shopping area would help to maximise the benefits to the centre's overall vitality and viability through linked trips and spin off expenditure.
- 10.20 For comparison goods, after taking into account the Grafton Way and Westgate Centre commitments, capacity in 2016 is 13,320m² net. The capacity increases to 47,498m² net by 2026 and 71,458m² net by 2031. The economic capacity analysis confirms that there is a need for Ipswich to provide new quality comparison goods floorspace over the development plan period to help maintain and enhance its position in the retail hierarchy.
- 10.21 In terms of out-of-centre retailing, the qualitative and quantitative evidence indicates that the Borough is well served by foodstores and has a good choice of non-food retail floorspace. There is no demonstrable need for new out-of-centre retailing and, in any case, the significant new investment committed and planned for Ipswich town centre should not be jeopardised or harmed by additional out-of-centre retailing in accordance with PPS4.
- 10.22 The floorspace capacity forecasts identified by this study should be treated as a broad indication of the potential need for new retail floorspace, rather than a maximum or minimum threshold (or target) that should necessarily be met. Forecasts more than five years ahead are inherently less certain and should therefore be treated with caution and regularly updated. Furthermore, the capacity forecasts are based on constant market shares up to 2031. Although this is an accepted approach for retail studies, it inevitably does not take account of changing shopping patterns that can arise from new development. This will be one of a number of important considerations for the Council when assessing and determining future planning applications. For example, if an opportunity is identified for a large scheme in the town centre or a sequentially preferable edge-of-centre site, then this could increase the town centre's

market share of expenditure from within the Borough and the wider catchment area. Any uplift in market shares arising from new development would, therefore, generate additional residual expenditure and forecast capacity for new floorspace over and above the forecasts identified by this study.

- 10.23 Turning to the commercial leisure sector, Ipswich town centre has a good range of commercial entertainment and cultural facilities. The broad offer needs to be maintained and enhanced to prevent leakage to competing centres. Our analysis has highlighted a qualitative need for a ten pin bowling facility to aid the vitality and help underpin a diverse evening economy of the town centre. Cinema visits are a popular leisure activity and due to the number of screens and seats at Cineworld in Cardinal Park our assessment has shown the theoretical capacity increasing over the medium to long term. Our analysis also shows a potential capacity for A3/A4/A5 floorspace in 2016 ranging from 2,660m² to 4,000m² net in the ICA, rising to between 14,290m² net and 21,440m² net by 2031.

LOCAL BUSINESS VIEWS & PERCEPTIONS

- 10.24 An online survey of local businesses was undertaken as part of the evidence gathering exercise. The output of this consultation exercise confirmed that businesses are currently operating in a challenging market. Businesses specifically seek support on outgoings (such as business rates) and through means to attract more customers to the centre (such as through cheaper car parking).

- 10.25 The other key findings of the business survey included, *inter alia*:

- the turnover of the businesses is localised mainly derived from residents and workers;
- the centres of Norwich; Bury St Edmunds and Cambridge were identified as the key competitors;
- the main constraints to trading performance identified were: current economic climate; high rents/overheads; poor quality of the shopping environment; poor quality shops; too many discount and charity shops; inadequate car parking; lack of passing trade outside business; and competition from other centres; and
- the main concerns with regard to the improvements centred on more independent & specialist shops; greater promotion / marketing of the town centre; more / better range of multiple retailers; more / better choice of non-food shops; more / better clothing & fashion shops; and more / better car parking.

OVERALL STRATEGY

- 10.26 Ipswich is the dominant centre in the study area in terms of the relative scale and quality of its retail offer, as well as its wider town centre uses. However, the evidence shows that it needs to raise its status and offer in the future to help maintain and

strengthen its important role and function in the shopping hierarchy. Otherwise there will be leakage to competing centres, which detrimentally contributes to stagnation and decline.

- 10.27 During this period of economic downturn and uncertainty it is vital that developer, investor and business confidence in the town centre is encouraged and promoted proactively. Fundamental to this, the priority for the Council should be to help deliver sufficient development sites within the town centre with potential for significant new retail-led floorspace over the development plan period. This is supported by the economic forecasts which show that there is significant capacity for additional comparison goods retail floorspace over the development plan period. This capacity should be directed to the town centre first in accordance with PPS4 followed by edge-of-centre sites that are or will be well connected to the centre.
- 10.28 On the other hand, out of centre proposals for new retail and other town centre uses should be resisted where sequentially preferable sites are available, suitable and viable; and/or where proposals would have a harmful impact on either the town centre, or the Borough's main district and local centres.
- 10.29 With regard to convenience goods retailing, there is no quantitative capacity for new floorspace up to 2021 following the resolution to grant planning permission for the Tesco Extra store at Grafton Way. Notwithstanding this, there is still a gap in the town centre's main bulk food offer. A superstore operator could therefore help to anchor a major retail-led development scheme in the town centre, depending on the level of market demand.
- 10.30 The majority of the Borough's District and Local Centres are relatively healthy. They primarily serve the more frequent day-to-day top-up food and service needs of their local resident catchment populations. Notwithstanding this, some of the centres also have a wider catchment and market penetration (such as, for example, the Asda at the Stoke Park District Centre). In general terms the vitality and viability of these smaller centres is, to varying degrees, anchored by their food and convenience store offer and it is important that this offer is maintained and enhanced where possible. We therefore recommend that a robust vision and strategy be developed to help consolidate and strengthen the important role and status of these smaller centres in the Borough's shopping hierarchy.
- 10.31 Overall the Borough's centres remain vital and viable, despite the impact of the downturn in the economy on the retail sector. This notwithstanding, deficiencies have been identified such as the 'quality gap' in the town centre's offer and the competition from other centres and shopping facilities. We therefore strongly recommend that this weakness or fragility in the town centre's offer be met head-on through the promotion and delivery of new investment and development.

11.0 GLOSSARY OF TERMS

CITY CENTRES:	The highest level of centre identified in development plans. In terms of hierarchies, they will often be a regional centre and will serve a wide catchment. The centre may be very large, embracing a wide range of activities and may be distinguished by areas which may perform different main functions. Planning for the future of such areas can be achieved successfully through the use of area action plans, with master plans or development briefs for particular sites. In London the international and metropolitan centres identified in the Mayor's Spatial Development Strategy typically perform the role of city centres.
TOWN CENTRES:	Town centres will usually be the second level of centres after city centres and, in many cases, they will be the principal centre or centres in a local authority's area. In rural areas they are likely to be market towns and other centres of similar size and role which function as important service centres, providing a range of facilities and services for extensive rural catchment areas. In planning the future of town centres, local planning authorities should consider the function of different parts of the centre and how these contribute to its overall vitality and viability. In London the major and many of the district centres identified in the Mayor's Spatial Development Strategy typically perform the role of town centres.
DISTRICT CENTRES:	District centres will usually comprise groups of shops often containing at least one supermarket or superstore, and a range of non-retail services, such as banks, building societies and restaurants, as well as local public facilities such as a library.
LOCAL CENTRES:	Local centres include a range of small shops of a local nature, serving a small catchment. Typically, local centres might include, amongst other shops, a small supermarket, a newsagent, a sub-post office and a pharmacy. Other facilities could include a hot-food takeaway and launderette. In rural areas, large villages may perform the role of a local centre.
TOWN CENTRE AREA:	Defined area, including the primary shopping area and areas of predominantly leisure, business and other main town centre uses within or adjacent to the primary shopping area. The extent of the town centre should be defined on a proposals map.
CENTRAL SHOPPING AREA:	The Ipswich Central Shopping Area (CSA) is as identified in the adopted 1997 Local Plan and includes primary, secondary and speciality shopping frontages.
PRIMARY SHOPPING AREA (PSA)	Defined area where retail development is concentrated (generally comprising the primary and those secondary frontages which are contiguous and closely related to the primary shopping frontage). The extent of the primary shopping area should be defined on the proposals map. Smaller centres may not have areas of predominantly leisure, business and other main town centre uses adjacent to the primary shopping area, therefore the town centre may not extend beyond the primary shopping area. <i>[In PPS6 the centre for a retail development constitutes the primary shopping area].</i>
PRIMARY FRONTAGE	Primary frontages are likely to include a high proportion of retail uses.
SECONDARY FRONTAGE	Secondary frontages provide greater opportunities for a diversity of uses.
EDGE-OF-CENTRE	For retail purposes, a location that is well connected to and within easy walking distance (i.e. up to 300 metres) of the primary shopping area. For all other main town centre uses, this is likely to be within 300 metres of a town centre boundary. In determining whether a site falls within the definition of edge-of-centre, account should be taken of local circumstances. For example, local topography will affect pedestrians' perceptions of easy walking distance from the centre. Other considerations include barriers, such as crossing major roads and car parks, the attractiveness and perceived safety of the route and the strength of attraction and size of the town centre. A site will not be well connected to a centre where it is physically separated from it by a barrier such as a major road, railway line or river and there is no existing or proposed

	pedestrian route which provides safe and convenient access to the centre.
OUT-OF-CENTRE	A location which is not in or on the edge of a centre but not necessarily outside the urban area.
OUT-OF-TOWN	An out-of-centre development outside the existing urban area.
CONVENIENCE SHOPPING	Convenience retailing is the provision of everyday essential items, including food, drinks, newspapers/magazines and confectionery.
SUPERMARKETS	Self-service stores selling mainly food, with a trading floorspace less than 2,500 square metres, often with car parking.
SUPERSTORES	Self-service stores selling mainly food, or food and non-food goods, usually with more than 2,500 square metres trading floorspace, with supporting car parking.
COMPARISON SHOPPING	Comparison retailing is the provision of items not obtained on a frequent basis. These include clothing, footwear, household and recreational goods.
RETAIL WAREHOUSES	Large stores specialising in the sale of household goods (such as carpets, furniture and electrical goods), DIY items and other ranges of goods, catering mainly for car-borne customers.
RETAIL PARKS	An agglomeration of at least 3 retail warehouses.
WAREHOUSE CLUBS	Large businesses specialising in volume sales of reduced priced goods. The operator may limit access to businesses, organisations or classes of individual.
FACTORY OUTLET CENTRES	Groups of shops specialising in selling seconds and end-of-line goods at discounted prices.
REGIONAL & SUB-REGIONAL SHOPPING CENTRES	Out-of-centre shopping centres which are generally over shopping centres 50,000 square metres gross retail area, typically comprising a wide variety of comparison goods stores.
LEISURE PARKS	Leisure parks often feature a mix of leisure facilities, such as a multi-screen cinema, indoor bowling centres, night club, restaurants, bars and fast-food outlets, with car parking.
CONVENIENCE GOODS EXPENDITURE	Expenditure (including VAT as applicable) on goods in COICOP categories: Food and non-alcoholic beverages, Tobacco, Alcoholic beverages (off-trade), Newspapers and periodicals, Non-durable household goods.
COMPARISON GOODS EXPENDITURE	Expenditure (including VAT as applicable) on goods in COICOP Categories: Clothing materials & garments, Shoes & other footwear, Materials for maintenance & repair of dwellings, Furniture & furnishings; carpets & other floor coverings, Household textiles, Major household appliances, whether electric or not, Small electric household appliances, Tools & miscellaneous accessories, Glassware, tableware & household utensils, Medical goods & other pharmaceutical products, Therapeutic appliances & equipment, Bicycles, Recording media, Games, toys & hobbies; sport & camping equipment; musical instruments, Gardens, plants & flowers, Pets & related products, Books & stationery, Audio-visual, photographic and information processing equipment, Appliances for personal care, Jewellery, watches & clocks, Other personal effects.
SPECIAL FORMS OF TRADING	All retail sales not in shops and stores; including sales via the internet, mail order, TV shopping, party plan, vending machines, door-to-door and temporary open market stalls.
GROSS GROUND FLOOR FOOTPRINT FLOORSPACE	The area shown on the Ordnance Survey map or other plans as being occupied by buildings and covered areas measured externally.
GROSS RETAIL FLOORSPACE	The total built floor area measured externally which is occupied exclusively by a retailer or retailers; excluding open areas used for the storage, display or sale of goods.
NET RETAIL SALES AREA	The sales area within a building (i.e. all internal areas accessible to the customer), but excluding checkouts, lobbies, concessions, restaurants,

	customer toilets and walkways behind the checkouts.
RETAIL SALES DENSITY	Convenience goods, comparison goods or all goods retail sales (stated as including or excluding VAT) for a specified year on the price basis indicated, divided by the net retail sales area generating those sales.
FLOORSPACE EFFICIENCY FACTOR	The percentage by which a retail sales density is assumed to increase annually in real terms over a stated period.

- END -

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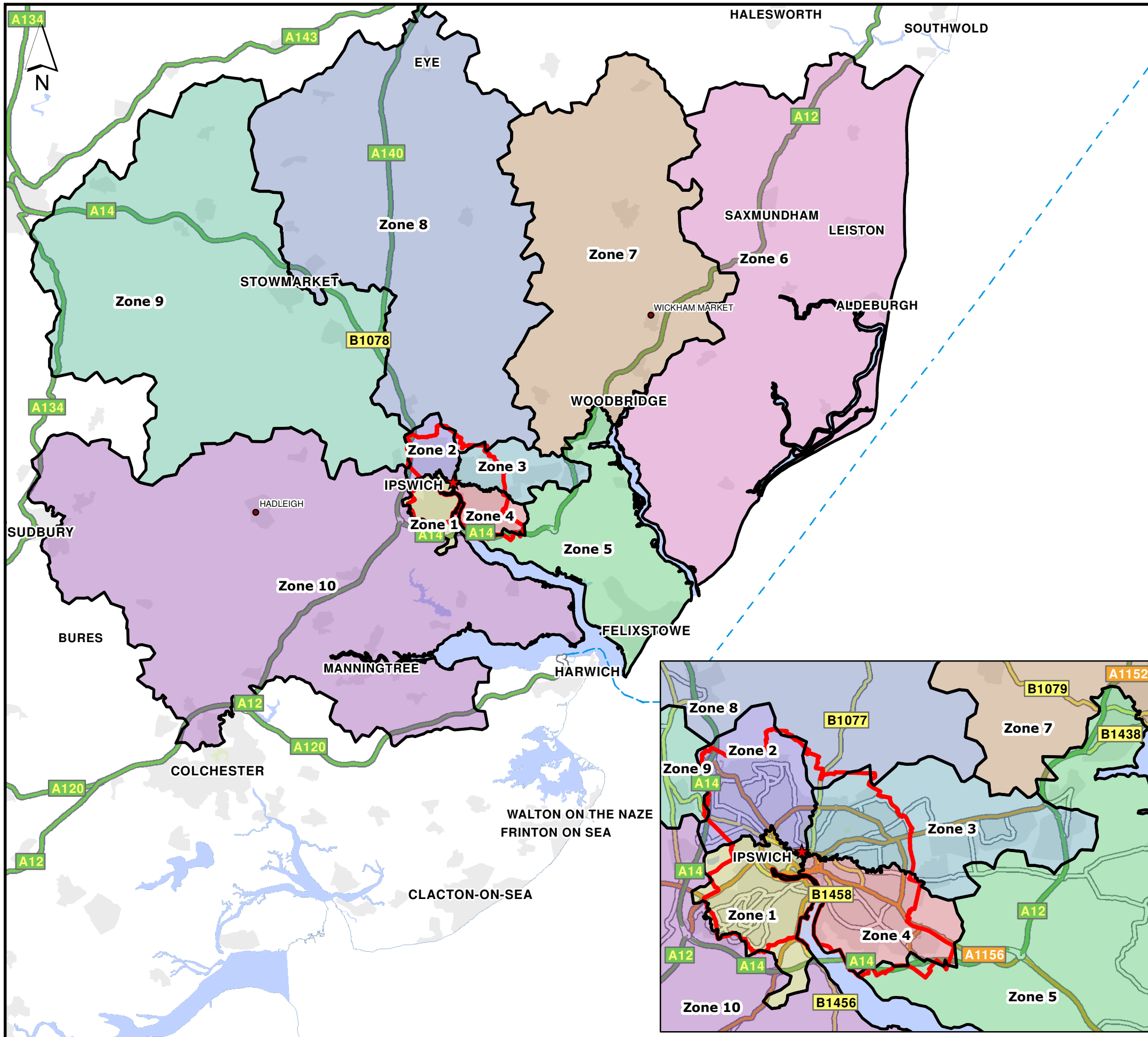
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APPENDIX 1: HOUSEHOLD SURVEY – COMPRISING CATCHMENT AREA MAP AND RESULTS



★ IP1 3BB
 □ Ipswich Borough

Retail Catchment Zones

	Population
Zone 1	34,611
Zone 2	30,818
Zone 3	47,256
Zone 4	34,174
Zone 5	39,542
Zone 6	31,510
Zone 7	25,862
Zone 8	33,259
Zone 9	56,135
Zone 10	83,317



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Retail Catchment Zones & Borough Boundary

Not to scale - March 2010

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Introduction

1.1 Research Background & Objectives

To conduct a survey on behalf of Ipswich Borough Council amongst residents in the Ipswich area to assess shopping habits for main food and grocery, top-up, non-food shopping and leisure activities.

1.2 Research Methodology

A total of 1000 telephone interviews were conducted between Wednesday 10th February 2010 and Thursday 18th February 2010. Interviews were conducted using NEMS in-house CATI (Computer Assisted Telephone Interviewing) Unit. Respondents were contacted during the day and in the evening. All respondents were the main shopper in the household, determined using a preliminary filter question.

A random sample of live interviews were listened in to and assessed by our CATI Team Leaders to verify that the quality of interviewing was being maintained.

1.2.1 Sampling

Selection was done using random stratified sampling from all available telephone numbers within the defined survey area. The survey area was segmented into 10 zones, defined using postcode sectors. The zone details were:

Zone	Postcode Sectors	Number of Interviews
1	IP1 1, IP1 2, IP2 0, IP2 8, IP2 9	100
2	IP1 3, IP1 4, IP1 5, IP1 6	100
3	IP4 2, IP4 3, IP4 4, IP4 5, IP5 1, IP5 2, IP5 3	100
4	IP3 0, IP3 8, IP3 9, IP4 1	100
5	IP10 0, IP11 0, IP11 2, IP11 3, IP11 4, IP11 7, IP11 9, IP12 4	100
6	IP12 2, IP12 3, IP15 5, IP16 4, IP17 1, IP17 2, IP17 3	100
7	IP12 1, IP13 0, IP13 6, IP13 7, IP13 8, IP13 9	100
8	IP6 0, IP6 9, IP14 4, IP14 5, IP14 6, IP23 7, IP23 8	100
9	IP6 8, IP7 7, IP8 4, IP14 1, IP14 2, IP14 3, IP30 0, IP30 9, IP31 3	100
A	CO4 5, CO6 4, CO6 5, CO7 6, CO10 0, CO10 5, CO11 1, CO11 2, IP7 5, IP7 6, IP8 3, IP9 1, IP9 2	100
Total		1000

1.2.2 Weightings

As sample sizes within each sector were not in proportion to population, the final tabulated data was weighted to make the overall results representative of the total population within the defined survey area. Details of those weightings are given in Appendix 8:

1.2.3 Statistical Reliability

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

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

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

The 95% confidence intervals for this survey are as follows:

%ge Response	95% confidence interval
10	±1.9
20	±2.5
30	±2.8
40	±3.0
50	±3.1

1.2.4 Rebasing

Once the data had been tabulated it was decided that additional sets of tabulations should be run with certain responses removed. 2 sets of rebased tabs were run and the removed responses are set out in the table below.

Rebase 1	Don't know, Don't do, Can't Remember, Do not do buy these goods, Not applicable, Goods delivered, Abroad
Rebase 2	Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't Remember, Do not do buy these goods, Not applicable, Goods delivered, Abroad

Appendix 1:

Data Tabulations

By Area

Ipswich Household Survey for Strategic Perspectives

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
Q01 Where do you normally go for your household's main food and grocery shopping i.e. primarily bulk 'trolley' purchases?										
Aldi, 14 Meredith Road	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Aldi, 201 Felixstowe Road	0.4%	4	1.0%	4	0.0%	0	0.0%	0	0.0%	0
Aldi, 3 Hines Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Asda, Stoke Park Drive	1.5%	15	3.5%	14	0.0%	0	0.0%	0	1.0%	1
Asda, Goddard Road, Ipswich	8.2%	82	11.0%	44	2.3%	7	14.0%	28	3.0%	3
Asian Food store, 73-75 Norwich Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Butchers and Fruits, 14 St Helen's Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Ravenswood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op , 65-67 Colchester Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op & Rushmere Post Office, 51-53 Woodbridge Road East	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 147 Fircroft Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 15 Garrick Way	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 15-25 Meredith Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 15-23 Ulster Avenue	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 283 Norwich Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 16 Norwich Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 245-253 Hawthorn Drive	0.3%	3	0.8%	3	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 196 Vernon Street	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 111-113 Cauldwell Hall Road	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 34-38 Foxhall Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 1 Hines Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 2-8 Selkirk Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 217-221 Clapgate Lane	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 64-66 Queen's Way	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 119-123 Penshurst Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 335-337 Woodbridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 61 Prince of Wales Drive	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 201 Bramford Lane	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore (LateShop), 310 Sheldrake Drive	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, 88 Bramford Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Global Fruits, 49 Butter Market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Go East , 2 Fore Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halal Connection, 3-3a Norwich Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 23-31 St Matthew's Street	0.3%	3	0.8%	3	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, 38-40 Upper Brook Street	1.0%	10	2.3%	9	0.0%	0	0.5%	1	0.0%	0
J Sainsbury, 40 Hadleigh Road, Ipswich	6.2%	62	11.8%	47	0.3%	1	3.0%	6	8.0%	8
Kerala Store, 71 St John's Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Ravenswood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Handford Road	0.3%	3	0.5%	2	0.0%	0	0.5%	1	0.0%	0
M.R.S Food Store and Off	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Ipswich Household Survey for Strategic Perspectives

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
Licence, 142 Felixstowe Road										
M.R.S Foodstore, 52 Woodbridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mamoudou, 37 Norwich Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencers, 16-26 Westgate Street	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
McColls, 53 Stoke Park Drive	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mediterranean Foods, 3 Bramford Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Sproughton Road, Ipswich	9.8%	98	16.8%	67	2.3%	7	8.0%	16	8.0%	8
Napoli Deli, 67 Upper Orwell Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
National Groceries and Fruits, 31 Norwich Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premiere Stores, 17 Wherstead Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Procter's Sausages, 12 The Walk	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, 777-779 Woodbridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, 11 Reynolds Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Nacton Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express, St Matthews Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Duke Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express & Post Office, 651 Bramford Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Candy Box Off-Licence, 422 Woodbridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weigh 'n' Save, 69 Carr Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
World Food Store, 20 St Helen's Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Girling Street, SUDBURY	0.3%	3	0.0%	0	0.0%	0	0.0%	0	3.0%	3
Aldi, 6-10 Lime Kiln Lane, THETFORD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Turner Rise, COLCHESTER	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Asda, Wilkes Way, STOWMARKET	4.9%	49	0.3%	1	1.0%	3	22.5%	45	0.0%	0
Budgens, Bullock Fair Close, HARLESTON	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, St Andrews Street, MILDENHALL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, The Thoroughfare, WOODBRIDGE	0.4%	4	0.0%	0	1.3%	4	0.0%	0	0.0%	0
Iceland, George Road, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 5-6 Cornhill, BURY ST EDMUNDS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Waterglade Park, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, St Johns Walk Shopping Centre, COLCHESTER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Unit 7, Tollgate Centre, COLCHESTER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 50-60 Hamilton Way, FELIXSTOWE	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Iceland, Roachford Way, FRINTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Combs Lane, STOWMARKET	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 94-95 North Street, SUDBURY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Minstergate Street, THETFORD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, The Newlands,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Ipswich Household Survey for Strategic Perspectives

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
WITHAM										
J Sainsbury, High Street, ATTLEBOROUGH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, 1 Tofts Walk, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, Moreton Hall, BURY ST EDMUNDS	1.5%	15	0.0%	0	0.0%	0	7.5%	15	0.0%	0
J Sainsbury, 14 Priory Walk, COLCHESTER	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
J Sainsbury, Stanway, COLCHESTER	0.3%	3	0.0%	0	0.0%	0	0.0%	0	3.0%	3
J Sainsbury, London Road, THETFORD	0.3%	3	0.5%	2	0.0%	0	0.0%	0	1.0%	1
J Sainsbury, Felixstowe Road, Warren Heath, WARREN HEATH	10.6%	106	19.3%	77	6.7%	20	1.0%	2	7.0%	7
Kwik Save, Minster Gate Street, THETFORD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, St Johns Walk, COLCHESTER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, FELIXSTOWE	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Lidl, Staple Tye, HARLOW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, 36 North Street, SUDBURY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, 23 Buttemarket, BURY ST EDMUNDS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, 35-39 Pier Avenue, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, 38 High Street, COLCHESTER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, 55 Hamilton Road, FELIXSTOWE	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Marks & Spencer, 82-84 London Road North, LOWESTOFT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, George Westwood Way, BECCELES	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Morrisons, Little Clacton, CLACTON ON SEA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Morrisons, Old Road, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, 146 Victoria Road, DISS	1.7%	17	0.0%	0	2.3%	7	5.0%	10	0.0%	0
Morrisons, Grange Farm Park, FELIXSTOWE	2.2%	22	0.0%	0	7.3%	22	0.0%	0	0.0%	0
Morrisons, Parkeston, HARWICH	0.3%	3	0.0%	0	0.0%	0	0.0%	0	3.0%	3
Morrisons, Gisleham, LOWESTOFT	0.4%	4	0.0%	0	1.3%	4	0.0%	0	0.0%	0
Morrisons, Braintree Road, WITHAM	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netto, 24 Highfields Road, WITHAM	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainbow, Gosford Road, BECCELES	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainbow, Ashburnham Way, CARLTON COLVILLE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainbow, 133 Victoria Road, DISS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainbow, Saxons Way, HALESWORTH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roys Wroxham, Risbygate Street, BURY ST EDMUNDS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roys Wroxham, Great Eastern Road, SUDBURY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solar Superstore, Hamilton Road, FELIXSTOWE	0.8%	8	0.0%	0	2.7%	8	0.0%	0	0.0%	0
Solar Superstore, Market Hill, FRAMLINGHAM	1.2%	12	0.0%	0	4.0%	12	0.0%	0	0.0%	0

Ipswich Household Survey for Strategic Perspectives

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
Solar Superstore, Weavers Court, HALSTEAD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solar Superstore, Sizewell Road, LEISTON	1.5%	15	0.0%	0	5.0%	15	0.0%	0	0.0%	0
Somerfield, Market Square, BECCLES	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Somerfield, Rayne Road, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Mildenhall Road, BURY ST EDMUNDS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Clacton Hall, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, 39-43 High Street, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, 37-38 Mere Street, DISS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, 270 High Street, DOVERCOURT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, High Street, HALSTEAD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, 112 London Road, LOWESTOFT	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Somerfield, Church Street, SAXMUNDHAM	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Somerfield, 2 Market Place, SOUTHWOLD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, 100 East Street, SUDBURY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Great Notley, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Marks Gate, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Market Place, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, London Road, BRANDON	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Tesco, St Saviours, BURY ST EDMUNDS	0.8%	8	0.0%	0	0.0%	0	4.0%	8	0.0%	0
Tesco, Greenstead Road, COLCHESTER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Highwoods Square, COLCHESTER	1.1%	11	0.0%	0	0.0%	0	0.0%	0	11.0%	11
Tesco, Victoria Road, DISS	0.6%	6	0.0%	0	0.7%	2	2.0%	4	0.0%	0
Tesco, Yarmouth Road, LOWESTOFT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Cedars Park, STOWMARKET	3.7%	37	0.0%	0	0.0%	0	18.5%	37	0.0%	0
Tesco, Springlands Way, SUDBURY	1.2%	12	0.0%	0	0.0%	0	0.5%	1	11.0%	11
Tesco, Kilverston, THETFORD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, 86 Church Road, TIPTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, The Grove Centre, WITHAM	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Horringer, BURY ST EDMUNDS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Lawson Place, BURY ST EDMUNDS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, MANNINGTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Copdock Interchange, Copdock	6.2%	62	11.3%	45	1.3%	4	1.5%	3	10.0%	10
Tesco Extra, Martlesham Heath, Martlesham Heath	14.2%	142	9.0%	36	33.7%	101	2.0%	4	1.0%	1
Tesco Metro, 28 Station Road, CLACTON ON SEA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Tesco Metro, 88 Hamilton Road, FELIXSTOWE	0.6%	6	0.0%	0	2.0%	6	0.0%	0	0.0%	0
Tesco Metro, 125-127	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0

Ipswich Household Survey for Strategic Perspectives

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
London Road, LOWESTOFT										
Tesco Metro, Grange Farm, Kesgrave	0.8%	8	2.0%	8	0.0%	0	0.0%	0	0.0%	0
Waitrose, Robert Boby Way, BURY ST EDMUNDS	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Waitrose, Church Street, SAXMUNDHAM	1.3%	13	0.0%	0	4.3%	13	0.0%	0	0.0%	0
Waitrose, Station Road, SUDBURY	0.4%	4	0.0%	0	0.0%	0	0.0%	0	4.0%	4
Internet - Online Asda	0.8%	8	0.5%	2	1.0%	3	0.5%	1	2.0%	2
Internet - Online Ocado	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Internet - Online Sainsburys	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Internet - Online Tesco	3.0%	30	1.3%	5	5.0%	15	3.5%	7	3.0%	3
Other Local Shops - Alder Carr Farm Shop, Creeting St Mary	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Other Local Shops - Co-op, Chancery Lane, Debenham	0.3%	3	0.0%	0	0.0%	0	1.5%	3	0.0%	0
Other Local Shops - Co-op, East Row, The Street, Holbrook	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Other Local Shops - Co-op, Hamilton Road, Felixstowe	0.2%	2	0.0%	0	0.7%	2	0.0%	0	0.0%	0
Other Local Shops - Co-op, High Street, Aldeburgh	0.3%	3	0.0%	0	1.0%	3	0.0%	0	0.0%	0
Other Local Shops - Co-op, High Street, Hadleigh	0.7%	7	0.0%	0	0.0%	0	0.0%	0	7.0%	7
Other Local Shops - Co-op, High Street, Laxfield	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Other Local Shops - Co-op, Market Hill, Framlingham	0.5%	5	0.0%	0	1.7%	5	0.0%	0	0.0%	0
Other Local Shops - Co-op, Saxons Way, Halesworth	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Other Local Shops - Co-op, Sizewell Road, Leiston	0.7%	7	0.0%	0	2.3%	7	0.0%	0	0.0%	0
Other Local Shops - Co-op, The Street, Capel St Mary	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Other Local Shops - Co-op, The Street, Holbrook	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Other Local Shops - Lowestoft - Asda, Belvedere Road-Off Horn Hill, Lowestoft	0.3%	3	0.0%	0	1.0%	3	0.0%	0	0.0%	0
Other Local Shops - Lowestoft - Lidl, North Quay Retail Park, Peto Way, Lowestoft	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Other Local Shops - Manningtree - Co-op, Century House, Station Road, Manningtree	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Other Local Shops - Morrisons, Tower Road, Lowestoft	0.2%	2	0.0%	0	0.7%	2	0.0%	0	0.0%	0
Other Local Shops - Post Office, Barton Road, Thurston	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Other Local Shops - Priory, Nacton Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other Local Shops - Sudbury - Grange farm shop, Haskerton	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other Local Shops - Tesco, Northolk	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Other Local Shops - Tesco, Ropes Drive, Kesgrave	0.3%	3	0.8%	3	0.0%	0	0.0%	0	0.0%	0
Other Local Shops- Bury St. Edmunds- Co-op, Woolpit, Bury St. Edmunds	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Internet / Mail Order	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

Ipswich Household Survey for Strategic Perspectives

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)
(Don't know / varies)	2.4% 24	1.3% 5	4.7% 14	0.5% 1	4.0% 4
Base:	1000	400	300	200	100

Q02 What is the main reason you choose (store mentioned at Q01) to do your main food and grocery shopping?

Accessibility by public transport	1.1%	11	1.3%	5	1.3%	4	1.0%	2	0.0%	0
Choice / price of non- food goods (e.g. clothes, DVDs, etc)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choice of food goods available	5.3%	53	4.0%	16	9.3%	28	1.5%	3	6.0%	6
Clean shopping environment	0.2%	2	0.3%	1	0.0%	0	0.5%	1	0.0%	0
Clubcard / Rewards system	1.4%	14	1.5%	6	1.0%	3	1.5%	3	2.0%	2
Convenient to home	49.6%	496	48.0%	192	53.0%	159	50.0%	100	45.0%	45
Convenient to work	2.0%	20	2.5%	10	1.7%	5	2.0%	4	1.0%	1
Free car parking	1.2%	12	0.3%	1	2.0%	6	2.0%	4	1.0%	1
Good car parking provision	0.9%	9	0.5%	2	1.0%	3	1.5%	3	1.0%	1
Good shopping environment	0.2%	2	0.0%	0	0.0%	0	1.0%	2	0.0%	0
Low prices	11.7%	117	12.0%	48	11.3%	34	10.5%	21	14.0%	14
Part of shopping trip for non- food goods	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Preference for retailer	10.4%	104	13.5%	54	4.7%	14	11.5%	23	13.0%	13
Provision of leisure services nearby	0.2%	2	0.3%	1	0.0%	0	0.5%	1	0.0%	0
Provision of services nearby, such as banks and other financial services	0.5%	5	0.5%	2	0.7%	2	0.5%	1	0.0%	0
Quality of fresh food	5.3%	53	6.5%	26	4.3%	13	3.5%	7	7.0%	7
Safe (during the day)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Safe (during the evening /night time)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Use of cafe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Use of cash point / ATM	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Provision of petrol station / car wash	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Provision of self service tills	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Provision of delicatessen / bakery / fresh fish counter etc	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Convenient / easy	1.1%	11	0.8%	3	0.7%	2	2.5%	5	1.0%	1
Delivery offered	1.5%	15	1.0%	4	1.7%	5	2.0%	4	2.0%	2
Employees discount	1.4%	14	2.5%	10	0.0%	0	1.5%	3	1.0%	1
Friendly / helpful staff	0.3%	3	0.3%	1	0.7%	2	0.0%	0	0.0%	0
Good layout	0.5%	5	0.5%	2	0.7%	2	0.5%	1	0.0%	0
Habit / always gone there	0.8%	8	1.5%	6	0.3%	1	0.5%	1	0.0%	0
Provision for disabled people is good	0.3%	3	0.3%	1	0.3%	1	0.5%	1	0.0%	0
(Don't know / varies)	2.5%	25	1.3%	5	3.3%	10	2.5%	5	5.0%	5
Other	1.3%	13	1.0%	4	1.7%	5	1.5%	3	1.0%	1
Base:	1000	400	300	200	100					

Q03 How do you normally travel to...[STORE/DESTINATION MENTIONED AT Q01]?

Car / van (as driver)	64.5%	645	61.3%	245	65.3%	196	68.0%	136	68.0%	68
Car / van (as passenger)	17.5%	175	18.3%	73	16.0%	48	18.5%	37	17.0%	17
Bus, minibus or coach	4.7%	47	8.3%	33	2.3%	7	3.0%	6	1.0%	1
Using park & ride facility	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Motorcycle, scooter or moped	0.2%	2	0.0%	0	0.3%	1	0.5%	1	0.0%	0
Walk	6.5%	65	9.0%	36	6.0%	18	3.0%	6	5.0%	5
Taxi	0.3%	3	0.5%	2	0.0%	0	0.0%	0	1.0%	1
Train	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.5%	5	0.3%	1	1.0%	3	0.5%	1	0.0%	0
Other	0.2%	2	0.3%	1	0.3%	1	0.0%	0	0.0%	0
(Don't know / varies)	1.0%	10	0.3%	1	1.7%	5	1.0%	2	2.0%	2
Not applicable / goods delivered	4.5%	45	2.0%	8	7.0%	21	5.0%	10	6.0%	6
Base:	1000	400	300	200	100					

Ipswich Household Survey for Strategic Perspectives

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
Q04 How often do you normally do your main food shopping at STORE/DESTINATION MENTIONED AT Q01?										
More than once a week	7.2%	72	8.5%	34	8.0%	24	5.0%	10	4.0%	4
Once a week	66.1%	661	68.8%	275	57.0%	171	75.0%	150	65.0%	65
Once a fortnight	16.9%	169	13.8%	55	22.3%	67	12.5%	25	22.0%	22
Once a month	8.0%	80	8.5%	34	9.0%	27	6.5%	13	6.0%	6
Less often	0.6%	6	0.0%	0	1.7%	5	0.0%	0	1.0%	1
Varies	1.2%	12	0.5%	2	2.0%	6	1.0%	2	2.0%	2
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		1000		400		300		200		100

Ipswich Household Survey for Strategic Perspectives

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
Q05 In addition to ...(STORE MENTIONED AT Q01), are there any other stores that you regularly use for your main-food shopping?										
Aldi, 14 Meredith Road	0.3%	3	0.8%	3	0.0%	0	0.0%	0	0.0%	0
Aldi, 201 Felixstowe Road	0.9%	9	2.3%	9	0.0%	0	0.0%	0	0.0%	0
Aldi, 3 Hines Road	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Asda, Stoke Park Drive	1.6%	16	3.8%	15	0.0%	0	0.5%	1	0.0%	0
Asda, Goddard Road, Ipswich	5.0%	50	8.0%	32	2.3%	7	5.0%	10	1.0%	1
Asian Food store, 73-75 Norwich Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Butchers and Fruits, 14 St Helen's Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Ravenswood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op , 65-67 Colchester Road	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Co-op & Rushmere Post Office, 51-53 Woodbridge Road East	0.3%	3	0.5%	2	0.3%	1	0.0%	0	0.0%	0
Co-op Foodstore, 147 Fircroft Road	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 15 Garrick Way	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 15-25 Meredith Road	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 15-23 Ulster Avenue	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 283 Norwich Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 16 Norwich Road	0.2%	2	0.0%	0	0.0%	0	1.0%	2	0.0%	0
Co-op Foodstore, 245-253 Hawthorn Drive	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 196 Vernon Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 111-113 Cauldwell Hall Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 34-38 Foxhall Road	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 1Hines Road	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 2-8 Selkirk Road	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 217-221 Clapgate Lane	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 64-66 Queen's Way	0.7%	7	1.8%	7	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 119-123 Penshurst Road	0.3%	3	0.8%	3	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 335-337 Woodbridge Road	0.5%	5	0.5%	2	1.0%	3	0.0%	0	0.0%	0
Co-op Foodstore, 61 Prince of Wales Drive	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore , 201 Bramford Lane	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore (LateShop), 310 Sheldrake Drive	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, 88 Bramford Road	0.3%	3	0.8%	3	0.0%	0	0.0%	0	0.0%	0
Global Fruits, 49 Butter Market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Go East , 2 Fore Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halal Connection, 3-3a Norwich Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 23-31 St Matthew's Street	0.4%	4	1.0%	4	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, 38-40 Upper Brook Street	1.2%	12	2.3%	9	0.3%	1	0.0%	0	2.0%	2
J Sainsbury, 40 Hadleigh Road, Ipswich	3.3%	33	4.0%	16	1.0%	3	5.5%	11	3.0%	3
Kerala Store, 71 St John's Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Ravenswood	0.4%	4	0.5%	2	0.3%	1	0.0%	0	1.0%	1
Lidl, Handford Road	0.5%	5	0.3%	1	0.3%	1	1.5%	3	0.0%	0
M.R.S Food Store and Off	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Ipswich Household Survey for Strategic Perspectives

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Licence, 142 Felixstowe Road										
M.R.S Foodstore, 52 Woodbridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mamoudou, 37 Norwich Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencers, 16-26 Westgate Street	2.0%	20	3.8%	15	0.3%	1	1.5%	3	1.0%	1
McColls, 53 Stoke Park Drive	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mediterranean Foods, 3 Bramford Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Sproughton Road, Ipswich	4.1%	41	5.8%	23	1.0%	3	6.5%	13	2.0%	2
Napoli Deli, 67 Upper Orwell Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
National Groceries and Fruits, 31 Norwich Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premiere Stores, 17 Wherstead Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Procter's Sausages, 12 The Walk	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, 777-779 Woodbridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, 11 Reynolds Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Nacton Road	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Express, St Matthews Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Duke Street	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express & Post Office, 651 Bramford Road	0.3%	3	0.8%	3	0.0%	0	0.0%	0	0.0%	0
The Candy Box Off-Licence, 422 Woodbridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weigh 'n' Save, 69 Carr Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
World Food Store, 20 St Helen's Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Girling Street, SUDBURY	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Aldi, 6-10 Lime Kiln Lane, THETFORD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Turner Rise, COLCHESTER	0.9%	9	0.0%	0	0.0%	0	0.0%	0	9.0%	9
Asda, Wilkes Way, STOWMARKET	1.2%	12	0.0%	0	0.7%	2	5.0%	10	0.0%	0
Budgens, Bullock Fair Close, HARLESTON	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, St Andrews Street, MILDENHALL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, The Thoroughfare, WOODBRIDGE	1.2%	12	0.0%	0	4.0%	12	0.0%	0	0.0%	0
Iceland, George Road, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 5-6 Cornhill, BURY ST EDMUNDS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Waterglade Park, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, St Johns Walk Shopping Centre, COLCHESTER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Unit 7, Tollgate Centre, COLCHESTER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 50-60 Hamilton Way, FELIXSTOWE	0.8%	8	0.8%	3	1.7%	5	0.0%	0	0.0%	0
Iceland, Roachford Way, FRINTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Combs Lane, STOWMARKET	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 94-95 North Street, SUDBURY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Minstergate Street, THETFORD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, The Newlands,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Ipswich Household Survey for Strategic Perspectives

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
WITHAM										
J Sainsbury, High Street, ATTLEBOROUGH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, 1 Tofts Walk, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, Moreton Hall, BURY ST EDMUNDS	1.2%	12	0.0%	0	0.0%	0	5.5%	11	1.0%	1
J Sainsbury, 14 Priory Walk, COLCHESTER	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2
J Sainsbury, Stanway, COLCHESTER	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
J Sainsbury, London Road, THETFORD	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, Felixstowe Road, Warren Heath, WARREN HEATH	6.2%	62	8.0%	32	8.3%	25	0.5%	1	4.0%	4
Kwik Save, Minster Gate Street, THETFORD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, St Johns Walk, COLCHESTER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, FELIXSTOWE	0.4%	4	0.0%	0	1.3%	4	0.0%	0	0.0%	0
Lidl, Staple Tye, HARLOW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, 36 North Street, SUDBURY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, 23 Buttemarket, BURY ST EDMUNDS	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Marks & Spencer, 35-39 Pier Avenue, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, 38 High Street, COLCHESTER	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Marks & Spencer, 55 Hamilton Road, FELIXSTOWE	0.5%	5	0.0%	0	1.7%	5	0.0%	0	0.0%	0
Marks & Spencer, 82-84 London Road North, LOWESTOFT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, George Westwood Way, BECCELES	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Morrisons, Little Clacton, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Old Road, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, 146 Victoria Road, DISS	1.0%	10	0.0%	0	0.7%	2	4.0%	8	0.0%	0
Morrisons, Grange Farm Park, FELIXSTOWE	0.8%	8	0.0%	0	2.7%	8	0.0%	0	0.0%	0
Morrisons, Parkeston, HARWICH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Morrisons, Gisleham, LOWESTOFT	0.6%	6	0.0%	0	2.0%	6	0.0%	0	0.0%	0
Morrisons, Braintree Road, WITHAM	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netto, 24 Highfields Road, WITHAM	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainbow, Gosford Road, BECCELES	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainbow, Ashburnham Way, CARLTON COLVILLE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainbow, 133 Victoria Road, DISS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainbow, Saxons Way, HALESWORTH	0.2%	2	0.0%	0	0.7%	2	0.0%	0	0.0%	0
Roys Wroxham, Risbygate Street, BURY ST EDMUNDS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roys Wroxham, Great Eastern Road, SUDBURY	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Solar Superstore, Hamilton Road, FELIXSTOWE	0.6%	6	0.0%	0	2.0%	6	0.0%	0	0.0%	0
Solar Superstore, Market Hill, FRAMLINGHAM	0.2%	2	0.0%	0	0.7%	2	0.0%	0	0.0%	0

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Solar Superstore, Weavers Court, HALSTEAD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solar Superstore, Sizewell Road, LEISTON	0.2%	2	0.0%	0	0.7%	2	0.0%	0	0.0%	0
Somerfield, Market Square, BECCLES	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Rayne Road, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Mildenhall Road, BURY ST EDMUNDS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Clacton Hall, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, 39-43 High Street, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, 37-38 Mere Street, DISS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, 270 High Street, DOVERCOURT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, High Street, HALSTEAD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, 112 London Road, LOWESTOFT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Church Street, SAXMUNDHAM	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, 2 Market Place, SOUTHWOLD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, 100 East Street, SUDBURY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Great Notley, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Marks Gate, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Market Place, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, London Road, BRANDON	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, St Saviours, BURY ST EDMUNDS	0.3%	3	0.0%	0	0.3%	1	1.0%	2	0.0%	0
Tesco, Greenstead Road, COLCHESTER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Highwoods Square, COLCHESTER	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Tesco, Victoria Road, DISS	0.3%	3	0.0%	0	0.7%	2	0.5%	1	0.0%	0
Tesco, Yarmouth Road, LOWESTOFT	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Tesco, Cedars Park, STOWMARKET	1.8%	18	0.0%	0	1.0%	3	7.5%	15	0.0%	0
Tesco, Springlands Way, SUDBURY	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Tesco, Kilverston, THETFORD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, 86 Church Road, TIPTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, The Grove Centre, WITHAM	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Horringer, BURY ST EDMUNDS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Lawson Place, BURY ST EDMUNDS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, MANNINGTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Copdock Interchange, Copdock	4.4%	44	6.3%	25	1.0%	3	3.0%	6	10.0%	10
Tesco Extra, Martlesham Heath, Martlesham Heath	3.9%	39	3.5%	14	8.3%	25	0.0%	0	0.0%	0
Tesco Metro, 28 Station Road, CLACTON ON SEA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Tesco Metro, 88 Hamilton Road, FELIXSTOWE	0.6%	6	0.0%	0	2.0%	6	0.0%	0	0.0%	0
Tesco Metro, 125-127	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0

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London Road, LOWESTOFT										
Tesco Metro, Grange Farm, Kesgrave	0.9%	9	2.3%	9	0.0%	0	0.0%	0	0.0%	0
Waitrose, Robert Boby Way, BURY ST EDMUNDS	0.3%	3	0.0%	0	0.0%	0	1.5%	3	0.0%	0
Waitrose, Church Street, SAXMUNDHAM	0.9%	9	0.0%	0	3.0%	9	0.0%	0	0.0%	0
Waitrose, Station Road, SUDBURY	0.5%	5	0.0%	0	0.0%	0	0.5%	1	4.0%	4
Internet - Online Ocado	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Internet - Online Sainsburys	0.2%	2	0.3%	1	0.3%	1	0.0%	0	0.0%	0
Internet - Online Tesco	0.6%	6	0.0%	0	1.3%	4	1.0%	2	0.0%	0
Other - Local Shops, Orford	0.2%	2	0.0%	0	0.7%	2	0.0%	0	0.0%	0
Other Local Shops - Bury St. Edmunds - Asda, Western Way, Bury St Edmunds	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Other Local Shops - Bury St. Edmunds- Co-op, Ashfield Road, Elmswell, Bury St. Edmunds	0.3%	3	0.0%	0	0.0%	0	1.5%	3	0.0%	0
Other Local Shops - Colchester - Aldi, Magdalen Street, Colchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Other Local Shops - Co-op, Chancery Lane, Debenham	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Other Local Shops - Co-op, Hamilton Road, Felixstowe	0.2%	2	0.3%	1	0.3%	1	0.0%	0	0.0%	0
Other Local Shops - Co-op, High Street, Dedham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Other Local Shops - Co-op, High Street, Hadleigh	0.3%	3	0.0%	0	0.0%	0	0.0%	0	3.0%	3
Other Local Shops - Co-op, High Street, Wickham Market	0.3%	3	0.0%	0	1.0%	3	0.0%	0	0.0%	0
Other Local Shops - Co-op, King William Street, Needham Market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Local Shops - Co-op, Riverside Avenue East, Station Road, Lawford, Manningtree	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Other Local Shops - Co-op, The Street, Bramford	0.2%	2	0.0%	0	0.0%	0	1.0%	2	0.0%	0
Other Local Shops - Co-op, The Street, Holbrook	0.3%	3	0.0%	0	0.0%	0	0.0%	0	3.0%	3
Other Local Shops - Local Shops, Birch Street, Nayland	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Other Local Shops - Local Shops, Bridge Street, Framlingham	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Other Local Shops - Local Shops, Church Road, Coddensham	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Other Local Shops - Local Shops, Tattingsstone	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Other Local Shops - Local Shops, Warrick Avenue, Woodbridge	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Other Local Shops - Lowestoft - Asda, Belvedere Road-Off Horn Hill, Lowestoft	0.7%	7	0.0%	0	2.3%	7	0.0%	0	0.0%	0
Other Local Shops - Netto, Bentalls Complex, Colchester Road, Heybridge	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Other Local Shops - Newborne Farm Shop, Mill Road, Newbourne	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0

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Other Local Shops - Spar, Freehold Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other Local Shops - Stowmarket - Co-op, Combs Lane, Combs Ford, Stowmarket	0.2%	2	0.0%	0	0.0%	0	1.0%	2	0.0%	0
Other Local Shops - Stowmarket - Lidl, Bury Road, Stowmarket	0.6%	6	0.0%	0	0.0%	0	3.0%	6	0.0%	0
Other Local Shops - Sudbury - Farmshop, Oldborough	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Other Local Shops - Sudbury - Grange farm shop, Haskerton	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Other Local Shops - Suffolk Food Hall, Wherstead Hall, Peppers Lane, Wherstead	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other Local Shops - Waitrose, St Andrews Avenue, Colchester	0.2%	2	0.3%	1	0.0%	0	0.0%	0	1.0%	1
Internet / Mail Order	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other (Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nowhere else)	2.9%	29	3.0%	12	4.0%	12	0.5%	1	4.0%	4
Base:	46.6%	466	44.5%	178	51.0%	153	45.5%	91	44.0%	44
Base:		1000		400		300		200		100

Q06 How often do you normally do you visit the stores mentioned at Q5 previously?

Those who regularly visit other stores for their main food shopping.

More than once a week	12.7%	68	14.9%	33	10.9%	16	9.2%	10	16.1%	9
Once a week	27.5%	147	32.0%	71	23.1%	34	30.3%	33	16.1%	9
Once a fortnight	19.9%	106	18.9%	42	21.8%	32	20.2%	22	17.9%	10
Once a month	26.6%	142	24.8%	55	26.5%	39	30.3%	33	26.8%	15
Less often	7.1%	38	5.9%	13	9.5%	14	4.6%	5	10.7%	6
Varies	5.4%	29	3.6%	8	6.8%	10	5.5%	6	8.9%	5
(Don't know)	0.7%	4	0.0%	0	1.4%	2	0.0%	0	3.6%	2
Base:		534		222		147		109		56

Q07 When you go shopping for main food goods, do you normally link this trip with another activity?

Yes – non-food shopping	12.5%	125	8.5%	34	18.7%	56	11.0%	22	13.0%	13
Yes – leisure activity	5.5%	55	3.0%	12	7.3%	22	5.5%	11	10.0%	10
Yes – travelling to / from work	3.6%	36	2.8%	11	3.0%	9	6.5%	13	3.0%	3
Yes – travelling to / from school / college	0.9%	9	0.3%	1	0.3%	1	2.0%	4	3.0%	3
Yes - other food shopping	3.0%	30	2.0%	8	4.3%	13	2.0%	4	5.0%	5
Yes – visiting services such as banks and other financial institutions	4.6%	46	1.8%	7	5.3%	16	7.0%	14	9.0%	9
Yes - petrol station / car wash	2.8%	28	4.0%	16	2.3%	7	2.0%	4	1.0%	1
Yes - recycling facilities	0.9%	9	1.3%	5	1.0%	3	0.5%	1	0.0%	0
Yes - childcare / nursery / after school activity	0.5%	5	1.0%	4	0.0%	0	0.5%	1	0.0%	0
No	66.5%	665	75.5%	302	56.7%	170	65.5%	131	62.0%	62
Yes - visit a friend / relative	1.5%	15	1.8%	7	2.0%	6	0.0%	0	2.0%	2
Yes - visit medical service such as doctors or dentists	0.7%	7	0.0%	0	2.0%	6	0.0%	0	1.0%	1
Yes - visit a personal service such as the library	0.9%	9	0.8%	3	1.7%	5	0.5%	1	0.0%	0
Yes - other	0.5%	5	0.0%	0	1.0%	3	0.5%	1	1.0%	1
(Don't know / varies)	1.3%	13	1.0%	4	2.0%	6	1.0%	2	1.0%	1
Base:		1000		400		300		200		100

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
Q08 Where do you buy non-food goods when it's linked to your main food shopping?										
<i>Those who link their main-food shopping trips with non-food shopping.</i>										
In-store	11.2%	14	20.6%	7	7.1%	4	9.1%	2	7.7%	1
Ipswich Town Centre	31.2%	39	44.1%	15	25.0%	14	22.7%	5	38.5%	5
Ipswich - Anglia Retail Park	2.4%	3	8.8%	3	0.0%	0	0.0%	0	0.0%	0
Ipswich - Martlesham Heath Retail Park	2.4%	3	0.0%	0	5.4%	3	0.0%	0	0.0%	0
Ipswich - Orwell Retail Park	0.8%	1	2.9%	1	0.0%	0	0.0%	0	0.0%	0
Ipswich - Ransomes Europark	0.8%	1	2.9%	1	0.0%	0	0.0%	0	0.0%	0
Ipswich - Suffolk Retail Park	0.8%	1	2.9%	1	0.0%	0	0.0%	0	0.0%	0
Ipswich - The Interchange Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich Smaller (District/Local) Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldeburgh	0.8%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds	4.0%	5	0.0%	0	0.0%	0	22.7%	5	0.0%	0
Clacton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester	2.4%	3	0.0%	0	0.0%	0	0.0%	0	23.1%	3
Felixstowe	4.8%	6	5.9%	2	5.4%	3	0.0%	0	7.7%	1
Framlingham	4.8%	6	0.0%	0	10.7%	6	0.0%	0	0.0%	0
Halesworth	1.6%	2	0.0%	0	3.6%	2	0.0%	0	0.0%	0
Leiston	1.6%	2	0.0%	0	3.6%	2	0.0%	0	0.0%	0
Lowestoft	3.2%	4	0.0%	0	7.1%	4	0.0%	0	0.0%	0
Manningtree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norwich	0.8%	1	2.9%	1	0.0%	0	0.0%	0	0.0%	0
Saxmundham	0.8%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Southwold	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stowmarket	8.8%	11	0.0%	0	7.1%	4	31.8%	7	0.0%	0
Sudbury	0.8%	1	0.0%	0	0.0%	0	0.0%	0	7.7%	1
Woodbridge	5.6%	7	2.9%	1	10.7%	6	0.0%	0	0.0%	0
Other (Don't know / can't remember)	4.8%	6	2.9%	1	5.4%	3	4.5%	1	7.7%	1
Base:		125		34		56		22		13

Q09 Where do you go for leisure activities when it's linked to you main food shopping?
Those who link their main-food shopping trips with leisure activities.

Ipswich Town Centre	38.2%	21	75.0%	9	36.4%	8	9.1%	1	30.0%	3
Cardinal Leisure Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldeburgh	1.8%	1	0.0%	0	4.5%	1	0.0%	0	0.0%	0
Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds	5.5%	3	0.0%	0	0.0%	0	27.3%	3	0.0%	0
Clacton	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
Felixstowe	12.7%	7	25.0%	3	13.6%	3	0.0%	0	10.0%	1
Halesworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leiston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lowestoft	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manningtree	3.6%	2	0.0%	0	0.0%	0	0.0%	0	20.0%	2
Norwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southwold	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sudbury	3.6%	2	0.0%	0	0.0%	0	9.1%	1	10.0%	1
Stowmarket	10.9%	6	0.0%	0	4.5%	1	45.5%	5	0.0%	0
Other (Don't know / can't remember)	9.1%	5	0.0%	0	9.1%	2	9.1%	1	20.0%	2
Base:		55		12		22		11		10

Q10 Do you make separate small scale 'top-up' basket food shopping trips for small basic goods such as newspapers, bread, milk and tobacco products, in between your main food shopping trip?

Yes	72.3%	723	73.0%	292	74.0%	222	70.0%	140	69.0%	69
No	27.7%	277	27.0%	108	26.0%	78	30.0%	60	31.0%	31
Base:		1000		400		300		200		100

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	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
Q11 Where do you normally do most of your household's shopping for small scale 'top-up' basket food and convenience goods items (including newspapers, bread, milk and tobacco products)?										
<i>Those who do top up food shopping</i>										
Aldi, 14 Meredith Road	0.4%	3	1.0%	3	0.0%	0	0.0%	0	0.0%	0
Aldi, 201 Felixstowe Road	0.8%	6	1.7%	5	0.5%	1	0.0%	0	0.0%	0
Aldi, 3 Hines Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Stoke Park Drive	1.4%	10	3.1%	9	0.0%	0	0.0%	0	1.4%	1
Asda, Goddard Road, Ipswich	1.5%	11	2.4%	7	0.0%	0	2.9%	4	0.0%	0
Asian Food store, 73-75 Norwich Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Butchers and Fruits, 14 St Helen's Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Ravenswood	0.8%	6	1.7%	5	0.0%	0	0.7%	1	0.0%	0
Co-op , 65-67 Colchester Road	0.4%	3	1.0%	3	0.0%	0	0.0%	0	0.0%	0
Co-op & Rushmere Post Office, 51-53 Woodbridge Road East	2.4%	17	3.8%	11	2.7%	6	0.0%	0	0.0%	0
Co-op Foodstore, 147 Fircroft Road	1.5%	11	3.4%	10	0.0%	0	0.7%	1	0.0%	0
Co-op Foodstore, 15 Garrick Way	0.4%	3	1.0%	3	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 15-25 Meredith Road	0.4%	3	1.0%	3	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 15-23 Ulster Avenue	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 283 Norwich Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 16 Norwich Road	1.2%	9	1.4%	4	0.0%	0	3.6%	5	0.0%	0
Co-op Foodstore, 245-253 Hawthorn Drive	1.5%	11	3.8%	11	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 196 Vernon Street	0.3%	2	0.7%	2	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 111-113 Caldwell Hall Road	1.1%	8	2.7%	8	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 34-38 Foxhall Road	1.1%	8	2.7%	8	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 1Hines Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 2-8 Selkirk Road	0.4%	3	1.0%	3	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 217-221 Clapgate Lane	0.6%	4	1.4%	4	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 64-66 Queen's Way	0.7%	5	1.4%	4	0.5%	1	0.0%	0	0.0%	0
Co-op Foodstore, 119-123 Penshurst Road	1.5%	11	3.8%	11	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 335-337 Woodbridge Road	1.9%	14	1.7%	5	4.1%	9	0.0%	0	0.0%	0
Co-op Foodstore, 61 Prince of Wales Drive	0.7%	5	1.7%	5	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore , 201 Bramford Lane	0.3%	2	0.7%	2	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore (LateShop), 310 Sheldrake Drive	1.4%	10	3.1%	9	0.0%	0	0.0%	0	1.4%	1
Farmfoods, 88 Bramford Road	0.7%	5	1.4%	4	0.5%	1	0.0%	0	0.0%	0
Global Fruits, 49 Butter Market	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Go East , 2 Fore Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halal Connection, 3-3a Norwich Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 23-31 St Matthew's Street	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, 38-40 Upper Brook Street	1.9%	14	3.8%	11	0.5%	1	1.4%	2	0.0%	0
J Sainsbury, 40 Hadleigh Road, Ipswich	1.4%	10	2.7%	8	0.0%	0	1.4%	2	0.0%	0
Kerala Store, 71 St John's Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Ravenswood	0.3%	2	0.7%	2	0.0%	0	0.0%	0	0.0%	0

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Lidl, Handford Road	0.3%	2	0.7%	2	0.0%	0	0.0%	0	0.0%	0
M.R.S Food Store and Off Licence, 142 Felixstowe Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M.R.S Foodstore, 52 Woodbridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mamoudou, 37 Norwich Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencers, 16-26 Westgate Street	1.9%	14	4.5%	13	0.5%	1	0.0%	0	0.0%	0
McColls, 53 Stoke Park Drive	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mediterranean Foods, 3 Bramford Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Sproughton Road, Ipswich	1.9%	14	3.1%	9	0.0%	0	2.9%	4	1.4%	1
Napoli Deli, 67 Upper Orwell Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
National Groceries and Fruits, 31 Norwich Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premiere Stores, 17 Wherstead Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Procter's Sausages, 12 The Walk	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, 777-779 Woodbridge Road	0.8%	6	1.4%	4	0.5%	1	0.7%	1	0.0%	0
Spar, 11 Reynolds Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Nacton Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express, St Matthews Street	0.3%	2	0.7%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Duke Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express & Post Office, 651 Bramford Road	1.1%	8	2.1%	6	0.0%	0	1.4%	2	0.0%	0
The Candy Box Off-Licence, 422 Woodbridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weigh 'n' Save, 69 Carr Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
World Food Store, 20 St Helen's Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Girling Street, SUDBURY	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Aldi, 6-10 Lime Kiln Lane, THETFORD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Turner Rise, COLCHESTER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Wilkes Way, STOWMARKET	1.4%	10	0.0%	0	0.0%	0	7.1%	10	0.0%	0
Budgens, Bullock Fair Close, HARLESTON	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, St Andrews Street, MILDENHALL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, The Thoroughfare, WOODBIDGE	2.2%	16	0.0%	0	7.2%	16	0.0%	0	0.0%	0
Iceland, George Road, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 5-6 Cornhill, BURY ST EDMUNDS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Waterglade Park, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, St Johns Walk Shopping Centre, COLCHESTER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Unit 7, Tollgate Centre, COLCHESTER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 50-60 Hamilton Way, FELIXSTOWE	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Iceland, Roachford Way, FRINTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Combs Lane, STOWMARKET	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 94-95 North Street, SUDBURY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Minstergate Street,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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THETFORD									
Iceland, The Newlands, WITHAM	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
J Sainsbury, High Street, ATTLEBOROUGH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
J Sainsbury, 1 Tofts Walk, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
J Sainsbury, Moreton Hall, BURY ST EDMUNDS	0.6%	4	0.0%	0	0.0%	0	2.9%	4	0.0%
J Sainsbury, 14 Priory Walk, COLCHESTER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
J Sainsbury, Stanway, COLCHESTER	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%
J Sainsbury, London Road, THETFORD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
J Sainsbury, Felixstowe Road, Warren Heath, WARREN HEATH	2.1%	15	4.5%	13	0.0%	0	0.0%	0	2.9%
Kwik Save, Minster Gate Street, THETFORD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, St Johns Walk, COLCHESTER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, FELIXSTOWE	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%
Lidl, Staple Tye, HARLOW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, 36 North Street, SUDBURY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks & Spencer, 23 Buttemarket, BURY ST EDMUNDS	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%
Marks & Spencer, 35-39 Pier Avenue, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks & Spencer, 38 High Street, COLCHESTER	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%
Marks & Spencer, 55 Hamilton Road, FELIXSTOWE	1.0%	7	0.0%	0	3.2%	7	0.0%	0	0.0%
Marks & Spencer, 82-84 London Road North, LOWESTOFT	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%
Morrisons, George Westwood Way, BECCLES	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Little Clacton, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Old Road, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, 146 Victoria Road, DISS	0.6%	4	0.0%	0	0.0%	0	2.9%	4	0.0%
Morrisons, Grange Farm Park, FELIXSTOWE	0.8%	6	0.0%	0	2.7%	6	0.0%	0	0.0%
Morrisons, Parkeston, HARWICH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Gisleham, LOWESTOFT	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%
Morrisons, Braintree Road, WITHAM	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Netto, 24 Highfields Road, WITHAM	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Rainbow, Gosford Road, BECCLES	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Rainbow, Ashburnham Way, CARLTON COLVILLE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Rainbow, 133 Victoria Road, DISS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Rainbow, Saxons Way, HALESWORTH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Roys Wroxham, Risbygate Street, BURY ST EDMUNDS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Roys Wroxham, Great Eastern Road, SUDBURY	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%
Solar Superstore, Hamilton Road, FELIXSTOWE	1.0%	7	0.0%	0	3.2%	7	0.0%	0	0.0%

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Solar Superstore, Market Hill, FRAMLINGHAM	2.4%	17	0.0%	0	7.7%	17	0.0%	0	0.0%	0
Solar Superstore, Weavers Court, HALSTEAD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solar Superstore, Sizewell Road, LEISTON	2.4%	17	0.0%	0	7.7%	17	0.0%	0	0.0%	0
Somerfield, Market Square, BECCLES	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Rayne Road, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Mildenhall Road, BURY ST EDMUNDS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Clacton Hall, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, 39-43 High Street, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, 37-38 Mere Street, DISS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, 270 High Street, DOVERCOURT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, High Street, HALSTEAD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, 112 London Road, LOWESTOFT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Church Street, SAXMUNDHAM	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, 2 Market Place, SOUTHWOLD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, 100 East Street, SUDBURY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Great Notley, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Marks Gate, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Market Place, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, London Road, BRANDON	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, St Saviours, BURY ST EDMUNDS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Greenstead Road, COLCHESTER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Highwoods Square, COLCHESTER	0.4%	3	0.0%	0	0.0%	0	0.0%	0	4.3%	3
Tesco, Victoria Road, DISS	0.3%	2	0.0%	0	0.0%	0	1.4%	2	0.0%	0
Tesco, Yarmouth Road, LOWESTOFT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Cedars Park, STOWMARKET	2.2%	16	0.0%	0	0.9%	2	10.0%	14	0.0%	0
Tesco, Springlands Way, SUDBURY	0.3%	2	0.0%	0	0.0%	0	0.0%	0	2.9%	2
Tesco, Kilverston, THETFORD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, 86 Church Road, TIPTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, The Grove Centre, WITHAM	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Horringer, BURY ST EDMUNDS	0.3%	2	0.0%	0	0.0%	0	1.4%	2	0.0%	0
Tesco Express, Lawson Place, BURY ST EDMUNDS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, MANNINGTREE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Tesco Extra, Copdock Interchange, Copdock	1.8%	13	4.1%	12	0.0%	0	0.0%	0	1.4%	1
Tesco Extra, Martlesham Heath, Martlesham Heath	1.8%	13	1.7%	5	3.6%	8	0.0%	0	0.0%	0
Tesco Metro, 28 Station Road, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, 88 Hamilton	1.5%	11	0.0%	0	5.0%	11	0.0%	0	0.0%	0

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	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
Road, FELIXSTOWE										
Tesco Metro, 125-127 London Road, LOWESTOFT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Grange Farm, Kesgrave	1.9%	14	4.8%	14	0.0%	0	0.0%	0	0.0%	0
Waitrose, Robert Bobby Way, BURY ST EDMUNDS	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Waitrose, Church Street, SAXMUNDHAM	2.2%	16	0.0%	0	7.2%	16	0.0%	0	0.0%	0
Waitrose, Station Road, SUDBURY	0.4%	3	0.0%	0	0.0%	0	0.0%	0	4.3%	3
Other - Felixstowe - Local Shops, Felixstowe	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other - Local Shops, Finningham Road, Old Newton	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other - Local Shops, Grundisburgh	0.3%	2	0.0%	0	0.9%	2	0.0%	0	0.0%	0
Other - Local Shops, Haslington	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other - Local Shops, Hemeston	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other - Local Shops, High Street, Needham Market	0.4%	3	0.0%	0	0.0%	0	2.1%	3	0.0%	0
Other - Local Shops, Holesley	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other - Local Shops, Market Place, Bildeston	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other - Local Shops, Orford	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other - Local Shops, Otley	0.3%	2	0.0%	0	0.5%	1	0.7%	1	0.0%	0
Other - Local Shops, Poplar Road, Great Cornard	0.3%	2	0.0%	0	0.0%	0	0.0%	0	2.9%	2
Other - Local Shops, Renolds Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Sudbury - Local Shops, Sudbury	0.3%	2	0.0%	0	0.0%	0	0.0%	0	2.9%	2
Other Local Shops - Bury St. Edmunds- Co-op, Acacia Court, Blenheim Close, Brantham	0.3%	2	0.0%	0	0.0%	0	0.0%	0	2.9%	2
Other Local Shops - Bury St. Edmunds- Co-op, Ashfield Road, Elmswell, Bury St. Edmunds	1.1%	8	0.0%	0	0.0%	0	5.7%	8	0.0%	0
Other Local Shops - Bury St. Edmunds- Greggs, Abbeygate Street, Bury St. Edmunds	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other Local Shops - Colchester - Budgens, The Street, East Bergholt	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Other Local Shops - Co-op, Barking Road, Needham Market	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other Local Shops - Co-op, Broad Street, Eye	0.6%	4	0.0%	0	0.0%	0	2.1%	3	1.4%	1
Other Local Shops - Co-op, Chancery Lane, Debenham	1.1%	8	0.0%	0	0.9%	2	4.3%	6	0.0%	0
Other Local Shops - Co-op, Dales Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other Local Shops - Co-op, Hamilton Road, Felixstowe	0.6%	4	0.3%	1	1.4%	3	0.0%	0	0.0%	0
Other Local Shops - Co-op, High Street, Dedham	0.8%	6	0.0%	0	0.0%	0	0.7%	1	7.2%	5
Other Local Shops - Co-op, High Street, Hadleigh	1.1%	8	0.0%	0	0.0%	0	0.0%	0	11.6%	8
Other Local Shops - Co-op, High Street, Laxfield	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other Local Shops - Co-op, High Street, Walton on the Naze	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0

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Other Local Shops - Co-op, High Street, Wickham Market	1.2%	9	0.0%	0	4.1%	9	0.0%	0	0.0%	0
Other Local Shops - Co-op, King William Street, Needham Market	0.7%	5	0.0%	0	0.0%	0	3.6%	5	0.0%	0
Other Local Shops - Co-op, Market Hill, Framlingham	0.4%	3	0.0%	0	1.4%	3	0.0%	0	0.0%	0
Other Local Shops - Co-op, Norwich Road, Barham	1.1%	8	0.0%	0	0.0%	0	5.7%	8	0.0%	0
Other Local Shops - Co-op, Riverside Avenue East, Station Road, Lawford, Manningtree	0.3%	2	0.0%	0	0.0%	0	0.0%	0	2.9%	2
Other Local Shops - Co-op, Saxmundham Road, Aldeburgh	1.2%	9	0.0%	0	4.1%	9	0.0%	0	0.0%	0
Other Local Shops - Co-op, Sizewell Road, Leiston	0.8%	6	0.0%	0	2.7%	6	0.0%	0	0.0%	0
Other Local Shops - Co-op, The Drift, Great Cornard, Sudbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Other Local Shops - Co-op, The Street, Bramford	0.4%	3	0.0%	0	0.0%	0	2.1%	3	0.0%	0
Other Local Shops - Co-op, The Street, Holbrook	1.0%	7	0.3%	1	0.0%	0	0.0%	0	8.7%	6
Other Local Shops - Co-op, The Street, Rickingham	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other Local Shops - Co-op, The Street, Woolpit	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other Local Shops - Costcutter, Walnut Tree Avenue, Rendlesham, Woodbridge	0.6%	4	0.0%	0	1.8%	4	0.0%	0	0.0%	0
Other Local Shops - Farmfoods Northern Road, Chilton Industrial Estate, Sudbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Other Local Shops - Local Shops, Aldeburgh	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other Local Shops - Local Shops, Beckton	0.7%	5	0.0%	0	0.0%	0	3.6%	5	0.0%	0
Other Local Shops - Local Shops, Birch Street, Nayland	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Other Local Shops - Local Shops, Brick Street, Nacton	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other Local Shops - Local Shops, Brook Street	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other Local Shops - Local Shops, Cemetery Road	0.3%	2	0.7%	2	0.0%	0	0.0%	0	0.0%	0
Other Local Shops - Local Shops, Church Road, Coddendam	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other Local Shops - Local Shops, Church Road, Eye	0.4%	3	0.0%	0	0.0%	0	2.1%	3	0.0%	0
Other Local Shops - Local Shops, Claydon	0.3%	2	0.0%	0	0.0%	0	1.4%	2	0.0%	0
Other Local Shops - Local Shops, Cliff Lane	0.3%	2	0.7%	2	0.0%	0	0.0%	0	0.0%	0
Other Local Shops - Local Shops, Dales Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other Local Shops - Local Shops, The High Street, Acton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Other Local Shops - Local Shops, The Street, Elmsett	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Other Local Shops - Local Shops, The Street, Holesley	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other Local Shops - Local Shops, The Street, Monks Eleigh	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0

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	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
Other Local Shops - Local Shops, Thorpness	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other Local Shops - Local Shops, Valiant Road, Martlesham	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other Local Shops - Local Shops, Warrington Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other Local Shops - Local Shops, Westford Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other Local Shops - Manningtree - Honeycroft Post Office, Waldegrave Way, Lawford, Manningtree	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Other Local Shops - Moss & Son the Bakers, New Street, Woodbridge	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other Local Shops - Post Office, Barton Road, Thurston	0.6%	4	0.0%	0	0.0%	0	2.9%	4	0.0%	0
Other Local Shops - Premier Stores, Lindburgh Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other Local Shops - Premier Stores, The Street, Shotley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Other Local Shops - Russells Farm, Lower Road, Falkenham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Other Local Shops - Saxmundham - Horners, High Street, Yoxford, Saxmundham	0.8%	6	0.0%	0	2.7%	6	0.0%	0	0.0%	0
Other Local Shops - Solar Superstore, High Street, Aldeburgh	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other Local Shops - Spar, High Road East, Felixstowe	0.3%	2	0.0%	0	0.9%	2	0.0%	0	0.0%	0
Other Local Shops - Stowmarket - Boots, Ipswich Street, Stowmarket	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other Local Shops - Stowmarket - Co-op, Broomspath Road, Stowmarket	0.4%	3	0.0%	0	0.0%	0	2.1%	3	0.0%	0
Other Local Shops - Stowmarket - Greggs, Ipswich Street, Stowmarket	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other Local Shops - Stowmarket - Lidl, Bury Road, Stowmarket	0.4%	3	0.0%	0	0.0%	0	2.1%	3	0.0%	0
Other Local Shops - The Cake Shop, Thoroughfare, Woodbridge	0.6%	4	0.0%	0	1.8%	4	0.0%	0	0.0%	0
Tesco Express, Nacton Road, Nacton Road District Centre	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Internet / Mail Order	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
(Don't know / varies)	11.5%	83	10.6%	31	12.2%	27	7.9%	11	20.3%	14
Base:		723		292		222		140		69

Ipswich Household Survey for Strategic Perspectives

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)
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Q12 How often do you normally do your household's shopping for small scale 'top-up' basket food and convenience goods items (including newspapers, bread, milk and tobacco products)?

Those who do top up food shopping

Daily	5.7%	41	4.5%	13	6.3%	14	5.0%	7	10.1%	7
More than once a week	46.1%	333	49.3%	144	48.6%	108	39.3%	55	37.7%	26
Once a week	31.7%	229	31.8%	93	32.0%	71	32.9%	46	27.5%	19
Once a fortnight	6.6%	48	7.2%	21	3.2%	7	8.6%	12	11.6%	8
Once a month	2.6%	19	1.7%	5	2.7%	6	5.7%	8	0.0%	0
Less often	0.3%	2	0.3%	1	0.0%	0	0.7%	1	0.0%	0
Varies	7.1%	51	5.1%	15	7.2%	16	7.9%	11	13.0%	9
Base:		723		292		222		140		69

Q13 Of all the money you spend on food and household groceries, what share, as a % goes to your main food shopping?

0-10%	0.3%	3	0.5%	2	0.3%	1	0.0%	0	0.0%	0
11-20%	0.7%	7	1.8%	7	0.0%	0	0.0%	0	0.0%	0
21-30%	1.6%	16	2.8%	11	1.0%	3	0.5%	1	1.0%	1
31-40%	1.4%	14	1.5%	6	1.0%	3	2.0%	4	1.0%	1
41-50%	5.9%	59	7.0%	28	5.7%	17	3.0%	6	8.0%	8
51-60%	5.1%	51	3.3%	13	7.0%	21	5.0%	10	7.0%	7
61-70%	5.8%	58	6.8%	27	5.3%	16	6.0%	12	3.0%	3
71-80%	23.7%	237	26.0%	104	23.3%	70	20.0%	40	23.0%	23
81-90%	18.7%	187	19.3%	77	15.7%	47	21.0%	42	21.0%	21
91-100%	25.3%	253	19.3%	77	29.7%	89	32.5%	65	22.0%	22
(Don't know / varies)	11.5%	115	12.0%	48	11.0%	33	10.0%	20	14.0%	14
Mean:		77.3		74.3		78.6		81.1		77.2
Base:		1000		400		300		200		100

Ipswich Household Survey for Strategic Perspectives

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
Q14 I would now like to ask you some questions about non-food shopping. In which location do you normally do most of your household's non-food shopping?										
Ipswich Town Centre	54.5%	545	75.5%	302	38.7%	116	40.5%	81	46.0%	46
Ipswich - Anglia Retail Park	1.4%	14	2.8%	11	0.3%	1	1.0%	2	0.0%	0
Ipswich - Commercial Road Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Euro Retail Park	0.6%	6	1.3%	5	0.3%	1	0.0%	0	0.0%	0
Ipswich - Orwell Retail Park/Ranelagh Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Suffolk Retail Park	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Ipswich Smaller (District/Local) Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Copdock - Copdock Retail Park	0.8%	8	1.5%	6	0.0%	0	1.0%	2	0.0%	0
Martlesham Heath - Beardmore Retail Park	0.2%	2	0.0%	0	0.7%	2	0.0%	0	0.0%	0
Braintree - Braintree Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds - Robert Boby Way Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds - St Edmundsbury Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Valley Bridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Fiveways Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Colchester Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Colne View Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Tollgate Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Lowestoft - Tower Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martlesham Heath - Martlesham Retail Park	1.0%	10	1.3%	5	1.7%	5	0.0%	0	0.0%	0
Newmarket - Studlands Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sudbury - Shawlands Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thetford - Forest Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldeburgh	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	1.0%	1
Bury St. Edmunds	5.5%	55	0.5%	2	0.7%	2	24.0%	48	3.0%	3
Cambridge	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Clacton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester	1.8%	18	0.3%	1	0.0%	0	0.0%	0	17.0%	17
Felixstowe	5.1%	51	2.5%	10	13.0%	39	0.5%	1	1.0%	1
Framlingham	0.9%	9	0.0%	0	3.0%	9	0.0%	0	0.0%	0
Halesworth	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Leiston	0.7%	7	0.0%	0	2.3%	7	0.0%	0	0.0%	0
Lowestoft	1.3%	13	0.0%	0	4.3%	13	0.0%	0	0.0%	0
Manningtree	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Norwich	2.3%	23	2.0%	8	3.3%	10	2.5%	5	0.0%	0
Southwold	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stowmarket	3.4%	34	0.0%	0	0.7%	2	16.0%	32	0.0%	0
Sudbury	1.2%	12	0.3%	1	0.0%	0	0.5%	1	10.0%	10
Woodbridge	5.2%	52	1.5%	6	14.3%	43	0.5%	1	2.0%	2
Catalogue / Mail order	1.1%	11	0.5%	2	1.0%	3	2.5%	5	1.0%	1
Copdock - Copdock Retail Park	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Internet - Online - Amazon	0.7%	7	0.5%	2	1.3%	4	0.5%	1	0.0%	0
Internet - Online - Ebay	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Internet - Online - John Lewis	0.2%	2	0.0%	0	0.3%	1	0.0%	0	1.0%	1
Internet - Online - Marks & Spencer	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Internet - Online - Next	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Internet - Online - Tesco	0.2%	2	0.0%	0	0.7%	2	0.0%	0	0.0%	0
Internet - Online - Various Retailers	1.2%	12	1.0%	4	1.7%	5	0.5%	1	2.0%	2
Other - Beccles	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Other - Debenham	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Other - Diss	0.4%	4	0.0%	0	0.7%	2	1.0%	2	0.0%	0

Ipswich Household Survey for Strategic Perspectives

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
Other - Dovecot	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Other - Eye	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Other - Hadleigh	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Other - Harlesden	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Other - J Sainsbury, Felixstowe Road, Warren Heath	0.6%	6	1.0%	4	0.3%	1	0.0%	0	1.0%	1
Other - London	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Martlesham	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Other - Smaller Centre - Brook Street	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Bury Road	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Other - Smaller Centre - Goddard Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Grange Farm	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Hadleigh Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Manningtree	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Other - Smaller Centre - Nacton Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Ravenswood	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Varies	1.3%	13	1.8%	7	1.3%	4	0.5%	1	1.0%	1
Other - Warbleswick Centre	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Other - Whitehouse Centre	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Wycombe	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Internet	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
(Don't know / can't remember)	1.9%	19	0.8%	3	3.0%	9	2.0%	4	3.0%	3
(Do not do non-food shopping)	3.4%	34	2.5%	10	4.0%	12	5.0%	10	2.0%	2
Base:	1000	400	300	200	100					

Ipswich Household Survey for Strategic Perspectives

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
Q15 Where do you normally do most of your household's shopping for (womens, mens, childrens and baby) clothing & footwear items?										
Ipswich Town Centre	60.0%	600	79.3%	317	47.7%	143	47.5%	95	45.0%	45
Ipswich - Anglia Retail Park	0.2%	2	0.3%	1	0.0%	0	0.5%	1	0.0%	0
Ipswich - Anglia Retail Park - Mamas & Papas	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Commercial Road Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Euro Retail Park	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Ipswich - Euro Retail Park - JJB Sports	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Ipswich - Orwell Retail Park/Ranelagh Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Suffolk Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Suffolk Retail Park - Brantano	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich Smaller (District/Local) Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Copdock - Copdock Retail Park	0.3%	3	0.3%	1	0.7%	2	0.0%	0	0.0%	0
Copdock - Copdock Retail Park - Mothercare World	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martlesham Heath - Beardmore Retail Park	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Braintree - Braintree Retail Park	0.3%	3	0.5%	2	0.0%	0	0.0%	0	1.0%	1
Bury St. Edmunds - Robert Bobby Way Retail Park	0.2%	2	0.0%	0	0.0%	0	0.5%	1	1.0%	1
Bury St. Edmunds - St Edmundsbury Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Valley Bridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Fiveways Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Colchester Retail Park	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Colchester - Colne View Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Tollgate Centre	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Lowestoft - Tower Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martlesham Heath - Martlesham Retail Park	0.2%	2	0.3%	1	0.3%	1	0.0%	0	0.0%	0
Newmarket - Studlands Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sudbury - Shawlands Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thetford - Forest Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldeburgh	0.2%	2	0.0%	0	0.3%	1	0.5%	1	0.0%	0
Braintree	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Bury St. Edmunds	4.4%	44	0.3%	1	0.3%	1	19.0%	38	4.0%	4
Cambridge	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Clacton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Colchester	1.8%	18	0.0%	0	0.0%	0	0.0%	0	18.0%	18
Felixstowe	3.7%	37	1.5%	6	10.3%	31	0.0%	0	0.0%	0
Framlingham	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Halesworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leiston	0.3%	3	0.0%	0	1.0%	3	0.0%	0	0.0%	0
Lowestoft	1.4%	14	0.0%	0	4.7%	14	0.0%	0	0.0%	0
Manningtree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norwich	3.9%	39	2.3%	9	7.0%	21	4.0%	8	1.0%	1
Southwold	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stowmarket	2.4%	24	0.0%	0	0.3%	1	11.5%	23	0.0%	0
Sudbury	1.0%	10	0.3%	1	0.0%	0	0.5%	1	8.0%	8
Woodbridge	2.9%	29	1.3%	5	7.7%	23	0.5%	1	0.0%	0
Catalogue / Mail order	4.1%	41	3.0%	12	5.3%	16	4.0%	8	5.0%	5
Internet - Online - Amazon	0.2%	2	0.0%	0	0.3%	1	0.0%	0	1.0%	1
Internet - Online - BHS	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Internet - Online - Classic Confidence	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Internet - Online - Cotton Traders	0.2%	2	0.0%	0	0.7%	2	0.0%	0	0.0%	0
Internet - Online - Crew Clothing	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0

Ipswich Household Survey for Strategic Perspectives

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
Internet - Online - Ebay	0.2%	2	0.3%	1	0.0%	0	0.5%	1	0.0%	0
Internet - Online - Landsend	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Internet - Online - Laredoute	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Internet - Online - Marks & Spencer	0.2%	2	0.3%	1	0.0%	0	0.0%	0	1.0%	1
Internet - Online - Next	0.5%	5	0.3%	1	1.0%	3	0.5%	1	0.0%	0
Internet - Online - Sports Direct	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Internet - Online - Various Retailers	1.4%	14	0.5%	2	3.3%	10	0.5%	1	1.0%	1
Internet - Online - Very.co.uk	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Beccles	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Other - Cambridge	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Diss	0.3%	3	0.0%	0	1.0%	3	0.0%	0	0.0%	0
Other - East Bergholt	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Other - Hadleigh	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Other - J Sainsbury, Felixstowe Road, Warren Heath	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Other - Lakeside Leisure Park, Saxmundham	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - London	0.5%	5	1.0%	4	0.0%	0	0.5%	1	0.0%	0
Other - Martlesham	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Other - Newmarket	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Other - Oxford Street, London	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Other - Smaller Centre - Goddard Road	0.4%	4	0.8%	3	0.0%	0	0.5%	1	0.0%	0
Other - Varies	1.9%	19	1.5%	6	1.3%	4	3.5%	7	2.0%	2
Internet	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
(Don't know / can't remember)	1.2%	12	1.0%	4	0.7%	2	1.5%	3	3.0%	3
(Do not do non-food shopping)	3.1%	31	3.5%	14	3.0%	9	3.5%	7	1.0%	1
Base:		1000		400		300		200		100

Ipswich Household Survey for Strategic Perspectives

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
Q16 Where do you normally do most of your household's shopping for furniture, carpets and other floor coverings (such as beds, sofas, tables, fitted carpets, screens, etc)?										
Ipswich Town Centre	20.5%	205	25.8%	103	17.3%	52	17.0%	34	16.0%	16
Ipswich - Anglia Retail Park	4.8%	48	7.3%	29	1.0%	3	7.0%	14	2.0%	2
Ipswich - Anglia Retail Park - Carpet Right	1.0%	10	1.5%	6	0.3%	1	1.0%	2	1.0%	1
Ipswich - Anglia Retail Park - Klausner	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Ipswich - Commercial Road Retail Park	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Ipswich - Euro Retail Park	8.0%	80	11.5%	46	8.7%	26	1.5%	3	5.0%	5
Ipswich - Euro Retail Park - Carpetright	1.9%	19	2.5%	10	2.0%	6	1.0%	2	1.0%	1
Ipswich - Euro Retail Park - Harveys	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Ipswich - Euro Retail Park - Allied Carpets	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Ipswich - Euro Retail Park - Dreams Bed Superstore	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Euro Retail Park - SCS	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Ipswich - Orwell Retail Park/Ranelagh Road	0.5%	5	0.5%	2	0.3%	1	0.5%	1	1.0%	1
Ipswich - Orwell Retail Park/Ranelagh Road - Glasswells	2.0%	20	2.0%	8	3.3%	10	1.0%	2	0.0%	0
Ipswich - Suffolk Retail Park	0.4%	4	0.8%	3	0.3%	1	0.0%	0	0.0%	0
Ipswich Smaller (District/Local) Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Copdock - Copdock Retail Park	0.2%	2	0.3%	1	0.3%	1	0.0%	0	0.0%	0
Copdock - Copdock Retail Park - Multiyork	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martlesham Heath - Beardmore Retail Park	0.2%	2	0.0%	0	0.7%	2	0.0%	0	0.0%	0
Braintree - Braintree Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds - Robert Boby Way Retail Park	0.2%	2	0.0%	0	0.0%	0	0.5%	1	1.0%	1
Bury St. Edmunds - St Edmundsbury Retail Park	0.5%	5	0.0%	0	0.0%	0	2.0%	4	1.0%	1
Clacton - Valley Bridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Fiveways Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Colchester Retail Park	0.4%	4	0.0%	0	0.7%	2	0.0%	0	2.0%	2
Colchester - Colne View Retail Park	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Colchester - Tollgate Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	3.0%	3
Lowestoft - Tower Retail Park	0.2%	2	0.0%	0	0.7%	2	0.0%	0	0.0%	0
Martlesham Heath - Martlesham Retail Park	0.8%	8	1.0%	4	1.3%	4	0.0%	0	0.0%	0
Newmarket - Studlands Retail Park	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Sudbury - Shawlands Retail Park	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Thetford - Forest Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldeburgh	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
Bury St. Edmunds	2.7%	27	0.3%	1	0.0%	0	12.0%	24	2.0%	2
Cambridge	0.5%	5	0.5%	2	0.3%	1	0.5%	1	1.0%	1
Clacton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester	1.1%	11	0.0%	0	0.3%	1	0.5%	1	9.0%	9
Felixstowe	2.0%	20	0.3%	1	6.0%	18	0.5%	1	0.0%	0
Framlingham	0.6%	6	0.0%	0	2.0%	6	0.0%	0	0.0%	0
Halesworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leiston	0.4%	4	0.0%	0	1.3%	4	0.0%	0	0.0%	0
Lowestoft	1.1%	11	0.0%	0	3.7%	11	0.0%	0	0.0%	0
Manningtree	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Norwich	1.4%	14	0.8%	3	2.0%	6	2.5%	5	0.0%	0
Southwold	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Ipswich Household Survey for Strategic Perspectives

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
Stowmarket	2.6%	26	0.0%	0	0.3%	1	12.5%	25	0.0%	0
Sudbury	0.4%	4	0.0%	0	0.0%	0	0.0%	0	4.0%	4
Woodbridge	2.7%	27	0.5%	2	7.3%	22	1.5%	3	0.0%	0
Catalogue / Mail order	1.0%	10	1.5%	6	1.3%	4	0.0%	0	0.0%	0
Internet - Online - Amazon	0.2%	2	0.3%	1	0.3%	1	0.0%	0	0.0%	0
Internet - Online - Argos	0.3%	3	0.0%	0	0.3%	1	0.5%	1	1.0%	1
Internet - Online - Cotswold Company	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Internet - Online - Currys	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Internet - Online - Ebay	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Internet - Online - Ikea	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Internet - Online - Marks & Spencer	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Internet - Online - Sofa Warehouse Direct	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Internet - Online - Various Retailers	1.8%	18	1.0%	4	3.0%	9	2.0%	4	1.0%	1
Other - Bramford	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Other - Coome	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Other - Coventry City Centre	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Other - Diss	0.4%	4	0.0%	0	0.3%	1	1.5%	3	0.0%	0
Other - Eye	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Other - Hadleigh	0.5%	5	0.3%	1	0.0%	0	0.0%	0	4.0%	4
Other - Kesgrave	0.4%	4	0.3%	1	1.0%	3	0.0%	0	0.0%	0
Other - Lakeside Leisure Park, Saxmundham	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Other - London	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Martlesham	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Other - Melton	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Other - Needham Market	0.4%	4	0.0%	0	0.3%	1	1.5%	3	0.0%	0
Other - Saxmundham	0.2%	2	0.0%	0	0.7%	2	0.0%	0	0.0%	0
Other - Smaller Centre - Bramford Road	0.2%	2	0.3%	1	0.0%	0	0.5%	1	0.0%	0
Other - Smaller Centre - Car Street	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Dales Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Derby Road	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - MFI, The Sandlings	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Other - Thetford	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Other - Thurrock	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Other - Varies	2.1%	21	2.5%	10	1.0%	3	3.5%	7	1.0%	1
Internet	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
(Don't know / can't remember)	5.7%	57	6.0%	24	5.7%	17	5.5%	11	5.0%	5
(Do not do non-food shopping)	26.2%	262	30.0%	120	23.0%	69	20.0%	40	33.0%	33
Base:		1000		400		300		200		100

Ipswich Household Survey for Strategic Perspectives

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
Q17 Where do you normally do most of your household's shopping for hardware, DIY goods, decorating supplies and garden products (such as drills, lawn mowers, hammers, hedge cutters, garden tools, plants, shrubs etc)?										
Ipswich Town Centre	6.4%	64	6.8%	27	5.3%	16	8.0%	16	5.0%	5
Ipswich - Anglia Retail Park	1.0%	10	1.5%	6	0.0%	0	1.0%	2	2.0%	2
Ipswich - Anglia Retail Park - B&Q	21.5%	215	26.5%	106	8.0%	24	38.0%	76	9.0%	9
Ipswich - Commercial Road Retail Park	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Ipswich - Euro Retail Park	1.5%	15	3.3%	13	0.7%	2	0.0%	0	0.0%	0
Ipswich - Euro Retail Park - B&Q	17.7%	177	26.8%	107	16.0%	48	4.0%	8	14.0%	14
Ipswich - Jewsons	0.3%	3	0.3%	1	0.3%	1	0.5%	1	0.0%	0
Ipswich - Orwell Retail Park/Ranelagh Road	0.3%	3	0.8%	3	0.0%	0	0.0%	0	0.0%	0
Ipswich - Orwell Retail Park/Ranelagh Road - Focus	1.9%	19	2.8%	11	2.0%	6	0.0%	0	2.0%	2
Ipswich - Suffolk Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Wickes, Crompton Road	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Ipswich - Topps Tiles, Commercial Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich Smaller (District/Local) Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Braintree - Braintree Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds - Easlea Road	0.2%	2	0.0%	0	0.0%	0	1.0%	2	0.0%	0
Bury St. Edmunds - Risbygate Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds - Robert Bobby Way Retail Park	0.7%	7	0.0%	0	0.0%	0	3.0%	6	1.0%	1
Bury St. Edmunds - St Edmundsbury Retail Park	0.5%	5	0.0%	0	0.0%	0	2.5%	5	0.0%	0
Clacton - Fiveways Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Valley Bridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Colchester Retail Park	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Colchester - Colne View Retail Park	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Colchester - St Andrew's Avenue	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Tollgate Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Colchester - Turner Rise	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Copdock - Copdock Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martlesham Heath - Beardmore Retail Park	6.5%	65	2.3%	9	18.7%	56	0.0%	0	0.0%	0
Newmarket - Studlands Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warren Heath - Homebase	2.6%	26	4.8%	19	1.7%	5	0.5%	1	1.0%	1
Aldeburgh	0.2%	2	0.0%	0	0.7%	2	0.0%	0	0.0%	0
Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds	2.3%	23	0.0%	0	0.0%	0	11.5%	23	0.0%	0
Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester	1.3%	13	0.0%	0	0.0%	0	0.0%	0	13.0%	13
Felixstowe	3.5%	35	0.3%	1	11.3%	34	0.0%	0	0.0%	0
Framlingham	1.8%	18	0.0%	0	5.7%	17	0.5%	1	0.0%	0
Halesworth	0.3%	3	0.0%	0	1.0%	3	0.0%	0	0.0%	0
Leiston	1.2%	12	0.0%	0	4.0%	12	0.0%	0	0.0%	0
Lowestoft	0.9%	9	0.0%	0	3.0%	9	0.0%	0	0.0%	0
Manningtree	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Norwich	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Southwold	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stowmarket	1.9%	19	0.0%	0	0.3%	1	9.0%	18	0.0%	0
Sudbury	1.7%	17	0.0%	0	0.0%	0	1.0%	2	15.0%	15
Woodbridge	1.5%	15	0.8%	3	3.7%	11	0.5%	1	0.0%	0
Catalogue / Mail order	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Internet - Online - B&Q	0.2%	2	0.0%	0	0.3%	1	0.0%	0	1.0%	1
Other - Bacton	0.4%	4	0.0%	0	0.0%	0	2.0%	4	0.0%	0

Ipswich Household Survey for Strategic Perspectives

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
Other - Beccles	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Other - Bressingham	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Other - Diss	0.6%	6	0.0%	0	1.0%	3	1.5%	3	0.0%	0
Other - Dovecot	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Other - East Bergholt	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Other - Gainsborough	0.2%	2	0.3%	1	0.3%	1	0.0%	0	0.0%	0
Other - Hadleigh	1.1%	11	0.0%	0	0.0%	0	0.0%	0	11.0%	11
Other - J Sainsbury, Felixstowe Road, Warren Heath	0.3%	3	0.5%	2	0.3%	1	0.0%	0	0.0%	0
Other - Kesgrave	0.8%	8	1.5%	6	0.7%	2	0.0%	0	0.0%	0
Other - Martlesham	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Other - Melford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Other - Needham Market	0.5%	5	0.3%	1	0.0%	0	2.0%	4	0.0%	0
Other - Rushmere	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Other - Saxmundham	0.4%	4	0.0%	0	1.3%	4	0.0%	0	0.0%	0
Other - Smaller Centre - London Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Whitehouse Retail Park	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Other - Varies	1.6%	16	1.5%	6	1.0%	3	3.0%	6	1.0%	1
Internet	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
(Don't know / can't remember)	2.9%	29	3.0%	12	2.7%	8	1.0%	2	7.0%	7
(Do not do non-food shopping)	11.3%	113	15.8%	63	8.3%	25	8.0%	16	9.0%	9
Base:		1000		400		300		200		100

Ipswich Household Survey for Strategic Perspectives

	Total		Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)				
Q18 Where do you normally do most of your shopping for audio visual, photographic, computer items (such as stereos, radios, TVs, software, cameras, telephones, CDs & DVDs etc)?										
Ipswich Town Centre	14.1%	141	20.3%	81	10.0%	30	9.0%	18	12.0%	12
Ipswich - Anglia Retail Park	2.7%	27	3.5%	14	1.0%	3	4.5%	9	1.0%	1
Ipswich - Anglia Retail Park - Comet	5.9%	59	7.5%	30	1.7%	5	11.0%	22	2.0%	2
Ipswich - Commercial Road Retail Park	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Ipswich - Euro Retail Park	2.3%	23	4.3%	17	1.0%	3	1.5%	3	0.0%	0
Ipswich - Euro Retail Park - Hughes	2.5%	25	3.8%	15	2.7%	8	1.0%	2	0.0%	0
Ipswich - Orwell Retail Park/Ranelagh Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Suffolk Retail Park	0.4%	4	0.3%	1	0.3%	1	0.5%	1	1.0%	1
Ipswich Smaller (District/Local) Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Copdock - Copdock Retail Park	2.6%	26	4.3%	17	1.0%	3	1.0%	2	4.0%	4
Copdock - Copdock Retail Park - Currys	3.2%	32	4.8%	19	3.0%	9	0.0%	0	4.0%	4
Copdock - Copdock Retail Park - PC World	2.6%	26	4.0%	16	2.0%	6	1.5%	3	1.0%	1
Martlesham Heath - Beardmore Retail Park	2.3%	23	1.3%	5	5.7%	17	0.5%	1	0.0%	0
Braintree - Braintree Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds - Robert Boby Way Retail Park	0.7%	7	0.0%	0	0.0%	0	3.0%	6	1.0%	1
Bury St. Edmunds - St Edmundsbury Retail Park	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Clacton - Valley Bridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Fiveways Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Colchester Retail Park	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Colchester - Colne View Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Tollgate Centre	0.7%	7	0.0%	0	0.0%	0	0.0%	0	7.0%	7
Lowestoft - Tower Retail Park	0.2%	2	0.0%	0	0.7%	2	0.0%	0	0.0%	0
Martlesham Heath - Martlesham Retail Park	5.4%	54	4.5%	18	11.7%	35	0.0%	0	1.0%	1
Newmarket - Studlands Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sudbury - Shawlands Retail Park	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Thetford - Forest Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldeburgh	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds	1.5%	15	0.0%	0	0.0%	0	7.5%	15	0.0%	0
Cambridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Clacton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Colchester	0.3%	3	0.0%	0	0.0%	0	0.0%	0	3.0%	3
Felixstowe	2.0%	20	0.0%	0	6.7%	20	0.0%	0	0.0%	0
Framlingham	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Halesworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leiston	1.3%	13	0.0%	0	4.3%	13	0.0%	0	0.0%	0
Lowestoft	0.5%	5	0.0%	0	1.7%	5	0.0%	0	0.0%	0
Manningtree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norwich	0.7%	7	0.0%	0	1.3%	4	1.5%	3	0.0%	0
Southwold	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Stowmarket	3.2%	32	0.0%	0	0.0%	0	16.0%	32	0.0%	0
Sudbury	0.6%	6	0.0%	0	0.0%	0	0.0%	0	6.0%	6
Woodbridge	1.1%	11	0.0%	0	3.7%	11	0.0%	0	0.0%	0
Catalogue / Mail order	0.7%	7	0.8%	3	0.3%	1	1.5%	3	0.0%	0
Internet - Online - Amazon	3.4%	34	3.3%	13	3.7%	11	3.0%	6	4.0%	4
Internet - Online - Aol	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Internet - Online - Argos	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Internet - Online - Comet	0.4%	4	0.3%	1	0.3%	1	0.5%	1	1.0%	1
Internet - Online - Currys	0.5%	5	0.3%	1	1.3%	4	0.0%	0	0.0%	0
Internet - Online - Dell	0.2%	2	0.3%	1	0.3%	1	0.0%	0	0.0%	0
Internet - Online - Digital	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0

Ipswich Household Survey for Strategic Perspectives

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
Direct										
Internet - Online - Eavesham	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Internet - Online - Ebay	0.3%	3	0.5%	2	0.3%	1	0.0%	0	0.0%	0
Internet - Online - Go Compare	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Internet - Online - Hughes Direct	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Internet - Online - John Lewis	0.3%	3	0.3%	1	0.3%	1	0.5%	1	0.0%	0
Internet - Online - Misco.co.uk	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Internet - Online - Play.com	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Internet - Online - Sainsburys	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Internet - Online - Tesco	0.3%	3	0.0%	0	0.3%	1	0.5%	1	1.0%	1
Internet - Online - Various Retailers	6.0%	60	4.8%	19	6.7%	20	6.5%	13	8.0%	8
Internet - Online - Warehouse Express	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Other - Abroad	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Other - Bacton	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Other - Diss	0.8%	8	0.0%	0	1.0%	3	2.5%	5	0.0%	0
Other - Gislegham	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Other - Hadleigh	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Other - Harlesden	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Other - Harwich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Other - J Sainsbury, Felixstowe Road, Warren Heath	0.3%	3	0.5%	2	0.0%	0	0.5%	1	0.0%	0
Other - London	0.2%	2	0.3%	1	0.3%	1	0.0%	0	0.0%	0
Other - Manchester	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Saxmundham	0.2%	2	0.0%	0	0.7%	2	0.0%	0	0.0%	0
Other - Smaller Centre - Dales Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Diss	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Other - Smaller Centre - Felixstowe Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Foxhall Road	0.2%	2	0.3%	1	0.0%	0	0.5%	1	0.0%	0
Other - Smaller Centre - Tavern Street	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Other - Stanstead Airport	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Other - Varies	1.6%	16	2.0%	8	1.3%	4	1.0%	2	2.0%	2
Internet	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
(Don't know / can't remember)	4.9%	49	4.0%	16	5.7%	17	5.0%	10	6.0%	6
(Do not do non-food shopping)	19.5%	195	22.8%	91	16.0%	48	15.5%	31	25.0%	25
Base:		1000		400		300		200		100

Ipswich Household Survey for Strategic Perspectives

	Total		Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)	
Q19 Where do you normally do most of your household's shopping for small domestic electrical appliances (such as irons, kettles, fans, coffee makers, food mixers etc)?										
Ipswich Town Centre	18.9%	189	32.8%	131	6.3%	19	10.0%	20	19.0%	19
Ipswich - Anglia Retail Park	3.5%	35	5.0%	20	0.7%	2	6.0%	12	1.0%	1
Ipswich - Anglia Retail Park - Comet	4.9%	49	6.5%	26	0.7%	2	9.5%	19	2.0%	2
Ipswich - Commercial Road Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Euro Retail Park	1.4%	14	2.8%	11	0.7%	2	0.0%	0	1.0%	1
Ipswich - Euro Retail Park - Hughes	0.7%	7	1.0%	4	0.3%	1	0.5%	1	1.0%	1
Ipswich - Orwell Retail Park/Ranelagh Road	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Ipswich - Suffolk Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Suffolk Retail Park - Argos Extra	1.3%	13	1.5%	6	0.7%	2	0.5%	1	4.0%	4
Ipswich Smaller (District/Local) Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Copdock - Copdock Retail Park	4.0%	40	7.3%	29	0.7%	2	2.0%	4	5.0%	5
Copdock - Copdock Retail Park - Currys	2.5%	25	3.0%	12	2.7%	8	0.5%	1	4.0%	4
Martlesham Heath - Beardmore Retail Park	3.2%	32	1.0%	4	9.3%	28	0.0%	0	0.0%	0
Braintree - Braintree Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds - Robert Boby Way Retail Park	0.2%	2	0.0%	0	0.0%	0	1.0%	2	0.0%	0
Bury St. Edmunds - St Edmundsbury Retail Park	0.2%	2	0.0%	0	0.0%	0	1.0%	2	0.0%	0
Clacton - Valley Bridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Fiveways Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Colchester Retail Park	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Colchester - Colne View Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Tollgate Centre	0.5%	5	0.0%	0	0.0%	0	0.0%	0	5.0%	5
Lowestoft - Tower Retail Park	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Martlesham Heath - Martlesham Retail Park	8.2%	82	6.8%	27	18.3%	55	0.0%	0	0.0%	0
Newmarket - Studlands Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sudbury - Shawlands Retail Park	0.3%	3	0.0%	0	0.0%	0	0.0%	0	3.0%	3
Thetford - Forest Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldeburgh	0.8%	8	0.0%	0	2.7%	8	0.0%	0	0.0%	0
Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds	2.7%	27	0.0%	0	0.0%	0	13.5%	27	0.0%	0
Cambridge	0.2%	2	0.3%	1	0.3%	1	0.0%	0	0.0%	0
Clacton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Colchester	0.7%	7	0.0%	0	0.0%	0	0.0%	0	7.0%	7
Felixstowe	5.3%	53	0.3%	1	17.0%	51	0.5%	1	0.0%	0
Framlingham	1.6%	16	0.0%	0	5.3%	16	0.0%	0	0.0%	0
Halesworth	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Leiston	2.2%	22	0.0%	0	7.3%	22	0.0%	0	0.0%	0
Lowestoft	0.4%	4	0.0%	0	1.3%	4	0.0%	0	0.0%	0
Manningtree	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Norwich	0.6%	6	0.5%	2	1.0%	3	0.5%	1	0.0%	0
Southwold	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stowmarket	5.6%	56	0.0%	0	0.3%	1	27.5%	55	0.0%	0
Sudbury	1.0%	10	0.0%	0	0.0%	0	0.0%	0	10.0%	10
Woodbridge	1.8%	18	0.3%	1	5.7%	17	0.0%	0	0.0%	0
Catalogue / Mail order	0.5%	5	1.0%	4	0.0%	0	0.5%	1	0.0%	0
Internet - Online - Amazon	0.9%	9	0.5%	2	1.3%	4	1.0%	2	1.0%	1
Internet - Online - Argos	0.3%	3	0.0%	0	0.0%	0	1.0%	2	1.0%	1
Internet - Online - Asda	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Internet - Online - Comet	0.2%	2	0.3%	1	0.0%	0	0.0%	0	1.0%	1
Internet - Online - Currys	0.2%	2	0.0%	0	0.3%	1	0.0%	0	1.0%	1
Internet - Online - Go Compare	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0

Ipswich Household Survey for Strategic Perspectives

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
Internet - Online - John Lewis	0.3%	3	0.0%	0	0.7%	2	0.0%	0	1.0%	1
Internet - Online - Littlewoods	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Internet - Online - Play.com	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Internet - Online - Tesco	0.2%	2	0.0%	0	0.3%	1	0.0%	0	1.0%	1
Internet - Online - Various Retailers	2.0%	20	2.3%	9	2.3%	7	2.0%	4	0.0%	0
Other - Bacton	0.2%	2	0.0%	0	0.0%	0	1.0%	2	0.0%	0
Other - Brandon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Other - Diss	1.0%	10	0.0%	0	0.7%	2	4.0%	8	0.0%	0
Other - Dovecot	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Other - Hadleigh	0.7%	7	0.0%	0	0.0%	0	0.0%	0	7.0%	7
Other - High Woods	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Other - J Sainsbury, Felixstowe Road, Warren Heath	1.9%	19	3.5%	14	0.7%	2	0.0%	0	3.0%	3
Other - Kesgrave	0.5%	5	0.8%	3	0.7%	2	0.0%	0	0.0%	0
Other - London	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Other - Saxmundham	0.5%	5	0.0%	0	1.7%	5	0.0%	0	0.0%	0
Other - Smaller Centre - Felixstowe Road	0.6%	6	1.5%	6	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Goddard Road	0.6%	6	1.3%	5	0.0%	0	0.5%	1	0.0%	0
Other - Smaller Centre - Ranelagh Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Sproughton Road	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Tavern Street	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Other - Smaller Centre - Vauxhall Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Warwick Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Varies	2.2%	22	2.0%	8	1.3%	4	3.5%	7	3.0%	3
Internet	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
(Don't know / can't remember)	3.3%	33	4.3%	17	3.0%	9	3.0%	6	1.0%	1
(Do not do non-food shopping)	8.9%	89	12.0%	48	4.3%	13	9.0%	18	10.0%	10
Base:		1000		400		300		200		100

Ipswich Household Survey for Strategic Perspectives

	Total		Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)				
Q20 Where do you normally do most of your household's shopping for large domestic electrical appliances (such as fridges, washing machines, cookers, vacuum cleaners etc)?										
Ipswich Town Centre	12.7%	127	19.0%	76	8.0%	24	10.0%	20	7.0%	7
Ipswich - Anglia Retail Park	4.0%	40	5.8%	23	0.3%	1	6.5%	13	3.0%	3
Ipswich - Anglia Retail Park - Comet	10.2%	102	13.3%	53	4.0%	12	17.0%	34	3.0%	3
Ipswich - Commercial Road Retail Park	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Ipswich - Euro Retail Park	3.2%	32	6.0%	24	2.3%	7	0.5%	1	0.0%	0
Ipswich - Euro Retail Park - Hughes	2.5%	25	3.0%	12	2.0%	6	2.0%	4	3.0%	3
Ipswich - Orwell Retail Park/Ranelagh Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Ipswich - Suffolk Retail Park	0.2%	2	0.3%	1	0.0%	0	0.5%	1	0.0%	0
Ipswich - Suffolk Retail Park - Argos Extra	0.3%	3	0.5%	2	0.0%	0	0.0%	0	1.0%	1
Ipswich Smaller (District/Local) Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Copdock - Copdock Retail Park	1.6%	16	1.8%	7	0.3%	1	1.0%	2	6.0%	6
Copdock - Copdock Retail Park - Currys	6.7%	67	9.0%	36	5.3%	16	3.0%	6	9.0%	9
Martlesham Heath - Beardmore Retail Park	4.4%	44	2.8%	11	11.0%	33	0.0%	0	0.0%	0
Braintree - Braintree Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds - Robert Boby Way Retail Park	0.4%	4	0.0%	0	0.0%	0	2.0%	4	0.0%	0
Bury St. Edmunds - St Edmundsbury Retail Park	0.2%	2	0.0%	0	0.0%	0	1.0%	2	0.0%	0
Clacton - Valley Bridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Fiveways Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Colchester Retail Park	0.3%	3	0.0%	0	0.0%	0	0.0%	0	3.0%	3
Colchester - Colne View Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Tollgate Centre	0.4%	4	0.0%	0	0.0%	0	0.0%	0	4.0%	4
Lowestoft - Tower Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martlesham Heath - Martlesham Retail Park	6.9%	69	6.3%	25	14.0%	42	1.0%	2	0.0%	0
Newmarket - Studlands Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sudbury - Shawlands Retail Park	0.3%	3	0.0%	0	0.0%	0	0.0%	0	3.0%	3
Thetford - Forest Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldeburgh	0.3%	3	0.0%	0	1.0%	3	0.0%	0	0.0%	0
Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds	1.8%	18	0.0%	0	0.0%	0	8.5%	17	1.0%	1
Cambridge	0.3%	3	0.0%	0	0.0%	0	1.0%	2	1.0%	1
Clacton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Colchester	0.8%	8	0.3%	1	0.0%	0	0.0%	0	7.0%	7
Felixstowe	2.1%	21	0.0%	0	7.0%	21	0.0%	0	0.0%	0
Framlingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halesworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leiston	1.1%	11	0.0%	0	3.7%	11	0.0%	0	0.0%	0
Lowestoft	0.6%	6	0.0%	0	2.0%	6	0.0%	0	0.0%	0
Manningtree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norwich	0.9%	9	0.5%	2	2.0%	6	0.5%	1	0.0%	0
Southwold	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Stowmarket	2.9%	29	0.0%	0	0.0%	0	14.5%	29	0.0%	0
Sudbury	0.5%	5	0.0%	0	0.0%	0	0.0%	0	5.0%	5
Woodbridge	0.9%	9	0.0%	0	3.0%	9	0.0%	0	0.0%	0
Catalogue / Mail order	1.1%	11	0.3%	1	2.7%	8	0.5%	1	1.0%	1
Internet - Online - Amazon	0.5%	5	0.3%	1	1.0%	3	0.0%	0	1.0%	1
Internet - Online - Argos	0.2%	2	0.0%	0	0.3%	1	0.0%	0	1.0%	1
Internet - Online - Comet	0.5%	5	0.0%	0	0.7%	2	1.0%	2	1.0%	1
Internet - Online - Co-op	0.2%	2	0.0%	0	0.3%	1	0.5%	1	0.0%	0
Internet - Online - Currys	1.1%	11	1.3%	5	1.3%	4	0.5%	1	1.0%	1
Internet - Online - Go Compare	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0

Ipswich Household Survey for Strategic Perspectives

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
Internet - Online - Hughes Direct	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Internet - Online - John Lewis	0.8%	8	0.3%	1	1.0%	3	1.0%	2	2.0%	2
Internet - Online - Sevendaysshop	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Internet - Online - Tesco	0.2%	2	0.3%	1	0.0%	0	0.5%	1	0.0%	0
Internet - Online - Various Retailers	5.0%	50	4.0%	16	5.7%	17	5.0%	10	7.0%	7
Other - Bacton	0.3%	3	0.0%	0	0.0%	0	1.5%	3	0.0%	0
Other - Diss	1.1%	11	0.0%	0	1.3%	4	3.5%	7	0.0%	0
Other - Dovecot	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Other - Finningham	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Other - Hadleigh	0.5%	5	0.0%	0	0.0%	0	0.0%	0	5.0%	5
Other - London	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Other - Saxmundham	0.6%	6	0.0%	0	2.0%	6	0.0%	0	0.0%	0
Other - Smaller Centre - Foxhall Road	0.3%	3	0.8%	3	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Norwich Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Queensway	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Ransomes Retail Park	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Tavern Street	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Other - Smaller Centre - Vauxhall Road	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Other - Varies	2.1%	21	1.8%	7	2.7%	8	1.5%	3	3.0%	3
Internet	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
(Don't know / can't remember)	5.8%	58	6.8%	27	6.7%	20	4.5%	9	2.0%	2
(Do not do non-food shopping)	11.6%	116	14.8%	59	7.0%	21	9.5%	19	17.0%	17
Base:		1000		400		300		200		100

Ipswich Household Survey for Strategic Perspectives

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
Q21 Where do you normally do most of your household's shopping for chemist and medical goods, cosmetics and other beauty products (such as medicines, vitamins, glasses, contact lenses etc)?										
Ipswich Town Centre	32.5%	325	60.3%	241	9.0%	27	15.5%	31	26.0%	26
Ipswich - Anglia Retail Park	1.1%	11	1.0%	4	0.0%	0	3.5%	7	0.0%	0
Ipswich - Commercial Road Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Euro Retail Park	0.2%	2	0.3%	1	0.3%	1	0.0%	0	0.0%	0
Ipswich - Orwell Retail Park/Ranelagh Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Ipswich - Suffolk Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich Smaller (District/Local) Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Copdock - Copdock Retail Park	1.9%	19	3.0%	12	0.0%	0	1.0%	2	5.0%	5
Martlesham Heath - Beardmore Retail Park	1.2%	12	0.5%	2	3.3%	10	0.0%	0	0.0%	0
Braintree - Braintree Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds - Robert Boby Way Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds - St Edmundsbury Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Valley Bridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Fiveways Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Colchester Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Colne View Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Tollgate Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Lowestoft - Tower Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martlesham Heath - Martlesham Retail Park	3.4%	34	3.3%	13	6.7%	20	0.5%	1	0.0%	0
Newmarket - Studlands Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sudbury - Shawlands Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thetford - Forest Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldeburgh	1.2%	12	0.0%	0	4.0%	12	0.0%	0	0.0%	0
Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds	2.6%	26	0.0%	0	0.0%	0	13.0%	26	0.0%	0
Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester	0.8%	8	0.0%	0	0.0%	0	0.0%	0	8.0%	8
Felixstowe	5.8%	58	0.3%	1	19.0%	57	0.0%	0	0.0%	0
Framlingham	1.9%	19	0.0%	0	6.3%	19	0.0%	0	0.0%	0
Halesworth	0.3%	3	0.0%	0	1.0%	3	0.0%	0	0.0%	0
Leiston	2.6%	26	0.0%	0	8.7%	26	0.0%	0	0.0%	0
Lowestoft	0.5%	5	0.3%	1	1.3%	4	0.0%	0	0.0%	0
Manningtree	0.8%	8	0.0%	0	0.0%	0	0.0%	0	8.0%	8
Norwich	0.5%	5	0.3%	1	0.7%	2	1.0%	2	0.0%	0
Southwold	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stowmarket	7.3%	73	0.0%	0	0.3%	1	36.0%	72	0.0%	0
Sudbury	1.8%	18	0.0%	0	0.0%	0	0.5%	1	17.0%	17
Woodbridge	6.9%	69	1.0%	4	21.3%	64	0.5%	1	0.0%	0
Catalogue / Mail order	1.4%	14	2.0%	8	1.3%	4	0.5%	1	1.0%	1
Internet - Online - Amivo	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Internet - Online - Asda	0.2%	2	0.3%	1	0.3%	1	0.0%	0	0.0%	0
Internet - Online - Avon	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Internet - Online - Boots	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Internet - Online - Natural Skin Care Company	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Internet - Online - Qvc	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Internet - Online - Sainsburys	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Other - Belstead Hills	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Bildestone	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Other - Brandon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Other - Claydon	0.2%	2	0.0%	0	0.0%	0	1.0%	2	0.0%	0
Other - Debenham	0.6%	6	0.0%	0	0.0%	0	2.5%	5	1.0%	1
Other - Dedham	0.4%	4	0.0%	0	0.0%	0	0.0%	0	4.0%	4

Ipswich Household Survey for Strategic Perspectives

	Total		Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)	
Other - Diss	1.6%	16	0.0%	0	2.3%	7	4.5%	9	0.0%	0
Other - Dovecot	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Other - East Bergholt	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Other - Eye	0.4%	4	0.0%	0	0.0%	0	2.0%	4	0.0%	0
Other - Felixstowe	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Other - Fircroft	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Gainsborough	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Other - Great Cornard	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Other - Hadleigh	1.3%	13	0.3%	1	0.0%	0	0.0%	0	12.0%	12
Other - Holbrook	0.2%	2	0.3%	1	0.0%	0	0.0%	0	1.0%	1
Other - J Sainsbury, Felixstowe Road, Warren Heath	2.1%	21	3.5%	14	1.3%	4	0.0%	0	3.0%	3
Other - Kesgrave	0.7%	7	1.8%	7	0.0%	0	0.0%	0	0.0%	0
Other - London	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Other - Manningtree	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Other - Martlesham	0.5%	5	0.3%	1	1.3%	4	0.0%	0	0.0%	0
Other - Needham Market	0.6%	6	0.0%	0	0.0%	0	3.0%	6	0.0%	0
Other - Norwich Road, Setford	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Other - Orford	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Other - Salisbury	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Other - Saxmundham	1.1%	11	0.0%	0	3.7%	11	0.0%	0	0.0%	0
Other - Smaller Centre - Allenbrook Green	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Belstead	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Blandford Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Bramford	0.5%	5	0.0%	0	0.0%	0	2.5%	5	0.0%	0
Other - Smaller Centre - Bury Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Ellenbrook Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Felixstowe Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Fircroft Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Foxhall Road	0.6%	6	1.5%	6	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Goddard Road	0.4%	4	0.8%	3	0.0%	0	0.5%	1	0.0%	0
Other - Smaller Centre - Hawthorn Drive	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - London Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Meredith Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Nacton Road	0.4%	4	1.0%	4	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Norwich Road	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Queensway	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Ravenswood	0.4%	4	1.0%	4	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Reynolds Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Sproughton Road	0.3%	3	0.8%	3	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Stoke Park	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Woodbridge Road	0.3%	3	0.8%	3	0.0%	0	0.0%	0	0.0%	0
Other - Varies	0.9%	9	1.3%	5	1.0%	3	0.5%	1	0.0%	0
Other - Woolpit	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Other - Wycombe	0.7%	7	0.0%	0	0.0%	0	3.5%	7	0.0%	0
Other - Wycombe Market	0.6%	6	0.5%	2	1.3%	4	0.0%	0	0.0%	0
Internet	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
(Don't know / can't remember)	1.7%	17	2.3%	9	1.3%	4	1.0%	2	2.0%	2
(Do not do non-food	4.4%	44	6.3%	25	2.3%	7	4.5%	9	3.0%	3

Ipswich Household Survey for Strategic Perspectives

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)
shopping)					
Base:	1000	400	300	200	100

Ipswich Household Survey for Strategic Perspectives

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
Q22 Where do you do most of your household's shopping for games & toys, hobby items; sport and camping goods; and musical instruments?										
Ipswich Town Centre	20.7%	207	27.8%	111	17.0%	51	13.5%	27	18.0%	18
Ipswich - Anglia Retail Park	0.3%	3	0.3%	1	0.0%	0	0.5%	1	1.0%	1
Ipswich - Commercial Road Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Euro Retail Park	0.5%	5	0.8%	3	0.3%	1	0.5%	1	0.0%	0
Ipswich - Euro Retail Park - JJB Sports	1.5%	15	2.5%	10	1.0%	3	0.5%	1	1.0%	1
Ipswich - Orwell Retail Park/Ranelagh Road	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Ipswich - Suffolk Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Suffolk Retail Park - Argos Extra	0.5%	5	0.8%	3	0.3%	1	0.0%	0	1.0%	1
Ipswich Smaller (District/Local) Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Copdock - Copdock Retail Park	1.0%	10	1.8%	7	0.7%	2	0.0%	0	1.0%	1
Copdock - Copdock Retail Park - Toys R Us	5.9%	59	8.3%	33	2.7%	8	7.5%	15	3.0%	3
Martlesham Heath - Beardmore Retail Park	0.3%	3	0.0%	0	1.0%	3	0.0%	0	0.0%	0
Braintree - Braintree Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds - Robert Bobby Way Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds - St Edmundsbury Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Valley Bridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Fiveways Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Colchester Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Colne View Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Tollgate Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lowestoft - Tower Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martlesham Heath - Martlesham Retail Park	0.5%	5	0.5%	2	1.0%	3	0.0%	0	0.0%	0
Newmarket - Studlands Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sudbury - Shawlands Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thetford - Forest Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldeburgh	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
Bury St. Edmunds	1.7%	17	0.0%	0	0.3%	1	7.5%	15	1.0%	1
Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Colchester	1.1%	11	0.3%	1	0.7%	2	0.0%	0	8.0%	8
Felixstowe	1.5%	15	0.5%	2	4.0%	12	0.5%	1	0.0%	0
Framlingham	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Halesworth	0.5%	5	0.0%	0	1.7%	5	0.0%	0	0.0%	0
Leiston	0.2%	2	0.0%	0	0.7%	2	0.0%	0	0.0%	0
Lowestoft	0.4%	4	0.0%	0	1.3%	4	0.0%	0	0.0%	0
Manningtree	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Norwich	0.8%	8	0.5%	2	1.3%	4	1.0%	2	0.0%	0
Southwold	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stowmarket	2.4%	24	0.3%	1	0.3%	1	11.0%	22	0.0%	0
Sudbury	0.7%	7	0.0%	0	0.0%	0	0.5%	1	6.0%	6
Woodbridge	1.3%	13	0.0%	0	4.3%	13	0.0%	0	0.0%	0
Catalogue / Mail order	0.4%	4	0.3%	1	0.3%	1	1.0%	2	0.0%	0
Internet - Online - Amazon	5.2%	52	3.3%	13	7.7%	23	6.5%	13	3.0%	3
Internet - Online - Argos	0.2%	2	0.0%	0	0.0%	0	0.5%	1	1.0%	1
Internet - Online - Early Learning Centre	0.2%	2	0.0%	0	0.7%	2	0.0%	0	0.0%	0
Internet - Online - Ebay	0.5%	5	0.3%	1	0.7%	2	1.0%	2	0.0%	0
Internet - Online - JJB	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Internet - Online - Play.com	0.2%	2	0.3%	1	0.3%	1	0.0%	0	0.0%	0
Internet - Online - Various Retailers	3.0%	30	2.3%	9	4.7%	14	2.0%	4	3.0%	3

Ipswich Household Survey for Strategic Perspectives

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
Internet - Online - Warehouse Express	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Other - Abroad	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Bournebridge	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Other - Diss	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Other - Hadleigh	0.4%	4	0.3%	1	0.0%	0	0.0%	0	3.0%	3
Other - J Sainsbury, Felixstowe Road, Warren Heath	0.5%	5	0.5%	2	0.7%	2	0.0%	0	1.0%	1
Other - Kesgrave	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Other - London	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Martlesham	0.2%	2	0.3%	1	0.3%	1	0.0%	0	0.0%	0
Other - Varies	1.1%	11	1.0%	4	0.3%	1	2.5%	5	1.0%	1
Other - Worsted	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Other - Wycombe	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Internet	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
(Don't know / can't remember)	2.2%	22	1.8%	7	2.7%	8	2.0%	4	3.0%	3
(Do not do non-food shopping)	42.8%	428	45.3%	181	41.0%	123	40.5%	81	43.0%	43
Base:		1000		400		300		200		100

Ipswich Household Survey for Strategic Perspectives

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
Q23 Where do you do most of your household's shopping for pets & pet related products?										
Ipswich Town Centre	8.5%	85	14.0%	56	3.3%	10	4.0%	8	11.0%	11
Ipswich - Anglia Retail Park	0.8%	8	1.3%	5	0.0%	0	1.5%	3	0.0%	0
Ipswich - Commercial Road Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Euro Retail Park	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Ipswich - Orwell Retail Park/Ranelagh Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Ipswich - Orwell Retail Park/Ranelagh Road - Pets @ Home	6.0%	60	10.3%	41	0.3%	1	6.0%	12	6.0%	6
Ipswich - Suffolk Retail Park	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Ipswich Smaller (District/Local) Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Copdock - Copdock Retail Park	1.2%	12	2.0%	8	0.0%	0	1.0%	2	2.0%	2
Martlesham Heath - Beardmore Retail Park	1.9%	19	0.8%	3	5.3%	16	0.0%	0	0.0%	0
Braintree - Braintree Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds - Robert Bobby Way Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds - St Edmundsbury Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Valley Bridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Fiveways Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Colchester Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Colne View Retail Park	0.3%	3	0.0%	0	0.0%	0	0.0%	0	3.0%	3
Colchester - Tollgate Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lowestoft - Tower Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martlesham Heath - Martlesham Retail Park	5.3%	53	4.0%	16	11.7%	35	1.0%	2	0.0%	0
Newmarket - Studlands Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sudbury - Shawlands Retail Park	0.4%	4	0.0%	0	0.0%	0	0.5%	1	3.0%	3
Thetford - Forest Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldeburgh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Braintree	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds	1.1%	11	0.0%	0	0.0%	0	5.5%	11	0.0%	0
Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester	0.5%	5	0.0%	0	0.0%	0	0.0%	0	5.0%	5
Felixstowe	2.3%	23	0.5%	2	7.0%	21	0.0%	0	0.0%	0
Framlingham	1.5%	15	0.0%	0	5.0%	15	0.0%	0	0.0%	0
Halesworth	0.5%	5	0.0%	0	1.7%	5	0.0%	0	0.0%	0
Leiston	1.0%	10	0.0%	0	3.3%	10	0.0%	0	0.0%	0
Lowestoft	0.2%	2	0.0%	0	0.7%	2	0.0%	0	0.0%	0
Manningtree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southwold	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stowmarket	3.6%	36	0.0%	0	0.3%	1	17.5%	35	0.0%	0
Sudbury	1.0%	10	0.0%	0	0.0%	0	0.5%	1	9.0%	9
Woodbridge	1.0%	10	0.5%	2	2.3%	7	0.5%	1	0.0%	0
Catalogue / Mail order	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Internet - Online - Asda	0.2%	2	0.0%	0	0.7%	2	0.0%	0	0.0%	0
Internet - Online - Petdispensery.co.uk	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Internet - Online - Tesco	0.4%	4	0.5%	2	0.3%	1	0.5%	1	0.0%	0
Other - Brandon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Other - Capel St.Mary	0.3%	3	0.3%	1	0.0%	0	0.0%	0	2.0%	2
Other - Catterwade	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Other - Debenham	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Other - Diss	0.8%	8	0.0%	0	0.7%	2	3.0%	6	0.0%	0
Other - Earls Stonham	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Other - Elmswell	0.5%	5	0.0%	0	0.0%	0	2.5%	5	0.0%	0
Other - Eye	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Other - Grange Farm Park,	0.2%	2	0.0%	0	0.7%	2	0.0%	0	0.0%	0

Ipswich Household Survey for Strategic Perspectives

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
Felixstowe										
Other - Hadleigh	0.3%	3	0.0%	0	0.0%	0	0.0%	0	3.0%	3
Other - Harwich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Other - Highwoods	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Other - Holbrook	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Other - J Sainsbury, Felixstowe Road, Warren Heath	1.7%	17	3.3%	13	1.0%	3	0.0%	0	1.0%	1
Other - Kesgrave	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Manningtree	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Other - Marlow	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Other - Martlesham	0.8%	8	0.5%	2	2.0%	6	0.0%	0	0.0%	0
Other - Middleton	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Other - Needham Market	0.2%	2	0.0%	0	0.0%	0	1.0%	2	0.0%	0
Other - Norwich Road, Setford	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Old Newton	0.2%	2	0.0%	0	0.0%	0	1.0%	2	0.0%	0
Other - Salisbury	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Other - Saxmundham	0.7%	7	0.0%	0	2.3%	7	0.0%	0	0.0%	0
Other - Smaller Centre - Budbridge Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Bury Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Carsrey Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Clapgate Lane	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Derby Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Foxhall Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Gainsborough	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Goddard Road	0.6%	6	1.0%	4	0.0%	0	1.0%	2	0.0%	0
Other - Smaller Centre - Marlow Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Sproughton Road	0.3%	3	0.8%	3	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Woodbridge Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Theberton	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Other - Thurstone	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Other - Varies	0.8%	8	0.5%	2	0.7%	2	0.5%	1	3.0%	3
Other - Westleton	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Other - Whitehouse Centre	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Woolpit	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Other - Wycombe Market	0.2%	2	0.0%	0	0.7%	2	0.0%	0	0.0%	0
Internet	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
(Don't know / can't remember)	1.2%	12	1.8%	7	1.3%	4	0.0%	0	1.0%	1
(Do not do non-food shopping)	49.9%	499	53.8%	215	46.7%	140	49.5%	99	45.0%	45
Base:		1000		400		300		200		100

Ipswich Household Survey for Strategic Perspectives

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
Q24 Where do you do most of your household's shopping for all other non-food goods including books; jewellery and watches; china, glassware; recreational and luxury goods?										
Ipswich Town Centre	35.5%	355	51.0%	204	25.0%	75	25.0%	50	26.0%	26
Ipswich - Anglia Retail Park	0.3%	3	0.5%	2	0.0%	0	0.5%	1	0.0%	0
Ipswich - Commercial Road Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Euro Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Orwell Retail Park/Ranelagh Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Suffolk Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Suffolk Retail Park - Dunelm Mill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Ipswich - Suffolk Retail Park - Range	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Suffolk Retail Park - Argos Extra	0.6%	6	1.0%	4	0.3%	1	0.0%	0	1.0%	1
Ipswich Smaller (District/Local) Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Copdock - Copdock Retail Park	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Martlesham Heath - Beardmore Retail Park	0.2%	2	0.0%	0	0.7%	2	0.0%	0	0.0%	0
Braintree - Braintree Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds - Robert Bobby Way Retail Park	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Bury St. Edmunds - St Edmundsbury Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Valley Bridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Fiveways Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Colchester Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Colne View Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Tollgate Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lowestoft - Tower Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martlesham Heath - Martlesham Retail Park	0.4%	4	0.3%	1	1.0%	3	0.0%	0	0.0%	0
Newmarket - Studlands Retail Park	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Sudbury - Shawlands Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thetford - Forest Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldeburgh	0.4%	4	0.0%	0	1.3%	4	0.0%	0	0.0%	0
Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds	2.5%	25	0.3%	1	0.3%	1	11.5%	23	0.0%	0
Cambridge	0.4%	4	0.8%	3	0.0%	0	0.5%	1	0.0%	0
Clacton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester	1.1%	11	0.0%	0	0.0%	0	0.0%	0	11.0%	11
Felixstowe	3.0%	30	0.3%	1	9.7%	29	0.0%	0	0.0%	0
Framlingham	0.6%	6	0.0%	0	2.0%	6	0.0%	0	0.0%	0
Halesworth	0.2%	2	0.0%	0	0.7%	2	0.0%	0	0.0%	0
Leiston	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Lowestoft	0.7%	7	0.0%	0	2.3%	7	0.0%	0	0.0%	0
Manningtree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norwich	1.5%	15	0.5%	2	3.3%	10	1.5%	3	0.0%	0
Southwold	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stowmarket	3.2%	32	0.0%	0	0.7%	2	15.0%	30	0.0%	0
Sudbury	1.0%	10	0.0%	0	0.0%	0	0.5%	1	9.0%	9
Woodbridge	3.7%	37	0.5%	2	10.7%	32	1.0%	2	1.0%	1
Catalogue / Mail order	0.9%	9	0.8%	3	1.0%	3	1.0%	2	1.0%	1
Internet - Online - Amazon	7.4%	74	5.0%	20	8.0%	24	10.0%	20	10.0%	10
Internet - Online - Argos	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Internet - Online - Buywatchonline.net	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Internet - Online - Ebay	0.6%	6	0.5%	2	0.0%	0	2.0%	4	0.0%	0
Internet - Online - John Lewis	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Internet - Online - Play.com	0.7%	7	1.0%	4	0.7%	2	0.5%	1	0.0%	0
Internet - Online - Tesco	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0

Ipswich Household Survey for Strategic Perspectives

	Total		Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)				
Internet - Online - The Book People	0.3%	3	0.0%	0	0.7%	2	0.5%	1	0.0%	0
Internet - Online - Various Retailers	2.7%	27	1.5%	6	4.0%	12	3.0%	6	3.0%	3
Other - Abroad	0.2%	2	0.3%	1	0.0%	0	0.0%	0	1.0%	1
Other - Beccles	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Other - Brantham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Other - Diss	0.3%	3	0.0%	0	0.7%	2	0.5%	1	0.0%	0
Other - Harwich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Other - Highwoods	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Other - J Sainsbury, Felixstowe Road, Warren Heath	0.2%	2	0.0%	0	0.3%	1	0.0%	0	1.0%	1
Other - London	0.3%	3	0.3%	1	0.3%	1	0.5%	1	0.0%	0
Other - Norwich	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Other - Orford	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Other - Saxmundham	0.2%	2	0.0%	0	0.7%	2	0.0%	0	0.0%	0
Other - Varies	1.8%	18	2.3%	9	1.3%	4	1.5%	3	2.0%	2
Internet	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
(Don't know / can't remember)	4.1%	41	5.0%	20	4.3%	13	1.5%	3	5.0%	5
(Do not do non-food shopping)	23.4%	234	27.3%	109	18.7%	56	22.5%	45	24.0%	24
Base:		1000		400		300		200		100

Q25 When you do your household's non-food shopping, how do you usually travel?

Car / van (as driver)	52.3%	523	41.0%	164	54.7%	164	67.0%	134	61.0%	61
Car / van (as passenger)	13.1%	131	11.0%	44	15.0%	45	14.0%	28	14.0%	14
Bus, minibus or coach	15.2%	152	24.8%	99	8.0%	24	10.5%	21	8.0%	8
Using park & ride facility	4.3%	43	1.5%	6	8.0%	24	4.0%	8	5.0%	5
Motorcycle, scooter or moped	0.3%	3	0.3%	1	0.0%	0	1.0%	2	0.0%	0
Walk	7.9%	79	14.0%	56	6.7%	20	0.5%	1	2.0%	2
Taxi	0.5%	5	1.0%	4	0.0%	0	0.0%	0	1.0%	1
Train	0.2%	2	0.3%	1	0.3%	1	0.0%	0	0.0%	0
Bicycle	0.5%	5	0.8%	3	0.7%	2	0.0%	0	0.0%	0
Not applicable / goods delivered	1.4%	14	0.8%	3	1.7%	5	1.5%	3	3.0%	3
Other	0.2%	2	0.3%	1	0.3%	1	0.0%	0	0.0%	0
(Don't know / varies)	4.1%	41	4.5%	18	4.7%	14	1.5%	3	6.0%	6
Base:		1000		400		300		200		100

Q26 I would now like to ask you about some leisure activities. How often do you and your family visit the following leisure attractions?

Bingo

Once a week	3.5%	35	5.0%	20	3.0%	9	2.0%	4	2.0%	2
Once a fortnight	0.4%	4	1.0%	4	0.0%	0	0.0%	0	0.0%	0
Once a month	0.6%	6	1.3%	5	0.0%	0	0.0%	0	1.0%	1
Once every two months	0.6%	6	1.0%	4	0.0%	0	1.0%	2	0.0%	0
Once every six months	0.3%	3	0.3%	1	0.3%	1	0.5%	1	0.0%	0
Once a year	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Don't go	94.5%	945	91.3%	365	96.7%	290	96.5%	193	97.0%	97
(Don't know / varies)	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Base:		1000		400		300		200		100

Cinema

Once a week	2.3%	23	3.8%	15	1.3%	4	1.0%	2	2.0%	2
Once a fortnight	4.1%	41	4.3%	17	4.0%	12	4.5%	9	3.0%	3
Once a month	12.1%	121	10.5%	42	10.3%	31	15.5%	31	17.0%	17
Once every two months	13.4%	134	12.3%	49	17.0%	51	12.5%	25	9.0%	9
Once every six months	9.8%	98	10.3%	41	10.7%	32	9.0%	18	7.0%	7
Once a year	4.5%	45	3.8%	15	4.3%	13	5.5%	11	6.0%	6
Don't go	52.9%	529	55.0%	220	50.0%	150	52.0%	104	55.0%	55
(Don't know / varies)	0.9%	9	0.3%	1	2.3%	7	0.0%	0	1.0%	1
Base:		1000		400		300		200		100

Ipswich Household Survey for Strategic Perspectives

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
Gym / Healthclub / Swimming										
Once a week	17.7%	177	19.8%	79	17.3%	52	14.0%	28	18.0%	18
Once a fortnight	1.0%	10	1.0%	4	1.0%	3	1.5%	3	0.0%	0
Once a month	2.3%	23	3.0%	12	3.0%	9	1.0%	2	0.0%	0
Once every two months	1.2%	12	1.0%	4	1.7%	5	1.5%	3	0.0%	0
Once every six months	0.8%	8	0.8%	3	0.7%	2	0.0%	0	3.0%	3
Once a year	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Don't go	76.8%	768	74.3%	297	76.0%	228	82.0%	164	79.0%	79
(Don't know / varies)	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Base:		1000		400		300		200		100

Museum or place of historical interest										
Once a week	0.4%	4	0.5%	2	0.3%	1	0.5%	1	0.0%	0
Once a fortnight	0.7%	7	0.8%	3	0.3%	1	1.0%	2	1.0%	1
Once a month	3.4%	34	3.0%	12	3.3%	10	3.5%	7	5.0%	5
Once every two months	9.6%	96	11.0%	44	8.0%	24	9.5%	19	9.0%	9
Once every six months	12.7%	127	13.8%	55	9.0%	27	17.5%	35	10.0%	10
Once a year	7.8%	78	7.8%	31	7.7%	23	8.5%	17	7.0%	7
Don't go	64.7%	647	63.3%	253	69.7%	209	59.5%	119	66.0%	66
(Don't know / varies)	0.7%	7	0.0%	0	1.7%	5	0.0%	0	2.0%	2
Base:		1000		400		300		200		100

Nightclub / Musical venue										
Once a week	0.7%	7	1.5%	6	0.0%	0	0.5%	1	0.0%	0
Once a fortnight	0.8%	8	1.3%	5	0.3%	1	0.5%	1	1.0%	1
Once a month	2.8%	28	4.3%	17	1.7%	5	1.0%	2	4.0%	4
Once every two months	2.7%	27	2.5%	10	4.0%	12	1.0%	2	3.0%	3
Once every six months	2.5%	25	1.8%	7	2.3%	7	4.5%	9	2.0%	2
Once a year	1.6%	16	2.0%	8	1.0%	3	2.0%	4	1.0%	1
Don't go	88.5%	885	86.3%	345	90.0%	270	90.5%	181	89.0%	89
(Don't know / varies)	0.4%	4	0.5%	2	0.7%	2	0.0%	0	0.0%	0
Base:		1000		400		300		200		100

Pub/ Bar										
Once a week	16.5%	165	18.0%	72	19.0%	57	11.5%	23	13.0%	13
Once a fortnight	8.9%	89	9.0%	36	7.3%	22	11.5%	23	8.0%	8
Once a month	12.0%	120	8.3%	33	12.7%	38	17.0%	34	15.0%	15
Once every two months	5.0%	50	6.3%	25	5.3%	16	4.0%	8	1.0%	1
Once every six months	2.2%	22	1.5%	6	3.3%	10	2.5%	5	1.0%	1
Once a year	1.0%	10	0.8%	3	1.0%	3	1.0%	2	2.0%	2
Don't go	54.0%	540	56.0%	224	50.3%	151	52.5%	105	60.0%	60
(Don't know / varies)	0.4%	4	0.3%	1	1.0%	3	0.0%	0	0.0%	0
Base:		1000		400		300		200		100

Restaurant										
Once a week	11.2%	112	11.5%	46	13.3%	40	9.0%	18	8.0%	8
Once a fortnight	13.3%	133	12.5%	50	11.7%	35	20.0%	40	8.0%	8
Once a month	24.3%	243	23.5%	94	25.3%	76	21.0%	42	31.0%	31
Once every two months	13.5%	135	15.5%	62	12.7%	38	12.5%	25	10.0%	10
Once every six months	6.4%	64	5.8%	23	4.3%	13	10.0%	20	8.0%	8
Once a year	1.2%	12	1.5%	6	1.3%	4	0.5%	1	1.0%	1
Don't go	28.9%	289	29.0%	116	30.0%	90	26.0%	52	31.0%	31
(Don't know / varies)	1.2%	12	0.8%	3	1.3%	4	1.0%	2	3.0%	3
Base:		1000		400		300		200		100

Tenpin bowling										
Once a week	0.6%	6	0.8%	3	0.3%	1	0.5%	1	1.0%	1
Once a fortnight	0.2%	2	0.0%	0	0.3%	1	0.5%	1	0.0%	0
Once a month	1.7%	17	2.3%	9	1.3%	4	1.0%	2	2.0%	2
Once every two months	4.1%	41	2.5%	10	4.3%	13	6.0%	12	6.0%	6
Once every six months	6.9%	69	8.5%	34	6.7%	20	5.5%	11	4.0%	4
Once a year	5.5%	55	4.0%	16	5.7%	17	7.5%	15	7.0%	7
Don't go	80.7%	807	81.5%	326	81.3%	244	78.5%	157	80.0%	80
(Don't know / varies)	0.3%	3	0.5%	2	0.0%	0	0.5%	1	0.0%	0
Base:		1000		400		300		200		100

Ipswich Household Survey for Strategic Perspectives

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
Theatre										
Once a week	0.4%	4	0.8%	3	0.3%	1	0.0%	0	0.0%	0
Once a fortnight	0.3%	3	0.3%	1	0.7%	2	0.0%	0	0.0%	0
Once a month	3.8%	38	3.8%	15	3.7%	11	4.0%	8	4.0%	4
Once every two months	12.5%	125	12.3%	49	11.7%	35	15.5%	31	10.0%	10
Once every six months	16.0%	160	15.5%	62	13.7%	41	17.0%	34	23.0%	23
Once a year	9.0%	90	9.3%	37	8.0%	24	9.0%	18	11.0%	11
Don't go	57.4%	574	58.0%	232	61.0%	183	54.0%	108	51.0%	51
(Don't know / varies)	0.6%	6	0.3%	1	1.0%	3	0.5%	1	1.0%	1
Base:		1000		400		300		200		100

Other Activity										
Once a week	7.9%	79	8.0%	32	7.0%	21	8.5%	17	9.0%	9
Once a fortnight	1.7%	17	1.8%	7	2.0%	6	1.0%	2	2.0%	2
Once a month	1.2%	12	1.3%	5	1.0%	3	2.0%	4	0.0%	0
Once every two months	0.3%	3	0.3%	1	0.7%	2	0.0%	0	0.0%	0
Once every six months	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Once a year	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Don't go	88.2%	882	88.5%	354	87.7%	263	88.5%	177	88.0%	88
(Don't know / varies)	0.6%	6	0.3%	1	1.3%	4	0.0%	0	1.0%	1
Base:		1000		400		300		200		100

Q27 Where did you or members of your household last go to play bingo?
Those who play bingo.

Mecca Bingo, Lloyds Avenue, Ipswich	27.3%	15	28.6%	10	20.0%	2	28.6%	2	33.3%	1
Gala Bingo, 3 Ranelagh Road, Ipswich	29.1%	16	40.0%	14	10.0%	1	14.3%	1	0.0%	0
Anglia Weekly Bingo, Penshurst Road, Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bingo Hall, Ranelagh Road, Ipswich	1.8%	1	0.0%	0	0.0%	0	14.3%	1	0.0%	0
Gala Bingo, 129 Pier Avenue, Clacton On Sea	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winners Bingo, 4 Hatter Street, Bury St Edmunds	1.8%	1	0.0%	0	0.0%	0	14.3%	1	0.0%	0
Palace Bingo, Crescent Road, Felixstowe	12.7%	7	5.7%	2	40.0%	4	14.3%	1	0.0%	0
Gala Bingo, 48 Osborne Street, Colchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Beacon Bingo, Battery Green, Lowestoft	1.8%	1	0.0%	0	10.0%	1	0.0%	0	0.0%	0
Other - British Legion, Bramford	5.5%	3	5.7%	2	0.0%	0	0.0%	0	33.3%	1
Other - Community Centre, Eye	1.8%	1	0.0%	0	0.0%	0	14.3%	1	0.0%	0
Other - Conservative Club, Clapgate Lane, Ipswich	1.8%	1	2.9%	1	0.0%	0	0.0%	0	0.0%	0
Other - Fairfield Road, Aldburgh	1.8%	1	0.0%	0	10.0%	1	0.0%	0	0.0%	0
Other - Golden Hines, Knackton Road, Ipswich	1.8%	1	2.9%	1	0.0%	0	0.0%	0	0.0%	0
Other - Hadleigh High School	1.8%	1	0.0%	0	0.0%	0	0.0%	0	33.3%	1
Other - Kirkby Street, Ipswich	1.8%	1	2.9%	1	0.0%	0	0.0%	0	0.0%	0
Other - Labour Club, Landseer Road, Gainsborough	3.6%	2	5.7%	2	0.0%	0	0.0%	0	0.0%	0
Other - Whitehouse Community Centre, Ipswich	3.6%	2	5.7%	2	0.0%	0	0.0%	0	0.0%	0
Other - Wycombe Market	1.8%	1	0.0%	0	10.0%	1	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		55		35		10		7		3

Ipswich Household Survey for Strategic Perspectives

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
Q28 Where did you or members of your household last go to the cinema?										
<i>Those who go to the cinema.</i>										
Cineworld, Cardinal Park, Ipswich	68.2%	321	93.3%	168	44.0%	66	62.5%	60	60.0%	27
Film Theatre, Ipswich	0.4%	2	0.6%	1	0.0%	0	0.0%	0	2.2%	1
The Regal, Stowmarket	2.1%	10	0.0%	0	0.7%	1	9.4%	9	0.0%	0
The Palace, Felixstowe	3.0%	14	0.6%	1	8.7%	13	0.0%	0	0.0%	0
Riverside Centre, Woodbridge	10.6%	50	4.4%	8	23.3%	35	4.2%	4	6.7%	3
Aldeburgh Cinema, Aldeburgh	2.5%	12	0.0%	0	8.0%	12	0.0%	0	0.0%	0
Cineworld, Freeport Leisure, Braintree	0.6%	3	0.0%	0	0.0%	0	0.0%	0	6.7%	3
Odeon, Wherry Road, Norwich	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Picturehouse, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Vue, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odeon, Head Street, Colchester	1.5%	7	0.0%	0	0.0%	0	0.0%	0	15.6%	7
Flicks, Clacton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Electric Palace, Harwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Empire, Halstead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Film Theatre, Leiston	3.4%	16	0.0%	0	10.7%	16	0.0%	0	0.0%	0
Hollywood, Lowestoft	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Cineworld, Parkway, Bury St Edmunds	4.5%	21	0.0%	0	0.0%	0	18.8%	18	6.7%	3
Other - Camberly, Surrey	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Other - Cineworld, Bury St.Edmunds	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Other - Cineworld, Trafford Centre	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Other - Hadleigh	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	1
Other - Huntington	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Other - Imax, London	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Other - Odeon, Canterbury	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Other - Odeon, Colchester	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Other - Oldbrough	0.4%	2	0.0%	0	1.3%	2	0.0%	0	0.0%	0
Other - Riverside Theatre, Woodbridge	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Other - Southhampton	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Other - Vue, Castle Mall, Norwich	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		471		180		150		96		45

Ipswich Household Survey for Strategic Perspectives

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
Q29 Where did you or members of your household last go to a gym / healthclub?										
<i>Those who go to a gym / healthclub.</i>										
Gym & Trim, Cardinal Park, Ipswich	1.7%	4	1.9%	2	1.4%	1	0.0%	0	4.8%	1
Fitness First, Russell Road, Ipswich	1.7%	4	2.9%	3	0.0%	0	0.0%	0	4.8%	1
Crown Pools, Crown Street, Ipswich	9.5%	22	18.4%	19	2.8%	2	2.8%	1	0.0%	0
YMCA (Ipswich), 38Westgate Street, Ipswich	0.9%	2	1.9%	2	0.0%	0	0.0%	0	0.0%	0
YMCA Training, 517 London Road, Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich Sports Club, Henley Road, Ipswich	0.9%	2	1.0%	1	0.0%	0	2.8%	1	0.0%	0
Swallow Leisure (Ipswich), Belstead Road, Belstead, Ipswich	2.2%	5	2.9%	3	0.0%	0	5.6%	2	0.0%	0
Copleston Centre, Copleston Road, Ipswich	0.4%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Gainsborough Sports Centre, Brazier's Wood Road, Ipswich	2.6%	6	5.8%	6	0.0%	0	0.0%	0	0.0%	0
Whitton Sports & Community Centre, Whitton Church Lane, Ipswich	1.3%	3	2.9%	3	0.0%	0	0.0%	0	0.0%	0
Next Generation Health Club, 11 The Havens, Ransomes Europark, Ipswich	1.3%	3	2.9%	3	0.0%	0	0.0%	0	0.0%	0
Oaks Fitness, 47 Upper Orwell Street, Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spirit Health & Fitness, London Road, Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maidenhall Sports Centre, Maidenhall Approach, Ipswich	0.4%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Hotel Elizabeth Leisure Club, London Road, Copdock, Copdock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hintlesham Hall Hotel Club, George Street, Hintlesham, Hintlesham	0.4%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Clarice House, Bramford Road, Bramford	5.6%	13	7.8%	8	0.0%	0	5.6%	2	14.3%	3
Martlesham Leisure, Gloster Road, Martlesham Heath	2.2%	5	2.9%	3	2.8%	2	0.0%	0	0.0%	0
Adrenaline Gym, Ipswich	0.4%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
David Lloyd, Ransomes Europark, Ipswich	5.2%	12	8.7%	9	1.4%	1	2.8%	1	4.8%	1
St Josephs College, Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westbourne High School, Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martlesham Leisure Club, Martlesham Heath, Martlesham Heath	2.2%	5	1.9%	2	4.2%	3	0.0%	0	0.0%	0
Outside Ipswich	2.2%	5	1.9%	2	2.8%	2	2.8%	1	0.0%	0
Other - Brackenbury Sports Centre, High Road West, Felixstowe	0.4%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Other - Busybodies, Causeway End, Station Road, Lawford, Manningtree	0.9%	2	0.0%	0	0.0%	0	0.0%	0	9.5%	2
Other - Chantry High School, Stone Lodge Lane	0.4%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Other - Cowdray Centre, Mason Rd, Colchester	0.4%	1	0.0%	0	0.0%	0	0.0%	0	4.8%	1
Other - Deben Swimming Pool, Station Road, Woodbridge	9.1%	21	5.8%	6	19.4%	14	2.8%	1	0.0%	0
Other - Don't know / can't	8.2%	19	6.8%	7	11.1%	8	5.6%	2	9.5%	2

Ipswich Household Survey for Strategic Perspectives

	Total		Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)	
remember										
Other - Felixstowe Leisure Centre, Undercliff Road West, Felixstowe	6.0%	14	1.9%	2	15.3%	11	0.0%	0	4.8%	1
Other - Fitness Express, Ufford Park, Scott Lane, Melton, Woodbridge	3.9%	9	1.0%	1	11.1%	8	0.0%	0	0.0%	0
Other - Formham Golf Club	0.4%	1	0.0%	0	0.0%	0	2.8%	1	0.0%	0
Other - Framlingham College, Framlingham	0.4%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Other - Greshams, Tuddenham Road, Ipswich	0.4%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Other - Gym, Rendlesham	0.4%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Other - Gymophobic, Princes Street, Ipswich	0.4%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Other - Hadleigh High Leisure Centre, Highlands Road, Hadleigh	1.3%	3	0.0%	0	0.0%	0	2.8%	1	9.5%	2
Other - Hospital Gym, Heath Road, Ipswich	0.4%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Other - Ipswich - Orwell Retail Park/Ranelagh Road	0.4%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Other - Ipswich Preparatory School, Ivry Street, Ipswich	0.4%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Other - Ipswich, Fore Street Baths, Fore Street	0.4%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Other - Kersey Mill Health & Fitness Club, Kersey Mill, Kersey	0.9%	2	0.0%	0	0.0%	0	5.6%	2	0.0%	0
Other - Kingfisher Leisure Centre, Station Road, Sudbury	2.6%	6	1.0%	1	1.4%	1	0.0%	0	19.0%	4
Other - LA Fitness, Moreton Hall Estate, Easlea Road, Bury St Edmunds	0.4%	1	0.0%	0	0.0%	0	2.8%	1	0.0%	0
Other - Leiston Leisure Centre, Red House Lane, Leiston	3.4%	8	0.0%	0	9.7%	7	0.0%	0	4.8%	1
Other - Mid Suffolk Leisure Centre, Gainsborough Road, Stowmarket	6.0%	14	0.0%	0	0.0%	0	38.9%	14	0.0%	0
Other - Moreton Hall Health Club, Mount Road, Bury St. Edmunds	0.9%	2	1.0%	1	0.0%	0	2.8%	1	0.0%	0
Other - Northgate Sports Centre, Sidegate Lane West, Ipswich	1.3%	3	2.9%	3	0.0%	0	0.0%	0	0.0%	0
Other - Ravenswood School, Ravenswood Avenue, Ipswich	0.4%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Other - Rosary Conservative Club, Bramford Road, Ipswich	0.4%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Other - Rushmere Indoor Bowls, Ipswich	0.4%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Other - St Johns CoFE School, Victory Road, Ipswich	0.4%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Other - Stoke-by-Nayland Golf Club, Keeper's Lane, Leavenheath, Colchester	0.4%	1	0.0%	0	0.0%	0	0.0%	0	4.8%	1
Other - Stowmarket Health Centre, Violet Hill Road, Stowmarket	0.9%	2	0.0%	0	0.0%	0	5.6%	2	0.0%	0
Other - Stradbroke Swimming Pool, Wilby Road, Stradbroke, Diss	3.4%	8	0.0%	0	6.9%	5	8.3%	3	0.0%	0
Other - The Health Centre, University Of East Anglia, Earlham Road, Norwich	0.4%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Other - The Toning Studio, London Road, Halesworth, Waveney	0.9%	2	0.0%	0	2.8%	2	0.0%	0	0.0%	0

Ipswich Household Survey for Strategic Perspectives

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
Other - Town Hall, Saxmundham	0.4%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Other - Village Hall, Waldringfield	0.4%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Other - Woolverstone Hall School, Woolverstone	0.4%	1	0.0%	0	0.0%	0	0.0%	0	4.8%	1
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		232		103		72		36		21

Ipswich Household Survey for Strategic Perspectives

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
Q30 Where did you or members of your household last go to a museum or place of historical interest? <i>Those who go to museums or places of historical interest.</i>										
Christchurch Mansion & Wolsey Art Gallery, Soane Street, Ipswich	9.3%	33	15.6%	23	7.7%	7	2.5%	2	2.9%	1
Town Hall Galleries, Cornhill, Ipswich	0.6%	2	0.7%	1	0.0%	0	1.2%	1	0.0%	0
John Russell Gallery, 4-6 Wherry Lane, Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich Transport Museum, Cobham Road, Ipswich	1.1%	4	1.4%	2	2.2%	2	0.0%	0	0.0%	0
Ipswich Museum, High Street, Ipswich	21.2%	75	36.1%	53	7.7%	7	13.6%	11	11.8%	4
Felixstowe Museum, Viewpoint Road, Felixstowe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Landguard Fort, Felixstowe, Felixstowe	0.6%	2	0.0%	0	2.2%	2	0.0%	0	0.0%	0
Martlesham Heath Control Tower, Off Parkers Place, Martlesham Heath	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodbridge Museum, 5 Market Hill, Martlesham Heath	1.4%	5	1.4%	2	2.2%	2	0.0%	0	2.9%	1
Museum of East Anglian Life, Crowe Street, Stowmarket	2.6%	9	0.0%	0	2.2%	2	7.4%	6	2.9%	1
Orford Castle, Aldeburgh	0.9%	3	0.7%	1	2.2%	2	0.0%	0	0.0%	0
St Edmundsbury Cathedral, Bury St Edmunds	1.7%	6	0.0%	0	1.1%	1	4.9%	4	2.9%	1
The Guildhall, Lavenham	0.3%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0
West Stow Anglo Saxon Village, West Stow	0.3%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Norwich Castle Museum and Gallery, Nowich	2.3%	8	0.7%	1	4.4%	4	3.7%	3	0.0%	0
Grimes Graves, Thetford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cressing Temple, Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Framlingham Castle, Framlingham	0.9%	3	0.7%	1	2.2%	2	0.0%	0	0.0%	0
Other - Abroad	3.4%	12	2.0%	3	5.5%	5	2.5%	2	5.9%	2
Other - Alnwick Castle, Northumberland	0.3%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Other - Birmingham	0.3%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Other - Bournemouth	0.3%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Other - Bristol	0.3%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Other - Bury Centre	0.3%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Other - Bury St.Edmunds	0.3%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Other - Cambridge	1.1%	4	1.4%	2	0.0%	0	2.5%	2	0.0%	0
Other - Colchester Castle, Ryegate Road, Colchester	1.1%	4	0.0%	0	0.0%	0	3.7%	3	2.9%	1
Other - Cornwall	0.3%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Other - Derbyshire	0.6%	2	1.4%	2	0.0%	0	0.0%	0	0.0%	0
Other - Don't know / can't remember	13.3%	47	12.2%	18	15.4%	14	16.0%	13	5.9%	2
Other - Dorset	0.3%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Other - Dover Castle, Dover	0.3%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Other - Durham City	0.3%	1	0.0%	0	0.0%	0	0.0%	0	2.9%	1
Other - FitzWilliam Museum, Cambridge	1.7%	6	2.0%	3	0.0%	0	2.5%	2	2.9%	1
Other - Gainsbrough	0.3%	1	0.0%	0	0.0%	0	0.0%	0	2.9%	1
Other - Great Yarmouth	0.3%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Other - Hampshire	0.3%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Other - Horrington	0.3%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Other - Iron Bridge	0.3%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Other - Julian Shrine, Norwich	0.3%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Other - Kent	0.3%	1	0.0%	0	0.0%	0	0.0%	0	2.9%	1
Other - Leeds	0.3%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Other - Leiston	0.3%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Other - Liverpool	0.3%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Other - London	24.1%	85	15.0%	22	36.3%	33	23.5%	19	32.4%	11
Other - Longmelford Hall, Longmelford	0.3%	1	0.0%	0	0.0%	0	0.0%	0	2.9%	1

Ipswich Household Survey for Strategic Perspectives

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
Other - Lowestoft	0.3%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Other - Lyme Park, Cheshire	0.3%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Other - Manchester	0.6%	2	1.4%	2	0.0%	0	0.0%	0	0.0%	0
Other - National Motor Museum, Hampshire	0.3%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Other - Northumberland	0.3%	1	0.0%	0	0.0%	0	0.0%	0	2.9%	1
Other - Norwich Castle	0.3%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Other - Orkney	0.3%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Other - Oxford	0.3%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Other - Portsmouth	0.3%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Other - Preston Tower, Preston	0.3%	1	0.0%	0	0.0%	0	0.0%	0	2.9%	1
Other - Rochester	0.3%	1	0.0%	0	0.0%	0	0.0%	0	2.9%	1
Other - Scotland	0.3%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Other - Sutton Hoo, Woodbridge	0.3%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Other - Torquay	0.3%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Other - Warwick	0.6%	2	0.7%	1	0.0%	0	0.0%	0	2.9%	1
Other - York	0.9%	3	0.0%	0	1.1%	1	1.2%	1	2.9%	1
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		353		147		91		81		34

Ipswich Household Survey for Strategic Perspectives

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
Q31 Where did you or members of your household last go to a nightclub or musical venue?										
<i>Those who go to nightclubs or musical venues.</i>										
Corn Exchange, 3/5 Northgate Street, Ipswich	2.6%	3	3.6%	2	0.0%	0	5.3%	1	0.0%	0
Fire & Ice, West Leisure Terrace, Cardinal Park, Ipswich	0.9%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Liquid Envy, 127 Old Cattle Market, Ipswich	9.6%	11	10.9%	6	13.3%	4	5.3%	1	0.0%	0
Mojo, 32 Tacket Street, Ipswich	11.3%	13	18.2%	10	10.0%	3	0.0%	0	0.0%	0
Pals, 3 St. Helens Street, Ipswich	6.1%	7	7.3%	4	10.0%	3	0.0%	0	0.0%	0
PJ McGinty and Sons, King Street, Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Regent Theatre, Ipswich	8.7%	10	9.1%	5	10.0%	3	10.5%	2	0.0%	0
Seventy-Seven, 77 Fore Hamlet, Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Thomas Eldred, Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Aldeburgh	0.9%	1	0.0%	0	3.3%	1	0.0%	0	0.0%	0
Other - Baracuda, Cattle Market, Ipswich	0.9%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Other - Bedford	0.9%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Other - Bettys, Ipswich	1.7%	2	1.8%	1	3.3%	1	0.0%	0	0.0%	0
Other - Birmingham	0.9%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Other - Brentwood	0.9%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Other - Bury St.Edmunds	1.7%	2	0.0%	0	0.0%	0	10.5%	2	0.0%	0
Other - Cambridge Arts Theatre, Cambridge	0.9%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Other - Christchurch Park, Soane Street, Ipswich	0.9%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Other - Colchester	4.3%	5	3.6%	2	0.0%	0	0.0%	0	27.3%	3
Other - Don't know / can't remember	10.4%	12	7.3%	4	10.0%	3	15.8%	3	18.2%	2
Other - Electric Palace, Harwich	0.9%	1	0.0%	0	0.0%	0	0.0%	0	9.1%	1
Other - Felixstowe	2.6%	3	3.6%	2	3.3%	1	0.0%	0	0.0%	0
Other - Foxhall Road, Ipswich	0.9%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Other - Hadleigh	0.9%	1	0.0%	0	0.0%	0	0.0%	0	9.1%	1
Other - Hennan Park, Suffolk	0.9%	1	0.0%	0	3.3%	1	0.0%	0	0.0%	0
Other - Horrom	0.9%	1	0.0%	0	3.3%	1	0.0%	0	0.0%	0
Other - Ipswich	5.2%	6	9.1%	5	0.0%	0	5.3%	1	0.0%	0
Other - Levenham Church, Sudbury	0.9%	1	0.0%	0	0.0%	0	0.0%	0	9.1%	1
Other - London	3.5%	4	1.8%	1	0.0%	0	10.5%	2	9.1%	1
Other - Manor Ballroom, Ipswich	0.9%	1	0.0%	0	3.3%	1	0.0%	0	0.0%	0
Other - Martlesham	0.9%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Other - Nayland	0.9%	1	0.0%	0	0.0%	0	0.0%	0	9.1%	1
Other - Newmarket	0.9%	1	0.0%	0	0.0%	0	5.3%	1	0.0%	0
Other - Norwich	0.9%	1	0.0%	0	3.3%	1	0.0%	0	0.0%	0
Other - O2 Arena London	4.3%	5	1.8%	1	6.7%	2	10.5%	2	0.0%	0
Other - Snape	3.5%	4	0.0%	0	13.3%	4	0.0%	0	0.0%	0
Other - Southend	0.9%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Other - Stepford	0.9%	1	0.0%	0	0.0%	0	5.3%	1	0.0%	0
Other - Stretford	0.9%	1	0.0%	0	3.3%	1	0.0%	0	0.0%	0
Other - Sudbury	0.9%	1	0.0%	0	0.0%	0	0.0%	0	9.1%	1
Other - Suffolk	0.9%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Other - The Regal, Stowmarket	0.9%	1	0.0%	0	0.0%	0	5.3%	1	0.0%	0
Other - Thurswood	0.9%	1	0.0%	0	0.0%	0	5.3%	1	0.0%	0
Other - Trinity Park, Ipswich	0.9%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Other - Voilethill Road, Stowmarket	0.9%	1	0.0%	0	0.0%	0	5.3%	1	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		115		55		30		19		11

Ipswich Household Survey for Strategic Perspectives

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
Q32 Where did you or members of your household last go to a pub/bar?										
<i>Those who go to pubs or bars</i>										
Cardinal Park, Ipswich	2.2%	10	2.3%	4	2.0%	3	0.0%	0	7.5%	3
Ipswich Town Centre, Including St Nicholas Street, Ipswich	23.7%	109	48.9%	86	4.7%	7	13.7%	13	7.5%	3
Ipswich Waterfront, Ipswich	2.4%	11	4.0%	7	0.0%	0	3.2%	3	2.5%	1
Isaacs, Ipswich	0.7%	3	1.7%	3	0.0%	0	0.0%	0	0.0%	0
Pals, Ipswich	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	1
The Dove, Ipswich	1.5%	7	4.0%	7	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
Other - Abroad	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	1
Other - Aldeburgh	0.4%	2	0.0%	0	1.3%	2	0.0%	0	0.0%	0
Other - Aldringham	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Other - Ardleigh	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	1
Other - Bacton	0.9%	4	0.0%	0	0.0%	0	4.2%	4	0.0%	0
Other - Barham	0.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Other - Bedford	0.4%	2	0.6%	1	0.7%	1	0.0%	0	0.0%	0
Other - Blaxhall	0.4%	2	0.0%	0	1.3%	2	0.0%	0	0.0%	0
Other - Bramford	0.4%	2	1.1%	2	0.0%	0	0.0%	0	0.0%	0
Other - Brandeston	0.7%	3	0.0%	0	1.3%	2	1.1%	1	0.0%	0
Other - Brantham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	1
Other - Brickham	0.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Other - Brockdish	0.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Other - Bury St.Edmunds	1.5%	7	0.6%	1	0.0%	0	6.3%	6	0.0%	0
Other - California Social Club, Foxhall Road, Ipswich	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Other - Canterbury	0.4%	2	0.0%	0	0.7%	1	1.1%	1	0.0%	0
Other - Claydon	0.7%	3	0.6%	1	0.7%	1	1.1%	1	0.0%	0
Other - Cock and Pie, Ipswich	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Other - Colchester	1.1%	5	0.0%	0	0.0%	0	0.0%	0	12.5%	5
Other - Cotton	0.7%	3	0.0%	0	0.0%	0	3.2%	3	0.0%	0
Other - Cretingham	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Other - Darlington	0.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Other - Debenham	0.4%	2	0.0%	0	0.0%	0	2.1%	2	0.0%	0
Other - Don't know / can't remember	7.4%	34	5.7%	10	6.7%	10	12.6%	12	5.0%	2
Other - Earls Stonham	0.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Other - Eastbridge	0.4%	2	0.0%	0	1.3%	2	0.0%	0	0.0%	0
Other - Easton	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Other - Elmswell	0.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Other - Eye	0.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Other - Felixstowe	6.7%	31	1.1%	2	19.5%	29	0.0%	0	0.0%	0
Other - Foxhall Road, Ipswich	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Other - Framlingham	1.3%	6	0.0%	0	4.0%	6	0.0%	0	0.0%	0
Other - Gainsbrough	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Other - Great Blakenham	0.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Other - Great Briscip	0.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Other - Groton	0.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Other - Grundisburgh	0.7%	3	0.0%	0	2.0%	3	0.0%	0	0.0%	0
Other - Hadleigh	0.7%	3	0.0%	0	0.0%	0	0.0%	0	7.5%	3
Other - Halesworth	0.4%	2	0.0%	0	1.3%	2	0.0%	0	0.0%	0
Other - Harkstead	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	1
Other - Harrogate	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Other - Hattingstone	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Other - Holbrook	0.4%	2	0.0%	0	0.0%	0	0.0%	0	5.0%	2
Other - Ingham	0.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Other - Ipswich	0.9%	4	1.1%	2	0.7%	1	1.1%	1	0.0%	0
Other - Ipswich East	0.4%	2	0.6%	1	0.7%	1	0.0%	0	0.0%	0
Other - Kesgrave	0.9%	4	1.1%	2	0.7%	1	0.0%	0	2.5%	1
Other - Kingfisher Leisure Centre, Station Road, Sudbury	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Other - Kirkby	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	1
Other - Laxfield	0.4%	2	0.0%	0	1.3%	2	0.0%	0	0.0%	0
Other - Leiston	0.9%	4	0.0%	0	2.7%	4	0.0%	0	0.0%	0
Other - Levington	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Other - Little Glemham	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Other - Little Waldingfield	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	1
Other - London	0.4%	2	0.6%	1	0.0%	0	1.1%	1	0.0%	0

Ipswich Household Survey for Strategic Perspectives

	Total		Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)	
Other - Martlesham	1.7%	8	2.8%	5	1.3%	2	1.1%	1	0.0%	0
Other - Maybush Public House, Cliff Road, Waldringfield	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Other - Mellis	0.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Other - Melton	0.7%	3	0.0%	0	2.0%	3	0.0%	0	0.0%	0
Other - Middleton	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Other - Nacton	0.7%	3	0.6%	1	1.3%	2	0.0%	0	0.0%	0
Other - Needham Market	0.7%	3	0.0%	0	0.0%	0	3.2%	3	0.0%	0
Other - Newbourne	0.4%	2	0.6%	1	0.7%	1	0.0%	0	0.0%	0
Other - Norton	0.7%	3	0.0%	0	0.0%	0	3.2%	3	0.0%	0
Other - Norwich	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Other - Norwich Road, Ipswich	0.4%	2	1.1%	2	0.0%	0	0.0%	0	0.0%	0
Other - Orford	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Other - Otley	0.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Other - Pettistree	0.7%	3	0.0%	0	2.0%	3	0.0%	0	0.0%	0
Other - Polstead	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	1
Other - Portsmouth	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Other - Rampant Horse Inn, Needham Market	0.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Other - Rankford	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Other - Red Lion, East Bergholt	0.4%	2	0.0%	0	0.0%	0	1.1%	1	2.5%	1
Other - Rushmere	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Other - Saxmundham	0.4%	2	0.0%	0	1.3%	2	0.0%	0	0.0%	0
Other - Shotley Gate	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	1
Other - Sibton	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Other - Snape	0.9%	4	0.0%	0	2.7%	4	0.0%	0	0.0%	0
Other - Southwold	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Other - Spring Road, Ipswich	0.7%	3	1.7%	3	0.0%	0	0.0%	0	0.0%	0
Other - Sproughton Road, Ipswich	0.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Other - Stonham Aspal	0.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Other - Stowmarket	3.0%	14	0.0%	0	0.0%	0	14.7%	14	0.0%	0
Other - Stratford St.Mary	0.7%	3	0.6%	1	0.0%	0	0.0%	0	5.0%	2
Other - Stutton	0.4%	2	0.6%	1	0.0%	0	0.0%	0	2.5%	1
Other - Sudbury	0.9%	4	0.0%	0	0.0%	0	0.0%	0	10.0%	4
Other - Tacket Street, Ipswich	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Other - Tattingstone	0.7%	3	0.6%	1	0.7%	1	0.0%	0	2.5%	1
Other - The Angel, Debenham	0.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Other - The Crown, Bramford	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Other - The Dolphin Inn, Peace Place, Thorpeness	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Other - The Duke of Malbrough, Somersham	0.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Other - The Fat Cat, Spring Road, Ipswich	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Other - The Feathers, Felixstowe	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Other - The Golden Hind, Nacton Road, Ipswich	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Other - The Greyhound, Henley Road, Ipswich	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Other - The Grosvenor, Ranelagh Road, Felixstowe	0.4%	2	0.0%	0	1.3%	2	0.0%	0	0.0%	0
Other - The Raven, Ravenswood, Ipswich	1.5%	7	4.0%	7	0.0%	0	0.0%	0	0.0%	0
Other - Thordon	0.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Other - Thornham	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Other - Thurston	0.9%	4	0.0%	0	0.0%	0	4.2%	4	0.0%	0
Other - Tomas Heldren, Castle Hill, Ipswich	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Other - Waldringfield	0.4%	2	0.6%	1	0.7%	1	0.0%	0	0.0%	0
Other - Waveney	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Other - West Mersea	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	1
Other - Woodbridge	8.0%	37	5.7%	10	16.8%	25	1.1%	1	2.5%	1
Other - Woolpit	0.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Other - Wycombe Market	0.4%	2	0.0%	0	1.3%	2	0.0%	0	0.0%	0

Ipswich Household Survey for Strategic Perspectives

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
Other - Yoxford	0.4%	2	0.0%	0	1.3%	2	0.0%	0	0.0%	0
Other - Ipswich - Golden Lion Wetherspoons, Cornhill	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Base:		460		176		149		95		40

Ipswich Household Survey for Strategic Perspectives

	Total		Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)	
Q33 Where did you or members of your household last go to a restaurant?										
<i>Those who go to restaurants</i>										
Cardinal Park, Ipswich	5.6%	40	7.4%	21	3.8%	8	4.7%	7	5.8%	4
Ipswich Town Centre, including St Nicholas Street, Ipswich	24.5%	174	48.6%	138	3.3%	7	13.5%	20	13.0%	9
Ipswich Waterfront, Ipswich	6.3%	45	9.2%	26	3.8%	8	6.1%	9	2.9%	2
Bury St Edmunds	4.2%	30	0.0%	0	0.5%	1	18.2%	27	2.9%	2
Cambridge	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Chelmsford	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Colchester	1.3%	9	0.7%	2	0.0%	0	0.0%	0	10.1%	7
Diss	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Felixstowe	8.2%	58	3.5%	10	21.4%	45	2.0%	3	0.0%	0
Norwich	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Stowmarket	1.5%	11	0.0%	0	0.5%	1	6.8%	10	0.0%	0
Sudbury	0.7%	5	0.0%	0	0.0%	0	0.0%	0	7.2%	5
Woodbridge	8.3%	59	5.6%	16	19.0%	40	1.4%	2	1.4%	1
Other - Abroad	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Other - Aldeburgh	1.3%	9	0.4%	1	3.8%	8	0.0%	0	0.0%	0
Other - Ardleigh	0.3%	2	0.0%	0	0.0%	0	0.0%	0	2.9%	2
Other - Arundel Way, Ipswich	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Assington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Other - Bacton	0.3%	2	0.4%	1	0.0%	0	0.7%	1	0.0%	0
Other - Badingham	0.3%	2	0.0%	0	1.0%	2	0.0%	0	0.0%	0
Other - Bath	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Beccles	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other - Birmingham	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Bramford	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Brandeston	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other - Brantham	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other - Bucklesham	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Canterbury	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other - Capel St.Mary	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Other - Cardiff	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other - Chelmsford	0.4%	3	0.0%	0	1.4%	3	0.0%	0	0.0%	0
Other - Claydon	0.8%	6	0.4%	1	0.0%	0	3.4%	5	0.0%	0
Other - Copdock	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Corncraft, Monks Eleigh	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Other - Cotton	0.3%	2	0.0%	0	0.0%	0	1.4%	2	0.0%	0
Other - Coventry	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other - Debenham	0.3%	2	0.0%	0	0.0%	0	1.4%	2	0.0%	0
Other - Dedham	1.0%	7	0.4%	1	0.5%	1	0.0%	0	7.2%	5
Other - Dennington	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other - Derbyshire	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other - Don't know / can't remember	5.6%	40	4.6%	13	5.7%	12	4.7%	7	11.6%	8
Other - Dunston	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other - Earls Stonham	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other - Euro Retail Park, Ipswich	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Eye	0.4%	3	0.0%	0	0.0%	0	2.0%	3	0.0%	0
Other - Framlingham	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other - Felixstow Road, Ipswich	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Ford Green	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other - Foxhall	0.3%	2	0.4%	1	0.5%	1	0.0%	0	0.0%	0
Other - Framlingham	1.5%	11	0.4%	1	4.3%	9	0.7%	1	0.0%	0
Other - Great Bricett	0.3%	2	0.0%	0	0.0%	0	1.4%	2	0.0%	0
Other - Grundisburgh	0.4%	3	0.0%	0	1.0%	2	0.7%	1	0.0%	0
Other - Hadleigh	1.4%	10	1.1%	3	0.0%	0	0.7%	1	8.7%	6
Other - Halesworth	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other - Harkstead	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Other - Haughley	0.3%	2	0.0%	0	0.0%	0	1.4%	2	0.0%	0
Other - Hintlesham	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other - Holbrook	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Ingham	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other - Ipswich	0.6%	4	1.4%	4	0.0%	0	0.0%	0	0.0%	0
Other - Ipswich - Anglia Retail Park	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Kesgrave	1.3%	9	2.1%	6	1.0%	2	0.0%	0	1.4%	1
Other - Kessingland	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0

Ipswich Household Survey for Strategic Perspectives

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
Other - Kettleborough	0.3%	2	0.0%	0	1.0%	2	0.0%	0	0.0%	0
Other - Lavenham	0.3%	2	0.0%	0	0.0%	0	1.4%	2	0.0%	0
Other - Leiston	0.3%	2	0.0%	0	1.0%	2	0.0%	0	0.0%	0
Other - Levington	0.3%	2	0.4%	1	0.0%	0	0.0%	0	1.4%	1
Other - Lincolnshire	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other - Little Bealings	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Little Glemham	0.3%	2	0.0%	0	1.0%	2	0.0%	0	0.0%	0
Other - London	1.7%	12	1.1%	3	1.9%	4	2.0%	3	2.9%	2
Other - Long Melford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Other - Lowestoft	0.3%	2	0.0%	0	0.5%	1	0.7%	1	0.0%	0
Other - Luton	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other - Manchester	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other - Marlow	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Martlesham	0.6%	4	0.4%	1	1.0%	2	0.7%	1	0.0%	0
Other - Martlesham Heath	0.6%	4	0.0%	0	1.9%	4	0.0%	0	0.0%	0
Other - Maybush	0.4%	3	0.0%	0	0.5%	1	0.7%	1	1.4%	1
Other - Meltham	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other - Melton	0.7%	5	0.0%	0	2.4%	5	0.0%	0	0.0%	0
Other - Mistly, Essex	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Other - Museum Street, Ipswich	0.3%	2	0.4%	1	0.5%	1	0.0%	0	0.0%	0
Other - Nacton	0.3%	2	0.4%	1	0.5%	1	0.0%	0	0.0%	0
Other - Nayland	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Other - Needham Market	0.8%	6	0.0%	0	0.0%	0	4.1%	6	0.0%	0
Other - Newbourne	0.6%	4	0.4%	1	1.0%	2	0.7%	1	0.0%	0
Other - Northumberland	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other - Norton	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other - Norwich	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other - Nottingham	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other - Orford	0.3%	2	0.0%	0	1.0%	2	0.0%	0	0.0%	0
Other - Patterswick	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Other - Pettistree	0.4%	3	0.0%	0	1.4%	3	0.0%	0	0.0%	0
Other - Polstead	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Other - Ravenswood, Ipswich	0.4%	3	1.1%	3	0.0%	0	0.0%	0	0.0%	0
Other - Saxmundham	0.3%	2	0.0%	0	1.0%	2	0.0%	0	0.0%	0
Other - Sherringham	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other - Shotley Gate	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Other - Sibton	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other - Sizewell	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other - Snape	0.8%	6	0.0%	0	2.4%	5	0.7%	1	0.0%	0
Other - Sproughton	0.4%	3	0.4%	1	0.0%	0	1.4%	2	0.0%	0
Other - Sproughton Road, Ipswich	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other - Stowmarket	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other - Tattingstone	0.3%	2	0.4%	1	0.0%	0	0.0%	0	1.4%	1
Other - Thordon	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other - Thurston	0.3%	2	0.0%	0	0.5%	1	0.7%	1	0.0%	0
Other - Tolstead	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Tunstall	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other - Tuttenham	0.8%	6	0.7%	2	1.0%	2	1.4%	2	0.0%	0
Other - Waldringfield	0.8%	6	0.7%	2	1.0%	2	1.4%	2	0.0%	0
Other - Warwick	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Other - Westerfield	0.8%	6	1.8%	5	0.5%	1	0.0%	0	0.0%	0
Other - Woolpit	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other - Wycombe	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Wycombe Market	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other - Yoxford	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		711		284		210		148		69

Ipswich Household Survey for Strategic Perspectives

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
Q34 Where did you or members of your household last go tenpin bowling?										
<i>Those who go tenpin bowling</i>										
Solar Bowl, Sproughton Rd, Ipswich	41.5%	80	52.7%	39	8.9%	5	72.1%	31	25.0%	5
Kingpin, Gloster Road, Martlesham Heath, Ipswich	42.0%	81	36.5%	27	85.7%	48	9.3%	4	10.0%	2
Ten pin bowling, Colchester Strikes, Byford Road, Sudbury	4.1%	8	2.7%	2	0.0%	0	0.0%	0	30.0%	6
Bury Bowl, Eastgate Street, Bury St Edmunds	1.6%	3	1.4%	1	0.0%	0	4.7%	2	0.0%	0
Mega Bowl, Pilsworth, Bury St Edmunds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Don't know / can't remember	3.6%	7	2.7%	2	3.6%	2	2.3%	1	10.0%	2
Other - Great Yarmouth	0.5%	1	0.0%	0	0.0%	0	2.3%	1	0.0%	0
Other - Martlesham Heath	1.6%	3	1.4%	1	1.8%	1	2.3%	1	0.0%	0
Other - Martlesham Retail Park, Martlesham	0.5%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Norwich	1.0%	2	0.0%	0	0.0%	0	4.7%	2	0.0%	0
Other - Thetford	0.5%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Winchester	0.5%	1	0.0%	0	0.0%	0	2.3%	1	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		193		74		56		43		20

Ipswich Household Survey for Strategic Perspectives

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
Q35 Where did you or members of your household last go to the theatre?										
<i>Those who go to the theatre</i>										
Ipswich Regent, 3 St. Helens Street, Ipswich	17.1%	73	19.0%	32	13.7%	16	19.6%	18	14.3%	7
The New Wolsey Theatre, Civic Drive, Ipswich	28.2%	120	44.0%	74	16.2%	19	21.7%	20	14.3%	7
The Corn Exchange, King Street, Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dance East, Ipswich Waterfront, Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sir John Mills Theatre, Gatacre Road, Ipswich	2.1%	9	2.4%	4	1.7%	2	1.1%	1	4.1%	2
Sea Pavilion, Felixstowe, Felixstowe	4.0%	17	2.4%	4	8.5%	10	3.3%	3	0.0%	0
Regal Theatre, Stowmarket, Stowmarket	0.5%	2	0.0%	0	0.0%	0	2.2%	2	0.0%	0
The Quay Theatre, Sudbury	0.5%	2	0.0%	0	0.0%	0	0.0%	0	4.1%	2
Mercury Theatre, Colchester	2.1%	9	0.0%	0	0.9%	1	0.0%	0	16.3%	8
The Theatre Royal, Bury St Edmunds	3.8%	16	0.6%	1	2.6%	3	12.0%	11	2.0%	1
Theatre Royal, Norwich	2.1%	9	0.6%	1	3.4%	4	4.3%	4	0.0%	0
Seckford Theatre, Woodbridge	3.1%	13	0.6%	1	8.5%	10	2.2%	2	0.0%	0
The Wolsey Studio, St Georges Street, Ipswich	4.0%	17	6.0%	10	2.6%	3	3.3%	3	2.0%	1
Maddermarket Theatre, Norwich	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
London	22.5%	96	13.7%	23	29.1%	34	22.8%	21	36.7%	18
Other - Abroad	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Other - Aldeburgh	0.5%	2	0.0%	0	1.7%	2	0.0%	0	0.0%	0
Other - Cambridge	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Other - Claydon	0.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Other - Colchester	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Other - Community Centre, Ipswich	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Other - Debenham	0.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Other - Don't know / can't remember	3.8%	16	4.8%	8	1.7%	2	4.3%	4	4.1%	2
Other - Gaumont, Ipswich	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Other - Hornchurch, Essex	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Other - Ipswich	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Other - Leiston	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Other - Manchester	0.5%	2	1.2%	2	0.0%	0	0.0%	0	0.0%	0
Other - Manifest Theatre, Manningtree	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Other - Odeon, Ipswich	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Other - Riverside Theatre, Woodbridge	0.9%	4	0.0%	0	3.4%	4	0.0%	0	0.0%	0
Other - Star Theatre, Felixstowe	0.5%	2	0.0%	0	1.7%	2	0.0%	0	0.0%	0
Other - The Marina, Lowestoft	0.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Other - Woodbridge Theatre	0.7%	3	1.8%	3	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
Base:		426		168		117		92		49

Ipswich Household Survey for Strategic Perspectives

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
Q36 Where did you or members of your household undertake the activity mentioned?										
<i>Those who undertake any other activity</i>										
Cardinal Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich Town Centre	15.3%	18	23.9%	11	10.8%	4	8.7%	2	8.3%	1
Ipswich Waterfront	1.7%	2	4.3%	2	0.0%	0	0.0%	0	0.0%	0
Bury St Edmunds	1.7%	2	0.0%	0	0.0%	0	8.7%	2	0.0%	0
Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chelmsford	1.7%	2	2.2%	1	2.7%	1	0.0%	0	0.0%	0
Colchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Diss	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Felixstowe	8.5%	10	6.5%	3	18.9%	7	0.0%	0	0.0%	0
Norwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stowmarket	3.4%	4	0.0%	0	0.0%	0	17.4%	4	0.0%	0
Sudbury	1.7%	2	0.0%	0	2.7%	1	0.0%	0	8.3%	1
Woodbridge	8.5%	10	8.7%	4	16.2%	6	0.0%	0	0.0%	0
Other - Alton	1.7%	2	0.0%	0	2.7%	1	0.0%	0	8.3%	1
Other - Barham	0.8%	1	0.0%	0	0.0%	0	4.3%	1	0.0%	0
Other - Barking	0.8%	1	0.0%	0	0.0%	0	4.3%	1	0.0%	0
Other - Blaxhall	0.8%	1	0.0%	0	2.7%	1	0.0%	0	0.0%	0
Other - Bourne Hill, Wherstead	0.8%	1	0.0%	0	0.0%	0	4.3%	1	0.0%	0
Other - Bramford	0.8%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Burstall	0.8%	1	0.0%	0	0.0%	0	4.3%	1	0.0%	0
Other - Claydon	1.7%	2	2.2%	1	0.0%	0	4.3%	1	0.0%	0
Other - Crowfield	0.8%	1	0.0%	0	0.0%	0	4.3%	1	0.0%	0
Other - Darsham	0.8%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Debenham	0.8%	1	0.0%	0	2.7%	1	0.0%	0	0.0%	0
Other - Denton	0.8%	1	0.0%	0	2.7%	1	0.0%	0	0.0%	0
Other - Don't know / can't remember	5.9%	7	10.9%	5	2.7%	1	4.3%	1	0.0%	0
Other - East Bergholt	0.8%	1	0.0%	0	0.0%	0	0.0%	0	8.3%	1
Other - Easton	0.8%	1	0.0%	0	2.7%	1	0.0%	0	0.0%	0
Other - Elmswell	0.8%	1	0.0%	0	0.0%	0	4.3%	1	0.0%	0
Other - Eye	1.7%	2	0.0%	0	0.0%	0	8.7%	2	0.0%	0
Other - Finn Valley	0.8%	1	0.0%	0	0.0%	0	4.3%	1	0.0%	0
Other - Gainsbrough Sports Centre	0.8%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Great Blakenham	0.8%	1	0.0%	0	2.7%	1	0.0%	0	0.0%	0
Other - Hadleigh	1.7%	2	0.0%	0	0.0%	0	0.0%	0	16.7%	2
Other - Haughton	0.8%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Henley Road, Ipswich	0.8%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Hidden Valley, Ipswich	0.8%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Higham	0.8%	1	0.0%	0	2.7%	1	0.0%	0	0.0%	0
Other - Hintlesham Hall Hotel golf club	0.8%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Hollow Trees, Semer, Ipswich	0.8%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Ipswich - Orwell Retail Park/Ranelagh Road	0.8%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Ipswich - Portman Road	0.8%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Leiston	2.5%	3	0.0%	0	8.1%	3	0.0%	0	0.0%	0
Other - London	0.8%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Martlesham	0.8%	1	0.0%	0	0.0%	0	0.0%	0	8.3%	1
Other - Nayland	0.8%	1	0.0%	0	0.0%	0	0.0%	0	8.3%	1
Other - Needham Market	0.8%	1	0.0%	0	0.0%	0	4.3%	1	0.0%	0
Other - Newbourne	0.8%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Newbourne Road, Ipswich	0.8%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Newmarket	0.8%	1	0.0%	0	2.7%	1	0.0%	0	0.0%	0
Other - Northgate Sports Centre, Sidegate Lane West, Ipswich	0.8%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Orford	0.8%	1	0.0%	0	2.7%	1	0.0%	0	0.0%	0
Other - Purdis Heath	0.8%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Reydon	0.8%	1	0.0%	0	0.0%	0	0.0%	0	8.3%	1
Other - Rushmere	0.8%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Sproughton	0.8%	1	0.0%	0	0.0%	0	4.3%	1	0.0%	0
Other - Stoke by Nayland	0.8%	1	0.0%	0	0.0%	0	0.0%	0	8.3%	1
Other - Stratford St.Mary	0.8%	1	0.0%	0	0.0%	0	0.0%	0	8.3%	1
Other - Sudbourne	0.8%	1	0.0%	0	2.7%	1	0.0%	0	0.0%	0

Ipswich Household Survey for Strategic Perspectives

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
Other - Suffolk Yacht Harbour, Levington	0.8%	1	0.0%	0	0.0%	0	4.3%	1	0.0%	0
Other - Thorpeness	1.7%	2	0.0%	0	5.4%	2	0.0%	0	0.0%	0
Other - Wivesham	0.8%	1	0.0%	0	0.0%	0	4.3%	1	0.0%	0
Other - Woodbridge	0.8%	1	0.0%	0	0.0%	0	0.0%	0	8.3%	1
Other - Woodgreen	0.8%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Wrendlesham Forest	0.8%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Wycombe Market	0.8%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Yoxford	1.7%	2	0.0%	0	5.4%	2	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		118		46		37		23		12

Ipswich Household Survey for Strategic Perspectives

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
Q37 What improvements to Ipswich Town Centre, if any, would make you visit it more often than you currently do?										
Better disabled access	0.6%	6	0.5%	2	0.0%	0	2.0%	4	0.0%	0
Better public transport	1.5%	15	3.0%	12	0.3%	1	0.5%	1	1.0%	1
Better signposting	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better policing /safer	1.9%	19	2.5%	10	1.7%	5	1.0%	2	2.0%	2
Better value for money / lower prices	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Cinema	0.4%	4	0.8%	3	0.3%	1	0.0%	0	0.0%	0
Cleaner streets	3.8%	38	4.5%	18	3.3%	10	3.5%	7	3.0%	3
Department Store	7.6%	76	9.5%	38	7.0%	21	5.0%	10	7.0%	7
Fewer traffic free pedestrian streets	0.3%	3	0.3%	1	0.7%	2	0.0%	0	0.0%	0
Improved public transport	0.8%	8	1.3%	5	0.3%	1	0.5%	1	1.0%	1
More frequent or different routes	0.4%	4	0.3%	1	1.0%	3	0.0%	0	0.0%	0
Cheaper public transport	0.8%	8	2.0%	8	0.0%	0	0.0%	0	0.0%	0
Additional park & ride facilities	0.5%	5	0.5%	2	0.7%	2	0.0%	0	1.0%	1
Cheaper park & ride facilities	0.8%	8	0.5%	2	1.0%	3	1.0%	2	1.0%	1
Larger shops	1.9%	19	3.0%	12	2.0%	6	0.0%	0	1.0%	1
New shopping centre	0.8%	8	0.8%	3	1.0%	3	1.0%	2	0.0%	0
Large food superstore	0.5%	5	1.3%	5	0.0%	0	0.0%	0	0.0%	0
More / better boutique shop offer	1.5%	15	2.0%	8	0.7%	2	1.5%	3	2.0%	2
More / better higher quality shop offer	8.6%	86	12.5%	50	6.0%	18	6.0%	12	6.0%	6
Shops and services open later in the evening	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Lower car parking charges	14.1%	141	13.3%	53	16.7%	50	15.0%	30	8.0%	8
More / better car parking	14.0%	140	13.3%	53	15.7%	47	18.0%	36	4.0%	4
More / better foodstores	0.5%	5	1.3%	5	0.0%	0	0.0%	0	0.0%	0
More fashion shops	4.1%	41	5.3%	21	2.7%	8	3.0%	6	6.0%	6
More smaller independent & specialist shops	8.0%	80	12.3%	49	4.0%	12	5.5%	11	8.0%	8
More traffic free pedestrianised streets	0.4%	4	0.5%	2	0.3%	1	0.5%	1	0.0%	0
More/better cafes	0.3%	3	0.5%	2	0.0%	0	0.5%	1	0.0%	0
More/better cultural facilities	0.2%	2	0.3%	1	0.0%	0	0.5%	1	0.0%	0
More/better entertainment facilities	0.9%	9	2.3%	9	0.0%	0	0.0%	0	0.0%	0
More/better events'	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
More better parks / green spaces	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
More/better public houses	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More/better restaurants	0.6%	6	1.0%	4	0.7%	2	0.0%	0	0.0%	0
More/better seats	0.7%	7	1.0%	4	0.3%	1	0.5%	1	1.0%	1
More/ better range of multiple retailers	6.3%	63	10.8%	43	3.0%	9	4.5%	9	2.0%	2
Nothing	42.8%	428	30.0%	120	49.7%	149	49.0%	98	61.0%	61
Do not visit Ipswich for leisure activities	1.6%	16	0.5%	2	2.3%	7	3.5%	7	0.0%	0
Better shopping environment - more public toilets	0.3%	3	0.3%	1	0.0%	0	1.0%	2	0.0%	0
Better shopping environment - smarten up the buildings / area in general	0.9%	9	0.8%	3	0.7%	2	2.0%	4	0.0%	0
Better provision for the disabled e.g. parking, toilets etc	0.5%	5	0.5%	2	1.0%	3	0.0%	0	0.0%	0
Better provision for the elderly	0.4%	4	0.8%	3	0.0%	0	0.0%	0	1.0%	1
Improve the roads	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less vacant stores	0.9%	9	1.3%	5	0.7%	2	0.5%	1	1.0%	1
More public toilets	0.4%	4	0.5%	2	0.3%	1	0.5%	1	0.0%	0
Relocate the market	0.4%	4	0.8%	3	0.0%	0	0.0%	0	1.0%	1
Better shopping environment	0.6%	6	0.8%	3	0.0%	0	1.5%	3	0.0%	0
Other	3.0%	30	3.3%	13	2.7%	8	2.5%	5	4.0%	4
Base:		1000		400		300		200		100

Ipswich Household Survey for Strategic Perspectives

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)
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GEN Gender of respondent

Male	28.5%	285	34.3%	137	24.0%	72	24.5%	49	27.0%	27
Female	71.5%	715	65.8%	263	76.0%	228	75.5%	151	73.0%	73
Base:		1000		400		300		200		100

AGE Can I just ask, how old are you?

18-24	1.0%	10	1.3%	5	1.3%	4	0.5%	1	0.0%	0
25-34	2.5%	25	3.3%	13	2.0%	6	1.5%	3	3.0%	3
35-44	14.5%	145	15.3%	61	13.3%	40	18.5%	37	7.0%	7
45-54	25.0%	250	24.0%	96	25.3%	76	27.0%	54	24.0%	24
55-64	18.4%	184	16.3%	65	18.3%	55	21.0%	42	22.0%	22
65+	37.8%	378	39.0%	156	39.0%	117	31.0%	62	43.0%	43
(Refused)	0.8%	8	1.0%	4	0.7%	2	0.5%	1	1.0%	1
Base:		1000		400		300		200		100

SEG Social Grading

A	4.4%	44	3.5%	14	5.3%	16	4.5%	9	5.0%	5
B	19.6%	196	19.5%	78	20.7%	62	17.5%	35	21.0%	21
C1	21.2%	212	22.0%	88	18.3%	55	23.0%	46	23.0%	23
C2	25.0%	250	26.0%	104	25.3%	76	25.5%	51	19.0%	19
D	5.6%	56	6.3%	25	5.3%	16	4.5%	9	6.0%	6
E	16.5%	165	16.0%	64	17.0%	51	16.0%	32	18.0%	18
(Refused)	7.7%	77	6.8%	27	8.0%	24	9.0%	18	8.0%	8
Base:		1000		400		300		200		100

WOR If you are in employment, where do you work?

Ipswich	18.7%	187	33.5%	134	7.3%	22	10.5%	21	10.0%	10
Aldeburgh	0.3%	3	0.0%	0	1.0%	3	0.0%	0	0.0%	0
Braintree	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds	1.1%	11	0.3%	1	0.0%	0	4.0%	8	2.0%	2
Clacton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester	0.9%	9	0.3%	1	0.0%	0	0.5%	1	7.0%	7
Felixstowe	3.0%	30	1.3%	5	8.0%	24	0.5%	1	0.0%	0
Framlingham	0.3%	3	0.0%	0	1.0%	3	0.0%	0	0.0%	0
Halesworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leiston	0.5%	5	0.0%	0	1.7%	5	0.0%	0	0.0%	0
Lowestoft	0.2%	2	0.0%	0	0.7%	2	0.0%	0	0.0%	0
Manningtree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martlesham Heath	1.3%	13	1.5%	6	1.7%	5	1.0%	2	0.0%	0
Norwich	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Southwold	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Stowmarket	1.7%	17	0.3%	1	0.0%	0	8.0%	16	0.0%	0
Sudbury	0.4%	4	0.3%	1	0.0%	0	0.5%	1	2.0%	2
Woodbridge	1.6%	16	0.8%	3	4.3%	13	0.0%	0	0.0%	0
Other	5.3%	53	2.3%	9	5.0%	15	13.0%	26	3.0%	3
(Don't know / can't remember)	4.6%	46	3.0%	12	6.7%	20	4.5%	9	5.0%	5
(Work from home)	3.2%	32	2.0%	8	3.7%	11	3.0%	6	7.0%	7
(Not in employment)	52.7%	527	52.3%	209	54.3%	163	48.5%	97	58.0%	58
Base:		1000		400		300		200		100

ADU How many adults aged 16 years and over, including yourself, live in your household?

One	22.9%	229	25.5%	102	20.0%	60	20.0%	40	27.0%	27
Two	57.2%	572	56.8%	227	60.0%	180	57.0%	114	51.0%	51
Three	12.0%	120	12.0%	48	10.0%	30	15.0%	30	12.0%	12
Four or more	6.2%	62	4.5%	18	6.3%	19	8.0%	16	9.0%	9
(Refused)	1.7%	17	1.3%	5	3.7%	11	0.0%	0	1.0%	1
Base:		1000		400		300		200		100

Ipswich Household Survey for Strategic Perspectives

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)
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CHI How many children aged 15 years and under, live in your household?

None	78.3%	783	78.5%	314	77.7%	233	76.5%	153	83.0%	83
One	7.1%	71	9.0%	36	6.0%	18	5.5%	11	6.0%	6
Two	10.0%	100	8.5%	34	9.3%	28	15.5%	31	7.0%	7
Three	1.8%	18	1.8%	7	2.0%	6	1.5%	3	2.0%	2
Four or more	1.0%	10	1.0%	4	1.3%	4	0.5%	1	1.0%	1
(Refused)	1.8%	18	1.3%	5	3.7%	11	0.5%	1	1.0%	1
Base:		1000		400		300		200		100

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

None	10.9%	109	16.5%	66	7.3%	22	6.0%	12	9.0%	9
One	48.2%	482	50.5%	202	45.3%	136	43.5%	87	57.0%	57
Two	30.3%	303	25.5%	102	35.3%	106	36.5%	73	22.0%	22
Three or more	9.0%	90	6.0%	24	9.3%	28	13.5%	27	11.0%	11
(Refused)	1.6%	16	1.5%	6	2.7%	8	0.5%	1	1.0%	1
Base:		1000		400		300		200		100

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

Yes	69.5%	695	71.5%	286	67.3%	202	68.5%	137	70.0%	70
No	30.5%	305	28.5%	114	32.7%	98	31.5%	63	30.0%	30
Base:		1000		400		300		200		100

ZON Survey Zone

Zone 1	10.0%	100	25.0%	100	0.0%	0	0.0%	0	0.0%	0
Zone 2	10.0%	100	25.0%	100	0.0%	0	0.0%	0	0.0%	0
Zone 3	10.0%	100	25.0%	100	0.0%	0	0.0%	0	0.0%	0
Zone 4	10.0%	100	25.0%	100	0.0%	0	0.0%	0	0.0%	0
Zone 5	10.0%	100	0.0%	0	33.3%	100	0.0%	0	0.0%	0
Zone 6	10.0%	100	0.0%	0	33.3%	100	0.0%	0	0.0%	0
Zone 7	10.0%	100	0.0%	0	33.3%	100	0.0%	0	0.0%	0
Zone 8	10.0%	100	0.0%	0	0.0%	0	50.0%	100	0.0%	0
Zone 9	10.0%	100	0.0%	0	0.0%	0	50.0%	100	0.0%	0
Zone 10	10.0%	100	0.0%	0	0.0%	0	0.0%	0	100.0%	100
Base:		1000		400		300		200		100

AREA Catchment Area

Inner Catchment Area (ICA)	40.0%	400	100.0%	400	0.0%	0	0.0%	0	0.0%	0
Eastern Catchment Area (ECA)	30.0%	300	0.0%	0	100.0%	300	0.0%	0	0.0%	0
Northern Catchment Area (NCA)	20.0%	200	0.0%	0	0.0%	0	100.0%	200	0.0%	0
Southern Catchment Area (SCA)	10.0%	100	0.0%	0	0.0%	0	0.0%	0	100.0%	100
Base:		1000		400		300		200		100

Ipswich Household Survey for Strategic Perspectives

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
SEC Postcode Sector										
CO10 0	1.9%	19	0.0%	0	0.0%	0	0.0%	0	19.0%	19
CO10 5	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
CO11 1	0.9%	9	0.0%	0	0.0%	0	0.0%	0	9.0%	9
CO11 2	0.7%	7	0.0%	0	0.0%	0	0.0%	0	7.0%	7
CO4 5	0.7%	7	0.0%	0	0.0%	0	0.0%	0	7.0%	7
CO6 4	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2
CO6 5	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2
CO7 6	1.0%	10	0.0%	0	0.0%	0	0.0%	0	10.0%	10
IP1 2	1.1%	11	2.8%	11	0.0%	0	0.0%	0	0.0%	0
IP1 3	1.0%	10	2.5%	10	0.0%	0	0.0%	0	0.0%	0
IP1 4	2.5%	25	6.3%	25	0.0%	0	0.0%	0	0.0%	0
IP1 5	2.6%	26	6.5%	26	0.0%	0	0.0%	0	0.0%	0
IP1 6	3.9%	39	9.8%	39	0.0%	0	0.0%	0	0.0%	0
IP10 0	0.7%	7	0.0%	0	2.3%	7	0.0%	0	0.0%	0
IP11 0	1.1%	11	0.0%	0	3.7%	11	0.0%	0	0.0%	0
IP11 2	1.5%	15	0.0%	0	5.0%	15	0.0%	0	0.0%	0
IP11 7	2.0%	20	0.0%	0	6.7%	20	0.0%	0	0.0%	0
IP11 9	2.2%	22	0.0%	0	7.3%	22	0.0%	0	0.0%	0
IP12 1	2.1%	21	0.0%	0	7.0%	21	0.0%	0	0.0%	0
IP12 2	1.6%	16	0.0%	0	5.3%	16	0.0%	0	0.0%	0
IP12 3	0.8%	8	0.0%	0	2.7%	8	0.0%	0	0.0%	0
IP12 4	2.5%	25	0.0%	0	8.3%	25	0.0%	0	0.0%	0
IP13 0	1.1%	11	0.0%	0	3.7%	11	0.0%	0	0.0%	0
IP13 6	2.1%	21	0.0%	0	7.0%	21	0.0%	0	0.0%	0
IP13 7	2.1%	21	0.0%	0	7.0%	21	0.0%	0	0.0%	0
IP13 8	1.0%	10	0.0%	0	3.3%	10	0.0%	0	0.0%	0
IP13 9	1.6%	16	0.0%	0	5.3%	16	0.0%	0	0.0%	0
IP14 1	1.5%	15	0.0%	0	0.0%	0	7.5%	15	0.0%	0
IP14 2	1.2%	12	0.0%	0	0.0%	0	6.0%	12	0.0%	0
IP14 3	0.4%	4	0.0%	0	0.0%	0	2.0%	4	0.0%	0
IP14 4	2.2%	22	0.0%	0	0.0%	0	11.0%	22	0.0%	0
IP14 5	1.8%	18	0.0%	0	0.0%	0	9.0%	18	0.0%	0
IP14 6	0.7%	7	0.0%	0	0.0%	0	3.5%	7	0.0%	0
IP15 5	1.5%	15	0.0%	0	5.0%	15	0.0%	0	0.0%	0
IP16 4	2.6%	26	0.0%	0	8.7%	26	0.0%	0	0.0%	0
IP17 1	1.7%	17	0.0%	0	5.7%	17	0.0%	0	0.0%	0
IP17 2	0.8%	8	0.0%	0	2.7%	8	0.0%	0	0.0%	0
IP17 3	1.0%	10	0.0%	0	3.3%	10	0.0%	0	0.0%	0
IP2 0	3.2%	32	8.0%	32	0.0%	0	0.0%	0	0.0%	0
IP2 8	1.7%	17	4.3%	17	0.0%	0	0.0%	0	0.0%	0
IP2 9	4.0%	40	10.0%	40	0.0%	0	0.0%	0	0.0%	0
IP23 7	1.4%	14	0.0%	0	0.0%	0	7.0%	14	0.0%	0
IP23 8	0.5%	5	0.0%	0	0.0%	0	2.5%	5	0.0%	0
IP3 0	2.3%	23	5.8%	23	0.0%	0	0.0%	0	0.0%	0
IP3 8	4.4%	44	11.0%	44	0.0%	0	0.0%	0	0.0%	0
IP3 9	2.9%	29	7.3%	29	0.0%	0	0.0%	0	0.0%	0
IP30 0	0.6%	6	0.0%	0	0.0%	0	3.0%	6	0.0%	0
IP30 9	2.0%	20	0.0%	0	0.0%	0	10.0%	20	0.0%	0
IP31 3	1.7%	17	0.0%	0	0.0%	0	8.5%	17	0.0%	0
IP4 1	0.4%	4	1.0%	4	0.0%	0	0.0%	0	0.0%	0
IP4 2	0.9%	9	2.3%	9	0.0%	0	0.0%	0	0.0%	0
IP4 3	1.4%	14	3.5%	14	0.0%	0	0.0%	0	0.0%	0
IP4 4	2.5%	25	6.3%	25	0.0%	0	0.0%	0	0.0%	0
IP4 5	2.8%	28	7.0%	28	0.0%	0	0.0%	0	0.0%	0
IP5 1	0.4%	4	1.0%	4	0.0%	0	0.0%	0	0.0%	0
IP5 2	1.8%	18	4.5%	18	0.0%	0	0.0%	0	0.0%	0
IP5 3	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0
IP6 0	2.3%	23	0.0%	0	0.0%	0	11.5%	23	0.0%	0
IP6 8	1.2%	12	0.0%	0	0.0%	0	6.0%	12	0.0%	0
IP6 9	1.1%	11	0.0%	0	0.0%	0	5.5%	11	0.0%	0
IP7 5	1.6%	16	0.0%	0	0.0%	0	0.0%	0	16.0%	16
IP7 6	0.4%	4	0.0%	0	0.0%	0	0.0%	0	4.0%	4
IP7 7	0.4%	4	0.0%	0	0.0%	0	2.0%	4	0.0%	0
IP8 3	0.8%	8	0.0%	0	0.0%	0	0.0%	0	8.0%	8
IP8 4	1.0%	10	0.0%	0	0.0%	0	5.0%	10	0.0%	0
IP9 1	0.3%	3	0.0%	0	0.0%	0	0.0%	0	3.0%	3
IP9 2	1.2%	12	0.0%	0	0.0%	0	0.0%	0	12.0%	12
Base:		1000		400		300		200		100

Appendix 2:

Data Tabulations

By Area Rebase 1

Ipswich Household Survey for Strategic Perspectives

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
Q01 Where do you normally go for your household's main food and grocery shopping i.e. primarily bulk 'trolley' purchases?										
<i>Excluding those who mentioned Don't know, Don't do, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q01</i>										
Aldi, 14 Meredith Road	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Aldi, 201 Felixstowe Road	0.4%	4	1.0%	4	0.0%	0	0.0%	0	0.0%	0
Aldi, 3 Hines Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Asda, Stoke Park Drive	1.5%	15	3.5%	14	0.0%	0	0.0%	0	1.0%	1
Asda, Goddard Road, Ipswich	8.4%	82	11.1%	44	2.4%	7	14.1%	28	3.1%	3
Asian Food store, 73-75 Norwich Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Butchers and Fruits, 14 St Helen's Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Ravenswood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op , 65-67 Colchester Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op & Rushmere Post Office, 51-53 Woodbridge Road East	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 147 Fircroft Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 15 Garrick Way	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 15-25 Meredith Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 15-23 Ulster Avenue	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 283 Norwich Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 16 Norwich Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 245-253 Hawthorn Drive	0.3%	3	0.8%	3	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 196 Vernon Street	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 111-113 Cauldwell Hall Road	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 34-38 Foxhall Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 1 Hines Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 2-8 Selkirk Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 217-221 Clapgate Lane	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 64-66 Queen's Way	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 119-123 Penshurst Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 335-337 Woodbridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 61 Prince of Wales Drive	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 201 Bramford Lane	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore (LateShop), 310 Sheldrake Drive	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, 88 Bramford Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Global Fruits, 49 Butter Market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Go East , 2 Fore Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halal Connection, 3-3a Norwich Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 23-31 St Matthew's Street	0.3%	3	0.8%	3	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, 38-40 Upper Brook Street	1.0%	10	2.3%	9	0.0%	0	0.5%	1	0.0%	0
J Sainsbury, 40 Hadleigh Road, Ipswich	6.4%	62	11.9%	47	0.4%	1	3.0%	6	8.3%	8
Kerala Store, 71 St John's Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Ravenswood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Handford Road	0.3%	3	0.5%	2	0.0%	0	0.5%	1	0.0%	0

Ipswich Household Survey for Strategic Perspectives

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
M.R.S Food Store and Off Licence, 142 Felixstowe Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M.R.S Foodstore, 52 Woodbridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mamoudou, 37 Norwich Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencers, 16-26 Westgate Street	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
McColls, 53 Stoke Park Drive	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mediterranean Foods, 3 Bramford Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Sproughton Road, Ipswich	10.0%	98	17.0%	67	2.4%	7	8.0%	16	8.3%	8
Napoli Deli, 67 Upper Orwell Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
National Groceries and Fruits, 31 Norwich Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premiere Stores, 17 Wherstead Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Procter's Sausages, 12 The Walk	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, 777-779 Woodbridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, 11 Reynolds Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Nacton Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express, St Matthews Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Duke Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express & Post Office, 651 Bramford Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Candy Box Off-Licence, 422 Woodbridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weigh 'n' Save, 69 Carr Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
World Food Store, 20 St Helen's Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Girling Street, SUDBURY	0.3%	3	0.0%	0	0.0%	0	0.0%	0	3.1%	3
Aldi, 6-10 Lime Kiln Lane, THETFORD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Turner Rise, COLCHESTER	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Asda, Wilkes Way, STOWMARKET	5.0%	49	0.3%	1	1.0%	3	22.6%	45	0.0%	0
Budgens, Bullock Fair Close, HARLESTON	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, St Andrews Street, MILDENHALL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, The Thoroughfare, WOODBRIDGE	0.4%	4	0.0%	0	1.4%	4	0.0%	0	0.0%	0
Iceland, George Road, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 5-6 Cornhill, BURY ST EDMUNDS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Waterglade Park, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, St Johns Walk Shopping Centre, COLCHESTER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Unit 7, Tollgate Centre, COLCHESTER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 50-60 Hamilton Way, FELIXSTOWE	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Iceland, Roachford Way, FRINTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Combs Lane, STOWMARKET	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 94-95 North Street, SUDBURY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Minstergate Street, THETFORD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Ipswich Household Survey for Strategic Perspectives

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
Iceland, The Newlands, WITHAM	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, High Street, ATTLEBOROUGH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, 1 Tofts Walk, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, Moreton Hall, BURY ST EDMUNDS	1.5%	15	0.0%	0	0.0%	0	7.5%	15	0.0%	0
J Sainsbury, 14 Priory Walk, COLCHESTER	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
J Sainsbury, Stanway, COLCHESTER	0.3%	3	0.0%	0	0.0%	0	0.0%	0	3.1%	3
J Sainsbury, London Road, THETFORD	0.3%	3	0.5%	2	0.0%	0	0.0%	0	1.0%	1
J Sainsbury, Felixstowe Road, Warren Heath, WARREN HEATH	10.9%	106	19.5%	77	7.0%	20	1.0%	2	7.3%	7
Kwik Save, Minster Gate Street, THETFORD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, St Johns Walk, COLCHESTER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, FELIXSTOWE	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Lidl, Staple Tye, HARLOW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, 36 North Street, SUDBURY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, 23 Buttemarket, BURY ST EDMUNDS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, 35-39 Pier Avenue, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, 38 High Street, COLCHESTER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, 55 Hamilton Road, FELIXSTOWE	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Marks & Spencer, 82-84 London Road North, LOWESTOFT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, George Westwood Way, BECCLES	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Morrisons, Little Clacton, CLACTON ON SEA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Morrisons, Old Road, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, 146 Victoria Road, DISS	1.7%	17	0.0%	0	2.4%	7	5.0%	10	0.0%	0
Morrisons, Grange Farm Park, FELIXSTOWE	2.3%	22	0.0%	0	7.7%	22	0.0%	0	0.0%	0
Morrisons, Parkeston, HARWICH	0.3%	3	0.0%	0	0.0%	0	0.0%	0	3.1%	3
Morrisons, Gisleham, LOWESTOFT	0.4%	4	0.0%	0	1.4%	4	0.0%	0	0.0%	0
Morrisons, Braintree Road, WITHAM	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netto, 24 Highfields Road, WITHAM	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainbow, Gosford Road, BECCLES	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainbow, Ashburnham Way, CARLTON COLVILLE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainbow, 133 Victoria Road, DISS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainbow, Saxons Way, HALESWORTH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roys Wroxham, Risbygate Street, BURY ST EDMUNDS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roys Wroxham, Great Eastern Road, SUDBURY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solar Superstore, Hamilton Road, FELIXSTOWE	0.8%	8	0.0%	0	2.8%	8	0.0%	0	0.0%	0
Solar Superstore, Market	1.2%	12	0.0%	0	4.2%	12	0.0%	0	0.0%	0

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	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
Hill, FRAMLINGHAM										
Solar Superstore, Weavers Court, HALSTEAD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solar Superstore, Sizewell Road, LEISTON	1.5%	15	0.0%	0	5.2%	15	0.0%	0	0.0%	0
Somerfield, Market Square, BECCLES	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Somerfield, Rayne Road, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Mildenhall Road, BURY ST EDMUNDS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Clacton Hall, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, 39-43 High Street, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, 37-38 Mere Street, DISS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, 270 High Street, DOVERCOURT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, High Street, HALSTEAD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, 112 London Road, LOWESTOFT	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Somerfield, Church Street, SAXMUNDHAM	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Somerfield, 2 Market Place, SOUTHWOLD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, 100 East Street, SUDBURY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Great Notley, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Marks Gate, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Market Place, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, London Road, BRANDON	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Tesco, St Saviours, BURY ST EDMUNDS	0.8%	8	0.0%	0	0.0%	0	4.0%	8	0.0%	0
Tesco, Greenstead Road, COLCHESTER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Highwoods Square, COLCHESTER	1.1%	11	0.0%	0	0.0%	0	0.0%	0	11.5%	11
Tesco, Victoria Road, DISS	0.6%	6	0.0%	0	0.7%	2	2.0%	4	0.0%	0
Tesco, Yarmouth Road, LOWESTOFT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Cedars Park, STOWMARKET	3.8%	37	0.0%	0	0.0%	0	18.6%	37	0.0%	0
Tesco, Springlands Way, SUDBURY	1.2%	12	0.0%	0	0.0%	0	0.5%	1	11.5%	11
Tesco, Kilverston, THETFORD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, 86 Church Road, TIPTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, The Grove Centre, WITHAM	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Horringer, BURY ST EDMUNDS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Lawson Place, BURY ST EDMUNDS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, MANNINGTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Copdock Interchange, Copdock	6.4%	62	11.4%	45	1.4%	4	1.5%	3	10.4%	10
Tesco Extra, Martlesham Heath, Martlesham Heath	14.5%	142	9.1%	36	35.3%	101	2.0%	4	1.0%	1
Tesco Metro, 28 Station Road, CLACTON ON SEA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Tesco Metro, 88 Hamilton Road, FELIXSTOWE	0.6%	6	0.0%	0	2.1%	6	0.0%	0	0.0%	0

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	Total		Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)	
Tesco Metro, 125-127 London Road, LOWESTOFT	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Grange Farm, Kesgrave	0.8%	8	2.0%	8	0.0%	0	0.0%	0	0.0%	0
Waitrose, Robert Boby Way, BURY ST EDMUNDS	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Waitrose, Church Street, SAXMUNDHAM	1.3%	13	0.0%	0	4.5%	13	0.0%	0	0.0%	0
Waitrose, Station Road, SUDBURY	0.4%	4	0.0%	0	0.0%	0	0.0%	0	4.2%	4
Internet - Online Asda	0.8%	8	0.5%	2	1.0%	3	0.5%	1	2.1%	2
Internet - Online Ocado	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Internet - Online Sainsburys	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Internet - Online Tesco	3.1%	30	1.3%	5	5.2%	15	3.5%	7	3.1%	3
Other Local Shops - Alder Carr Farm Shop, Creeting St Mary	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Other Local Shops- Bury St. Edmunds- Co-op, Woolpit, Bury St. Edmunds	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Other Local Shops - Co-op, Chancery Lane, Debenham	0.3%	3	0.0%	0	0.0%	0	1.5%	3	0.0%	0
Other Local Shops - Co-op, East Row, The Street, Holbrook	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Other Local Shops - Co-op, Hamilton Road, Felixstowe	0.2%	2	0.0%	0	0.7%	2	0.0%	0	0.0%	0
Other Local Shops - Co-op, High Street, Aldeburgh	0.3%	3	0.0%	0	1.0%	3	0.0%	0	0.0%	0
Other Local Shops - Co-op, High Street, Hadleigh	0.7%	7	0.0%	0	0.0%	0	0.0%	0	7.3%	7
Other Local Shops - Co-op, High Street, Laxfield	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Other Local Shops - Co-op, Market Hill, Framlingham	0.5%	5	0.0%	0	1.7%	5	0.0%	0	0.0%	0
Other Local Shops - Co-op, Saxons Way, Halesworth	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Other Local Shops - Co-op, Sizewell Road, Leiston	0.7%	7	0.0%	0	2.4%	7	0.0%	0	0.0%	0
Other Local Shops - Co-op, The Street, Capel St Mary	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Other Local Shops - Co-op, The Street, Holbrook	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Other Local Shops - Lowestoft - Asda, Belvedere Road-Off Horn Hill, Lowestoft	0.3%	3	0.0%	0	1.0%	3	0.0%	0	0.0%	0
Other Local Shops - Lowestoft - Lidl, North Quay Retail Park, Peto Way, Lowestoft	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Other Local Shops - Manningtree - Co-op, Century House, Station Road, Manningtree	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.1%	2
Other Local Shops - Morrisons, Tower Road, Lowestoft	0.2%	2	0.0%	0	0.7%	2	0.0%	0	0.0%	0
Other Local Shops - Post Office, Barton Road, Thurston	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Other Local Shops - Priory, Nacton Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other Local Shops - Sudbury - Grange farm shop, Haskerton	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other Local Shops - Tesco, Northolk	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Other Local Shops - Tesco, Ropes Drive, Kesgrave	0.3%	3	0.8%	3	0.0%	0	0.0%	0	0.0%	0
Internet / Mail Order	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)	
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Base:		976		395		286		199	

Q02 What is the main reason you choose (store mentioned at Q01) to do your main food and grocery shopping?

Excluding those who mentioned Don't know, Don't do, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q02

Accessibility by public transport	1.1%	11	1.3%	5	1.4%	4	1.0%	2	0.0%	0
Choice / price of non- food goods (e.g. clothes, DVDs, etc)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choice of food goods available	5.4%	53	4.1%	16	9.7%	28	1.5%	3	6.3%	6
Clean shopping environment	0.2%	2	0.3%	1	0.0%	0	0.5%	1	0.0%	0
Clubcard / Rewards system	1.4%	14	1.5%	6	1.0%	3	1.5%	3	2.1%	2
Convenient to home	50.9%	496	48.6%	192	54.8%	159	51.3%	100	47.4%	45
Convenient to work	2.1%	20	2.5%	10	1.7%	5	2.1%	4	1.1%	1
Free car parking	1.2%	12	0.3%	1	2.1%	6	2.1%	4	1.1%	1
Good car parking provision	0.9%	9	0.5%	2	1.0%	3	1.5%	3	1.1%	1
Good shopping environment	0.2%	2	0.0%	0	0.0%	0	1.0%	2	0.0%	0
Low prices	12.0%	117	12.2%	48	11.7%	34	10.8%	21	14.7%	14
Part of shopping trip for non- food goods	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Preference for retailer	10.7%	104	13.7%	54	4.8%	14	11.8%	23	13.7%	13
Provision of leisure services nearby	0.2%	2	0.3%	1	0.0%	0	0.5%	1	0.0%	0
Provision of services nearby, such as banks and other financial services	0.5%	5	0.5%	2	0.7%	2	0.5%	1	0.0%	0
Quality of fresh food	5.4%	53	6.6%	26	4.5%	13	3.6%	7	7.4%	7
Safe (during the day)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Safe (during the evening /night time)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Use of cafe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Use of cash point / ATM	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Provision of petrol station / car wash	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Provision of self service tills	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Provision of delicatessen / bakery / fresh fish counter etc	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Convenient / easy	1.1%	11	0.8%	3	0.7%	2	2.6%	5	1.1%	1
Delivery offered	1.5%	15	1.0%	4	1.7%	5	2.1%	4	2.1%	2
Employees discount	1.4%	14	2.5%	10	0.0%	0	1.5%	3	1.1%	1
Friendly / helpful staff	0.3%	3	0.3%	1	0.7%	2	0.0%	0	0.0%	0
Good layout	0.5%	5	0.5%	2	0.7%	2	0.5%	1	0.0%	0
Habit / always gone there	0.8%	8	1.5%	6	0.3%	1	0.5%	1	0.0%	0
Provision for disabled people is good	0.3%	3	0.3%	1	0.3%	1	0.5%	1	0.0%	0
Other	1.3%	13	1.0%	4	1.7%	5	1.5%	3	1.1%	1
Base:		975		395		290		195		95

Q03 How do you normally travel to...[STORE/DESTINATION MENTIONED AT Q01]?

Excluding those who mentioned Don't know, Don't do, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q03

Car / van (as driver)	68.3%	645	62.7%	245	71.5%	196	72.3%	136	73.9%	68
Car / van (as passenger)	18.5%	175	18.7%	73	17.5%	48	19.7%	37	18.5%	17
Bus, minibus or coach	5.0%	47	8.4%	33	2.6%	7	3.2%	6	1.1%	1
Using park & ride facility	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Motorcycle, scooter or moped	0.2%	2	0.0%	0	0.4%	1	0.5%	1	0.0%	0
Walk	6.9%	65	9.2%	36	6.6%	18	3.2%	6	5.4%	5
Taxi	0.3%	3	0.5%	2	0.0%	0	0.0%	0	1.1%	1
Train	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.5%	5	0.3%	1	1.1%	3	0.5%	1	0.0%	0
Other	0.2%	2	0.3%	1	0.4%	1	0.0%	0	0.0%	0
Base:		945		391		274		188		92

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	Total		Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)	
Q04 How often do you normally do your main food shopping at STORE/DESTINATION MENTIONED AT Q01?										
More than once a week	7.2%	72	8.5%	34	8.0%	24	5.0%	10	4.0%	4
Once a week	66.1%	661	68.8%	275	57.0%	171	75.0%	150	65.0%	65
Once a fortnight	16.9%	169	13.8%	55	22.3%	67	12.5%	25	22.0%	22
Once a month	8.0%	80	8.5%	34	9.0%	27	6.5%	13	6.0%	6
Less often	0.6%	6	0.0%	0	1.7%	5	0.0%	0	1.0%	1
Varies	1.2%	12	0.5%	2	2.0%	6	1.0%	2	2.0%	2
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		1000		400		300		200		100

Ipswich Household Survey for Strategic Perspectives

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
Q05 In addition to ...(STORE MENTIONED AT Q01), are there any other stores that you regularly use for your main-food shopping?										
<i>Excluding those who mentioned Don't know, Don't do, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q05</i>										
Aldi, 14 Meredith Road	0.3%	3	0.8%	3	0.0%	0	0.0%	0	0.0%	0
Aldi, 201 Felixstowe Road	0.9%	9	2.3%	9	0.0%	0	0.0%	0	0.0%	0
Aldi, 3 Hines Road	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Asda, Stoke Park Drive	1.6%	16	3.9%	15	0.0%	0	0.5%	1	0.0%	0
Asda, Goddard Road, Ipswich	5.1%	50	8.2%	32	2.4%	7	5.0%	10	1.0%	1
Asian Food store, 73-75 Norwich Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Butchers and Fruits, 14 St Helen's Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Ravenswood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op , 65-67 Colchester Road	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Co-op & Rushmere Post Office, 51-53 Woodbridge Road East	0.3%	3	0.5%	2	0.3%	1	0.0%	0	0.0%	0
Co-op Foodstore, 147 Fircroft Road	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 15 Garrick Way	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 15-25 Meredith Road	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 15-23 Ulster Avenue	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 283 Norwich Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 16 Norwich Road	0.2%	2	0.0%	0	0.0%	0	1.0%	2	0.0%	0
Co-op Foodstore, 245-253 Hawthorn Drive	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 196 Vernon Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 111-113 Cauldwell Hall Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 34-38 Foxhall Road	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 1Hines Road	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 2-8 Selkirk Road	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 217-221 Clapgate Lane	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 64-66 Queen's Way	0.7%	7	1.8%	7	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 119-123 Penshurst Road	0.3%	3	0.8%	3	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 335-337 Woodbridge Road	0.5%	5	0.5%	2	1.0%	3	0.0%	0	0.0%	0
Co-op Foodstore, 61 Prince of Wales Drive	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore , 201 Bramford Lane	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore (LateShop), 310 Sheldrake Drive	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, 88 Bramford Road	0.3%	3	0.8%	3	0.0%	0	0.0%	0	0.0%	0
Global Fruits, 49 Butter Market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Go East , 2 Fore Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halal Connection, 3-3a Norwich Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 23-31 St Matthew's Street	0.4%	4	1.0%	4	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, 38-40 Upper Brook Street	1.2%	12	2.3%	9	0.3%	1	0.0%	0	2.1%	2
J Sainsbury, 40 Hadleigh Road, Ipswich	3.4%	33	4.1%	16	1.0%	3	5.5%	11	3.1%	3
Kerala Store, 71 St John's Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Ravenswood	0.4%	4	0.5%	2	0.3%	1	0.0%	0	1.0%	1
Lidl, Handford Road	0.5%	5	0.3%	1	0.3%	1	1.5%	3	0.0%	0

Ipswich Household Survey for Strategic Perspectives

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
M.R.S Food Store and Off Licence, 142 Felixstowe Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M.R.S Foodstore, 52 Woodbridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mamoudou, 37 Norwich Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencers, 16-26 Westgate Street	2.1%	20	3.9%	15	0.3%	1	1.5%	3	1.0%	1
McColls, 53 Stoke Park Drive	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mediterranean Foods, 3 Bramford Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Sproughton Road, Ipswich	4.2%	41	5.9%	23	1.0%	3	6.5%	13	2.1%	2
Napoli Deli, 67 Upper Orwell Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
National Groceries and Fruits, 31 Norwich Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premiere Stores, 17 Wherstead Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Procter's Sausages, 12 The Walk	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, 777-779 Woodbridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, 11 Reynolds Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Nacton Road	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Express, St Matthews Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Duke Street	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express & Post Office, 651 Bramford Road	0.3%	3	0.8%	3	0.0%	0	0.0%	0	0.0%	0
The Candy Box Off-Licence, 422 Woodbridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weigh 'n' Save, 69 Carr Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
World Food Store, 20 St Helen's Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Girling Street, SUDBURY	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Aldi, 6-10 Lime Kiln Lane, THETFORD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Turner Rise, COLCHESTER	0.9%	9	0.0%	0	0.0%	0	0.0%	0	9.4%	9
Asda, Wilkes Way, STOWMARKET	1.2%	12	0.0%	0	0.7%	2	5.0%	10	0.0%	0
Budgens, Bullock Fair Close, HARLESTON	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, St Andrews Street, MILDENHALL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, The Thoroughfare, WOODBRIDGE	1.2%	12	0.0%	0	4.2%	12	0.0%	0	0.0%	0
Iceland, George Road, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 5-6 Cornhill, BURY ST EDMUNDS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Waterglade Park, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, St Johns Walk Shopping Centre, COLCHESTER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Unit 7, Tollgate Centre, COLCHESTER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 50-60 Hamilton Way, FELIXSTOWE	0.8%	8	0.8%	3	1.7%	5	0.0%	0	0.0%	0
Iceland, Roachford Way, FRINTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Combs Lane, STOWMARKET	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 94-95 North Street, SUDBURY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Minstergate Street, THETFORD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Iceland, The Newlands, WITHAM	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, High Street, ATTLEBOROUGH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, 1 Tofts Walk, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, Moreton Hall, BURY ST EDMUNDS	1.2%	12	0.0%	0	0.0%	0	5.5%	11	1.0%	1
J Sainsbury, 14 Priory Walk, COLCHESTER	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.1%	2
J Sainsbury, Stanway, COLCHESTER	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
J Sainsbury, London Road, THETFORD	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, Felixstowe Road, Warren Heath, WARREN HEATH	6.4%	62	8.2%	32	8.7%	25	0.5%	1	4.2%	4
Kwik Save, Minster Gate Street, THETFORD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, St Johns Walk, COLCHESTER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, FELIXSTOWE	0.4%	4	0.0%	0	1.4%	4	0.0%	0	0.0%	0
Lidl, Staple Tye, HARLOW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, 36 North Street, SUDBURY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, 23 Buttemarket, BURY ST EDMUNDS	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Marks & Spencer, 35-39 Pier Avenue, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, 38 High Street, COLCHESTER	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Marks & Spencer, 55 Hamilton Road, FELIXSTOWE	0.5%	5	0.0%	0	1.7%	5	0.0%	0	0.0%	0
Marks & Spencer, 82-84 London Road North, LOWESTOFT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, George Westwood Way, BECCLES	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Morrisons, Little Clacton, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Old Road, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, 146 Victoria Road, DISS	1.0%	10	0.0%	0	0.7%	2	4.0%	8	0.0%	0
Morrisons, Grange Farm Park, FELIXSTOWE	0.8%	8	0.0%	0	2.8%	8	0.0%	0	0.0%	0
Morrisons, Parkeston, HARWICH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Morrisons, Gisleham, LOWESTOFT	0.6%	6	0.0%	0	2.1%	6	0.0%	0	0.0%	0
Morrisons, Braintree Road, WITHAM	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netto, 24 Highfields Road, WITHAM	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainbow, Gosford Road, BECCLES	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainbow, Ashburnham Way, CARLTON COLVILLE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainbow, 133 Victoria Road, DISS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainbow, Saxons Way, HALESWORTH	0.2%	2	0.0%	0	0.7%	2	0.0%	0	0.0%	0
Roys Wroxham, Risbygate Street, BURY ST EDMUNDS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roys Wroxham, Great Eastern Road, SUDBURY	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Solar Superstore, Hamilton Road, FELIXSTOWE	0.6%	6	0.0%	0	2.1%	6	0.0%	0	0.0%	0
Solar Superstore, Market	0.2%	2	0.0%	0	0.7%	2	0.0%	0	0.0%	0

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	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
Hill, FRAMLINGHAM										
Solar Superstore, Weavers Court, HALSTEAD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solar Superstore, Sizewell Road, LEISTON	0.2%	2	0.0%	0	0.7%	2	0.0%	0	0.0%	0
Somerfield, Market Square, BECCLES	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Rayne Road, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Mildenhall Road, BURY ST EDMUNDS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Clacton Hall, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, 39-43 High Street, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, 37-38 Mere Street, DISS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, 270 High Street, DOVERCOURT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, High Street, HALSTEAD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, 112 London Road, LOWESTOFT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Church Street, SAXMUNDHAM	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, 2 Market Place, SOUTHWOLD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, 100 East Street, SUDBURY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Great Notley, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Marks Gate, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Market Place, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, London Road, BRANDON	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, St Saviours, BURY ST EDMUNDS	0.3%	3	0.0%	0	0.3%	1	1.0%	2	0.0%	0
Tesco, Greenstead Road, COLCHESTER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Highwoods Square, COLCHESTER	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.1%	2
Tesco, Victoria Road, DISS	0.3%	3	0.0%	0	0.7%	2	0.5%	1	0.0%	0
Tesco, Yarmouth Road, LOWESTOFT	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Tesco, Cedars Park, STOWMARKET	1.9%	18	0.0%	0	1.0%	3	7.5%	15	0.0%	0
Tesco, Springlands Way, SUDBURY	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.1%	2
Tesco, Kilverston, THETFORD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, 86 Church Road, TIPTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, The Grove Centre, WITHAM	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Horringer, BURY ST EDMUNDS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Lawson Place, BURY ST EDMUNDS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, MANNINGTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Copdock Interchange, Copdock	4.5%	44	6.4%	25	1.0%	3	3.0%	6	10.4%	10
Tesco Extra, Martlesham Heath, Martlesham Heath	4.0%	39	3.6%	14	8.7%	25	0.0%	0	0.0%	0
Tesco Metro, 28 Station Road, CLACTON ON SEA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Tesco Metro, 88 Hamilton Road, FELIXSTOWE	0.6%	6	0.0%	0	2.1%	6	0.0%	0	0.0%	0

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Tesco Metro, 125-127 London Road, LOWESTOFT	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Tesco Metro, Grange Farm, Kesgrave	0.9%	9	2.3%	9	0.0%	0	0.0%	0	0.0%	0
Waitrose, Robert Boby Way, BURY ST EDMUNDS	0.3%	3	0.0%	0	0.0%	0	1.5%	3	0.0%	0
Waitrose, Church Street, SAXMUNDHAM	0.9%	9	0.0%	0	3.1%	9	0.0%	0	0.0%	0
Waitrose, Station Road, SUDBURY	0.5%	5	0.0%	0	0.0%	0	0.5%	1	4.2%	4
Internet - Online Ocado	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Internet - Online Sainsburys	0.2%	2	0.3%	1	0.3%	1	0.0%	0	0.0%	0
Internet - Online Tesco	0.6%	6	0.0%	0	1.4%	4	1.0%	2	0.0%	0
Other - Local Shops, Orford	0.2%	2	0.0%	0	0.7%	2	0.0%	0	0.0%	0
Other Local Shops - Bury St. Edmunds - Asda, Western Way, Bury St Edmunds	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Other Local Shops - Bury St. Edmunds- Co-op, Ashfield Road, Elmswell, Bury St. Edmunds	0.3%	3	0.0%	0	0.0%	0	1.5%	3	0.0%	0
Other Local Shops - Colchester - Aldi, Magdalen Street, Colchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Other Local Shops - Co-op, Chancery Lane, Debenham	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Other Local Shops - Co-op, Hamilton Road, Felixstowe	0.2%	2	0.3%	1	0.3%	1	0.0%	0	0.0%	0
Other Local Shops - Co-op, High Street, Dedham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Other Local Shops - Co-op, High Street, Hadleigh	0.3%	3	0.0%	0	0.0%	0	0.0%	0	3.1%	3
Other Local Shops - Co-op, High Street, Wickham Market	0.3%	3	0.0%	0	1.0%	3	0.0%	0	0.0%	0
Other Local Shops - Co-op, King William Street, Needham Market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Local Shops - Co-op, Riverside Avenue East, Station Road, Lawford, Manningtree	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.1%	2
Other Local Shops - Co-op, The Street, Bramford	0.2%	2	0.0%	0	0.0%	0	1.0%	2	0.0%	0
Other Local Shops - Co-op, The Street, Holbrook	0.3%	3	0.0%	0	0.0%	0	0.0%	0	3.1%	3
Other Local Shops - Local Shops, Birch Street, Nayland	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Other Local Shops - Local Shops, Bridge Street, Framlingham	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Other Local Shops - Local Shops, Church Road, Coddenham	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Other Local Shops - Local Shops, Tattingstone	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Other Local Shops - Local Shops, Warrick Avenue, Woodbridge	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Other Local Shops - Lowestoft - Asda, Belvedere Road-Off Horn Hill, Lowestoft	0.7%	7	0.0%	0	2.4%	7	0.0%	0	0.0%	0
Other Local Shops - Netto, Bentalls Complex, Colchester Road, Heybridge	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Other Local Shops - Newborne Farm Shop,	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
Mill Road, Newbourne										
Other Local Shops - Spar, Freehold Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other Local Shops - Stowmarket - Co-op, Combs Lane, Combs Ford, Stowmarket	0.2%	2	0.0%	0	0.0%	0	1.0%	2	0.0%	0
Other Local Shops - Stowmarket - Lidl, Bury Road, Stowmarket	0.6%	6	0.0%	0	0.0%	0	3.0%	6	0.0%	0
Other Local Shops - Sudbury - Farmshop, Oldborough	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Other Local Shops - Sudbury - Grange farm shop, Haskerton	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Other Local Shops - Suffolk Food Hall, Wherstead Hall, Peppers Lane, Wherstead	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other Local Shops - Waitrose, St Andrews Avenue, Colchester	0.2%	2	0.3%	1	0.0%	0	0.0%	0	1.0%	1
Internet / Mail Order	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
(Nowhere else)	48.0%	466	45.9%	178	53.1%	153	45.7%	91	45.8%	44
Base:		971		388		288		199		96

Q06 How often do you normally do you visit the stores mentioned at Q5 previously?

Those who regularly visit other stores for their main food shopping and excluding those who mentioned Don't know, Don't do, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q06

More than once a week	12.8%	68	14.9%	33	11.0%	16	9.2%	10	16.7%	9
Once a week	27.7%	147	32.0%	71	23.4%	34	30.3%	33	16.7%	9
Once a fortnight	20.0%	106	18.9%	42	22.1%	32	20.2%	22	18.5%	10
Once a month	26.8%	142	24.8%	55	26.9%	39	30.3%	33	27.8%	15
Less often	7.2%	38	5.9%	13	9.7%	14	4.6%	5	11.1%	6
Varies	5.5%	29	3.6%	8	6.9%	10	5.5%	6	9.3%	5
Base:		530		222		145		109		54

Q07 When you go shopping for main food goods, do you normally link this trip with another activity?

Yes – non-food shopping	12.5%	125	8.5%	34	18.7%	56	11.0%	22	13.0%	13
Yes – leisure activity	5.5%	55	3.0%	12	7.3%	22	5.5%	11	10.0%	10
Yes – travelling to / from work	3.6%	36	2.8%	11	3.0%	9	6.5%	13	3.0%	3
Yes – travelling to / from school / college	0.9%	9	0.3%	1	0.3%	1	2.0%	4	3.0%	3
Yes - other food shopping	3.0%	30	2.0%	8	4.3%	13	2.0%	4	5.0%	5
Yes – visiting services such as banks and other financial institutions	4.6%	46	1.8%	7	5.3%	16	7.0%	14	9.0%	9
Yes - petrol station / car wash	2.8%	28	4.0%	16	2.3%	7	2.0%	4	1.0%	1
Yes - recycling facilities	0.9%	9	1.3%	5	1.0%	3	0.5%	1	0.0%	0
Yes - childcare / nursery / after school activity	0.5%	5	1.0%	4	0.0%	0	0.5%	1	0.0%	0
No	66.5%	665	75.5%	302	56.7%	170	65.5%	131	62.0%	62
Yes - visit a friend / relative	1.5%	15	1.8%	7	2.0%	6	0.0%	0	2.0%	2
Yes - visit medical service such as doctors or dentists	0.7%	7	0.0%	0	2.0%	6	0.0%	0	1.0%	1
Yes - visit a personal service such as the library	0.9%	9	0.8%	3	1.7%	5	0.5%	1	0.0%	0
Yes - other	0.5%	5	0.0%	0	1.0%	3	0.5%	1	1.0%	1
Base:		1000		400		300		200		100

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)
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Q08 Where do you buy non-food goods when it's linked to your main food shopping?

Those who link their main-food shopping trips with non-food shopping and excluding those who mentioned Don't know, Don't do, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q08

In-store	11.8%	14	21.2%	7	7.5%	4	9.5%	2	8.3%	1
Ipswich Town Centre	32.8%	39	45.5%	15	26.4%	14	23.8%	5	41.7%	5
Ipswich - Anglia Retail Park	2.5%	3	9.1%	3	0.0%	0	0.0%	0	0.0%	0
Ipswich - Martlesham Heath Retail Park	2.5%	3	0.0%	0	5.7%	3	0.0%	0	0.0%	0
Ipswich - Orwell Retail Park	0.8%	1	3.0%	1	0.0%	0	0.0%	0	0.0%	0
Ipswich - Ransomes Europark	0.8%	1	3.0%	1	0.0%	0	0.0%	0	0.0%	0
Ipswich - Suffolk Retail Park	0.8%	1	3.0%	1	0.0%	0	0.0%	0	0.0%	0
Ipswich - The Interchange Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich Smaller (District/Local) Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldeburgh	0.8%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds	4.2%	5	0.0%	0	0.0%	0	23.8%	5	0.0%	0
Clacton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester	2.5%	3	0.0%	0	0.0%	0	0.0%	0	25.0%	3
Felixstowe	5.0%	6	6.1%	2	5.7%	3	0.0%	0	8.3%	1
Framlingham	5.0%	6	0.0%	0	11.3%	6	0.0%	0	0.0%	0
Halesworth	1.7%	2	0.0%	0	3.8%	2	0.0%	0	0.0%	0
Leiston	1.7%	2	0.0%	0	3.8%	2	0.0%	0	0.0%	0
Lowestoft	3.4%	4	0.0%	0	7.5%	4	0.0%	0	0.0%	0
Manningtree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norwich	0.8%	1	3.0%	1	0.0%	0	0.0%	0	0.0%	0
Saxmundham	0.8%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Southwold	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stowmarket	9.2%	11	0.0%	0	7.5%	4	33.3%	7	0.0%	0
Sudbury	0.8%	1	0.0%	0	0.0%	0	0.0%	0	8.3%	1
Woodbridge	5.9%	7	3.0%	1	11.3%	6	0.0%	0	0.0%	0
Debenham	0.8%	1	0.0%	0	0.0%	0	4.8%	1	0.0%	0
Diss	3.4%	4	0.0%	0	5.7%	3	4.8%	1	0.0%	0
Kesgrave	0.8%	1	3.0%	1	0.0%	0	0.0%	0	0.0%	0
Warren Heath	0.8%	1	0.0%	0	0.0%	0	0.0%	0	8.3%	1
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		119		33		53		21		12

Q09 Where do you go for leisure activities when it's linked to your main food shopping?

Those who link their main-food shopping trips with leisure activities and excluding those who mentioned Don't know, Don't do, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q09

Ipswich Town Centre	42.0%	21	75.0%	9	40.0%	8	10.0%	1	37.5%	3
Cardinal Leisure Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldeburgh	2.0%	1	0.0%	0	5.0%	1	0.0%	0	0.0%	0
Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds	6.0%	3	0.0%	0	0.0%	0	30.0%	3	0.0%	0
Clacton	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
Felixstowe	14.0%	7	25.0%	3	15.0%	3	0.0%	0	12.5%	1
Halesworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leiston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lowestoft	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manningtree	4.0%	2	0.0%	0	0.0%	0	0.0%	0	25.0%	2
Norwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southwold	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sudbury	4.0%	2	0.0%	0	0.0%	0	10.0%	1	12.5%	1
Stowmarket	12.0%	6	0.0%	0	5.0%	1	50.0%	5	0.0%	0
Debenham	2.0%	1	0.0%	0	5.0%	1	0.0%	0	0.0%	0
Framlingham	2.0%	1	0.0%	0	5.0%	1	0.0%	0	0.0%	0
Holbrook	2.0%	1	0.0%	0	0.0%	0	0.0%	0	12.5%	1
Kesgrave	2.0%	1	0.0%	0	5.0%	1	0.0%	0	0.0%	0
Woodbridge	8.0%	4	0.0%	0	20.0%	4	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		50		12		20		10		8

Ipswich Household Survey for Strategic Perspectives

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)
Q10 Do you make separate small scale 'top-up' basket food shopping trips for small basic goods such as newspapers, bread, milk and tobacco products, in between your main food shopping trip?					
Yes	72.3% 723	73.0% 292	74.0% 222	70.0% 140	69.0% 69
No	27.7% 277	27.0% 108	26.0% 78	30.0% 60	31.0% 31
Base:	1000	400	300	200	100

Ipswich Household Survey for Strategic Perspectives

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
Q11 Where do you normally do most of your household's shopping for small scale 'top-up' basket food and convenience goods items (including newspapers, bread, milk and tobacco products)?										
<i>Those who do top up food shopping and excluding those who mentioned Don't know, Don't do, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q11</i>										
Aldi, 14 Meredith Road	0.5%	3	1.1%	3	0.0%	0	0.0%	0	0.0%	0
Aldi, 201 Felixstowe Road	0.9%	6	1.9%	5	0.5%	1	0.0%	0	0.0%	0
Aldi, 3 Hines Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Stoke Park Drive	1.6%	10	3.4%	9	0.0%	0	0.0%	0	1.8%	1
Asda, Goddard Road, Ipswich	1.7%	11	2.7%	7	0.0%	0	3.1%	4	0.0%	0
Asian Food store, 73-75 Norwich Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Butchers and Fruits, 14 St Helen's Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Ravenswood	0.9%	6	1.9%	5	0.0%	0	0.8%	1	0.0%	0
Co-op, 65-67 Colchester Road	0.5%	3	1.1%	3	0.0%	0	0.0%	0	0.0%	0
Co-op & Rushmere Post Office, 51-53 Woodbridge Road East	2.7%	17	4.2%	11	3.1%	6	0.0%	0	0.0%	0
Co-op Foodstore, 147 Fircroft Road	1.7%	11	3.8%	10	0.0%	0	0.8%	1	0.0%	0
Co-op Foodstore, 15 Garrick Way	0.5%	3	1.1%	3	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 15-25 Meredith Road	0.5%	3	1.1%	3	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 15-23 Ulster Avenue	0.2%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 283 Norwich Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 16 Norwich Road	1.4%	9	1.5%	4	0.0%	0	3.9%	5	0.0%	0
Co-op Foodstore, 245-253 Hawthorn Drive	1.7%	11	4.2%	11	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 196 Vernon Street	0.3%	2	0.8%	2	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 111-113 Cauldwell Hall Road	1.3%	8	3.1%	8	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 34-38 Foxhall Road	1.3%	8	3.1%	8	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 1Hines Road	0.2%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 2-8 Selkirk Road	0.5%	3	1.1%	3	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 217-221 Clapgate Lane	0.6%	4	1.5%	4	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 64-66 Queen's Way	0.8%	5	1.5%	4	0.5%	1	0.0%	0	0.0%	0
Co-op Foodstore, 119-123 Penshurst Road	1.7%	11	4.2%	11	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 335-337 Woodbridge Road	2.2%	14	1.9%	5	4.6%	9	0.0%	0	0.0%	0
Co-op Foodstore, 61 Prince of Wales Drive	0.8%	5	1.9%	5	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 201 Bramford Lane	0.3%	2	0.8%	2	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore (LateShop), 310 Sheldrake Drive	1.6%	10	3.4%	9	0.0%	0	0.0%	0	1.8%	1
Farmfoods, 88 Bramford Road	0.8%	5	1.5%	4	0.5%	1	0.0%	0	0.0%	0
Global Fruits, 49 Butter Market	0.2%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Go East, 2 Fore Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halal Connection, 3-3a Norwich Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 23-31 St Matthew's Street	0.2%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, 38-40 Upper Brook Street	2.2%	14	4.2%	11	0.5%	1	1.6%	2	0.0%	0
J Sainsbury, 40 Hadleigh Road, Ipswich	1.6%	10	3.1%	8	0.0%	0	1.6%	2	0.0%	0
Kerala Store, 71 St John's Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total		Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)	
Lidl, Ravenswood	0.3%	2	0.8%	2	0.0%	0	0.0%	0	0.0%	0
Lidl, Handford Road	0.3%	2	0.8%	2	0.0%	0	0.0%	0	0.0%	0
M.R.S Food Store and Off Licence, 142 Felixstowe Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M.R.S Foodstore, 52 Woodbridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mamoudou, 37 Norwich Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencers, 16-26 Westgate Street	2.2%	14	5.0%	13	0.5%	1	0.0%	0	0.0%	0
McColls, 53 Stoke Park Drive	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mediterranean Foods, 3 Bramford Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Sproughton Road, Ipswich	2.2%	14	3.4%	9	0.0%	0	3.1%	4	1.8%	1
Napoli Deli, 67 Upper Orwell Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
National Groceries and Fruits, 31 Norwich Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premiere Stores, 17 Wherstead Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Procter's Sausages, 12 The Walk	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, 777-779 Woodbridge Road	0.9%	6	1.5%	4	0.5%	1	0.8%	1	0.0%	0
Spar, 11 Reynolds Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Nacton Road	0.2%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express, St Matthews Street	0.3%	2	0.8%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Duke Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express & Post Office, 651 Bramford Road	1.3%	8	2.3%	6	0.0%	0	1.6%	2	0.0%	0
The Candy Box Off-Licence, 422 Woodbridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weigh 'n' Save, 69 Carr Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
World Food Store, 20 St Helen's Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Girling Street, SUDBURY	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Aldi, 6-10 Lime Kiln Lane, THETFORD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Turner Rise, COLCHESTER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Wilkes Way, STOWMARKET	1.6%	10	0.0%	0	0.0%	0	7.8%	10	0.0%	0
Budgens, Bullock Fair Close, HARLESTON	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, St Andrews Street, MILDENHALL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, The Thoroughfare, WOODBIDGE	2.5%	16	0.0%	0	8.2%	16	0.0%	0	0.0%	0
Iceland, George Road, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 5-6 Cornhill, BURY ST EDMUNDS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Waterglade Park, CLACTION ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, St Johns Walk Shopping Centre, COLCHESTER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Unit 7, Tollgate Centre, COLCHESTER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 50-60 Hamilton Way, FELIXSTOWE	0.2%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Iceland, Roachford Way, FRINTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Combs Lane, STOWMARKET	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 94-95 North Street, SUDBURY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Ipswich Household Survey for Strategic Perspectives

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
Iceland, Minstergate Street, THETFORD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, The Newlands, WITHAM	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, High Street, ATTLEBOROUGH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, 1 Tofts Walk, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, Moreton Hall, BURY ST EDMUNDS	0.6%	4	0.0%	0	0.0%	0	3.1%	4	0.0%	0
J Sainsbury, 14 Priory Walk, COLCHESTER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, Stanway, COLCHESTER	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1
J Sainsbury, London Road, THETFORD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, Felixstowe Road, Warren Heath, WARREN HEATH	2.3%	15	5.0%	13	0.0%	0	0.0%	0	3.6%	2
Kwik Save, Minster Gate Street, THETFORD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, St Johns Walk, COLCHESTER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, FELIXSTOWE	0.2%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Lidl, Staple Tye, HARLOW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, 36 North Street, SUDBURY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, 23 Buttemarket, BURY ST EDMUNDS	0.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Marks & Spencer, 35-39 Pier Avenue, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, 38 High Street, COLCHESTER	0.2%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, 55 Hamilton Road, FELIXSTOWE	1.1%	7	0.0%	0	3.6%	7	0.0%	0	0.0%	0
Marks & Spencer, 82-84 London Road North, LOWESTOFT	0.2%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, George Westwood Way, BECCLES	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Little Clacton, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Old Road, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, 146 Victoria Road, DISS	0.6%	4	0.0%	0	0.0%	0	3.1%	4	0.0%	0
Morrisons, Grange Farm Park, FELIXSTOWE	0.9%	6	0.0%	0	3.1%	6	0.0%	0	0.0%	0
Morrisons, Parkeston, HARWICH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Gisleham, LOWESTOFT	0.2%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Morrisons, Braintree Road, WITHAM	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netto, 24 Highfields Road, WITHAM	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainbow, Gosford Road, BECCLES	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainbow, Ashburnham Way, CARLTON COLVILLE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainbow, 133 Victoria Road, DISS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainbow, Saxons Way, HALESWORTH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roys Wroxham, Risbygate Street, BURY ST EDMUNDS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roys Wroxham, Great Eastern Road, SUDBURY	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Solar Superstore, Hamilton	1.1%	7	0.0%	0	3.6%	7	0.0%	0	0.0%	0

Ipswich Household Survey for Strategic Perspectives

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
Road, FELIXSTOWE										
Solar Superstore, Market Hill, FRAMLINGHAM	2.7%	17	0.0%	0	8.7%	17	0.0%	0	0.0%	0
Solar Superstore, Weavers Court, HALSTEAD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solar Superstore, Sizewell Road, LEISTON	2.7%	17	0.0%	0	8.7%	17	0.0%	0	0.0%	0
Somerfield, Market Square, BECCLES	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Rayne Road, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Mildenhall Road, BURY ST EDMUNDS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Clacton Hall, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, 39-43 High Street, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, 37-38 Mere Street, DISS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, 270 High Street, DOVERCOURT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, High Street, HALSTEAD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, 112 London Road, LOWESTOFT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Church Street, SAXMUNDHAM	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, 2 Market Place, SOUTHWOLD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, 100 East Street, SUDBURY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Great Notley, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Marks Gate, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Market Place, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, London Road, BRANDON	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, St Saviours, BURY ST EDMUNDS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Greenstead Road, COLCHESTER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Highwoods Square, COLCHESTER	0.5%	3	0.0%	0	0.0%	0	0.0%	0	5.5%	3
Tesco, Victoria Road, DISS	0.3%	2	0.0%	0	0.0%	0	1.6%	2	0.0%	0
Tesco, Yarmouth Road, LOWESTOFT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Cedars Park, STOWMARKET	2.5%	16	0.0%	0	1.0%	2	10.9%	14	0.0%	0
Tesco, Springlands Way, SUDBURY	0.3%	2	0.0%	0	0.0%	0	0.0%	0	3.6%	2
Tesco, Kilverston, THETFORD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, 86 Church Road, TIPTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, The Grove Centre, WITHAM	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Horringer, BURY ST EDMUNDS	0.3%	2	0.0%	0	0.0%	0	1.6%	2	0.0%	0
Tesco Express, Lawson Place, BURY ST EDMUNDS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, MANNINGTREE	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Tesco Extra, Copdock Interchange, Copdock	2.0%	13	4.6%	12	0.0%	0	0.0%	0	1.8%	1
Tesco Extra, Martlesham Heath, Martlesham Heath	2.0%	13	1.9%	5	4.1%	8	0.0%	0	0.0%	0
Tesco Metro, 28 Station Road, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total		Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)	
Tesco Metro, 88 Hamilton Road, FELIXSTOWE	1.7%	11	0.0%	0	5.6%	11	0.0%	0	0.0%	0
Tesco Metro, 125-127 London Road, LOWESTOFT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Grange Farm, Kesgrave	2.2%	14	5.4%	14	0.0%	0	0.0%	0	0.0%	0
Waitrose, Robert Bobby Way, BURY ST EDMUNDS	0.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Waitrose, Church Street, SAXMUNDHAM	2.5%	16	0.0%	0	8.2%	16	0.0%	0	0.0%	0
Waitrose, Station Road, SUDBURY	0.5%	3	0.0%	0	0.0%	0	0.0%	0	5.5%	3
Other - Felixstowe - Local Shops, Felixstowe	0.2%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other - Local Shops, Finningham Road, Old Newton	0.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Other - Local Shops, Grundisburgh	0.3%	2	0.0%	0	1.0%	2	0.0%	0	0.0%	0
Other - Local Shops, Haslington	0.2%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other - Local Shops, Hemeston	0.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Other - Local Shops, High Street, Needham Market	0.5%	3	0.0%	0	0.0%	0	2.3%	3	0.0%	0
Other - Local Shops, Hollesley	0.2%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other - Local Shops, Market Place, Bildeston	0.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Other - Local Shops, Orford	0.2%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other - Local Shops, Otley	0.3%	2	0.0%	0	0.5%	1	0.8%	1	0.0%	0
Other - Local Shops, Poplar Road, Great Cornard	0.3%	2	0.0%	0	0.0%	0	0.0%	0	3.6%	2
Other - Local Shops, Renolds Road	0.2%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Sudbury - Local Shops, Sudbury	0.3%	2	0.0%	0	0.0%	0	0.0%	0	3.6%	2
Other Local Shops - Bury St. Edmunds- Co-op, Acacia Court, Blenheim Close, Brantham	0.3%	2	0.0%	0	0.0%	0	0.0%	0	3.6%	2
Other Local Shops - Bury St. Edmunds- Co-op, Ashfield Road, Elmswell, Bury St. Edmunds	1.3%	8	0.0%	0	0.0%	0	6.2%	8	0.0%	0
Other Local Shops - Bury St. Edmunds- Greggs, Abbeygate Street, Bury St. Edmunds	0.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Other Local Shops - Colchester - Budgens, The Street, East Bergholt	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Other Local Shops - Co-op, Barking Road, Needham Market	0.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Other Local Shops - Co-op, Broad Street, Eye	0.6%	4	0.0%	0	0.0%	0	2.3%	3	1.8%	1
Other Local Shops - Co-op, Chancery Lane, Debenham	1.3%	8	0.0%	0	1.0%	2	4.7%	6	0.0%	0
Other Local Shops - Co-op, Dales Road	0.2%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other Local Shops - Co-op, Hamilton Road, Felixstowe	0.6%	4	0.4%	1	1.5%	3	0.0%	0	0.0%	0
Other Local Shops - Co-op, High Street, Dedham	0.9%	6	0.0%	0	0.0%	0	0.8%	1	9.1%	5
Other Local Shops - Co-op, High Street, Hadleigh	1.3%	8	0.0%	0	0.0%	0	0.0%	0	14.5%	8
Other Local Shops - Co-op, High Street, Laxfield	0.2%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other Local Shops - Co-op, High Street, Walton on the	0.2%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0

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	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
Naze										
Other Local Shops - Co-op, High Street, Wickham Market	1.4%	9	0.0%	0	4.6%	9	0.0%	0	0.0%	0
Other Local Shops - Co-op, King William Street, Needham Market	0.8%	5	0.0%	0	0.0%	0	3.9%	5	0.0%	0
Other Local Shops - Co-op, Market Hill, Framlingham	0.5%	3	0.0%	0	1.5%	3	0.0%	0	0.0%	0
Other Local Shops - Co-op, Norwich Road, Barham	1.3%	8	0.0%	0	0.0%	0	6.2%	8	0.0%	0
Other Local Shops - Co-op, Riverside Avenue East, Station Road, Lawford, Manningtree	0.3%	2	0.0%	0	0.0%	0	0.0%	0	3.6%	2
Other Local Shops - Co-op, Saxmundham Road, Aldeburgh	1.4%	9	0.0%	0	4.6%	9	0.0%	0	0.0%	0
Other Local Shops - Co-op, Sizewell Road, Leiston	0.9%	6	0.0%	0	3.1%	6	0.0%	0	0.0%	0
Other Local Shops - Co-op, The Drift, Great Cornard, Sudbury	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Other Local Shops - Co-op, The Street, Bramford	0.5%	3	0.0%	0	0.0%	0	2.3%	3	0.0%	0
Other Local Shops - Co-op, The Street, Holbrook	1.1%	7	0.4%	1	0.0%	0	0.0%	0	10.9%	6
Other Local Shops - Co-op, The Street, Rickingham	0.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Other Local Shops - Co-op, The Street, Woolpit	0.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Other Local Shops - Costcutter, Walnut Tree Avenue, Rendlesham, Woodbridge	0.6%	4	0.0%	0	2.1%	4	0.0%	0	0.0%	0
Other Local Shops - Farmfoods Northern Road, Chilton Industrial Estate, Sudbury	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Other Local Shops - Local Shops, Aldeburgh	0.2%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other Local Shops - Local Shops, Beckton	0.8%	5	0.0%	0	0.0%	0	3.9%	5	0.0%	0
Other Local Shops - Local Shops, Birch Street, Nayland	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Other Local Shops - Local Shops, Brick Street, Nacton	0.2%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other Local Shops - Local Shops, Brook Street	0.2%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other Local Shops - Local Shops, Cemetery Road	0.3%	2	0.8%	2	0.0%	0	0.0%	0	0.0%	0
Other Local Shops - Local Shops, Church Road, Coddenhams	0.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Other Local Shops - Local Shops, Church Road, Eye	0.5%	3	0.0%	0	0.0%	0	2.3%	3	0.0%	0
Other Local Shops - Local Shops, Claydon	0.3%	2	0.0%	0	0.0%	0	1.6%	2	0.0%	0
Other Local Shops - Local Shops, Cliff Lane	0.3%	2	0.8%	2	0.0%	0	0.0%	0	0.0%	0
Other Local Shops - Local Shops, Dales Road	0.2%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other Local Shops - Local Shops, The High Street, Acton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Other Local Shops - Local Shops, The Street, Elmsett	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Other Local Shops - Local Shops, The Street, Hollesley	0.2%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other Local Shops - Local Shops, The Street, Monks	0.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0

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	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
Elleigh										
Other Local Shops - Local Shops, Thorpness	0.2%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other Local Shops - Local Shops, Valiant Road, Martlesham	0.2%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other Local Shops - Local Shops, Warrington Road	0.2%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other Local Shops - Local Shops, Westford Road	0.2%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other Local Shops - Manningtree - Honeycroft Post Office, Waldegrave Way, Lawford, Manningtree	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Other Local Shops - Moss & Son the Bakers, New Street, Woodbridge	0.2%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other Local Shops - Post Office, Barton Road, Thurston	0.6%	4	0.0%	0	0.0%	0	3.1%	4	0.0%	0
Other Local Shops - Premier Stores, Lindburgh Road	0.2%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other Local Shops - Premier Stores, The Street, Shotley	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Other Local Shops - Russells Farm, Lower Road, Falkenham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Other Local Shops - Saxmundham - Horners, High Street, Yoxford, Saxmundham	0.9%	6	0.0%	0	3.1%	6	0.0%	0	0.0%	0
Other Local Shops - Solar Superstore, High Street, Aldeburgh	0.2%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other Local Shops - Spar, High Road East, Felixstowe	0.3%	2	0.0%	0	1.0%	2	0.0%	0	0.0%	0
Other Local Shops - Stowmarket - Boots, Ipswich Street, Stowmarket	0.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Other Local Shops - Stowmarket - Co-op, Broomspath Road, Stowmarket	0.5%	3	0.0%	0	0.0%	0	2.3%	3	0.0%	0
Other Local Shops - Stowmarket - Greggs, Ipswich Street, Stowmarket	0.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Other Local Shops - Stowmarket - Lidl, Bury Road, Stowmarket	0.5%	3	0.0%	0	0.0%	0	2.3%	3	0.0%	0
Other Local Shops - The Cake Shop, Thoroughfare, Woodbridge	0.6%	4	0.0%	0	2.1%	4	0.0%	0	0.0%	0
Tesco Express, Nacton Road, Nacton Road District Centre	0.2%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Internet / Mail Order	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
Base:		640		261		195		129		55

Ipswich Household Survey for Strategic Perspectives

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)
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Q12 How often do you normally do your household's shopping for small scale 'top-up' basket food and convenience goods items (including newspapers, bread, milk and tobacco products)?

Those who do top up food shopping

Daily	5.7%	41	4.5%	13	6.3%	14	5.0%	7	10.1%	7
More than once a week	46.1%	333	49.3%	144	48.6%	108	39.3%	55	37.7%	26
Once a week	31.7%	229	31.8%	93	32.0%	71	32.9%	46	27.5%	19
Once a fortnight	6.6%	48	7.2%	21	3.2%	7	8.6%	12	11.6%	8
Once a month	2.6%	19	1.7%	5	2.7%	6	5.7%	8	0.0%	0
Less often	0.3%	2	0.3%	1	0.0%	0	0.7%	1	0.0%	0
Varies	7.1%	51	5.1%	15	7.2%	16	7.9%	11	13.0%	9
Base:		723		292		222		140		69

Q13 Of all the money you spend on food and household groceries, what share, as a % goes to your main food shopping?

Excluding those who mentioned Don't know, Don't do, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q13

0-10%	0.3%	3	0.6%	2	0.4%	1	0.0%	0	0.0%	0
11-20%	0.8%	7	2.0%	7	0.0%	0	0.0%	0	0.0%	0
21-30%	1.8%	16	3.1%	11	1.1%	3	0.6%	1	1.2%	1
31-40%	1.6%	14	1.7%	6	1.1%	3	2.2%	4	1.2%	1
41-50%	6.7%	59	8.0%	28	6.4%	17	3.3%	6	9.3%	8
51-60%	5.8%	51	3.7%	13	7.9%	21	5.6%	10	8.1%	7
61-70%	6.6%	58	7.7%	27	6.0%	16	6.7%	12	3.5%	3
71-80%	26.8%	237	29.5%	104	26.2%	70	22.2%	40	26.7%	23
81-90%	21.1%	187	21.9%	77	17.6%	47	23.3%	42	24.4%	21
91-100%	28.6%	253	21.9%	77	33.3%	89	36.1%	65	25.6%	22
Mean:		77.3		74.3		78.6		81.1		77.2
Base:		885		352		267		180		86

Ipswich Household Survey for Strategic Perspectives

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
Q14 I would now like to ask you some questions about non-food shopping. In which location do you normally do most of your household's non-food shopping?										
<i>Excluding those who mentioned Don't know, Don't do, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q14</i>										
Ipswich Town Centre	57.6%	545	78.0%	302	41.6%	116	43.5%	81	48.4%	46
Ipswich - Anglia Retail Park	1.5%	14	2.8%	11	0.4%	1	1.1%	2	0.0%	0
Ipswich - Commercial Road Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Euro Retail Park	0.6%	6	1.3%	5	0.4%	1	0.0%	0	0.0%	0
Ipswich - Orwell Retail Park/Ranelagh Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Suffolk Retail Park	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Ipswich Smaller (District/Local) Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Copdock - Copdock Retail Park	0.8%	8	1.6%	6	0.0%	0	1.1%	2	0.0%	0
Martlesham Heath - Beardmore Retail Park	0.2%	2	0.0%	0	0.7%	2	0.0%	0	0.0%	0
Braintree - Braintree Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds - Robert Boby Way Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds - St Edmundsbury Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Valley Bridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Fiveways Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Colchester Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Colne View Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Tollgate Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.1%	2
Lowestoft - Tower Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martlesham Heath - Martlesham Retail Park	1.1%	10	1.3%	5	1.8%	5	0.0%	0	0.0%	0
Newmarket - Studlands Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sudbury - Shawlands Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thetford - Forest Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldeburgh	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	1.1%	1
Bury St. Edmunds	5.8%	55	0.5%	2	0.7%	2	25.8%	48	3.2%	3
Cambridge	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Clacton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester	1.9%	18	0.3%	1	0.0%	0	0.0%	0	17.9%	17
Felixstowe	5.4%	51	2.6%	10	14.0%	39	0.5%	1	1.1%	1
Framlingham	1.0%	9	0.0%	0	3.2%	9	0.0%	0	0.0%	0
Halesworth	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Leiston	0.7%	7	0.0%	0	2.5%	7	0.0%	0	0.0%	0
Lowestoft	1.4%	13	0.0%	0	4.7%	13	0.0%	0	0.0%	0
Manningtree	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.1%	2
Norwich	2.4%	23	2.1%	8	3.6%	10	2.7%	5	0.0%	0
Southwold	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stowmarket	3.6%	34	0.0%	0	0.7%	2	17.2%	32	0.0%	0
Sudbury	1.3%	12	0.3%	1	0.0%	0	0.5%	1	10.5%	10
Woodbridge	5.5%	52	1.6%	6	15.4%	43	0.5%	1	2.1%	2
Catalogue / Mail order	1.2%	11	0.5%	2	1.1%	3	2.7%	5	1.1%	1
Copdock - Copdock Retail Park	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Internet - Online - Amazon	0.7%	7	0.5%	2	1.4%	4	0.5%	1	0.0%	0
Internet - Online - Ebay	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Internet - Online - John Lewis	0.2%	2	0.0%	0	0.4%	1	0.0%	0	1.1%	1
Internet - Online - Marks & Spencer	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Internet - Online - Next	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Internet - Online - Tesco	0.2%	2	0.0%	0	0.7%	2	0.0%	0	0.0%	0
Internet - Online - Various Retailers	1.3%	12	1.0%	4	1.8%	5	0.5%	1	2.1%	2
Other - Beccles	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Other - Debenham	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0

Ipswich Household Survey for Strategic Perspectives

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
Other - Diss	0.4%	4	0.0%	0	0.7%	2	1.1%	2	0.0%	0
Other - Dovecot	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Other - Eye	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Other - Hadleigh	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Other - Harlesden	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Other - J Sainsbury, Felixstowe Road, Warren Heath	0.6%	6	1.0%	4	0.4%	1	0.0%	0	1.1%	1
Other - London	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Martlesham	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Other - Smaller Centre - Brook Street	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Bury Road	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Other - Smaller Centre - Goddard Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Grange Farm	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Hadleigh Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Manningtree	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Other - Smaller Centre - Nacton Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Ravenswood	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Varies	1.4%	13	1.8%	7	1.4%	4	0.5%	1	1.1%	1
Other - Warbleswick Centre	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Other - Whitehouse Centre	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Wycombe	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Internet	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
Base:		947		387		279		186		95

Ipswich Household Survey for Strategic Perspectives

	Total		Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)	
Q15 Where do you normally do most of your household's shopping for (womens, mens, childrens and baby) clothing & footwear items?										
<i>Excluding those who mentioned Don't know, Don't do, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q15</i>										
Ipswich Town Centre	62.7%	600	83.0%	317	49.5%	143	50.0%	95	46.9%	45
Ipswich - Anglia Retail Park	0.2%	2	0.3%	1	0.0%	0	0.5%	1	0.0%	0
Ipswich - Anglia Retail Park - Mamas & Papas	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Commercial Road Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Euro Retail Park	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Ipswich - Euro Retail Park - JJB Sports	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Ipswich - Orwell Retail Park/Ranelagh Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Suffolk Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Suffolk Retail Park - Brantano	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich Smaller (District/Local) Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Copdock - Copdock Retail Park	0.3%	3	0.3%	1	0.7%	2	0.0%	0	0.0%	0
Copdock - Copdock Retail Park - Mothercare World	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martlesham Heath - Beardmore Retail Park	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Braintree - Braintree Retail Park	0.3%	3	0.5%	2	0.0%	0	0.0%	0	1.0%	1
Bury St. Edmunds - Robert Boby Way Retail Park	0.2%	2	0.0%	0	0.0%	0	0.5%	1	1.0%	1
Bury St. Edmunds - St Edmundsbury Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Valley Bridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Fiveways Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Colchester Retail Park	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Colchester - Colne View Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Tollgate Centre	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Lowestoft - Tower Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martlesham Heath - Martlesham Retail Park	0.2%	2	0.3%	1	0.3%	1	0.0%	0	0.0%	0
Newmarket - Studlands Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sudbury - Shawlands Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thetford - Forest Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldeburgh	0.2%	2	0.0%	0	0.3%	1	0.5%	1	0.0%	0
Braintree	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Bury St. Edmunds	4.6%	44	0.3%	1	0.3%	1	20.0%	38	4.2%	4
Cambridge	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Clacton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Colchester	1.9%	18	0.0%	0	0.0%	0	0.0%	0	18.8%	18
Felixstowe	3.9%	37	1.6%	6	10.7%	31	0.0%	0	0.0%	0
Framlingham	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Halesworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leiston	0.3%	3	0.0%	0	1.0%	3	0.0%	0	0.0%	0
Lowestoft	1.5%	14	0.0%	0	4.8%	14	0.0%	0	0.0%	0
Manningtree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norwich	4.1%	39	2.4%	9	7.3%	21	4.2%	8	1.0%	1
Southwold	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stowmarket	2.5%	24	0.0%	0	0.3%	1	12.1%	23	0.0%	0
Sudbury	1.0%	10	0.3%	1	0.0%	0	0.5%	1	8.3%	8
Woodbridge	3.0%	29	1.3%	5	8.0%	23	0.5%	1	0.0%	0
Catalogue / Mail order	4.3%	41	3.1%	12	5.5%	16	4.2%	8	5.2%	5
Internet - Online - Amazon	0.2%	2	0.0%	0	0.3%	1	0.0%	0	1.0%	1
Internet - Online - BHS	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Internet - Online - Classic Confidence	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Internet - Online - Cotton Traders	0.2%	2	0.0%	0	0.7%	2	0.0%	0	0.0%	0
Internet - Online - Crew	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0

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	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
Clothing										
Internet - Online - Ebay	0.2%	2	0.3%	1	0.0%	0	0.5%	1	0.0%	0
Internet - Online - Landsend	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Internet - Online - Laredoute	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Internet - Online - Marks & Spencer	0.2%	2	0.3%	1	0.0%	0	0.0%	0	1.0%	1
Internet - Online - Next	0.5%	5	0.3%	1	1.0%	3	0.5%	1	0.0%	0
Internet - Online - Sports Direct	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Internet - Online - Various Retailers	1.5%	14	0.5%	2	3.5%	10	0.5%	1	1.0%	1
Internet - Online - Very.co.uk	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Beccles	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Other - Cambridge	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Diss	0.3%	3	0.0%	0	1.0%	3	0.0%	0	0.0%	0
Other - East Bergholt	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Other - Hadleigh	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Other - J Sainsbury, Felixstowe Road, Warren Heath	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Other - Lakeside Leisure Park, Saxmundham	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - London	0.5%	5	1.0%	4	0.0%	0	0.5%	1	0.0%	0
Other - Martlesham	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Other - Newmarket	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Other - Oxford Street, London	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Other - Smaller Centre - Goddard Road	0.4%	4	0.8%	3	0.0%	0	0.5%	1	0.0%	0
Other - Varies	2.0%	19	1.6%	6	1.4%	4	3.7%	7	2.1%	2
Internet	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
Base:		957		382		289		190		96

	Total		Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)	
Q16 Where do you normally do most of your household's shopping for furniture, carpets and other floor coverings (such as beds, sofas, tables, fitted carpets, screens, etc)?										
<i>Excluding those who mentioned Don't know, Don't do, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q16</i>										
Ipswich Town Centre	30.1%	205	40.2%	103	24.3%	52	22.8%	34	25.8%	16
Ipswich - Anglia Retail Park	7.0%	48	11.3%	29	1.4%	3	9.4%	14	3.2%	2
Ipswich - Anglia Retail Park - Carpet Right	1.5%	10	2.3%	6	0.5%	1	1.3%	2	1.6%	1
Ipswich - Anglia Retail Park - Klausner	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Ipswich - Commercial Road Retail Park	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Ipswich - Euro Retail Park	11.7%	80	18.0%	46	12.2%	26	2.0%	3	8.1%	5
Ipswich - Euro Retail Park - Carpentry	2.8%	19	3.9%	10	2.8%	6	1.3%	2	1.6%	1
Ipswich - Euro Retail Park - Harveys	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Ipswich - Euro Retail Park - Allied Carpets	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Ipswich - Euro Retail Park - Dreams Bed Superstore	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Euro Retail Park - SCS	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Ipswich - Orwell Retail Park/Ranelagh Road	0.7%	5	0.8%	2	0.5%	1	0.7%	1	1.6%	1
Ipswich - Orwell Retail Park/Ranelagh Road - Glasswells	2.9%	20	3.1%	8	4.7%	10	1.3%	2	0.0%	0
Ipswich - Suffolk Retail Park	0.6%	4	1.2%	3	0.5%	1	0.0%	0	0.0%	0
Ipswich Smaller (District/Local) Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Copdock - Copdock Retail Park	0.3%	2	0.4%	1	0.5%	1	0.0%	0	0.0%	0
Copdock - Copdock Retail Park - Multiyork	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martlesham Heath - Beardmore Retail Park	0.3%	2	0.0%	0	0.9%	2	0.0%	0	0.0%	0
Braintree - Braintree Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds - Robert Bobby Way Retail Park	0.3%	2	0.0%	0	0.0%	0	0.7%	1	1.6%	1
Bury St. Edmunds - St Edmundsbury Retail Park	0.7%	5	0.0%	0	0.0%	0	2.7%	4	1.6%	1
Clacton - Valley Bridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Fiveways Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Colchester Retail Park	0.6%	4	0.0%	0	0.9%	2	0.0%	0	3.2%	2
Colchester - Colne View Retail Park	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Colchester - Tollgate Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	4.8%	3
Lowestoft - Tower Retail Park	0.3%	2	0.0%	0	0.9%	2	0.0%	0	0.0%	0
Martlesham Heath - Martlesham Retail Park	1.2%	8	1.6%	4	1.9%	4	0.0%	0	0.0%	0
Newmarket - Studlands Retail Park	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Sudbury - Shawlands Retail Park	0.3%	2	0.0%	0	0.0%	0	0.0%	0	3.2%	2
Thetford - Forest Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldeburgh	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
Bury St. Edmunds	4.0%	27	0.4%	1	0.0%	0	16.1%	24	3.2%	2
Cambridge	0.7%	5	0.8%	2	0.5%	1	0.7%	1	1.6%	1
Clacton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester	1.6%	11	0.0%	0	0.5%	1	0.7%	1	14.5%	9
Felixstowe	2.9%	20	0.4%	1	8.4%	18	0.7%	1	0.0%	0
Framlingham	0.9%	6	0.0%	0	2.8%	6	0.0%	0	0.0%	0
Halesworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leiston	0.6%	4	0.0%	0	1.9%	4	0.0%	0	0.0%	0
Lowestoft	1.6%	11	0.0%	0	5.1%	11	0.0%	0	0.0%	0
Manningtree	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Norwich	2.1%	14	1.2%	3	2.8%	6	3.4%	5	0.0%	0

Ipswich Household Survey for Strategic Perspectives

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
Southwold	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stowmarket	3.8%	26	0.0%	0	0.5%	1	16.8%	25	0.0%	0
Sudbury	0.6%	4	0.0%	0	0.0%	0	0.0%	0	6.5%	4
Woodbridge	4.0%	27	0.8%	2	10.3%	22	2.0%	3	0.0%	0
Catalogue / Mail order	1.5%	10	2.3%	6	1.9%	4	0.0%	0	0.0%	0
Internet - Online - Amazon	0.3%	2	0.4%	1	0.5%	1	0.0%	0	0.0%	0
Internet - Online - Argos	0.4%	3	0.0%	0	0.5%	1	0.7%	1	1.6%	1
Internet - Online - Cotswold Company	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Internet - Online - Currys	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Internet - Online - Ebay	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Internet - Online - Ikea	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Internet - Online - Marks & Spencer	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Internet - Online - Sofa Warehouse Direct	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Internet - Online - Various Retailers	2.6%	18	1.6%	4	4.2%	9	2.7%	4	1.6%	1
Other - Bramford	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other - Coome	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other - Coventry City Centre	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other - Diss	0.6%	4	0.0%	0	0.5%	1	2.0%	3	0.0%	0
Other - Eye	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other - Hadleigh	0.7%	5	0.4%	1	0.0%	0	0.0%	0	6.5%	4
Other - Kesgrave	0.6%	4	0.4%	1	1.4%	3	0.0%	0	0.0%	0
Other - Lakeside Leisure Park, Saxmundham	0.3%	2	0.8%	2	0.0%	0	0.0%	0	0.0%	0
Other - London	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Martlesham	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other - Melton	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other - Needham Market	0.6%	4	0.0%	0	0.5%	1	2.0%	3	0.0%	0
Other - Saxmundham	0.3%	2	0.0%	0	0.9%	2	0.0%	0	0.0%	0
Other - Smaller Centre - Bramford Road	0.3%	2	0.4%	1	0.0%	0	0.7%	1	0.0%	0
Other - Smaller Centre - Car Street	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Dales Road	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Derby Road	0.3%	2	0.8%	2	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - MFI, The Sandlings	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Other - Thetford	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other - Thurrock	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other - Varies	3.1%	21	3.9%	10	1.4%	3	4.7%	7	1.6%	1
Internet	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
Base:		681		256		214		149		62

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
Q17 Where do you normally do most of your household's shopping for hardware, DIY goods, decorating supplies and garden products (such as drills, lawn mowers, hammers, hedge cutters, garden tools, plants, shrubs etc)?										
<i>Excluding those who mentioned Don't know, Don't do, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q17</i>										
Ipswich Town Centre	7.5%	64	8.3%	27	6.0%	16	8.8%	16	6.0%	5
Ipswich - Anglia Retail Park	1.2%	10	1.8%	6	0.0%	0	1.1%	2	2.4%	2
Ipswich - Anglia Retail Park - B&Q	25.1%	215	32.6%	106	9.0%	24	41.8%	76	10.7%	9
Ipswich - Commercial Road Retail Park	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Ipswich - Euro Retail Park	1.7%	15	4.0%	13	0.7%	2	0.0%	0	0.0%	0
Ipswich - Euro Retail Park - B&Q	20.6%	177	32.9%	107	18.0%	48	4.4%	8	16.7%	14
Ipswich - Jewsons	0.4%	3	0.3%	1	0.4%	1	0.5%	1	0.0%	0
Ipswich - Orwell Retail Park/Ranelagh Road	0.4%	3	0.9%	3	0.0%	0	0.0%	0	0.0%	0
Ipswich - Orwell Retail Park/Ranelagh Road - Focus	2.2%	19	3.4%	11	2.2%	6	0.0%	0	2.4%	2
Ipswich - Suffolk Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Wickes, Crompton Road	0.2%	2	0.6%	2	0.0%	0	0.0%	0	0.0%	0
Ipswich - Topps Tiles, Commercial Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich Smaller (District/Local) Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Braintree - Braintree Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds - Easlea Road	0.2%	2	0.0%	0	0.0%	0	1.1%	2	0.0%	0
Bury St. Edmunds - Risbygate Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds - Robert Bobby Way Retail Park	0.8%	7	0.0%	0	0.0%	0	3.3%	6	1.2%	1
Bury St. Edmunds - St Edmundsbury Retail Park	0.6%	5	0.0%	0	0.0%	0	2.7%	5	0.0%	0
Clacton - Fiveways Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Valley Bridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Colchester Retail Park	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.4%	2
Colchester - Colne View Retail Park	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Colchester - St Andrew's Avenue	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Tollgate Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Colchester - Turner Rise	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Copdock - Copdock Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martlesham Heath - Beardmore Retail Park	7.6%	65	2.8%	9	21.0%	56	0.0%	0	0.0%	0
Newmarket - Studlands Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warren Heath - Homebase	3.0%	26	5.8%	19	1.9%	5	0.5%	1	1.2%	1
Aldeburgh	0.2%	2	0.0%	0	0.7%	2	0.0%	0	0.0%	0
Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds	2.7%	23	0.0%	0	0.0%	0	12.6%	23	0.0%	0
Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester	1.5%	13	0.0%	0	0.0%	0	0.0%	0	15.5%	13
Felixstowe	4.1%	35	0.3%	1	12.7%	34	0.0%	0	0.0%	0
Framlingham	2.1%	18	0.0%	0	6.4%	17	0.5%	1	0.0%	0
Halesworth	0.4%	3	0.0%	0	1.1%	3	0.0%	0	0.0%	0
Leiston	1.4%	12	0.0%	0	4.5%	12	0.0%	0	0.0%	0
Lowestoft	1.0%	9	0.0%	0	3.4%	9	0.0%	0	0.0%	0
Manningtree	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Norwich	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Southwold	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stowmarket	2.2%	19	0.0%	0	0.4%	1	9.9%	18	0.0%	0
Sudbury	2.0%	17	0.0%	0	0.0%	0	1.1%	2	17.9%	15
Woodbridge	1.7%	15	0.9%	3	4.1%	11	0.5%	1	0.0%	0
Catalogue / Mail order	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Internet - Online - B&Q	0.2%	2	0.0%	0	0.4%	1	0.0%	0	1.2%	1

Ipswich Household Survey for Strategic Perspectives

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
Other - Bacton	0.5%	4	0.0%	0	0.0%	0	2.2%	4	0.0%	0
Other - Beccles	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Other - Bressingham	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Other - Diss	0.7%	6	0.0%	0	1.1%	3	1.6%	3	0.0%	0
Other - Dovecot	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Other - East Bergholt	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Other - Gainsborough	0.2%	2	0.3%	1	0.4%	1	0.0%	0	0.0%	0
Other - Hadleigh	1.3%	11	0.0%	0	0.0%	0	0.0%	0	13.1%	11
Other - J Sainsbury, Felixstowe Road, Warren Heath	0.4%	3	0.6%	2	0.4%	1	0.0%	0	0.0%	0
Other - Kesgrave	0.9%	8	1.8%	6	0.7%	2	0.0%	0	0.0%	0
Other - Martlesham	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Other - Melford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Other - Needham Market	0.6%	5	0.3%	1	0.0%	0	2.2%	4	0.0%	0
Other - Rushmere	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Other - Saxmundham	0.5%	4	0.0%	0	1.5%	4	0.0%	0	0.0%	0
Other - Smaller Centre - London Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Whitehouse Retail Park	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Other - Varies	1.9%	16	1.8%	6	1.1%	3	3.3%	6	1.2%	1
Internet	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
Base:		858		325		267		182		84

Ipswich Household Survey for Strategic Perspectives

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
Q18 Where do you normally do most of your shopping for audio visual, photographic, computer items (such as stereos, radios, TVs, software, cameras, telephones, CDs & DVDs etc)?										
<i>Excluding those who mentioned Don't know, Don't do, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q18</i>										
Ipswich Town Centre	18.7%	141	27.6%	81	12.8%	30	11.3%	18	17.4%	12
Ipswich - Anglia Retail Park	3.6%	27	4.8%	14	1.3%	3	5.7%	9	1.4%	1
Ipswich - Anglia Retail Park - Comet	7.8%	59	10.2%	30	2.1%	5	13.8%	22	2.9%	2
Ipswich - Commercial Road Retail Park	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Ipswich - Euro Retail Park	3.0%	23	5.8%	17	1.3%	3	1.9%	3	0.0%	0
Ipswich - Euro Retail Park - Hughes	3.3%	25	5.1%	15	3.4%	8	1.3%	2	0.0%	0
Ipswich - Orwell Retail Park/Ranelagh Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Suffolk Retail Park	0.5%	4	0.3%	1	0.4%	1	0.6%	1	1.4%	1
Ipswich Smaller (District/Local) Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Copdock - Copdock Retail Park	3.4%	26	5.8%	17	1.3%	3	1.3%	2	5.8%	4
Copdock - Copdock Retail Park - Currys	4.2%	32	6.5%	19	3.8%	9	0.0%	0	5.8%	4
Copdock - Copdock Retail Park - PC World	3.4%	26	5.5%	16	2.6%	6	1.9%	3	1.4%	1
Martlesham Heath - Beardmore Retail Park	3.0%	23	1.7%	5	7.2%	17	0.6%	1	0.0%	0
Braintree - Braintree Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds - Robert Bobby Way Retail Park	0.9%	7	0.0%	0	0.0%	0	3.8%	6	1.4%	1
Bury St. Edmunds - St Edmundsbury Retail Park	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Clacton - Valley Bridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Fiveways Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Colchester Retail Park	0.3%	2	0.0%	0	0.0%	0	0.0%	0	2.9%	2
Colchester - Colne View Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Tollgate Centre	0.9%	7	0.0%	0	0.0%	0	0.0%	0	10.1%	7
Lowestoft - Tower Retail Park	0.3%	2	0.0%	0	0.9%	2	0.0%	0	0.0%	0
Martlesham Heath - Martlesham Retail Park	7.1%	54	6.1%	18	14.9%	35	0.0%	0	1.4%	1
Newmarket - Studlands Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sudbury - Shawlands Retail Park	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Thetford - Forest Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldeburgh	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds	2.0%	15	0.0%	0	0.0%	0	9.4%	15	0.0%	0
Cambridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Clacton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Colchester	0.4%	3	0.0%	0	0.0%	0	0.0%	0	4.3%	3
Felixstowe	2.6%	20	0.0%	0	8.5%	20	0.0%	0	0.0%	0
Framlingham	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Halesworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leiston	1.7%	13	0.0%	0	5.5%	13	0.0%	0	0.0%	0
Lowestoft	0.7%	5	0.0%	0	2.1%	5	0.0%	0	0.0%	0
Manningtree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norwich	0.9%	7	0.0%	0	1.7%	4	1.9%	3	0.0%	0
Southwold	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Stowmarket	4.2%	32	0.0%	0	0.0%	0	20.1%	32	0.0%	0
Sudbury	0.8%	6	0.0%	0	0.0%	0	0.0%	0	8.7%	6
Woodbridge	1.5%	11	0.0%	0	4.7%	11	0.0%	0	0.0%	0
Catalogue / Mail order	0.9%	7	1.0%	3	0.4%	1	1.9%	3	0.0%	0
Internet - Online - Amazon	4.5%	34	4.4%	13	4.7%	11	3.8%	6	5.8%	4
Internet - Online - Aol	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Internet - Online - Argos	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Internet - Online - Comet	0.5%	4	0.3%	1	0.4%	1	0.6%	1	1.4%	1
Internet - Online - Currys	0.7%	5	0.3%	1	1.7%	4	0.0%	0	0.0%	0
Internet - Online - Dell	0.3%	2	0.3%	1	0.4%	1	0.0%	0	0.0%	0

Ipswich Household Survey for Strategic Perspectives

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
Internet - Online - Digital Direct	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Internet - Online - Eavesham	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Internet - Online - Ebay	0.4%	3	0.7%	2	0.4%	1	0.0%	0	0.0%	0
Internet - Online - Go Compare	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Internet - Online - Hughes Direct	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Internet - Online - John Lewis	0.4%	3	0.3%	1	0.4%	1	0.6%	1	0.0%	0
Internet - Online - Misco.co.uk	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Internet - Online - Play.com	0.3%	2	0.7%	2	0.0%	0	0.0%	0	0.0%	0
Internet - Online - Sainsburys	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Internet - Online - Tesco	0.4%	3	0.0%	0	0.4%	1	0.6%	1	1.4%	1
Internet - Online - Various Retailers	7.9%	60	6.5%	19	8.5%	20	8.2%	13	11.6%	8
Internet - Online - Warehouse Express	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Other - Abroad	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Other - Bacton	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Other - Diss	1.1%	8	0.0%	0	1.3%	3	3.1%	5	0.0%	0
Other - Gislegham	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Other - Hadleigh	0.3%	2	0.0%	0	0.0%	0	0.0%	0	2.9%	2
Other - Harlesden	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Other - Harwich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Other - J Sainsbury, Felixstowe Road, Warren Heath	0.4%	3	0.7%	2	0.0%	0	0.6%	1	0.0%	0
Other - London	0.3%	2	0.3%	1	0.4%	1	0.0%	0	0.0%	0
Other - Manchester	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Saxmundham	0.3%	2	0.0%	0	0.9%	2	0.0%	0	0.0%	0
Other - Smaller Centre - Dales Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Diss	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Other - Smaller Centre - Felixstowe Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Foxhall Road	0.3%	2	0.3%	1	0.0%	0	0.6%	1	0.0%	0
Other - Smaller Centre - Tavern Street	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Other - Stanstead Airport	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Other - Varies	2.1%	16	2.7%	8	1.7%	4	1.3%	2	2.9%	2
Internet	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
Base:		756		293		235		159		69

Ipswich Household Survey for Strategic Perspectives

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
Q19 Where do you normally do most of your household's shopping for small domestic electrical appliances (such as irons, kettles, fans, coffee makers, food mixers etc)?										
<i>Excluding those who mentioned Don't know, Don't do, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q19</i>										
Ipswich Town Centre	21.5%	189	39.1%	131	6.8%	19	11.4%	20	21.3%	19
Ipswich - Anglia Retail Park	4.0%	35	6.0%	20	0.7%	2	6.8%	12	1.1%	1
Ipswich - Anglia Retail Park - Comet	5.6%	49	7.8%	26	0.7%	2	10.8%	19	2.2%	2
Ipswich - Commercial Road Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Euro Retail Park	1.6%	14	3.3%	11	0.7%	2	0.0%	0	1.1%	1
Ipswich - Euro Retail Park - Hughes	0.8%	7	1.2%	4	0.4%	1	0.6%	1	1.1%	1
Ipswich - Orwell Retail Park/Ranelagh Road	0.2%	2	0.6%	2	0.0%	0	0.0%	0	0.0%	0
Ipswich - Suffolk Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Suffolk Retail Park - Argos Extra	1.5%	13	1.8%	6	0.7%	2	0.6%	1	4.5%	4
Ipswich Smaller (District/Local) Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Copdock - Copdock Retail Park	4.6%	40	8.7%	29	0.7%	2	2.3%	4	5.6%	5
Copdock - Copdock Retail Park - Currys	2.8%	25	3.6%	12	2.9%	8	0.6%	1	4.5%	4
Martlesham Heath - Beardmore Retail Park	3.6%	32	1.2%	4	10.1%	28	0.0%	0	0.0%	0
Braintree - Braintree Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds - Robert Bobby Way Retail Park	0.2%	2	0.0%	0	0.0%	0	1.1%	2	0.0%	0
Bury St. Edmunds - St Edmundsbury Retail Park	0.2%	2	0.0%	0	0.0%	0	1.1%	2	0.0%	0
Clacton - Valley Bridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Fiveways Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Colchester Retail Park	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.2%	2
Colchester - Colne View Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Tollgate Centre	0.6%	5	0.0%	0	0.0%	0	0.0%	0	5.6%	5
Lowestoft - Tower Retail Park	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Martlesham Heath - Martlesham Retail Park	9.3%	82	8.1%	27	19.8%	55	0.0%	0	0.0%	0
Newmarket - Studlands Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sudbury - Shawlands Retail Park	0.3%	3	0.0%	0	0.0%	0	0.0%	0	3.4%	3
Thetford - Forest Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldeburgh	0.9%	8	0.0%	0	2.9%	8	0.0%	0	0.0%	0
Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds	3.1%	27	0.0%	0	0.0%	0	15.3%	27	0.0%	0
Cambridge	0.2%	2	0.3%	1	0.4%	1	0.0%	0	0.0%	0
Clacton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Colchester	0.8%	7	0.0%	0	0.0%	0	0.0%	0	7.9%	7
Felixstowe	6.0%	53	0.3%	1	18.3%	51	0.6%	1	0.0%	0
Framlingham	1.8%	16	0.0%	0	5.8%	16	0.0%	0	0.0%	0
Halesworth	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Leiston	2.5%	22	0.0%	0	7.9%	22	0.0%	0	0.0%	0
Lowestoft	0.5%	4	0.0%	0	1.4%	4	0.0%	0	0.0%	0
Manningtree	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.2%	2
Norwich	0.7%	6	0.6%	2	1.1%	3	0.6%	1	0.0%	0
Southwold	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stowmarket	6.4%	56	0.0%	0	0.4%	1	31.3%	55	0.0%	0
Sudbury	1.1%	10	0.0%	0	0.0%	0	0.0%	0	11.2%	10
Woodbridge	2.1%	18	0.3%	1	6.1%	17	0.0%	0	0.0%	0
Catalogue / Mail order	0.6%	5	1.2%	4	0.0%	0	0.6%	1	0.0%	0
Internet - Online - Amazon	1.0%	9	0.6%	2	1.4%	4	1.1%	2	1.1%	1
Internet - Online - Argos	0.3%	3	0.0%	0	0.0%	0	1.1%	2	1.1%	1
Internet - Online - Asda	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Internet - Online - Comet	0.2%	2	0.3%	1	0.0%	0	0.0%	0	1.1%	1
Internet - Online - Currys	0.2%	2	0.0%	0	0.4%	1	0.0%	0	1.1%	1
Internet - Online - Go	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0

Ipswich Household Survey for Strategic Perspectives

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
Compare										
Internet - Online - John Lewis	0.3%	3	0.0%	0	0.7%	2	0.0%	0	1.1%	1
Internet - Online - Littlewoods	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Internet - Online - Play.com	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Internet - Online - Tesco	0.2%	2	0.0%	0	0.4%	1	0.0%	0	1.1%	1
Internet - Online - Various Retailers	2.3%	20	2.7%	9	2.5%	7	2.3%	4	0.0%	0
Other - Bacton	0.2%	2	0.0%	0	0.0%	0	1.1%	2	0.0%	0
Other - Brandon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Other - Diss	1.1%	10	0.0%	0	0.7%	2	4.5%	8	0.0%	0
Other - Dovecot	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Other - Hadleigh	0.8%	7	0.0%	0	0.0%	0	0.0%	0	7.9%	7
Other - High Woods	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Other - J Sainsbury, Felixstowe Road, Warren Heath	2.2%	19	4.2%	14	0.7%	2	0.0%	0	3.4%	3
Other - Kesgrave	0.6%	5	0.9%	3	0.7%	2	0.0%	0	0.0%	0
Other - London	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Other - Saxmundham	0.6%	5	0.0%	0	1.8%	5	0.0%	0	0.0%	0
Other - Smaller Centre - Felixstowe Road	0.7%	6	1.8%	6	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Goddard Road	0.7%	6	1.5%	5	0.0%	0	0.6%	1	0.0%	0
Other - Smaller Centre - Ranelagh Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Sproughton Road	0.2%	2	0.6%	2	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Tavern Street	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Other - Smaller Centre - Vauxhall Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Warwick Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Varies	2.5%	22	2.4%	8	1.4%	4	4.0%	7	3.4%	3
Internet	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
Base:		878		335		278		176		89

Ipswich Household Survey for Strategic Perspectives

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
Q20 Where do you normally do most of your household's shopping for large domestic electrical appliances (such as fridges, washing machines, cookers, vacuum cleaners etc)?										
<i>Excluding those who mentioned Don't know, Don't do, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q20</i>										
Ipswich Town Centre	15.4%	127	24.2%	76	9.3%	24	11.6%	20	8.6%	7
Ipswich - Anglia Retail Park	4.8%	40	7.3%	23	0.4%	1	7.6%	13	3.7%	3
Ipswich - Anglia Retail Park - Comet	12.3%	102	16.9%	53	4.6%	12	19.8%	34	3.7%	3
Ipswich - Commercial Road Retail Park	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Ipswich - Euro Retail Park	3.9%	32	7.6%	24	2.7%	7	0.6%	1	0.0%	0
Ipswich - Euro Retail Park - Hughes	3.0%	25	3.8%	12	2.3%	6	2.3%	4	3.7%	3
Ipswich - Orwell Retail Park/Ranelagh Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Ipswich - Suffolk Retail Park	0.2%	2	0.3%	1	0.0%	0	0.6%	1	0.0%	0
Ipswich - Suffolk Retail Park - Argos Extra	0.4%	3	0.6%	2	0.0%	0	0.0%	0	1.2%	1
Ipswich Smaller (District/Local) Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Copdock - Copdock Retail Park	1.9%	16	2.2%	7	0.4%	1	1.2%	2	7.4%	6
Copdock - Copdock Retail Park - Currys	8.1%	67	11.5%	36	6.2%	16	3.5%	6	11.1%	9
Martlesham Heath - Beardmore Retail Park	5.3%	44	3.5%	11	12.7%	33	0.0%	0	0.0%	0
Braintree - Braintree Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds - Robert Bobby Way Retail Park	0.5%	4	0.0%	0	0.0%	0	2.3%	4	0.0%	0
Bury St. Edmunds - St Edmundsbury Retail Park	0.2%	2	0.0%	0	0.0%	0	1.2%	2	0.0%	0
Clacton - Valley Bridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Fiveways Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Colchester Retail Park	0.4%	3	0.0%	0	0.0%	0	0.0%	0	3.7%	3
Colchester - Colne View Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Tollgate Centre	0.5%	4	0.0%	0	0.0%	0	0.0%	0	4.9%	4
Lowestoft - Tower Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martlesham Heath - Martlesham Retail Park	8.4%	69	8.0%	25	16.2%	42	1.2%	2	0.0%	0
Newmarket - Studlands Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sudbury - Shawlands Retail Park	0.4%	3	0.0%	0	0.0%	0	0.0%	0	3.7%	3
Thetford - Forest Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldeburgh	0.4%	3	0.0%	0	1.2%	3	0.0%	0	0.0%	0
Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds	2.2%	18	0.0%	0	0.0%	0	9.9%	17	1.2%	1
Cambridge	0.4%	3	0.0%	0	0.0%	0	1.2%	2	1.2%	1
Clacton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Colchester	1.0%	8	0.3%	1	0.0%	0	0.0%	0	8.6%	7
Felixstowe	2.5%	21	0.0%	0	8.1%	21	0.0%	0	0.0%	0
Framlingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halesworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leiston	1.3%	11	0.0%	0	4.2%	11	0.0%	0	0.0%	0
Lowestoft	0.7%	6	0.0%	0	2.3%	6	0.0%	0	0.0%	0
Manningtree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norwich	1.1%	9	0.6%	2	2.3%	6	0.6%	1	0.0%	0
Southwold	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Stowmarket	3.5%	29	0.0%	0	0.0%	0	16.9%	29	0.0%	0
Sudbury	0.6%	5	0.0%	0	0.0%	0	0.0%	0	6.2%	5
Woodbridge	1.1%	9	0.0%	0	3.5%	9	0.0%	0	0.0%	0
Catalogue / Mail order	1.3%	11	0.3%	1	3.1%	8	0.6%	1	1.2%	1
Internet - Online - Amazon	0.6%	5	0.3%	1	1.2%	3	0.0%	0	1.2%	1
Internet - Online - Argos	0.2%	2	0.0%	0	0.4%	1	0.0%	0	1.2%	1
Internet - Online - Comet	0.6%	5	0.0%	0	0.8%	2	1.2%	2	1.2%	1
Internet - Online - Co-op	0.2%	2	0.0%	0	0.4%	1	0.6%	1	0.0%	0
Internet - Online - Currys	1.3%	11	1.6%	5	1.5%	4	0.6%	1	1.2%	1
Internet - Online - Go	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0

Ipswich Household Survey for Strategic Perspectives

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
Compare										
Internet - Online - Hughes Direct	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Internet - Online - John Lewis	1.0%	8	0.3%	1	1.2%	3	1.2%	2	2.5%	2
Internet - Online - Sevendaysshop	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Internet - Online - Tesco	0.2%	2	0.3%	1	0.0%	0	0.6%	1	0.0%	0
Internet - Online - Various Retailers	6.1%	50	5.1%	16	6.6%	17	5.8%	10	8.6%	7
Other - Bacton	0.4%	3	0.0%	0	0.0%	0	1.7%	3	0.0%	0
Other - Diss	1.3%	11	0.0%	0	1.5%	4	4.1%	7	0.0%	0
Other - Dovecot	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Other - Finningham	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Other - Hadleigh	0.6%	5	0.0%	0	0.0%	0	0.0%	0	6.2%	5
Other - London	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Other - Saxmundham	0.7%	6	0.0%	0	2.3%	6	0.0%	0	0.0%	0
Other - Smaller Centre - Foxhall Road	0.4%	3	1.0%	3	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Norwich Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Queensway	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Ransomes Retail Park	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Tavern Street	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Other - Smaller Centre - Vauxhall Road	0.2%	2	0.6%	2	0.0%	0	0.0%	0	0.0%	0
Other - Varies	2.5%	21	2.2%	7	3.1%	8	1.7%	3	3.7%	3
Internet	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
Base:		826		314		259		172		81

Ipswich Household Survey for Strategic Perspectives

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
Q21 Where do you normally do most of your household's shopping for chemist and medical goods, cosmetics and other beauty products (such as medicines, vitamins, glasses, contact lenses etc)?										
<i>Excluding those who mentioned Don't know, Don't do, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q21</i>										
Ipswich Town Centre	34.6%	325	65.8%	241	9.3%	27	16.4%	31	27.4%	26
Ipswich - Anglia Retail Park	1.2%	11	1.1%	4	0.0%	0	3.7%	7	0.0%	0
Ipswich - Commercial Road Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Euro Retail Park	0.2%	2	0.3%	1	0.3%	1	0.0%	0	0.0%	0
Ipswich - Orwell Retail Park/Ranelagh Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Ipswich - Suffolk Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich Smaller (District/Local) Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Copdock - Copdock Retail Park	2.0%	19	3.3%	12	0.0%	0	1.1%	2	5.3%	5
Martlesham Heath - Beardmore Retail Park	1.3%	12	0.5%	2	3.5%	10	0.0%	0	0.0%	0
Braintree - Braintree Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds - Robert Bobby Way Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds - St Edmundsbury Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Valley Bridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Fiveways Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Colchester Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Colne View Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Tollgate Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.1%	2
Lowestoft - Tower Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martlesham Heath - Martlesham Retail Park	3.6%	34	3.6%	13	6.9%	20	0.5%	1	0.0%	0
Newmarket - Studlands Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sudbury - Shawlands Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thetford - Forest Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldeburgh	1.3%	12	0.0%	0	4.2%	12	0.0%	0	0.0%	0
Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds	2.8%	26	0.0%	0	0.0%	0	13.8%	26	0.0%	0
Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester	0.9%	8	0.0%	0	0.0%	0	0.0%	0	8.4%	8
Felixstowe	6.2%	58	0.3%	1	19.7%	57	0.0%	0	0.0%	0
Framlingham	2.0%	19	0.0%	0	6.6%	19	0.0%	0	0.0%	0
Halesworth	0.3%	3	0.0%	0	1.0%	3	0.0%	0	0.0%	0
Leiston	2.8%	26	0.0%	0	9.0%	26	0.0%	0	0.0%	0
Lowestoft	0.5%	5	0.3%	1	1.4%	4	0.0%	0	0.0%	0
Manningtree	0.9%	8	0.0%	0	0.0%	0	0.0%	0	8.4%	8
Norwich	0.5%	5	0.3%	1	0.7%	2	1.1%	2	0.0%	0
Southwold	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stowmarket	7.8%	73	0.0%	0	0.3%	1	38.1%	72	0.0%	0
Sudbury	1.9%	18	0.0%	0	0.0%	0	0.5%	1	17.9%	17
Woodbridge	7.3%	69	1.1%	4	22.1%	64	0.5%	1	0.0%	0
Catalogue / Mail order	1.5%	14	2.2%	8	1.4%	4	0.5%	1	1.1%	1
Internet - Online - Amivo	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Internet - Online - Asda	0.2%	2	0.3%	1	0.3%	1	0.0%	0	0.0%	0
Internet - Online - Avon	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Internet - Online - Boots	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Internet - Online - Natural Skin Care Company	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Internet - Online - Qvc	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Internet - Online - Sainsburys	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Other - Belstead Hills	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Bildestone	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Other - Brandon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Other - Claydon	0.2%	2	0.0%	0	0.0%	0	1.1%	2	0.0%	0
Other - Debenham	0.6%	6	0.0%	0	0.0%	0	2.6%	5	1.1%	1

Ipswich Household Survey for Strategic Perspectives

	Total		Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)	
Other - Dedham	0.4%	4	0.0%	0	0.0%	0	0.0%	0	4.2%	4
Other - Diss	1.7%	16	0.0%	0	2.4%	7	4.8%	9	0.0%	0
Other - Dovecot	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Other - East Bergholt	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.1%	2
Other - Eye	0.4%	4	0.0%	0	0.0%	0	2.1%	4	0.0%	0
Other - Felixstowe	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Other - Fircroft	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Gainsborough	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Other - Great Cornard	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Other - Hadleigh	1.4%	13	0.3%	1	0.0%	0	0.0%	0	12.6%	12
Other - Holbrook	0.2%	2	0.3%	1	0.0%	0	0.0%	0	1.1%	1
Other - J Sainsbury, Felixstowe Road, Warren Heath	2.2%	21	3.8%	14	1.4%	4	0.0%	0	3.2%	3
Other - Kesgrave	0.7%	7	1.9%	7	0.0%	0	0.0%	0	0.0%	0
Other - London	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Other - Manningtree	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Other - Martlesham	0.5%	5	0.3%	1	1.4%	4	0.0%	0	0.0%	0
Other - Needham Market	0.6%	6	0.0%	0	0.0%	0	3.2%	6	0.0%	0
Other - Norwich Road, Setford	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Other - Orford	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Other - Salisbury	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Other - Saxmundham	1.2%	11	0.0%	0	3.8%	11	0.0%	0	0.0%	0
Other - Smaller Centre - Allenbrook Green	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Belstead	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Blandford Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Bramford	0.5%	5	0.0%	0	0.0%	0	2.6%	5	0.0%	0
Other - Smaller Centre - Bury Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Ellenbrook Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Felixstowe Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Fircroft Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Foxhall Road	0.6%	6	1.6%	6	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Goddard Road	0.4%	4	0.8%	3	0.0%	0	0.5%	1	0.0%	0
Other - Smaller Centre - Hawthorn Drive	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - London Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Meredith Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Nacton Road	0.4%	4	1.1%	4	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Norwich Road	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Queensway	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Ravenswood	0.4%	4	1.1%	4	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Reynolds Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Sproughton Road	0.3%	3	0.8%	3	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Stoke Park	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Woodbridge Road	0.3%	3	0.8%	3	0.0%	0	0.0%	0	0.0%	0
Other - Varies	1.0%	9	1.4%	5	1.0%	3	0.5%	1	0.0%	0
Other - Woolpit	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Other - Wycombe	0.7%	7	0.0%	0	0.0%	0	3.7%	7	0.0%	0
Other - Wycombe Market	0.6%	6	0.5%	2	1.4%	4	0.0%	0	0.0%	0
Internet	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
Base:		939		366		289		189		95

Ipswich Household Survey for Strategic Perspectives

Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)
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	Total		Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)	
Q22 Where do you do most of your household's shopping for games & toys, hobby items; sport and camping goods; and musical instruments?										
<i>Excluding those who mentioned Don't know, Don't do, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q22</i>										
Ipswich Town Centre	36.2%	207	50.7%	111	28.8%	51	22.7%	27	31.6%	18
Ipswich - Anglia Retail Park	0.5%	3	0.5%	1	0.0%	0	0.8%	1	1.8%	1
Ipswich - Commercial Road Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Euro Retail Park	0.9%	5	1.4%	3	0.6%	1	0.8%	1	0.0%	0
Ipswich - Euro Retail Park - JJB Sports	2.6%	15	4.6%	10	1.7%	3	0.8%	1	1.8%	1
Ipswich - Orwell Retail Park/Ranelagh Road	0.2%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Ipswich - Suffolk Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Suffolk Retail Park - Argos Extra	0.9%	5	1.4%	3	0.6%	1	0.0%	0	1.8%	1
Ipswich Smaller (District/Local) Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Copdock - Copdock Retail Park	1.7%	10	3.2%	7	1.1%	2	0.0%	0	1.8%	1
Copdock - Copdock Retail Park - Toys R Us	10.3%	59	15.1%	33	4.5%	8	12.6%	15	5.3%	3
Martlesham Heath - Beardmore Retail Park	0.5%	3	0.0%	0	1.7%	3	0.0%	0	0.0%	0
Braintree - Braintree Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds - Robert Boby Way Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds - St Edmundsbury Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Valley Bridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Fiveways Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Colchester Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Colne View Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Tollgate Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lowestoft - Tower Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martlesham Heath - Martlesham Retail Park	0.9%	5	0.9%	2	1.7%	3	0.0%	0	0.0%	0
Newmarket - Studlands Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sudbury - Shawlands Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thetford - Forest Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldeburgh	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
Bury St. Edmunds	3.0%	17	0.0%	0	0.6%	1	12.6%	15	1.8%	1
Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Colchester	1.9%	11	0.5%	1	1.1%	2	0.0%	0	14.0%	8
Felixstowe	2.6%	15	0.9%	2	6.8%	12	0.8%	1	0.0%	0
Framlingham	0.2%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Halesworth	0.9%	5	0.0%	0	2.8%	5	0.0%	0	0.0%	0
Leiston	0.4%	2	0.0%	0	1.1%	2	0.0%	0	0.0%	0
Lowestoft	0.7%	4	0.0%	0	2.3%	4	0.0%	0	0.0%	0
Manningtree	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Norwich	1.4%	8	0.9%	2	2.3%	4	1.7%	2	0.0%	0
Southwold	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stowmarket	4.2%	24	0.5%	1	0.6%	1	18.5%	22	0.0%	0
Sudbury	1.2%	7	0.0%	0	0.0%	0	0.8%	1	10.5%	6
Woodbridge	2.3%	13	0.0%	0	7.3%	13	0.0%	0	0.0%	0
Catalogue / Mail order	0.7%	4	0.5%	1	0.6%	1	1.7%	2	0.0%	0
Internet - Online - Amazon	9.1%	52	5.9%	13	13.0%	23	10.9%	13	5.3%	3
Internet - Online - Argos	0.4%	2	0.0%	0	0.0%	0	0.8%	1	1.8%	1
Internet - Online - Early Learning Centre	0.4%	2	0.0%	0	1.1%	2	0.0%	0	0.0%	0
Internet - Online - Ebay	0.9%	5	0.5%	1	1.1%	2	1.7%	2	0.0%	0
Internet - Online - JJB	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Internet - Online - Play.com	0.4%	2	0.5%	1	0.6%	1	0.0%	0	0.0%	0
Internet - Online - Various	5.2%	30	4.1%	9	7.9%	14	3.4%	4	5.3%	3

Ipswich Household Survey for Strategic Perspectives

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
Retailers										
Internet - Online - Warehouse Express	0.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Other - Abroad	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Other - Bournebridge	0.2%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Other - Diss	0.2%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Other - Hadleigh	0.7%	4	0.5%	1	0.0%	0	0.0%	0	5.3%	3
Other - J Sainsbury, Felixstowe Road, Warren Heath	0.9%	5	0.9%	2	1.1%	2	0.0%	0	1.8%	1
Other - Kesgrave	0.2%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Other - London	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Other - Martlesham	0.4%	2	0.5%	1	0.6%	1	0.0%	0	0.0%	0
Other - Varies	1.9%	11	1.8%	4	0.6%	1	4.2%	5	1.8%	1
Other - Worsted	0.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Other - Wymcombe	0.2%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Internet	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
Base:		572		219		177		119		57

Ipswich Household Survey for Strategic Perspectives

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)
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Q23 Where do you do most of your household's shopping for pets & pet related products?

Excluding those who mentioned Don't know, Don't do, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q23

Ipswich Town Centre	17.4%	85	31.5%	56	6.4%	10	7.9%	8	20.4%	11
Ipswich - Anglia Retail Park	1.6%	8	2.8%	5	0.0%	0	3.0%	3	0.0%	0
Ipswich - Commercial Road Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Euro Retail Park	0.2%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Ipswich - Orwell Retail Park/Ranelagh Road	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Ipswich - Orwell Retail Park/Ranelagh Road - Pets @ Home	12.3%	60	23.0%	41	0.6%	1	11.9%	12	11.1%	6
Ipswich - Suffolk Retail Park	0.4%	2	1.1%	2	0.0%	0	0.0%	0	0.0%	0
Ipswich Smaller (District/Local) Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Copdock - Copdock Retail Park	2.5%	12	4.5%	8	0.0%	0	2.0%	2	3.7%	2
Martlesham Heath - Beardmore Retail Park	3.9%	19	1.7%	3	10.3%	16	0.0%	0	0.0%	0
Braintree - Braintree Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds - Robert Bobby Way Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds - St Edmundsbury Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Valley Bridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Fiveways Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Colchester Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Colne View Retail Park	0.6%	3	0.0%	0	0.0%	0	0.0%	0	5.6%	3
Colchester - Tollgate Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lowestoft - Tower Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martlesham Heath - Martlesham Retail Park	10.8%	53	9.0%	16	22.4%	35	2.0%	2	0.0%	0
Newmarket - Studlands Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sudbury - Shawlands Retail Park	0.8%	4	0.0%	0	0.0%	0	1.0%	1	5.6%	3
Thetford - Forest Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldeburgh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Braintree	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds	2.2%	11	0.0%	0	0.0%	0	10.9%	11	0.0%	0
Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester	1.0%	5	0.0%	0	0.0%	0	0.0%	0	9.3%	5
Felixstowe	4.7%	23	1.1%	2	13.5%	21	0.0%	0	0.0%	0
Framlingham	3.1%	15	0.0%	0	9.6%	15	0.0%	0	0.0%	0
Halesworth	1.0%	5	0.0%	0	3.2%	5	0.0%	0	0.0%	0
Leiston	2.0%	10	0.0%	0	6.4%	10	0.0%	0	0.0%	0
Lowestoft	0.4%	2	0.0%	0	1.3%	2	0.0%	0	0.0%	0
Manningtree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southwold	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stowmarket	7.4%	36	0.0%	0	0.6%	1	34.7%	35	0.0%	0
Sudbury	2.0%	10	0.0%	0	0.0%	0	1.0%	1	16.7%	9
Woodbridge	2.0%	10	1.1%	2	4.5%	7	1.0%	1	0.0%	0
Catalogue / Mail order	0.2%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Internet - Online - Asda	0.4%	2	0.0%	0	1.3%	2	0.0%	0	0.0%	0
Internet - Online - Petdispensery.co.uk	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Internet - Online - Tesco	0.8%	4	1.1%	2	0.6%	1	1.0%	1	0.0%	0
Other - Brandon	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Other - Capel St.Mary	0.6%	3	0.6%	1	0.0%	0	0.0%	0	3.7%	2
Other - Catterwade	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Other - Debenham	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Other - Diss	1.6%	8	0.0%	0	1.3%	2	5.9%	6	0.0%	0
Other - Earls Stonham	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Other - Elmswell	1.0%	5	0.0%	0	0.0%	0	5.0%	5	0.0%	0
Other - Eye	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0

Ipswich Household Survey for Strategic Perspectives

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
Other - Grange Farm Park, Felixstowe	0.4%	2	0.0%	0	1.3%	2	0.0%	0	0.0%	0
Other - Hadleigh	0.6%	3	0.0%	0	0.0%	0	0.0%	0	5.6%	3
Other - Harwich	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Other - Highwoods	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Other - Holbrook	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Other - J Sainsbury, Felixstowe Road, Warren Heath	3.5%	17	7.3%	13	1.9%	3	0.0%	0	1.9%	1
Other - Kesgrave	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Other - Manningtree	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Other - Marlow	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Other - Martlesham	1.6%	8	1.1%	2	3.8%	6	0.0%	0	0.0%	0
Other - Middleton	0.2%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Other - Needham Market	0.4%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Other - Norwich Road, Setford	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Other - Old Newton	0.4%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Other - Salisbury	0.2%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Other - Saxmundham	1.4%	7	0.0%	0	4.5%	7	0.0%	0	0.0%	0
Other - Smaller Centre - Budbridge Road	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Bury Road	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Carsrey Road	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Clapgate Lane	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Derby Road	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Foxhall Road	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Gainsborough	0.4%	2	1.1%	2	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Goddard Road	1.2%	6	2.2%	4	0.0%	0	2.0%	2	0.0%	0
Other - Smaller Centre - Marlow Road	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Sproughton Road	0.6%	3	1.7%	3	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Woodbridge Road	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Other - Theberton	0.2%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Other - Thurstone	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Other - Varies	1.6%	8	1.1%	2	1.3%	2	1.0%	1	5.6%	3
Other - Westleton	0.2%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Other - Whitehouse Centre	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Other - Woolpit	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Other - Wycombe Market	0.4%	2	0.0%	0	1.3%	2	0.0%	0	0.0%	0
Internet	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
Base:		489		178		156		101		54

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
Q24 Where do you do most of your household's shopping for all other non-food goods including books; jewellery and watches; china, glassware; recreational and luxury goods?										
<i>Excluding those who mentioned Don't know, Don't do, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q24</i>										
Ipswich Town Centre	49.0%	355	75.3%	204	32.5%	75	32.9%	50	36.6%	26
Ipswich - Anglia Retail Park	0.4%	3	0.7%	2	0.0%	0	0.7%	1	0.0%	0
Ipswich - Commercial Road Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Euro Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Orwell Retail Park/Ranelagh Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Suffolk Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Suffolk Retail Park - Dunelm Mill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Ipswich - Suffolk Retail Park - Range	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Suffolk Retail Park - Argos Extra	0.8%	6	1.5%	4	0.4%	1	0.0%	0	1.4%	1
Ipswich Smaller (District/Local) Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Copdock - Copdock Retail Park	0.3%	2	0.7%	2	0.0%	0	0.0%	0	0.0%	0
Martlesham Heath - Beardmore Retail Park	0.3%	2	0.0%	0	0.9%	2	0.0%	0	0.0%	0
Braintree - Braintree Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds - Robert Bobby Way Retail Park	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Bury St. Edmunds - St Edmundsbury Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Valley Bridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Fiveways Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Colchester Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Colne View Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Tollgate Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lowestoft - Tower Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martlesham Heath - Martlesham Retail Park	0.6%	4	0.4%	1	1.3%	3	0.0%	0	0.0%	0
Newmarket - Studlands Retail Park	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Sudbury - Shawlands Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thetford - Forest Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldeburgh	0.6%	4	0.0%	0	1.7%	4	0.0%	0	0.0%	0
Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds	3.4%	25	0.4%	1	0.4%	1	15.1%	23	0.0%	0
Cambridge	0.6%	4	1.1%	3	0.0%	0	0.7%	1	0.0%	0
Clacton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester	1.5%	11	0.0%	0	0.0%	0	0.0%	0	15.5%	11
Felixstowe	4.1%	30	0.4%	1	12.6%	29	0.0%	0	0.0%	0
Framlingham	0.8%	6	0.0%	0	2.6%	6	0.0%	0	0.0%	0
Halesworth	0.3%	2	0.0%	0	0.9%	2	0.0%	0	0.0%	0
Leiston	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Lowestoft	1.0%	7	0.0%	0	3.0%	7	0.0%	0	0.0%	0
Manningtree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norwich	2.1%	15	0.7%	2	4.3%	10	2.0%	3	0.0%	0
Southwold	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stowmarket	4.4%	32	0.0%	0	0.9%	2	19.7%	30	0.0%	0
Sudbury	1.4%	10	0.0%	0	0.0%	0	0.7%	1	12.7%	9
Woodbridge	5.1%	37	0.7%	2	13.9%	32	1.3%	2	1.4%	1
Catalogue / Mail order	1.2%	9	1.1%	3	1.3%	3	1.3%	2	1.4%	1
Internet - Online - Amazon	10.2%	74	7.4%	20	10.4%	24	13.2%	20	14.1%	10
Internet - Online - Argos	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Internet - Online - Buywatchonline.net	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Internet - Online - Ebay	0.8%	6	0.7%	2	0.0%	0	2.6%	4	0.0%	0
Internet - Online - John Lewis	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Internet - Online - Play.com	1.0%	7	1.5%	4	0.9%	2	0.7%	1	0.0%	0

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
Internet - Online - Tesco	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Internet - Online - The Book People	0.4%	3	0.0%	0	0.9%	2	0.7%	1	0.0%	0
Internet - Online - Various Retailers	3.7%	27	2.2%	6	5.2%	12	3.9%	6	4.2%	3
Other - Abroad	0.3%	2	0.4%	1	0.0%	0	0.0%	0	1.4%	1
Other - Beccles	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Other - Brantham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Other - Diss	0.4%	3	0.0%	0	0.9%	2	0.7%	1	0.0%	0
Other - Harwich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Other - Highwoods	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Other - J Sainsbury, Felixstowe Road, Warren Heath	0.3%	2	0.0%	0	0.4%	1	0.0%	0	1.4%	1
Other - London	0.4%	3	0.4%	1	0.4%	1	0.7%	1	0.0%	0
Other - Norwich	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other - Orford	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Other - Saxmundham	0.3%	2	0.0%	0	0.9%	2	0.0%	0	0.0%	0
Other - Varies	2.5%	18	3.3%	9	1.7%	4	2.0%	3	2.8%	2
Internet	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
Base:		725		271		231		152		71

Q25 When you do your household's non-food shopping, how do you usually travel?

Excluding those who mentioned Don't know, Don't do, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q25

Car / van (as driver)	55.3%	523	43.3%	164	58.4%	164	69.1%	134	67.0%	61
Car / van (as passenger)	13.9%	131	11.6%	44	16.0%	45	14.4%	28	15.4%	14
Bus, minibus or coach	16.1%	152	26.1%	99	8.5%	24	10.8%	21	8.8%	8
Using park & ride facility	4.6%	43	1.6%	6	8.5%	24	4.1%	8	5.5%	5
Motorcycle, scooter or moped	0.3%	3	0.3%	1	0.0%	0	1.0%	2	0.0%	0
Walk	8.4%	79	14.8%	56	7.1%	20	0.5%	1	2.2%	2
Taxi	0.5%	5	1.1%	4	0.0%	0	0.0%	0	1.1%	1
Train	0.2%	2	0.3%	1	0.4%	1	0.0%	0	0.0%	0
Bicycle	0.5%	5	0.8%	3	0.7%	2	0.0%	0	0.0%	0
Other	0.2%	2	0.3%	1	0.4%	1	0.0%	0	0.0%	0
Base:		945		379		281		194		91

Q26A How often do you and your family visit the following leisure attractions? Bingo

Excluding those who mentioned Don't know, Don't do, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q26A

Once a week	64.8%	35	58.8%	20	90.0%	9	57.1%	4	66.7%	2
Once a fortnight	7.4%	4	11.8%	4	0.0%	0	0.0%	0	0.0%	0
Once a month	11.1%	6	14.7%	5	0.0%	0	0.0%	0	33.3%	1
Once every two months	11.1%	6	11.8%	4	0.0%	0	28.6%	2	0.0%	0
Once every six months	5.6%	3	2.9%	1	10.0%	1	14.3%	1	0.0%	0
Once a year	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		54		34		10		7		3

Q26B How often do you and your family visit the following leisure attractions? Cinema

Excluding those who mentioned Don't know, Don't do, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q26B

Once a week	5.0%	23	8.4%	15	2.8%	4	2.1%	2	4.5%	2
Once a fortnight	8.9%	41	9.5%	17	8.4%	12	9.4%	9	6.8%	3
Once a month	26.2%	121	23.5%	42	21.7%	31	32.3%	31	38.6%	17
Once every two months	29.0%	134	27.4%	49	35.7%	51	26.0%	25	20.5%	9
Once every six months	21.2%	98	22.9%	41	22.4%	32	18.8%	18	15.9%	7
Once a year	9.7%	45	8.4%	15	9.1%	13	11.5%	11	13.6%	6
Base:		462		179		143		96		44

Q26C How often do you and your family visit the following leisure attractions? Gym/ health club

Excluding those who mentioned Don't know, Don't do, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q26C

Once a week	76.6%	177	77.5%	79	72.2%	52	77.8%	28	85.7%	18
Once a fortnight	4.3%	10	3.9%	4	4.2%	3	8.3%	3	0.0%	0
Once a month	10.0%	23	11.8%	12	12.5%	9	5.6%	2	0.0%	0
Once every two months	5.2%	12	3.9%	4	6.9%	5	8.3%	3	0.0%	0
Once every six months	3.5%	8	2.9%	3	2.8%	2	0.0%	0	14.3%	3
Once a year	0.4%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Base:		231		102		72		36		21

Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)
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Q26D How often do you and your family visit the following leisure attractions? Museum or place of historical interest*Excluding those who mentioned Don't know, Don't do, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q26D*

Once a week	1.2%	4	1.4%	2	1.2%	1	1.2%	1	0.0%	0
Once a fortnight	2.0%	7	2.0%	3	1.2%	1	2.5%	2	3.1%	1
Once a month	9.8%	34	8.2%	12	11.6%	10	8.6%	7	15.6%	5
Once every two months	27.7%	96	29.9%	44	27.9%	24	23.5%	19	28.1%	9
Once every six months	36.7%	127	37.4%	55	31.4%	27	43.2%	35	31.3%	10
Once a year	22.5%	78	21.1%	31	26.7%	23	21.0%	17	21.9%	7
Base:		346		147		86		81		32

Q26E How often do you and your family visit the following leisure attractions? Nightclub or musical venue*Excluding those who mentioned Don't know, Don't do, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q26E*

Once a week	6.3%	7	11.3%	6	0.0%	0	5.3%	1	0.0%	0
Once a fortnight	7.2%	8	9.4%	5	3.6%	1	5.3%	1	9.1%	1
Once a month	25.2%	28	32.1%	17	17.9%	5	10.5%	2	36.4%	4
Once every two months	24.3%	27	18.9%	10	42.9%	12	10.5%	2	27.3%	3
Once every six months	22.5%	25	13.2%	7	25.0%	7	47.4%	9	18.2%	2
Once a year	14.4%	16	15.1%	8	10.7%	3	21.1%	4	9.1%	1
Base:		111		53		28		19		11

Q26F How often do you and your family visit the following leisure attractions? Pub/bar*Excluding those who mentioned Don't know, Don't do, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q26F*

Once a week	36.2%	165	41.1%	72	39.0%	57	24.2%	23	32.5%	13
Once a fortnight	19.5%	89	20.6%	36	15.1%	22	24.2%	23	20.0%	8
Once a month	26.3%	120	18.9%	33	26.0%	38	35.8%	34	37.5%	15
Once every two months	11.0%	50	14.3%	25	11.0%	16	8.4%	8	2.5%	1
Once every six months	4.8%	22	3.4%	6	6.8%	10	5.3%	5	2.5%	1
Once a year	2.2%	10	1.7%	3	2.1%	3	2.1%	2	5.0%	2
Base:		456		175		146		95		40

Q26G How often do you and your family visit the following leisure attractions? Restaurant*Excluding those who mentioned Don't know, Don't do, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q26G*

Once a week	16.0%	112	16.4%	46	19.4%	40	12.3%	18	12.1%	8
Once a fortnight	19.0%	133	17.8%	50	17.0%	35	27.4%	40	12.1%	8
Once a month	34.8%	243	33.5%	94	36.9%	76	28.8%	42	47.0%	31
Once every two months	19.3%	135	22.1%	62	18.4%	38	17.1%	25	15.2%	10
Once every six months	9.2%	64	8.2%	23	6.3%	13	13.7%	20	12.1%	8
Once a year	1.7%	12	2.1%	6	1.9%	4	0.7%	1	1.5%	1
Base:		699		281		206		146		66

Q26H How often do you and your family visit the following leisure attractions? Tenpin bowling*Excluding those who mentioned Don't know, Don't do, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q26H*

Once a week	3.2%	6	4.2%	3	1.8%	1	2.4%	1	5.0%	1
Once a fortnight	1.1%	2	0.0%	0	1.8%	1	2.4%	1	0.0%	0
Once a month	8.9%	17	12.5%	9	7.1%	4	4.8%	2	10.0%	2
Once every two months	21.6%	41	13.9%	10	23.2%	13	28.6%	12	30.0%	6
Once every six months	36.3%	69	47.2%	34	35.7%	20	26.2%	11	20.0%	4
Once a year	28.9%	55	22.2%	16	30.4%	17	35.7%	15	35.0%	7
Base:		190		72		56		42		20

Q26I How often do you and your family visit the following leisure attractions? Theatre*Excluding those who mentioned Don't know, Don't do, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q26I*

Once a week	1.0%	4	1.8%	3	0.9%	1	0.0%	0	0.0%	0
Once a fortnight	0.7%	3	0.6%	1	1.8%	2	0.0%	0	0.0%	0
Once a month	9.0%	38	9.0%	15	9.6%	11	8.8%	8	8.3%	4
Once every two months	29.8%	125	29.3%	49	30.7%	35	34.1%	31	20.8%	10
Once every six months	38.1%	160	37.1%	62	36.0%	41	37.4%	34	47.9%	23
Once a year	21.4%	90	22.2%	37	21.1%	24	19.8%	18	22.9%	11
Base:		420		167		114		91		48

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
Q26J How often do you and your family visit the following leisure attractions? Other activity mentioned										
<i>Excluding those who mentioned Don't know, Don't do, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q26J</i>										
Once a week	70.5%	79	71.1%	32	63.6%	21	73.9%	17	81.8%	9
Once a fortnight	15.2%	17	15.6%	7	18.2%	6	8.7%	2	18.2%	2
Once a month	10.7%	12	11.1%	5	9.1%	3	17.4%	4	0.0%	0
Once every two months	2.7%	3	2.2%	1	6.1%	2	0.0%	0	0.0%	0
Once every six months	0.9%	1	0.0%	0	3.0%	1	0.0%	0	0.0%	0
Once a year	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		112		45		33		23		11
Q27 Where did you or members of your household last go to play bingo?										
<i>Those who play bingo and excluding those who mentioned Don't know, Don't do, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q27</i>										
Mecca Bingo, Lloyds Avenue, Ipswich	27.3%	15	28.6%	10	20.0%	2	28.6%	2	33.3%	1
Gala Bingo, 3 Ranelagh Road, Ipswich	29.1%	16	40.0%	14	10.0%	1	14.3%	1	0.0%	0
Anglia Weekly Bingo, Peshurst Road, Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bingo Hall, Ranelagh Road, Ipswich	1.8%	1	0.0%	0	0.0%	0	14.3%	1	0.0%	0
Gala Bingo, 129 Pier Avenue, Clacton On Sea	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winners Bingo, 4 Hatter Street, Bury St Edmunds	1.8%	1	0.0%	0	0.0%	0	14.3%	1	0.0%	0
Palace Bingo, Crescent Road, Felixstowe	12.7%	7	5.7%	2	40.0%	4	14.3%	1	0.0%	0
Gala Bingo, 48 Osborne Street, Colchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Beacon Bingo, Battery Green, Lowestoft	1.8%	1	0.0%	0	10.0%	1	0.0%	0	0.0%	0
Other - British Legion, Bramford	5.5%	3	5.7%	2	0.0%	0	0.0%	0	33.3%	1
Other - Community Centre, Eye	1.8%	1	0.0%	0	0.0%	0	14.3%	1	0.0%	0
Other - Conservative Club, Clapgate Lane, Ipswich	1.8%	1	2.9%	1	0.0%	0	0.0%	0	0.0%	0
Other - Fairfield Road, Aldburgh	1.8%	1	0.0%	0	10.0%	1	0.0%	0	0.0%	0
Other - Golden Hines, Knackton Road, Ipswich	1.8%	1	2.9%	1	0.0%	0	0.0%	0	0.0%	0
Other - Hadleigh High School	1.8%	1	0.0%	0	0.0%	0	0.0%	0	33.3%	1
Other - Kirkby Street, Ipswich	1.8%	1	2.9%	1	0.0%	0	0.0%	0	0.0%	0
Other - Labour Club, Landseer Road, Gainsborough	3.6%	2	5.7%	2	0.0%	0	0.0%	0	0.0%	0
Other - Whitehouse Community Centre, Ipswich	3.6%	2	5.7%	2	0.0%	0	0.0%	0	0.0%	0
Other - Wycombe Market	1.8%	1	0.0%	0	10.0%	1	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		55		35		10		7		3

Ipswich Household Survey for Strategic Perspectives

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
Q28 Where did you or members of your household last go to the cinema?										
<i>Those who go to the cinema and excluding those who mentioned Don't know, Don't do, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q28</i>										
Cineworld, Cardinal Park, Ipswich	68.2%	321	93.3%	168	44.0%	66	62.5%	60	60.0%	27
Film Theatre, Ipswich	0.4%	2	0.6%	1	0.0%	0	0.0%	0	2.2%	1
The Regal, Stowmarket	2.1%	10	0.0%	0	0.7%	1	9.4%	9	0.0%	0
The Palace, Felixstowe	3.0%	14	0.6%	1	8.7%	13	0.0%	0	0.0%	0
Riverside Centre, Woodbridge	10.6%	50	4.4%	8	23.3%	35	4.2%	4	6.7%	3
Aldeburgh Cinema, Aldeburgh	2.5%	12	0.0%	0	8.0%	12	0.0%	0	0.0%	0
Cineworld, Freeport Leisure, Braintree	0.6%	3	0.0%	0	0.0%	0	0.0%	0	6.7%	3
Odeon, Wherry Road, Norwich	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Picturehouse, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Vue, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odeon, Head Street, Colchester	1.5%	7	0.0%	0	0.0%	0	0.0%	0	15.6%	7
Flicks, Clacton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Electric Palace, Harwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Empire, Halstead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Film Theatre, Leiston	3.4%	16	0.0%	0	10.7%	16	0.0%	0	0.0%	0
Hollywood, Lowestoft	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Cineworld, Parkway, Bury St Edmunds	4.5%	21	0.0%	0	0.0%	0	18.8%	18	6.7%	3
Other - Camberly, Surrey	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Other - Cineworld, Bury St.Edmunds	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Other - Cineworld, Trafford Centre	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Other - Hadleigh	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	1
Other - Huntington	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Other - Imax, London	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Other - Odeon, Canterbury	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Other - Odeon, Colchester	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Other - Oldbrough	0.4%	2	0.0%	0	1.3%	2	0.0%	0	0.0%	0
Other - Riverside Theatre, Woodbridge	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Other - Southampton	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Other - Vue, Castle Mall, Norwich	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		471		180		150		96		45

Ipswich Household Survey for Strategic Perspectives

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)						
Q29 Where did you or members of your household last go to a gym / healthclub?											
<i>Those who go to a gym / healthclub and excluding those who mentioned Don't know, Don't do, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q29</i>											
Gym & Trim, Cardinal Park, Ipswich	1.9%	4	2.1%	2	1.6%	1	0.0%	0	5.3%	1	
Fitness First, Russell Road, Ipswich	1.9%	4	3.1%	3	0.0%	0	0.0%	0	5.3%	1	
Crown Pools, Crown Street, Ipswich	10.3%	22	19.8%	19	3.1%	2	2.9%	1	0.0%	0	
YMCA (Ipswich), 38Westgate Street, Ipswich	0.9%	2	2.1%	2	0.0%	0	0.0%	0	0.0%	0	
YMCA Training, 517 London Road, Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Ipswich Sports Club, Henley Road, Ipswich	0.9%	2	1.0%	1	0.0%	0	2.9%	1	0.0%	0	
Swallow Leisure (Ipswich), Belstead Road, Belstead, Ipswich	2.3%	5	3.1%	3	0.0%	0	5.9%	2	0.0%	0	
Copleston Centre, Copleston Road, Ipswich	0.5%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	
Gainsborough Sports Centre, Brazier's Wood Road, Ipswich	2.8%	6	6.3%	6	0.0%	0	0.0%	0	0.0%	0	
Whitton Sports & Community Centre, Whitton Church Lane, Ipswich	1.4%	3	3.1%	3	0.0%	0	0.0%	0	0.0%	0	
Next Generation Health Club, 11 The Havens, Ransomes Europark, Ipswich	1.4%	3	3.1%	3	0.0%	0	0.0%	0	0.0%	0	
Oaks Fitness, 47 Upper Orwell Street, Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Spirit Health & Fitness, London Road, Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Maidenhall Sports Centre, Maidenhall Approach, Ipswich	0.5%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	
Hotel Elizabeth Leisure Club, London Road, Copdock, Copdock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Hintlesham Hall Hotel Club, George Street, Hintlesham, Hintlesham	0.5%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	
Clarice House, Bramford Road, Bramford	6.1%	13	8.3%	8	0.0%	0	5.9%	2	15.8%	3	
Martlesham Leisure, Gloster Road, Martlesham Heath	2.3%	5	3.1%	3	3.1%	2	0.0%	0	0.0%	0	
Adrenaline Gym, Ipswich	0.5%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	
David Lloyd, Ransomes Europark, Ipswich	5.6%	12	9.4%	9	1.6%	1	2.9%	1	5.3%	1	
St Josephs College, Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Westbourne High School, Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Martlesham Leisure Club, Martlesham Heath, Martlesham Heath	2.3%	5	2.1%	2	4.7%	3	0.0%	0	0.0%	0	
Outside Ipswich	2.3%	5	2.1%	2	3.1%	2	2.9%	1	0.0%	0	
Other - Brackenbury Sports Centre, High Road West, Felixstowe	0.5%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	
Other - Busybodies, Causeway End, Station Road, Lawford, Manningtree	0.9%	2	0.0%	0	0.0%	0	0.0%	0	10.5%	2	
Other - Chantry High School, Stone Lodge Lane	0.5%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	
Other - Cowdray Centre, Mason Rd, Colchester	0.5%	1	0.0%	0	0.0%	0	0.0%	0	5.3%	1	
Other - Deben Swimming Pool, Station Road, Woodbridge	9.9%	21	6.3%	6	21.9%	14	2.9%	1	0.0%	0	

Ipswich Household Survey for Strategic Perspectives

	Total		Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)	
Other - Felixstowe Leisure Centre, Undercliff Road West, Felixstowe	6.6%	14	2.1%	2	17.2%	11	0.0%	0	5.3%	1
Other - Fitness Express, Ufford Park, Scott Lane, Melton, Woodbridge	4.2%	9	1.0%	1	12.5%	8	0.0%	0	0.0%	0
Other - Formham Golf Club	0.5%	1	0.0%	0	0.0%	0	2.9%	1	0.0%	0
Other - Framlingham College, Framlingham	0.5%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Other - Greshams, Tuddenham Road, Ipswich	0.5%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Other - Gym, Rendlesham	0.5%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Other - Gymophobic, Princes Street, Ipswich	0.5%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Other - Hadleigh High Leisure Centre, Highlands Road, Hadleigh	1.4%	3	0.0%	0	0.0%	0	2.9%	1	10.5%	2
Other - Hospital Gym, Heath Road, Ipswich	0.5%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Other - Ipswich - Orwell Retail Park/Ranelagh Road	0.5%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Other - Ipswich Preparatory School, Ivory Street, Ipswich	0.5%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Other - Ipswich, Fore Street Baths, Fore Street	0.5%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Other - Kersey Mill Health & Fitness Club, Kersey Mill, Kersey	0.9%	2	0.0%	0	0.0%	0	5.9%	2	0.0%	0
Other - Kingfisher Leisure Centre, Station Road, Sudbury	2.8%	6	1.0%	1	1.6%	1	0.0%	0	21.1%	4
Other - LA Fitness, Moreton Hall Estate, Easlea Road, Bury St Edmunds	0.5%	1	0.0%	0	0.0%	0	2.9%	1	0.0%	0
Other - Leiston Leisure Centre, Red House Lane, Leiston	3.8%	8	0.0%	0	10.9%	7	0.0%	0	5.3%	1
Other - Mid Suffolk Leisure Centre, Gainsborough Road, Stowmarket	6.6%	14	0.0%	0	0.0%	0	41.2%	14	0.0%	0
Other - Moreton Hall Health Club, Mount Road, Bury St. Edmunds	0.9%	2	1.0%	1	0.0%	0	2.9%	1	0.0%	0
Other - Northgate Sports Centre, Sidegate Lane West, Ipswich	1.4%	3	3.1%	3	0.0%	0	0.0%	0	0.0%	0
Other - Ravenswood School, Ravenswood Avenue, Ipswich	0.5%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Other - Rosary Conservative Club, Bramford Road, Ipswich	0.5%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Other - Rushmere Indoor Bowls, Ipswich	0.5%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Other - St Johns CofE School, Victory Road, Ipswich	0.5%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Other - Stoke-by-Nayland Golf Club, Keeper's Lane, Leavenheath, Colchester	0.5%	1	0.0%	0	0.0%	0	0.0%	0	5.3%	1
Other - Stowmarket Health Centre, Violet Hill Road, Stowmarket	0.9%	2	0.0%	0	0.0%	0	5.9%	2	0.0%	0
Other - Stradbroke Swimming Pool, Wilby Road, Stradbroke, Diss	3.8%	8	0.0%	0	7.8%	5	8.8%	3	0.0%	0
Other - The Health Centre, University Of East Anglia, Earlham Road, Norwich	0.5%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Other - The Toning Studio, London Road, Halesworth, Waveney	0.9%	2	0.0%	0	3.1%	2	0.0%	0	0.0%	0
Other - Town Hall,	0.5%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0

Ipswich Household Survey for Strategic Perspectives

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)	
Saxmundham									
Other - Village Hall, Waldringfield	0.5%	1	0.0%	0	1.6%	1	0.0%	0	0.0%
Other - Woolverstone Hall School, Woolverstone	0.5%	1	0.0%	0	0.0%	0	0.0%	0	5.3%
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Base:		213		96		64		34	19

Ipswich Household Survey for Strategic Perspectives

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
Q30 Where did you or members of your household last go to a museum or place of historical interest?										
<i>Those who go to museums or places of historical interest and excluding those who mentioned Don't know, Don't do, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q30</i>										
Christchurch Mansion & Wolsey Art Gallery, Soane Street, Ipswich	11.2%	33	18.3%	23	9.7%	7	3.0%	2	3.3%	1
Town Hall Galleries, Cornhill, Ipswich	0.7%	2	0.8%	1	0.0%	0	1.5%	1	0.0%	0
John Russell Gallery, 4-6 Wherry Lane, Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich Transport Museum, Cobham Road, Ipswich	1.4%	4	1.6%	2	2.8%	2	0.0%	0	0.0%	0
Ipswich Museum, High Street, Ipswich	25.5%	75	42.1%	53	9.7%	7	16.7%	11	13.3%	4
Felixstowe Museum, Viewpoint Road, Felixstowe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Landguard Fort, Felixstowe, Felixstowe	0.7%	2	0.0%	0	2.8%	2	0.0%	0	0.0%	0
Martlesham Heath Control Tower, Off Parkers Place, Martlesham Heath	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodbridge Museum, 5 Market Hill, Martlesham Heath	1.7%	5	1.6%	2	2.8%	2	0.0%	0	3.3%	1
Museum of East Anglian Life, Crowe Street, Stowmarket	3.1%	9	0.0%	0	2.8%	2	9.1%	6	3.3%	1
Orford Castle, Aldeburgh	1.0%	3	0.8%	1	2.8%	2	0.0%	0	0.0%	0
St Edmundsbury Cathedral, Bury St Edmunds	2.0%	6	0.0%	0	1.4%	1	6.1%	4	3.3%	1
The Guildhall, Lavenham	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0
West Stow Anglo Saxon Village, West Stow	0.3%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Norwich Castle Museum and Gallery, Norwich	2.7%	8	0.8%	1	5.6%	4	4.5%	3	0.0%	0
Grimes Graves, Thetford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cressing Temple, Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Framlingham Castle, Framlingham	1.0%	3	0.8%	1	2.8%	2	0.0%	0	0.0%	0
Other - Alnwick Castle, Northumberland	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Other - Birmingham	0.3%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Other - Bournemouth	0.3%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Other - Bristol	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Other - Bury Centre	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Other - Bury St.Edmunds	0.3%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Other - Cambridge	1.4%	4	1.6%	2	0.0%	0	3.0%	2	0.0%	0
Other - Colchester Castle, Ryegate Road, Colchester	1.4%	4	0.0%	0	0.0%	0	4.5%	3	3.3%	1
Other - Cornwall	0.3%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Other - Derbyshire	0.7%	2	1.6%	2	0.0%	0	0.0%	0	0.0%	0
Other - Dorset	0.3%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Other - Dover Castle, Dover	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Other - Durham City	0.3%	1	0.0%	0	0.0%	0	0.0%	0	3.3%	1
Other - FitzWilliam Museum, Cambridge	2.0%	6	2.4%	3	0.0%	0	3.0%	2	3.3%	1
Other - Gainsbrough	0.3%	1	0.0%	0	0.0%	0	0.0%	0	3.3%	1
Other - Great Yarmouth	0.3%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Other - Hampshire	0.3%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Other - Horingar	0.3%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Other - Iron Bridge	0.3%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Other - Julian Shrine, Norwich	0.3%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Other - Kent	0.3%	1	0.0%	0	0.0%	0	0.0%	0	3.3%	1
Other - Leeds	0.3%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Other - Leiston	0.3%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Other - Liverpool	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Other - London	28.9%	85	17.5%	22	45.8%	33	28.8%	19	36.7%	11
Other - Longmelford Hall, Longmelford	0.3%	1	0.0%	0	0.0%	0	0.0%	0	3.3%	1
Other - Lowestoft	0.3%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Other - Lyme Park, Cheshire	0.3%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0

Ipswich Household Survey for Strategic Perspectives

	Total		Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)	
Other - Manchester	0.7%	2	1.6%	2	0.0%	0	0.0%	0	0.0%	0
Other - National Motor Museum, Hampshire	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Other - Northumberland	0.3%	1	0.0%	0	0.0%	0	0.0%	0	3.3%	1
Other - Norwich Castle	0.3%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Other - Orkney	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Other - Oxford	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Other - Portsmouth	0.3%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Other - Preston Tower, Preston	0.3%	1	0.0%	0	0.0%	0	0.0%	0	3.3%	1
Other - Rochester	0.3%	1	0.0%	0	0.0%	0	0.0%	0	3.3%	1
Other - Scotland	0.3%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Other - Sutton Hoo, Woodbridge	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Other - Torquay	0.3%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Other - Warwick	0.7%	2	0.8%	1	0.0%	0	0.0%	0	3.3%	1
Other - York	1.0%	3	0.0%	0	1.4%	1	1.5%	1	3.3%	1
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		294		126		72		66		30

Ipswich Household Survey for Strategic Perspectives

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
Q31 Where did you or members of your household last go to a nightclub or musical venue?										
<i>Those who go to nightclubs or musical venues and excluding those who mentioned Don't know, Don't do, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q31</i>										
Corn Exchange, 3/5 Northgate Street, Ipswich	2.9%	3	3.9%	2	0.0%	0	6.3%	1	0.0%	0
Fire & Ice, West Leisure Terrace, Cardinal Park, Ipswich	1.0%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Liquid Envy, 127 Old Cattle Market, Ipswich	10.7%	11	11.8%	6	14.8%	4	6.3%	1	0.0%	0
Mojo, 32 Tacket Street, Ipswich	12.6%	13	19.6%	10	11.1%	3	0.0%	0	0.0%	0
Pals, 3 St. Helens Street, Ipswich	6.8%	7	7.8%	4	11.1%	3	0.0%	0	0.0%	0
PJ McGinty and Sons, King Street, Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Regent Theatre, Ipswich	9.7%	10	9.8%	5	11.1%	3	12.5%	2	0.0%	0
Seventy-Seven, 77 Fore Hamlet, Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Thomas Eldred, Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Aldeburgh	1.0%	1	0.0%	0	3.7%	1	0.0%	0	0.0%	0
Other - Baracuda, Cattle Market, Ipswich	1.0%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Other - Bedford	1.0%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Other - Bettys, Ipswich	1.9%	2	2.0%	1	3.7%	1	0.0%	0	0.0%	0
Other - Birmingham	1.0%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Other - Brentwood	1.0%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Other - Bury St.Edmunds	1.9%	2	0.0%	0	0.0%	0	12.5%	2	0.0%	0
Other - Cambridge Arts Theatre, Cambridge	1.0%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Other - Christchurch Park, Soane Street, Ipswich	1.0%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Other - Colchester	4.9%	5	3.9%	2	0.0%	0	0.0%	0	33.3%	3
Other - Electric Palace, Harwich	1.0%	1	0.0%	0	0.0%	0	0.0%	0	11.1%	1
Other - Felixstowe	2.9%	3	3.9%	2	3.7%	1	0.0%	0	0.0%	0
Other - Foxhall Road, Ipswich	1.0%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Other - Hadleigh	1.0%	1	0.0%	0	0.0%	0	0.0%	0	11.1%	1
Other - Hennan Park, Suffolk	1.0%	1	0.0%	0	3.7%	1	0.0%	0	0.0%	0
Other - Horrom	1.0%	1	0.0%	0	3.7%	1	0.0%	0	0.0%	0
Other - Ipswich	5.8%	6	9.8%	5	0.0%	0	6.3%	1	0.0%	0
Other - Levenham Church, Sudbury	1.0%	1	0.0%	0	0.0%	0	0.0%	0	11.1%	1
Other - London	3.9%	4	2.0%	1	0.0%	0	12.5%	2	11.1%	1
Other - Manor Ballroom, Ipswich	1.0%	1	0.0%	0	3.7%	1	0.0%	0	0.0%	0
Other - Martlesham	1.0%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Other - Nayland	1.0%	1	0.0%	0	0.0%	0	0.0%	0	11.1%	1
Other - Newmarket	1.0%	1	0.0%	0	0.0%	0	6.3%	1	0.0%	0
Other - Norwich	1.0%	1	0.0%	0	3.7%	1	0.0%	0	0.0%	0
Other - O2 Arena London	4.9%	5	2.0%	1	7.4%	2	12.5%	2	0.0%	0
Other - Snape	3.9%	4	0.0%	0	14.8%	4	0.0%	0	0.0%	0
Other - Southend	1.0%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Other - Stepford	1.0%	1	0.0%	0	0.0%	0	6.3%	1	0.0%	0
Other - Stretford	1.0%	1	0.0%	0	3.7%	1	0.0%	0	0.0%	0
Other - Sudbury	1.0%	1	0.0%	0	0.0%	0	0.0%	0	11.1%	1
Other - Suffolk	1.0%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Other - The Regal, Stowmarket	1.0%	1	0.0%	0	0.0%	0	6.3%	1	0.0%	0
Other - Thurswood	1.0%	1	0.0%	0	0.0%	0	6.3%	1	0.0%	0
Other - Trinity Park, Ipswich	1.0%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Other - Voilethill Road, Stowmarket	1.0%	1	0.0%	0	0.0%	0	6.3%	1	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		103		51		27		16		9

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)
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Q32 Where did you or members of your household last go to a pub/bar?

Those who go to pubs or bars and excluding those who mentioned Don't know, Don't do, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q32

Cardinal Park, Ipswich	2.4%	10	2.4%	4	2.2%	3	0.0%	0	8.1%	3
Ipswich Town Centre, Including St Nicholas Street, Ipswich	25.6%	109	51.8%	86	5.0%	7	15.7%	13	8.1%	3
Ipswich Waterfront, Ipswich	2.6%	11	4.2%	7	0.0%	0	3.6%	3	2.7%	1
Isaacs, Ipswich	0.7%	3	1.8%	3	0.0%	0	0.0%	0	0.0%	0
Pals, Ipswich	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	1
The Dove, Ipswich	1.6%	7	4.2%	7	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
Other - Aldeburgh	0.5%	2	0.0%	0	1.4%	2	0.0%	0	0.0%	0
Other - Aldringham	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Other - Ardleigh	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	1
Other - Bacton	0.9%	4	0.0%	0	0.0%	0	4.8%	4	0.0%	0
Other - Barham	0.2%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Other - Bedford	0.5%	2	0.6%	1	0.7%	1	0.0%	0	0.0%	0
Other - Blaxhall	0.5%	2	0.0%	0	1.4%	2	0.0%	0	0.0%	0
Other - Bramford	0.5%	2	1.2%	2	0.0%	0	0.0%	0	0.0%	0
Other - Brandeston	0.7%	3	0.0%	0	1.4%	2	1.2%	1	0.0%	0
Other - Brantham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	1
Other - Brickham	0.2%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Other - Brockdish	0.2%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Other - Bury St.Edmunds	1.6%	7	0.6%	1	0.0%	0	7.2%	6	0.0%	0
Other - California Social Club, Foxhall Road, Ipswich	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Other - Canterbury	0.5%	2	0.0%	0	0.7%	1	1.2%	1	0.0%	0
Other - Claydon	0.7%	3	0.6%	1	0.7%	1	1.2%	1	0.0%	0
Other - Cock and Pie, Ipswich	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Other - Colchester	1.2%	5	0.0%	0	0.0%	0	0.0%	0	13.5%	5
Other - Cotton	0.7%	3	0.0%	0	0.0%	0	3.6%	3	0.0%	0
Other - Cretingham	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Other - Darlington	0.2%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Other - Debenham	0.5%	2	0.0%	0	0.0%	0	2.4%	2	0.0%	0
Other - Earls Stonham	0.2%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Other - Eastbridge	0.5%	2	0.0%	0	1.4%	2	0.0%	0	0.0%	0
Other - Easton	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Other - Elmswell	0.2%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Other - Eye	0.2%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Other - Felixstowe	7.3%	31	1.2%	2	20.9%	29	0.0%	0	0.0%	0
Other - Foxhall Road, Ipswich	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Other - Framlingham	1.4%	6	0.0%	0	4.3%	6	0.0%	0	0.0%	0
Other - Gainsbrough	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Other - Great Blakenham	0.2%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Other - Great Briscip	0.2%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Other - Groton	0.2%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Other - Grundisburgh	0.7%	3	0.0%	0	2.2%	3	0.0%	0	0.0%	0
Other - Hadleigh	0.7%	3	0.0%	0	0.0%	0	0.0%	0	8.1%	3
Other - Halesworth	0.5%	2	0.0%	0	1.4%	2	0.0%	0	0.0%	0
Other - Harkstead	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	1
Other - Harrogate	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Other - Hattingstone	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Other - Holbrook	0.5%	2	0.0%	0	0.0%	0	0.0%	0	5.4%	2
Other - Ingham	0.2%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Other - Ipswich	0.9%	4	1.2%	2	0.7%	1	1.2%	1	0.0%	0
Other - Ipswich - Golden Lion Wetherspoons, Cornhill	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Other - Ipswich East	0.5%	2	0.6%	1	0.7%	1	0.0%	0	0.0%	0
Other - Kesgrave	0.9%	4	1.2%	2	0.7%	1	0.0%	0	2.7%	1
Other - Kingfisher Leisure Centre, Station Road, Sudbury	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Other - Kirkby	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	1
Other - Laxfield	0.5%	2	0.0%	0	1.4%	2	0.0%	0	0.0%	0
Other - Leiston	0.9%	4	0.0%	0	2.9%	4	0.0%	0	0.0%	0
Other - Levington	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Other - Little Glemham	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Other - Little Waldingfield	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	1

Ipswich Household Survey for Strategic Perspectives

	Total		Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)	
Other - London	0.5%	2	0.6%	1	0.0%	0	1.2%	1	0.0%	0
Other - Martlesham	1.9%	8	3.0%	5	1.4%	2	1.2%	1	0.0%	0
Other - Maybush Public House, Cliff Road, Waldringfield	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Other - Mellis	0.2%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Other - Melton	0.7%	3	0.0%	0	2.2%	3	0.0%	0	0.0%	0
Other - Middleton	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Other - Nacton	0.7%	3	0.6%	1	1.4%	2	0.0%	0	0.0%	0
Other - Needham Market	0.7%	3	0.0%	0	0.0%	0	3.6%	3	0.0%	0
Other - Newbourne	0.5%	2	0.6%	1	0.7%	1	0.0%	0	0.0%	0
Other - Norton	0.7%	3	0.0%	0	0.0%	0	3.6%	3	0.0%	0
Other - Norwich	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Other - Norwich Road, Ipswich	0.5%	2	1.2%	2	0.0%	0	0.0%	0	0.0%	0
Other - Orford	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Other - Otley	0.2%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Other - Pettistree	0.7%	3	0.0%	0	2.2%	3	0.0%	0	0.0%	0
Other - Polstead	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	1
Other - Portsmouth	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Other - Rampant Horse Inn, Needham Market	0.2%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Other - Rankford	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Other - Red Lion, East Bergholt	0.5%	2	0.0%	0	0.0%	0	1.2%	1	2.7%	1
Other - Rushmere	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Other - Saxmundham	0.5%	2	0.0%	0	1.4%	2	0.0%	0	0.0%	0
Other - Shotley Gate	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	1
Other - Sibton	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Other - Snape	0.9%	4	0.0%	0	2.9%	4	0.0%	0	0.0%	0
Other - Southwold	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Other - Spring Road, Ipswich	0.7%	3	1.8%	3	0.0%	0	0.0%	0	0.0%	0
Other - Sroughton Road, Ipswich	0.2%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Other - Stonham Aspal	0.2%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Other - Stowmarket	3.3%	14	0.0%	0	0.0%	0	16.9%	14	0.0%	0
Other - Stratford St.Mary	0.7%	3	0.6%	1	0.0%	0	0.0%	0	5.4%	2
Other - Stutton	0.5%	2	0.6%	1	0.0%	0	0.0%	0	2.7%	1
Other - Sudbury	0.9%	4	0.0%	0	0.0%	0	0.0%	0	10.8%	4
Other - Tacket Street, Ipswich	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Other - Tattingstone	0.7%	3	0.6%	1	0.7%	1	0.0%	0	2.7%	1
Other - The Angel, Debenham	0.2%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Other - The Crown, Bramford	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Other - The Dolphin Inn, Peace Place, Thorpeness	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Other - The Duke of Malbrough, Somersham	0.2%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Other - The Fat Cat, Spring Road, Ipswich	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Other - The Feathers, Felixstowe	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Other - The Golden Hind, Nacton Road, Ipswich	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Other - The Greyhound, Henley Road, Ipswich	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Other - The Grosvenor, Ranelagh Road, Felixstowe	0.5%	2	0.0%	0	1.4%	2	0.0%	0	0.0%	0
Other - The Raven, Ravenswood, Ipswich	1.6%	7	4.2%	7	0.0%	0	0.0%	0	0.0%	0
Other - Thordon	0.2%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Other - Thornham	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Other - Thurston	0.9%	4	0.0%	0	0.0%	0	4.8%	4	0.0%	0
Other - Tomas Heldren, Castle Hill, Ipswich	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Other - Waldringfield	0.5%	2	0.6%	1	0.7%	1	0.0%	0	0.0%	0
Other - Waveney	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Other - West Mersea	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	1
Other - Woodbridge	8.7%	37	6.0%	10	18.0%	25	1.2%	1	2.7%	1
Other - Woolpit	0.2%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0

Ipswich Household Survey for Strategic Perspectives

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
Other - Wycombe Market	0.5%	2	0.0%	0	1.4%	2	0.0%	0	0.0%	0
Other - Yoxford	0.5%	2	0.0%	0	1.4%	2	0.0%	0	0.0%	0
Base:		425		166		139		83		37

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)
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Q33 Where did you or members of your household last go to a restaurant?

Those who go to restaurants and excluding those who mentioned Don't know, Don't do, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q33

Cardinal Park, Ipswich	6.0%	40	7.7%	21	4.0%	8	5.0%	7	6.7%	4
Ipswich Town Centre, including St Nicholas Street, Ipswich	26.0%	174	50.9%	138	3.5%	7	14.2%	20	15.0%	9
Ipswich Waterfront, Ipswich	6.7%	45	9.6%	26	4.0%	8	6.4%	9	3.3%	2
Bury St Edmunds	4.5%	30	0.0%	0	0.5%	1	19.1%	27	3.3%	2
Cambridge	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Chelmsford	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Colchester	1.3%	9	0.7%	2	0.0%	0	0.0%	0	11.7%	7
Diss	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Felixstowe	8.7%	58	3.7%	10	22.7%	45	2.1%	3	0.0%	0
Norwich	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Stowmarket	1.6%	11	0.0%	0	0.5%	1	7.1%	10	0.0%	0
Sudbury	0.7%	5	0.0%	0	0.0%	0	0.0%	0	8.3%	5
Woodbridge	8.8%	59	5.9%	16	20.2%	40	1.4%	2	1.7%	1
Other - Aldeburgh	1.3%	9	0.4%	1	4.0%	8	0.0%	0	0.0%	0
Other - Ardleigh	0.3%	2	0.0%	0	0.0%	0	0.0%	0	3.3%	2
Other - Arundel Way, Ipswich	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Assington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Other - Bacton	0.3%	2	0.4%	1	0.0%	0	0.7%	1	0.0%	0
Other - Badingham	0.3%	2	0.0%	0	1.0%	2	0.0%	0	0.0%	0
Other - Bath	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Beccles	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other - Birmingham	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Bramford	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Brandeston	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other - Brantham	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other - Bucklesham	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Canterbury	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other - Capel St.Mary	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Other - Cardiff	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other - Chelmsford	0.4%	3	0.0%	0	1.5%	3	0.0%	0	0.0%	0
Other - Claydon	0.9%	6	0.4%	1	0.0%	0	3.5%	5	0.0%	0
Other - Copdock	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Corncraft, Monks Eleigh	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Other - Cotton	0.3%	2	0.0%	0	0.0%	0	1.4%	2	0.0%	0
Other - Coventry	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other - Debenham	0.3%	2	0.0%	0	0.0%	0	1.4%	2	0.0%	0
Other - Dedham	1.0%	7	0.4%	1	0.5%	1	0.0%	0	8.3%	5
Other - Dennington	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other - Derbyshire	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other - Dunston	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other - Earls Stonham	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other - Euro Retail Park, Ipswich	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Eye	0.4%	3	0.0%	0	0.0%	0	2.1%	3	0.0%	0
Other - Famlingham	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other - Felixstow Road, Ipswich	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Ford Green	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other - Foxhall	0.3%	2	0.4%	1	0.5%	1	0.0%	0	0.0%	0
Other - Framlingham	1.6%	11	0.4%	1	4.5%	9	0.7%	1	0.0%	0
Other - Great Bricett	0.3%	2	0.0%	0	0.0%	0	1.4%	2	0.0%	0
Other - Grundisburgh	0.4%	3	0.0%	0	1.0%	2	0.7%	1	0.0%	0
Other - Hadleigh	1.5%	10	1.1%	3	0.0%	0	0.7%	1	10.0%	6
Other - Halesworth	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other - Harkstead	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Other - Haughley	0.3%	2	0.0%	0	0.0%	0	1.4%	2	0.0%	0
Other - Hintlesham	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other - Holbrook	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Ingham	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other - Ipswich	0.6%	4	1.5%	4	0.0%	0	0.0%	0	0.0%	0
Other - Ipswich - Anglia Retail Park	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Kesgrave	1.3%	9	2.2%	6	1.0%	2	0.0%	0	1.7%	1
Other - Kessingland	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other - Kettleborough	0.3%	2	0.0%	0	1.0%	2	0.0%	0	0.0%	0
Other - Lavenham	0.3%	2	0.0%	0	0.0%	0	1.4%	2	0.0%	0

Ipswich Household Survey for Strategic Perspectives

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
Other - Leiston	0.3%	2	0.0%	0	1.0%	2	0.0%	0	0.0%	0
Other - Levington	0.3%	2	0.4%	1	0.0%	0	0.0%	0	1.7%	1
Other - Lincolnshire	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other - Little Bealings	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Little Glemham	0.3%	2	0.0%	0	1.0%	2	0.0%	0	0.0%	0
Other - London	1.8%	12	1.1%	3	2.0%	4	2.1%	3	3.3%	2
Other - Long Melford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Other - Lowestoft	0.3%	2	0.0%	0	0.5%	1	0.7%	1	0.0%	0
Other - Luton	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other - Manchester	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other - Marlow	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Martlesham	0.6%	4	0.4%	1	1.0%	2	0.7%	1	0.0%	0
Other - Martlesham Heath	0.6%	4	0.0%	0	2.0%	4	0.0%	0	0.0%	0
Other - Maybush	0.4%	3	0.0%	0	0.5%	1	0.7%	1	1.7%	1
Other - Meltham	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other - Melton	0.7%	5	0.0%	0	2.5%	5	0.0%	0	0.0%	0
Other - Mistly, Essex	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Other - Museum Street, Ipswich	0.3%	2	0.4%	1	0.5%	1	0.0%	0	0.0%	0
Other - Nacton	0.3%	2	0.4%	1	0.5%	1	0.0%	0	0.0%	0
Other - Nayland	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Other - Needham Market	0.9%	6	0.0%	0	0.0%	0	4.3%	6	0.0%	0
Other - Newbourne	0.6%	4	0.4%	1	1.0%	2	0.7%	1	0.0%	0
Other - Northumberland	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other - Norton	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other - Norwich	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other - Nottingham	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other - Orford	0.3%	2	0.0%	0	1.0%	2	0.0%	0	0.0%	0
Other - Patterswick	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Other - Pettistree	0.4%	3	0.0%	0	1.5%	3	0.0%	0	0.0%	0
Other - Polstead	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Other - Ravenswood, Ipswich	0.4%	3	1.1%	3	0.0%	0	0.0%	0	0.0%	0
Other - Saxmundham	0.3%	2	0.0%	0	1.0%	2	0.0%	0	0.0%	0
Other - Sherringham	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other - Shotley Gate	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Other - Sibton	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other - Sizewell	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other - Snape	0.9%	6	0.0%	0	2.5%	5	0.7%	1	0.0%	0
Other - Sproughton	0.4%	3	0.4%	1	0.0%	0	1.4%	2	0.0%	0
Other - Sproughton Road, Ipswich	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other - Stowmarket	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other - Tattingstone	0.3%	2	0.4%	1	0.0%	0	0.0%	0	1.7%	1
Other - Thordon	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other - Thurston	0.3%	2	0.0%	0	0.5%	1	0.7%	1	0.0%	0
Other - Tolstead	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Tunstall	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other - Tuttenham	0.9%	6	0.7%	2	1.0%	2	1.4%	2	0.0%	0
Other - Waldringfield	0.9%	6	0.7%	2	1.0%	2	1.4%	2	0.0%	0
Other - Warwick	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Other - Westerfield	0.9%	6	1.8%	5	0.5%	1	0.0%	0	0.0%	0
Other - Woolpit	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other - Wycombe	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Wycombe Market	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other - Yoxford	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:	670	271		198		141		60		

Ipswich Household Survey for Strategic Perspectives

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
Q34 Where did you or members of your household last go tenpin bowling?										
<i>Those who go tenpin bowling and excluding those who mentioned Don't know, Don't do, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q34</i>										
Solar Bowl, Sroughton Rd, Ipswich	43.0%	80	54.2%	39	9.3%	5	73.8%	31	27.8%	5
Kingpin, Gloster Road, Martlesham Heath, Ipswich	43.5%	81	37.5%	27	88.9%	48	9.5%	4	11.1%	2
Ten pin bowling, Colchester Strikes, Byford Road, Sudbury	4.3%	8	2.8%	2	0.0%	0	0.0%	0	33.3%	6
Bury Bowl, Eastgate Street, Bury St Edmunds	2.7%	5	0.0%	0	0.0%	0	0.0%	0	27.8%	5
Mega Bowl, Pilsworth, Bury St Edmunds	1.6%	3	1.4%	1	0.0%	0	4.8%	2	0.0%	0
Other - Great Yarmouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Martlesham Heath	0.5%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Other - Martlesham Retail Park, Martlesham	1.6%	3	1.4%	1	1.9%	1	2.4%	1	0.0%	0
Other - Norwich	0.5%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Thetford	0.5%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Other - Winchester	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
Base:		186		72		54		42		18

Ipswich Household Survey for Strategic Perspectives

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)
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Q35 Where did you or members of your household last go to the theatre?

Those who go to the theatre and excluding those who mentioned Don't know, Don't do, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q35

Ipswich Regent, 3 St. Helens Street, Ipswich	17.8%	73	20.1%	32	13.9%	16	20.5%	18	14.9%	7
The New Wolsey Theatre, Civic Drive, Ipswich	29.3%	120	46.5%	74	16.5%	19	22.7%	20	14.9%	7
The Corn Exchange, King Street, Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dance East, Ipswich Waterfront, Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sir John Mills Theatre, Gatacre Road, Ipswich	2.2%	9	2.5%	4	1.7%	2	1.1%	1	4.3%	2
Sea Pavilion, Felixstowe, Felixstowe	4.2%	17	2.5%	4	8.7%	10	3.4%	3	0.0%	0
Regal Theatre, Stowmarket, Stowmarket	0.5%	2	0.0%	0	0.0%	0	2.3%	2	0.0%	0
The Quay Theatre, Sudbury	0.5%	2	0.0%	0	0.0%	0	0.0%	0	4.3%	2
Mercury Theatre, Colchester	2.2%	9	0.0%	0	0.9%	1	0.0%	0	17.0%	8
The Theatre Royal, Bury St Edmunds	3.9%	16	0.6%	1	2.6%	3	12.5%	11	2.1%	1
Theatre Royal, Norwich	2.2%	9	0.6%	1	3.5%	4	4.5%	4	0.0%	0
Seckford Theatre, Woodbridge	3.2%	13	0.6%	1	8.7%	10	2.3%	2	0.0%	0
The Wolsey Studio, St Georges Street, Ipswich	4.2%	17	6.3%	10	2.6%	3	3.4%	3	2.1%	1
Maddermarket Theatre, Norwich	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
London	23.5%	96	14.5%	23	29.6%	34	23.9%	21	38.3%	18
Other - Aldeburgh	0.5%	2	0.0%	0	1.7%	2	0.0%	0	0.0%	0
Other - Cambridge	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Other - Claydon	0.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Other - Colchester	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Other - Community Centre, Ipswich	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Other - Debenham	0.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Other - Gaumont, Ipswich	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Other - Hornchurch, Essex	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Other - Ipswich	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Other - Leiston	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Other - Manchester	0.5%	2	1.3%	2	0.0%	0	0.0%	0	0.0%	0
Other - Manifest Theatre, Manningtree	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Other - Odeon, Ipswich	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Other - Riverside Theatre, Woodbridge	1.0%	4	0.0%	0	3.5%	4	0.0%	0	0.0%	0
Other - Star Theatre, Felixstowe	0.5%	2	0.0%	0	1.7%	2	0.0%	0	0.0%	0
Other - The Marina, Lowestoft	0.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Other - Woodbridge Theatre	0.7%	3	1.9%	3	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
Base:		409		159		115		88		47

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)
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Q36 Where did you or members of your household undertake the activity mentioned?

Those who undertake any other activity and excluding those who mentioned Don't know, Don't do, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q36

Cardinal Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich Town Centre	16.2%	18	26.8%	11	11.1%	4	9.1%	2	8.3%	1
Ipswich Waterfront	1.8%	2	4.9%	2	0.0%	0	0.0%	0	0.0%	0
Bury St Edmunds	1.8%	2	0.0%	0	0.0%	0	9.1%	2	0.0%	0
Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chelmsford	1.8%	2	2.4%	1	2.8%	1	0.0%	0	0.0%	0
Colchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Diss	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Felixstowe	9.0%	10	7.3%	3	19.4%	7	0.0%	0	0.0%	0
Norwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stowmarket	3.6%	4	0.0%	0	0.0%	0	18.2%	4	0.0%	0
Sudbury	1.8%	2	0.0%	0	2.8%	1	0.0%	0	8.3%	1
Woodbridge	9.0%	10	9.8%	4	16.7%	6	0.0%	0	0.0%	0
Other - Alton	1.8%	2	0.0%	0	2.8%	1	0.0%	0	8.3%	1
Other - Barham	0.9%	1	0.0%	0	0.0%	0	4.5%	1	0.0%	0
Other - Barking	0.9%	1	0.0%	0	0.0%	0	4.5%	1	0.0%	0
Other - Blaxhall	0.9%	1	0.0%	0	2.8%	1	0.0%	0	0.0%	0
Other - Bourne Hill, Wherstead	0.9%	1	0.0%	0	0.0%	0	4.5%	1	0.0%	0
Other - Bramford	0.9%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Burstall	0.9%	1	0.0%	0	0.0%	0	4.5%	1	0.0%	0
Other - Claydon	1.8%	2	2.4%	1	0.0%	0	4.5%	1	0.0%	0
Other - Crowfield	0.9%	1	0.0%	0	0.0%	0	4.5%	1	0.0%	0
Other - Darsham	0.9%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Debenham	0.9%	1	0.0%	0	2.8%	1	0.0%	0	0.0%	0
Other - Denton	0.9%	1	0.0%	0	2.8%	1	0.0%	0	0.0%	0
Other - East Bergholt	0.9%	1	0.0%	0	0.0%	0	0.0%	0	8.3%	1
Other - Easton	0.9%	1	0.0%	0	2.8%	1	0.0%	0	0.0%	0
Other - Elmswell	0.9%	1	0.0%	0	0.0%	0	4.5%	1	0.0%	0
Other - Eye	1.8%	2	0.0%	0	0.0%	0	9.1%	2	0.0%	0
Other - Finn Valley	0.9%	1	0.0%	0	0.0%	0	4.5%	1	0.0%	0
Other - Gainsbrough Sports Centre	0.9%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Great Blakenham	0.9%	1	0.0%	0	2.8%	1	0.0%	0	0.0%	0
Other - Hadleigh	1.8%	2	0.0%	0	0.0%	0	0.0%	0	16.7%	2
Other - Haughton	0.9%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Henley Road, Ipswich	0.9%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Hidden Valley, Ipswich	0.9%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Higham	0.9%	1	0.0%	0	2.8%	1	0.0%	0	0.0%	0
Other - Hintlesham Hall Hotel golf club	0.9%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Hollow Trees, Semer, Ipswich	0.9%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Ipswich - Orwell Retail Park/Ranelagh Road	0.9%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Ipswich - Portman Road	0.9%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Leiston	2.7%	3	0.0%	0	8.3%	3	0.0%	0	0.0%	0
Other - London	0.9%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Martlesham	0.9%	1	0.0%	0	0.0%	0	0.0%	0	8.3%	1
Other - Nayland	0.9%	1	0.0%	0	0.0%	0	0.0%	0	8.3%	1
Other - Needham Market	0.9%	1	0.0%	0	0.0%	0	4.5%	1	0.0%	0
Other - Newbourne	0.9%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Newbourne Road, Ipswich	0.9%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Newmarket	0.9%	1	0.0%	0	2.8%	1	0.0%	0	0.0%	0
Other - Northgate Sports Centre, Sidegate Lane West, Ipswich	0.9%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Orford	0.9%	1	0.0%	0	2.8%	1	0.0%	0	0.0%	0
Other - Purdis Heath	0.9%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Reydon	0.9%	1	0.0%	0	0.0%	0	0.0%	0	8.3%	1
Other - Rushmere	0.9%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Sproughton	0.9%	1	0.0%	0	0.0%	0	4.5%	1	0.0%	0
Other - Stoke by Nayland	0.9%	1	0.0%	0	0.0%	0	0.0%	0	8.3%	1
Other - Stratford St.Mary	0.9%	1	0.0%	0	0.0%	0	0.0%	0	8.3%	1
Other - Sudbourne	0.9%	1	0.0%	0	2.8%	1	0.0%	0	0.0%	0
Other - Suffolk Yacht	0.9%	1	0.0%	0	0.0%	0	4.5%	1	0.0%	0

Ipswich Household Survey for Strategic Perspectives

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
Harbour, Levington										
Other - Thorpeness	1.8%	2	0.0%	0	5.6%	2	0.0%	0	0.0%	0
Other - Witnesham	0.9%	1	0.0%	0	0.0%	0	4.5%	1	0.0%	0
Other - Woodbridge	0.9%	1	0.0%	0	0.0%	0	0.0%	0	8.3%	1
Other - Woodgreen	0.9%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Wrendlesham Forest	0.9%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Wycombe Market	0.9%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Yoxford	1.8%	2	0.0%	0	5.6%	2	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		111		41		36		22		12

Ipswich Household Survey for Strategic Perspectives

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
Q37 What improvements to Ipswich Town Centre, if any, would make you visit it more often than you currently do?										
Better disabled access	0.6%	6	0.5%	2	0.0%	0	2.0%	4	0.0%	0
Better public transport	1.5%	15	3.0%	12	0.3%	1	0.5%	1	1.0%	1
Better signposting	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better policing /safer	1.9%	19	2.5%	10	1.7%	5	1.0%	2	2.0%	2
Better shopping environment	0.6%	6	0.8%	3	0.0%	0	1.5%	3	0.0%	0
Better value for money / lower prices	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Cinema	0.4%	4	0.8%	3	0.3%	1	0.0%	0	0.0%	0
Cleaner streets	3.8%	38	4.5%	18	3.3%	10	3.5%	7	3.0%	3
Department Store	7.6%	76	9.5%	38	7.0%	21	5.0%	10	7.0%	7
Fewer traffic free pedestrian streets	0.3%	3	0.3%	1	0.7%	2	0.0%	0	0.0%	0
Improved public transport	0.8%	8	1.3%	5	0.3%	1	0.5%	1	1.0%	1
More frequent or different routes	0.4%	4	0.3%	1	1.0%	3	0.0%	0	0.0%	0
Cheaper public transport	0.8%	8	2.0%	8	0.0%	0	0.0%	0	0.0%	0
Additional park & ride facilities	0.5%	5	0.5%	2	0.7%	2	0.0%	0	1.0%	1
Cheaper park & ride facilities	0.8%	8	0.5%	2	1.0%	3	1.0%	2	1.0%	1
Larger shops	1.9%	19	3.0%	12	2.0%	6	0.0%	0	1.0%	1
New shopping centre	0.8%	8	0.8%	3	1.0%	3	1.0%	2	0.0%	0
Large food superstore	0.5%	5	1.3%	5	0.0%	0	0.0%	0	0.0%	0
More / better boutique shop offer	1.5%	15	2.0%	8	0.7%	2	1.5%	3	2.0%	2
More / better higher quality shop offer	8.6%	86	12.5%	50	6.0%	18	6.0%	12	6.0%	6
Shops and services open later in the evening	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Lower car parking charges	14.1%	141	13.3%	53	16.7%	50	15.0%	30	8.0%	8
More / better car parking	14.0%	140	13.3%	53	15.7%	47	18.0%	36	4.0%	4
More / better foodstores	0.5%	5	1.3%	5	0.0%	0	0.0%	0	0.0%	0
More fashion shops	4.1%	41	5.3%	21	2.7%	8	3.0%	6	6.0%	6
More smaller independent & specialist shops	8.0%	80	12.3%	49	4.0%	12	5.5%	11	8.0%	8
More traffic free pedestrianised streets	0.4%	4	0.5%	2	0.3%	1	0.5%	1	0.0%	0
More/better cafes	0.3%	3	0.5%	2	0.0%	0	0.5%	1	0.0%	0
More/better cultural facilities	0.2%	2	0.3%	1	0.0%	0	0.5%	1	0.0%	0
More/better entertainment facilities	0.9%	9	2.3%	9	0.0%	0	0.0%	0	0.0%	0
More/better events'	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
More better parks / green spaces	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
More/better public houses	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More/better restaurants	0.6%	6	1.0%	4	0.7%	2	0.0%	0	0.0%	0
More/better seats	0.7%	7	1.0%	4	0.3%	1	0.5%	1	1.0%	1
More/ better range of multiple retailers	6.3%	63	10.8%	43	3.0%	9	4.5%	9	2.0%	2
Nothing	42.8%	428	30.0%	120	49.7%	149	49.0%	98	61.0%	61
Do not visit Ipswich for leisure activities	1.6%	16	0.5%	2	2.3%	7	3.5%	7	0.0%	0
Better shopping environment - more public toilets	0.3%	3	0.3%	1	0.0%	0	1.0%	2	0.0%	0
Better shopping environment - smarten up the buildings / area in general	0.9%	9	0.8%	3	0.7%	2	2.0%	4	0.0%	0
Better provision for the disabled e.g. parking, toilets etc	0.5%	5	0.5%	2	1.0%	3	0.0%	0	0.0%	0
Better provision for the elderly	0.4%	4	0.8%	3	0.0%	0	0.0%	0	1.0%	1
Improve the roads	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less vacant stores	0.9%	9	1.3%	5	0.7%	2	0.5%	1	1.0%	1
More public toilets	0.4%	4	0.5%	2	0.3%	1	0.5%	1	0.0%	0
Relocate the market	0.4%	4	0.8%	3	0.0%	0	0.0%	0	1.0%	1
Other	3.0%	30	3.3%	13	2.7%	8	2.5%	5	4.0%	4
Base:	1000	400	300	200	100					

Ipswich Household Survey for Strategic Perspectives

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)
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GEN Gender of respondent

Male	28.5%	285	34.3%	137	24.0%	72	24.5%	49	27.0%	27
Female	71.5%	715	65.8%	263	76.0%	228	75.5%	151	73.0%	73
Base:		1000		400		300		200		100

AGE Can I just ask, how old are you?

18-24	1.0%	10	1.3%	5	1.3%	4	0.5%	1	0.0%	0
25-34	2.5%	25	3.3%	13	2.0%	6	1.5%	3	3.0%	3
35-44	14.5%	145	15.3%	61	13.3%	40	18.5%	37	7.0%	7
45-54	25.0%	250	24.0%	96	25.3%	76	27.0%	54	24.0%	24
55-64	18.4%	184	16.3%	65	18.3%	55	21.0%	42	22.0%	22
65+	37.8%	378	39.0%	156	39.0%	117	31.0%	62	43.0%	43
(Refused)	0.8%	8	1.0%	4	0.7%	2	0.5%	1	1.0%	1
Base:		1000		400		300		200		100

SEG Social Grading

A	4.4%	44	3.5%	14	5.3%	16	4.5%	9	5.0%	5
B	19.6%	196	19.5%	78	20.7%	62	17.5%	35	21.0%	21
C1	21.2%	212	22.0%	88	18.3%	55	23.0%	46	23.0%	23
C2	25.0%	250	26.0%	104	25.3%	76	25.5%	51	19.0%	19
D	5.6%	56	6.3%	25	5.3%	16	4.5%	9	6.0%	6
E	16.5%	165	16.0%	64	17.0%	51	16.0%	32	18.0%	18
(Refused)	7.7%	77	6.8%	27	8.0%	24	9.0%	18	8.0%	8
Base:		1000		400		300		200		100

WOR If you are in employment, where do you work?

Excluding those who mentioned Don't know, Don't do, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at WOR

Ipswich	19.6%	187	34.5%	134	7.9%	22	11.0%	21	10.5%	10
Aldeburgh	0.3%	3	0.0%	0	1.1%	3	0.0%	0	0.0%	0
Braintree	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds	1.2%	11	0.3%	1	0.0%	0	4.2%	8	2.1%	2
Clacton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester	0.9%	9	0.3%	1	0.0%	0	0.5%	1	7.4%	7
Felixstowe	3.1%	30	1.3%	5	8.6%	24	0.5%	1	0.0%	0
Framlingham	0.3%	3	0.0%	0	1.1%	3	0.0%	0	0.0%	0
Halesworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leiston	0.5%	5	0.0%	0	1.8%	5	0.0%	0	0.0%	0
Lowestoft	0.2%	2	0.0%	0	0.7%	2	0.0%	0	0.0%	0
Manningtree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martlesham Heath	1.4%	13	1.5%	6	1.8%	5	1.0%	2	0.0%	0
Norwich	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Southwold	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Stowmarket	1.8%	17	0.3%	1	0.0%	0	8.4%	16	0.0%	0
Sudbury	0.4%	4	0.3%	1	0.0%	0	0.5%	1	2.1%	2
Woodbridge	1.7%	16	0.8%	3	4.6%	13	0.0%	0	0.0%	0
Hadleigh	0.5%	5	0.0%	0	0.0%	0	0.0%	0	5.3%	5
London	0.6%	6	0.5%	2	0.4%	1	1.6%	3	0.0%	0
Needham Market	0.7%	7	0.3%	1	0.0%	0	2.6%	5	1.1%	1
Saxmundham	0.8%	8	0.3%	1	2.5%	7	0.0%	0	0.0%	0
Suffolk	0.6%	6	1.3%	5	0.0%	0	0.5%	1	0.0%	0
Wattisham	0.3%	3	0.0%	0	0.0%	0	1.6%	3	0.0%	0
Wycombe Market	0.4%	4	0.0%	0	1.4%	4	0.0%	0	0.0%	0
Other	5.6%	53	2.3%	9	5.4%	15	13.6%	26	3.2%	3
(Work from home)	3.4%	32	2.1%	8	3.9%	11	3.1%	6	7.4%	7
(Not in employment)	55.2%	527	53.9%	209	58.2%	163	50.8%	97	61.1%	58
Base:		954		388		280		191		95

ADU How many adults aged 16 years and over, including yourself, live in your household?

One	22.9%	229	25.5%	102	20.0%	60	20.0%	40	27.0%	27
Two	57.2%	572	56.8%	227	60.0%	180	57.0%	114	51.0%	51
Three	12.0%	120	12.0%	48	10.0%	30	15.0%	30	12.0%	12
Four or more	6.2%	62	4.5%	18	6.3%	19	8.0%	16	9.0%	9
(Refused)	1.7%	17	1.3%	5	3.7%	11	0.0%	0	1.0%	1
Base:		1000		400		300		200		100

Ipswich Household Survey for Strategic Perspectives

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)
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CHI How many children aged 15 years and under, live in your household?

None	78.3%	783	78.5%	314	77.7%	233	76.5%	153	83.0%	83
One	7.1%	71	9.0%	36	6.0%	18	5.5%	11	6.0%	6
Two	10.0%	100	8.5%	34	9.3%	28	15.5%	31	7.0%	7
Three	1.8%	18	1.8%	7	2.0%	6	1.5%	3	2.0%	2
Four or more	1.0%	10	1.0%	4	1.3%	4	0.5%	1	1.0%	1
(Refused)	1.8%	18	1.3%	5	3.7%	11	0.5%	1	1.0%	1
Base:		1000		400		300		200		100

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

None	10.9%	109	16.5%	66	7.3%	22	6.0%	12	9.0%	9
One	48.2%	482	50.5%	202	45.3%	136	43.5%	87	57.0%	57
Two	30.3%	303	25.5%	102	35.3%	106	36.5%	73	22.0%	22
Three or more	9.0%	90	6.0%	24	9.3%	28	13.5%	27	11.0%	11
(Refused)	1.6%	16	1.5%	6	2.7%	8	0.5%	1	1.0%	1
Base:		1000		400		300		200		100

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

Yes	69.5%	695	71.5%	286	67.3%	202	68.5%	137	70.0%	70
No	30.5%	305	28.5%	114	32.7%	98	31.5%	63	30.0%	30
Base:		1000		400		300		200		100

ZON Survey Zone

Zone 1	10.0%	100	25.0%	100	0.0%	0	0.0%	0	0.0%	0
Zone 2	10.0%	100	25.0%	100	0.0%	0	0.0%	0	0.0%	0
Zone 3	10.0%	100	25.0%	100	0.0%	0	0.0%	0	0.0%	0
Zone 4	10.0%	100	25.0%	100	0.0%	0	0.0%	0	0.0%	0
Zone 5	10.0%	100	0.0%	0	33.3%	100	0.0%	0	0.0%	0
Zone 6	10.0%	100	0.0%	0	33.3%	100	0.0%	0	0.0%	0
Zone 7	10.0%	100	0.0%	0	33.3%	100	0.0%	0	0.0%	0
Zone 8	10.0%	100	0.0%	0	0.0%	0	50.0%	100	0.0%	0
Zone 9	10.0%	100	0.0%	0	0.0%	0	50.0%	100	0.0%	0
Zone 10	10.0%	100	0.0%	0	0.0%	0	0.0%	0	100.0%	100
Base:		1000		400		300		200		100

AREA Catchment Area

Inner Catchment Area (ICA)	40.0%	400	100.0%	400	0.0%	0	0.0%	0	0.0%	0
Eastern Catchment Area (ECA)	30.0%	300	0.0%	0	100.0%	300	0.0%	0	0.0%	0
Northern Catchment Area (NCA)	20.0%	200	0.0%	0	0.0%	0	100.0%	200	0.0%	0
Southern Catchment Area (SCA)	10.0%	100	0.0%	0	0.0%	0	0.0%	0	100.0%	100
Base:		1000		400		300		200		100

Ipswich Household Survey for Strategic Perspectives

SEC Postcode Sector	Total		Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)	
	%	Count	%	Count	%	Count	%	Count	%	Count
CO10 0	1.9%	19	0.0%	0	0.0%	0	0.0%	0	19.0%	19
CO10 5	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
CO11 1	0.9%	9	0.0%	0	0.0%	0	0.0%	0	9.0%	9
CO11 2	0.7%	7	0.0%	0	0.0%	0	0.0%	0	7.0%	7
CO4 5	0.7%	7	0.0%	0	0.0%	0	0.0%	0	7.0%	7
CO6 4	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2
CO6 5	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2
CO7 6	1.0%	10	0.0%	0	0.0%	0	0.0%	0	10.0%	10
IP1 2	1.1%	11	2.8%	11	0.0%	0	0.0%	0	0.0%	0
IP1 3	1.0%	10	2.5%	10	0.0%	0	0.0%	0	0.0%	0
IP1 4	2.5%	25	6.3%	25	0.0%	0	0.0%	0	0.0%	0
IP1 5	2.6%	26	6.5%	26	0.0%	0	0.0%	0	0.0%	0
IP1 6	3.9%	39	9.8%	39	0.0%	0	0.0%	0	0.0%	0
IP10 0	0.7%	7	0.0%	0	2.3%	7	0.0%	0	0.0%	0
IP11 0	1.1%	11	0.0%	0	3.7%	11	0.0%	0	0.0%	0
IP11 2	1.5%	15	0.0%	0	5.0%	15	0.0%	0	0.0%	0
IP11 7	2.0%	20	0.0%	0	6.7%	20	0.0%	0	0.0%	0
IP11 9	2.2%	22	0.0%	0	7.3%	22	0.0%	0	0.0%	0
IP12 1	2.1%	21	0.0%	0	7.0%	21	0.0%	0	0.0%	0
IP12 2	1.6%	16	0.0%	0	5.3%	16	0.0%	0	0.0%	0
IP12 3	0.8%	8	0.0%	0	2.7%	8	0.0%	0	0.0%	0
IP12 4	2.5%	25	0.0%	0	8.3%	25	0.0%	0	0.0%	0
IP13 0	1.1%	11	0.0%	0	3.7%	11	0.0%	0	0.0%	0
IP13 6	2.1%	21	0.0%	0	7.0%	21	0.0%	0	0.0%	0
IP13 7	2.1%	21	0.0%	0	7.0%	21	0.0%	0	0.0%	0
IP13 8	1.0%	10	0.0%	0	3.3%	10	0.0%	0	0.0%	0
IP13 9	1.6%	16	0.0%	0	5.3%	16	0.0%	0	0.0%	0
IP14 1	1.5%	15	0.0%	0	0.0%	0	7.5%	15	0.0%	0
IP14 2	1.2%	12	0.0%	0	0.0%	0	6.0%	12	0.0%	0
IP14 3	0.4%	4	0.0%	0	0.0%	0	2.0%	4	0.0%	0
IP14 4	2.2%	22	0.0%	0	0.0%	0	11.0%	22	0.0%	0
IP14 5	1.8%	18	0.0%	0	0.0%	0	9.0%	18	0.0%	0
IP14 6	0.7%	7	0.0%	0	0.0%	0	3.5%	7	0.0%	0
IP15 5	1.5%	15	0.0%	0	5.0%	15	0.0%	0	0.0%	0
IP16 4	2.6%	26	0.0%	0	8.7%	26	0.0%	0	0.0%	0
IP17 1	1.7%	17	0.0%	0	5.7%	17	0.0%	0	0.0%	0
IP17 2	0.8%	8	0.0%	0	2.7%	8	0.0%	0	0.0%	0
IP17 3	1.0%	10	0.0%	0	3.3%	10	0.0%	0	0.0%	0
IP2 0	3.2%	32	8.0%	32	0.0%	0	0.0%	0	0.0%	0
IP2 8	1.7%	17	4.3%	17	0.0%	0	0.0%	0	0.0%	0
IP2 9	4.0%	40	10.0%	40	0.0%	0	0.0%	0	0.0%	0
IP23 7	1.4%	14	0.0%	0	0.0%	0	7.0%	14	0.0%	0
IP23 8	0.5%	5	0.0%	0	0.0%	0	2.5%	5	0.0%	0
IP3 0	2.3%	23	5.8%	23	0.0%	0	0.0%	0	0.0%	0
IP3 8	4.4%	44	11.0%	44	0.0%	0	0.0%	0	0.0%	0
IP3 9	2.9%	29	7.3%	29	0.0%	0	0.0%	0	0.0%	0
IP30 0	0.6%	6	0.0%	0	0.0%	0	3.0%	6	0.0%	0
IP30 9	2.0%	20	0.0%	0	0.0%	0	10.0%	20	0.0%	0
IP31 3	1.7%	17	0.0%	0	0.0%	0	8.5%	17	0.0%	0
IP4 1	0.4%	4	1.0%	4	0.0%	0	0.0%	0	0.0%	0
IP4 2	0.9%	9	2.3%	9	0.0%	0	0.0%	0	0.0%	0
IP4 3	1.4%	14	3.5%	14	0.0%	0	0.0%	0	0.0%	0
IP4 4	2.5%	25	6.3%	25	0.0%	0	0.0%	0	0.0%	0
IP4 5	2.8%	28	7.0%	28	0.0%	0	0.0%	0	0.0%	0
IP5 1	0.4%	4	1.0%	4	0.0%	0	0.0%	0	0.0%	0
IP5 2	1.8%	18	4.5%	18	0.0%	0	0.0%	0	0.0%	0
IP5 3	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0
IP6 0	2.3%	23	0.0%	0	0.0%	0	11.5%	23	0.0%	0
IP6 8	1.2%	12	0.0%	0	0.0%	0	6.0%	12	0.0%	0
IP6 9	1.1%	11	0.0%	0	0.0%	0	5.5%	11	0.0%	0
IP7 5	1.6%	16	0.0%	0	0.0%	0	0.0%	0	16.0%	16
IP7 6	0.4%	4	0.0%	0	0.0%	0	0.0%	0	4.0%	4
IP7 7	0.4%	4	0.0%	0	0.0%	0	2.0%	4	0.0%	0
IP8 3	0.8%	8	0.0%	0	0.0%	0	0.0%	0	8.0%	8
IP8 4	1.0%	10	0.0%	0	0.0%	0	5.0%	10	0.0%	0
IP9 1	0.3%	3	0.0%	0	0.0%	0	0.0%	0	3.0%	3
IP9 2	1.2%	12	0.0%	0	0.0%	0	0.0%	0	12.0%	12
Base:		1000		400		300		200		100

Appendix 3:

Data Tabulations

By Area Rebase 2

Ipswich Household Survey for Strategic Perspectives

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
Q01 Where do you normally go for your household's main food and grocery shopping i.e. primarily bulk 'trolley' purchases?										
<i>Excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q01</i>										
Aldi, 14 Meredith Road	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Aldi, 201 Felixstowe Road	0.4%	4	1.0%	4	0.0%	0	0.0%	0	0.0%	0
Aldi, 3 Hines Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Asda, Stoke Park Drive	1.6%	15	3.6%	14	0.0%	0	0.0%	0	1.1%	1
Asda, Goddard Road, Ipswich	8.8%	82	11.4%	44	2.6%	7	14.7%	28	3.3%	3
Asian Food store, 73-75 Norwich Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Butchers and Fruits, 14 St Helen's Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Ravenswood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op , 65-67 Colchester Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op & Rushmere Post Office, 51-53 Woodbridge Road East	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 147 Fircroft Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 15 Garrick Way	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 15-25 Meredith Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 15-23 Ulster Avenue	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 283 Norwich Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 16 Norwich Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 245-253 Hawthorn Drive	0.3%	3	0.8%	3	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 196 Vernon Street	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 111-113 Cauldwell Hall Road	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 34-38 Foxhall Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 1 Hines Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 2-8 Selkirk Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 217-221 Clapgate Lane	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 64-66 Queen's Way	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 119-123 Penshurst Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 335-337 Woodbridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 61 Prince of Wales Drive	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 201 Bramford Lane	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore (LateShop), 310 Sheldrake Drive	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, 88 Bramford Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Global Fruits, 49 Butter Market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Go East , 2 Fore Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halal Connection, 3-3a Norwich Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 23-31 St Matthew's Street	0.3%	3	0.8%	3	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, 38-40 Upper Brook Street	1.1%	10	2.3%	9	0.0%	0	0.5%	1	0.0%	0
J Sainsbury, 40 Hadleigh Road, Ipswich	6.6%	62	12.1%	47	0.4%	1	3.2%	6	8.8%	8
Kerala Store, 71 St John's Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Ravenswood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Ipswich Household Survey for Strategic Perspectives

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
Lidl, Handford Road	0.3%	3	0.5%	2	0.0%	0	0.5%	1	0.0%	0
M.R.S Food Store and Off Licence, 142 Felixstowe Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M.R.S Foodstore, 52 Woodbridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mamoudou, 37 Norwich Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencers, 16-26 Westgate Street	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
McColls, 53 Stoke Park Drive	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mediterranean Foods, 3 Bramford Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Sproughton Road, Ipswich	10.5%	98	17.3%	67	2.6%	7	8.4%	16	8.8%	8
Napoli Deli, 67 Upper Orwell Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
National Groceries and Fruits, 31 Norwich Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premiere Stores, 17 Wherstead Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Procter's Sausages, 12 The Walk	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, 777-779 Woodbridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, 11 Reynolds Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Nacton Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express, St Matthews Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Duke Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express & Post Office, 651 Bramford Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Candy Box Off-Licence, 422 Woodbridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weigh 'n' Save, 69 Carr Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
World Food Store, 20 St Helen's Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Girling Street, SUDBURY	0.3%	3	0.0%	0	0.0%	0	0.0%	0	3.3%	3
Aldi, 6-10 Lime Kiln Lane, THETFORD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Turner Rise, COLCHESTER	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Asda, Wilkes Way, STOWMARKET	5.2%	49	0.3%	1	1.1%	3	23.7%	45	0.0%	0
Budgens, Bullock Fair Close, HARLESTON	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, St Andrews Street, MILDENHALL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, The Thoroughfare, WOODBIDGE	0.4%	4	0.0%	0	1.5%	4	0.0%	0	0.0%	0
Iceland, George Road, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 5-6 Cornhill, BURY ST EDMUNDS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Waterglade Park, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, St Johns Walk Shopping Centre, COLCHESTER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Unit 7, Tollgate Centre, COLCHESTER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 50-60 Hamilton Way, FELIXSTOWE	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Iceland, Roachford Way, FRINTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Combs Lane, STOWMARKET	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 94-95 North Street, SUDBURY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Minstergate Street,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
THETFORD										
Iceland, The Newlands, WITHAM	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, High Street, ATTLEBOROUGH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, 1 Tofts Walk, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, Moreton Hall, BURY ST EDMUNDS	1.6%	15	0.0%	0	0.0%	0	7.9%	15	0.0%	0
J Sainsbury, 14 Priory Walk, COLCHESTER	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1
J Sainsbury, Stanway, COLCHESTER	0.3%	3	0.0%	0	0.0%	0	0.0%	0	3.3%	3
J Sainsbury, London Road, THETFORD	0.3%	3	0.5%	2	0.0%	0	0.0%	0	1.1%	1
J Sainsbury, Felixstowe Road, Warren Heath, WARREN HEATH	11.3%	106	19.9%	77	7.5%	20	1.1%	2	7.7%	7
Kwik Save, Minster Gate Street, THETFORD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, St Johns Walk, COLCHESTER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, FELIXSTOWE	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Lidl, Staple Tye, HARLOW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, 36 North Street, SUDBURY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, 23 Buttemarket, BURY ST EDMUNDS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, 35-39 Pier Avenue, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, 38 High Street, COLCHESTER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, 55 Hamilton Road, FELIXSTOWE	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Marks & Spencer, 82-84 London Road North, LOWESTOFT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, George Westwood Way, BECCLES	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Morrisons, Little Clacton, CLACTON ON SEA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Morrisons, Old Road, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, 146 Victoria Road, DISS	1.8%	17	0.0%	0	2.6%	7	5.3%	10	0.0%	0
Morrisons, Grange Farm Park, FELIXSTOWE	2.4%	22	0.0%	0	8.2%	22	0.0%	0	0.0%	0
Morrisons, Parkeston, HARWICH	0.3%	3	0.0%	0	0.0%	0	0.0%	0	3.3%	3
Morrisons, Gisleham, LOWESTOFT	0.4%	4	0.0%	0	1.5%	4	0.0%	0	0.0%	0
Morrisons, Braintree Road, WITHAM	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netto, 24 Highfields Road, WITHAM	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainbow, Gosford Road, BECCLES	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainbow, Ashburnham Way, CARLTON COLVILLE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainbow, 133 Victoria Road, DISS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainbow, Saxons Way, HALESWORTH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roys Wroxham, Risbygate Street, BURY ST EDMUNDS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roys Wroxham, Great Eastern Road, SUDBURY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solar Superstore, Hamilton Road, FELIXSTOWE	0.9%	8	0.0%	0	3.0%	8	0.0%	0	0.0%	0

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Solar Superstore, Market Hill, FRAMLINGHAM	1.3%	12	0.0%	0	4.5%	12	0.0%	0	0.0%	0
Solar Superstore, Weavers Court, HALSTEAD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solar Superstore, Sizewell Road, LEISTON	1.6%	15	0.0%	0	5.6%	15	0.0%	0	0.0%	0
Somerfield, Market Square, BECCLES	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Somerfield, Rayne Road, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Mildenhall Road, BURY ST EDMUNDS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Clacton Hall, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, 39-43 High Street, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, 37-38 Mere Street, DISS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, 270 High Street, DOVERCOURT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, High Street, HALSTEAD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, 112 London Road, LOWESTOFT	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Somerfield, Church Street, SAXMUNDHAM	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Somerfield, 2 Market Place, SOUTHWOLD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, 100 East Street, SUDBURY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Great Notley, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Marks Gate, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Market Place, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, London Road, BRANDON	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Tesco, St Saviours, BURY ST EDMUNDS	0.9%	8	0.0%	0	0.0%	0	4.2%	8	0.0%	0
Tesco, Greenstead Road, COLCHESTER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Highwoods Square, COLCHESTER	1.2%	11	0.0%	0	0.0%	0	0.0%	0	12.1%	11
Tesco, Victoria Road, DISS	0.6%	6	0.0%	0	0.7%	2	2.1%	4	0.0%	0
Tesco, Yarmouth Road, LOWESTOFT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Cedars Park, STOWMARKET	4.0%	37	0.0%	0	0.0%	0	19.5%	37	0.0%	0
Tesco, Springlands Way, SUDBURY	1.3%	12	0.0%	0	0.0%	0	0.5%	1	12.1%	11
Tesco, Kilverston, THETFORD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, 86 Church Road, TIPTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, The Grove Centre, WITHAM	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Horringer, BURY ST EDMUNDS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Lawson Place, BURY ST EDMUNDS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, MANNINGTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Copdock Interchange, Copdock	6.6%	62	11.6%	45	1.5%	4	1.6%	3	11.0%	10
Tesco Extra, Martlesham Heath, Martlesham Heath	15.2%	142	9.3%	36	37.7%	101	2.1%	4	1.1%	1
Tesco Metro, 28 Station Road, CLACTON ON SEA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Tesco Metro, 88 Hamilton	0.6%	6	0.0%	0	2.2%	6	0.0%	0	0.0%	0

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	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
Road, FELIXSTOWE										
Tesco Metro, 125-127 London Road, LOWESTOFT	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	
Tesco Metro, Grange Farm, Kesgrave	0.9%	8	2.1%	8	0.0%	0	0.0%	0	0.0%	
Waitrose, Robert Bobby Way, BURY ST EDMUNDS	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	
Waitrose, Church Street, SAXMUNDHAM	1.4%	13	0.0%	0	4.9%	13	0.0%	0	0.0%	
Waitrose, Station Road, SUDBURY	0.4%	4	0.0%	0	0.0%	0	0.0%	0	4.4%	
Other Local Shops - Alder Carr Farm Shop, Creeting St Mary	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	
Other Local Shops- Bury St. Edmunds- Co-op, Woolpit, Bury St. Edmunds	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	
Other Local Shops - Co-op, Chancery Lane, Debenham	0.3%	3	0.0%	0	0.0%	0	1.6%	3	0.0%	
Other Local Shops - Co-op, East Row, The Street, Holbrook	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	
Other Local Shops - Co-op, Hamilton Road, Felixstowe	0.2%	2	0.0%	0	0.7%	2	0.0%	0	0.0%	
Other Local Shops - Co-op, High Street, Aldeburgh	0.3%	3	0.0%	0	1.1%	3	0.0%	0	0.0%	
Other Local Shops - Co-op, High Street, Hadleigh	0.7%	7	0.0%	0	0.0%	0	0.0%	0	7.7%	
Other Local Shops - Co-op, High Street, Laxfield	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	
Other Local Shops - Co-op, Market Hill, Framlingham	0.5%	5	0.0%	0	1.9%	5	0.0%	0	0.0%	
Other Local Shops - Co-op, Saxons Way, Halesworth	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	
Other Local Shops - Co-op, Sizewell Road, Leiston	0.7%	7	0.0%	0	2.6%	7	0.0%	0	0.0%	
Other Local Shops - Co-op, The Street, Capel St Mary	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	
Other Local Shops - Co-op, The Street, Holbrook	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	
Other Local Shops - Lowestoft - Asda, Belvedere Road-Off Horn Hill, Lowestoft	0.3%	3	0.0%	0	1.1%	3	0.0%	0	0.0%	
Other Local Shops - Lowestoft - Lidl, North Quay Retail Park, Peto Way, Lowestoft	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	
Other Local Shops - Manningtree - Co-op, Century House, Station Road, Manningtree	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.2%	
Other Local Shops - Morrisons, Tower Road, Lowestoft	0.2%	2	0.0%	0	0.7%	2	0.0%	0	0.0%	
Other Local Shops - Post Office, Barton Road, Thurston	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	
Other Local Shops - Priory, Nacton Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	
Other Local Shops - Sudbury - Grange farm shop, Haskerton	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	
Other Local Shops - Tesco, Northolk	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	
Other Local Shops - Tesco, Ropes Drive, Kesgrave	0.3%	3	0.8%	3	0.0%	0	0.0%	0	0.0%	
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Base:		936		387		268		190		91

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
Q02 What is the main reason you choose (store mentioned at Q01) to do your main food and grocery shopping?										
<i>Excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q02</i>										
Accessibility by public transport	1.1%	11	1.3%	5	1.4%	4	1.0%	2	0.0%	0
Choice / price of non- food goods (e.g. clothes, DVDs, etc)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choice of food goods available	5.4%	53	4.1%	16	9.7%	28	1.5%	3	6.3%	6
Clean shopping environment	0.2%	2	0.3%	1	0.0%	0	0.5%	1	0.0%	0
Clubcard / Rewards system	1.4%	14	1.5%	6	1.0%	3	1.5%	3	2.1%	2
Convenient to home	50.9%	496	48.6%	192	54.8%	159	51.3%	100	47.4%	45
Convenient to work	2.1%	20	2.5%	10	1.7%	5	2.1%	4	1.1%	1
Free car parking	1.2%	12	0.3%	1	2.1%	6	2.1%	4	1.1%	1
Good car parking provision	0.9%	9	0.5%	2	1.0%	3	1.5%	3	1.1%	1
Good shopping environment	0.2%	2	0.0%	0	0.0%	0	1.0%	2	0.0%	0
Low prices	12.0%	117	12.2%	48	11.7%	34	10.8%	21	14.7%	14
Part of shopping trip for non- food goods	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Preference for retailer	10.7%	104	13.7%	54	4.8%	14	11.8%	23	13.7%	13
Provision of leisure services nearby	0.2%	2	0.3%	1	0.0%	0	0.5%	1	0.0%	0
Provision of services nearby, such as banks and other financial services	0.5%	5	0.5%	2	0.7%	2	0.5%	1	0.0%	0
Quality of fresh food	5.4%	53	6.6%	26	4.5%	13	3.6%	7	7.4%	7
Safe (during the day)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Safe (during the evening /night time)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Use of cafe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Use of cash point / ATM	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Provision of petrol station / car wash	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Provision of self service tills	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Provision of delicatessen / bakery / fresh fish counter etc	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Convenient / easy	1.1%	11	0.8%	3	0.7%	2	2.6%	5	1.1%	1
Delivery offered	1.5%	15	1.0%	4	1.7%	5	2.1%	4	2.1%	2
Employees discount	1.4%	14	2.5%	10	0.0%	0	1.5%	3	1.1%	1
Friendly / helpful staff	0.3%	3	0.3%	1	0.7%	2	0.0%	0	0.0%	0
Good layout	0.5%	5	0.5%	2	0.7%	2	0.5%	1	0.0%	0
Habit / always gone there	0.8%	8	1.5%	6	0.3%	1	0.5%	1	0.0%	0
Provision for disabled people is good	0.3%	3	0.3%	1	0.3%	1	0.5%	1	0.0%	0
Other	1.3%	13	1.0%	4	1.7%	5	1.5%	3	1.1%	1
Base:		975		395		290		195		95
Q03 How do you normally travel to...[STORE/DESTINATION MENTIONED AT Q01]?										
<i>Excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q03</i>										
Car / van (as driver)	68.3%	645	62.7%	245	71.5%	196	72.3%	136	73.9%	68
Car / van (as passenger)	18.5%	175	18.7%	73	17.5%	48	19.7%	37	18.5%	17
Bus, minibus or coach	5.0%	47	8.4%	33	2.6%	7	3.2%	6	1.1%	1
Using park & ride facility	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Motorcycle, scooter or moped	0.2%	2	0.0%	0	0.4%	1	0.5%	1	0.0%	0
Walk	6.9%	65	9.2%	36	6.6%	18	3.2%	6	5.4%	5
Taxi	0.3%	3	0.5%	2	0.0%	0	0.0%	0	1.1%	1
Train	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.5%	5	0.3%	1	1.1%	3	0.5%	1	0.0%	0
Other	0.2%	2	0.3%	1	0.4%	1	0.0%	0	0.0%	0
Base:		945		391		274		188		92

Ipswich Household Survey for Strategic Perspectives

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)
Q04 How often do you normally do your main food shopping at STORE/DESTINATION MENTIONED AT Q01?					
<i>Excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q04</i>					
More than once a week	7.2% 72	8.5% 34	8.0% 24	5.0% 10	4.0% 4
Once a week	66.1% 661	68.8% 275	57.0% 171	75.0% 150	65.0% 65
Once a fortnight	16.9% 169	13.8% 55	22.3% 67	12.5% 25	22.0% 22
Once a month	8.0% 80	8.5% 34	9.0% 27	6.5% 13	6.0% 6
Less often	0.6% 6	0.0% 0	1.7% 5	0.0% 0	1.0% 1
Varies	1.2% 12	0.5% 2	2.0% 6	1.0% 2	2.0% 2
Base:	1000	400	300	200	100

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Q05 In addition to ...(STORE MENTIONED AT Q01), are there any other stores that you regularly use for your main-food shopping?										
<i>Excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q05</i>										
Aldi, 14 Meredith Road	0.3%	3	0.8%	3	0.0%	0	0.0%	0	0.0%	0
Aldi, 201 Felixstowe Road	0.9%	9	2.3%	9	0.0%	0	0.0%	0	0.0%	0
Aldi, 3 Hines Road	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Asda, Stoke Park Drive	1.7%	16	3.9%	15	0.0%	0	0.5%	1	0.0%	0
Asda, Goddard Road, Ipswich	5.2%	50	8.3%	32	2.5%	7	5.1%	10	1.0%	1
Asian Food store, 73-75 Norwich Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Butchers and Fruits, 14 St Helen's Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Ravenswood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op , 65-67 Colchester Road	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Co-op & Rushmere Post Office, 51-53 Woodbridge Road East	0.3%	3	0.5%	2	0.4%	1	0.0%	0	0.0%	0
Co-op Foodstore, 147 Fircroft Road	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 15 Garrick Way	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 15-25 Meredith Road	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 15-23 Ulster Avenue	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 283 Norwich Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 16 Norwich Road	0.2%	2	0.0%	0	0.0%	0	1.0%	2	0.0%	0
Co-op Foodstore, 245-253 Hawthorn Drive	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 196 Vernon Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 111-113 Caldwell Hall Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 34-38 Foxhall Road	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 1Hines Road	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 2-8 Selkirk Road	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 217-221 Clapgate Lane	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 64-66 Queen's Way	0.7%	7	1.8%	7	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 119-123 Penshurst Road	0.3%	3	0.8%	3	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 335-337 Woodbridge Road	0.5%	5	0.5%	2	1.1%	3	0.0%	0	0.0%	0
Co-op Foodstore, 61 Prince of Wales Drive	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore , 201 Bramford Lane	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore (LateShop), 310 Sheldrake Drive	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, 88 Bramford Road	0.3%	3	0.8%	3	0.0%	0	0.0%	0	0.0%	0
Global Fruits, 49 Butter Market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Go East , 2 Fore Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halal Connection, 3-3a Norwich Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 23-31 St Matthew's Street	0.4%	4	1.0%	4	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, 38-40 Upper Brook Street	1.2%	12	2.3%	9	0.4%	1	0.0%	0	2.1%	2
J Sainsbury, 40 Hadleigh Road, Ipswich	3.4%	33	4.1%	16	1.1%	3	5.6%	11	3.1%	3
Kerala Store, 71 St John's Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Ravenswood	0.4%	4	0.5%	2	0.4%	1	0.0%	0	1.0%	1

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Lidl, Handford Road	0.5%	5	0.3%	1	0.4%	1	1.5%	3	0.0%	0
M.R.S Food Store and Off Licence, 142 Felixstowe Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M.R.S Foodstore, 52 Woodbridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mamoudou, 37 Norwich Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencers, 16-26 Westgate Street	2.1%	20	3.9%	15	0.4%	1	1.5%	3	1.0%	1
McColls, 53 Stoke Park Drive	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mediterranean Foods, 3 Bramford Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Sproughton Road, Ipswich	4.3%	41	6.0%	23	1.1%	3	6.6%	13	2.1%	2
Napoli Deli, 67 Upper Orwell Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
National Groceries and Fruits, 31 Norwich Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premiere Stores, 17 Wherstead Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Procter's Sausages, 12 The Walk	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, 777-779 Woodbridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, 11 Reynolds Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Nacton Road	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Express, St Matthews Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Duke Street	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express & Post Office, 651 Bramford Road	0.3%	3	0.8%	3	0.0%	0	0.0%	0	0.0%	0
The Candy Box Off-Licence, 422 Woodbridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weigh 'n' Save, 69 Carr Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
World Food Store, 20 St Helen's Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Girling Street, SUDBURY	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Aldi, 6-10 Lime Kiln Lane, THETFORD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Turner Rise, COLCHESTER	0.9%	9	0.0%	0	0.0%	0	0.0%	0	9.4%	9
Asda, Wilkes Way, STOWMARKET	1.2%	12	0.0%	0	0.7%	2	5.1%	10	0.0%	0
Budgens, Bullock Fair Close, HARLESTON	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, St Andrews Street, MILDENHALL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, The Thoroughfare, WOODBIDGE	1.2%	12	0.0%	0	4.2%	12	0.0%	0	0.0%	0
Iceland, George Road, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 5-6 Cornhill, BURY ST EDMUNDS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Waterglade Park, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, St Johns Walk Shopping Centre, COLCHESTER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Unit 7, Tollgate Centre, COLCHESTER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 50-60 Hamilton Way, FELIXSTOWE	0.8%	8	0.8%	3	1.8%	5	0.0%	0	0.0%	0
Iceland, Roachford Way, FRINTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Combs Lane, STOWMARKET	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 94-95 North Street, SUDBURY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Minstergate Street,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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THETFORD										
Iceland, The Newlands, WITHAM	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, High Street, ATTLEBOROUGH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, 1 Tofts Walk, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, Moreton Hall, BURY ST EDMUNDS	1.2%	12	0.0%	0	0.0%	0	5.6%	11	1.0%	1
J Sainsbury, 14 Priory Walk, COLCHESTER	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.1%	2
J Sainsbury, Stanway, COLCHESTER	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
J Sainsbury, London Road, THETFORD	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, Felixstowe Road, Warren Heath, WARREN HEATH	6.3%	61	8.3%	32	8.5%	24	0.5%	1	4.2%	4
Kwik Save, Minster Gate Street, THETFORD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, St Johns Walk, COLCHESTER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, FELIXSTOWE	0.4%	4	0.0%	0	1.4%	4	0.0%	0	0.0%	0
Lidl, Staple Tye, HARLOW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, 36 North Street, SUDBURY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, 23 Buttemarket, BURY ST EDMUNDS	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Marks & Spencer, 35-39 Pier Avenue, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, 38 High Street, COLCHESTER	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Marks & Spencer, 55 Hamilton Road, FELIXSTOWE	0.4%	4	0.0%	0	1.4%	4	0.0%	0	0.0%	0
Marks & Spencer, 82-84 London Road North, LOWESTOFT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, George Westwood Way, BECCLES	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Morrisons, Little Clacton, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Old Road, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, 146 Victoria Road, DISS	1.0%	10	0.0%	0	0.7%	2	4.1%	8	0.0%	0
Morrisons, Grange Farm Park, FELIXSTOWE	0.8%	8	0.0%	0	2.8%	8	0.0%	0	0.0%	0
Morrisons, Parkeston, HARWICH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Morrisons, Gisleham, LOWESTOFT	0.6%	6	0.0%	0	2.1%	6	0.0%	0	0.0%	0
Morrisons, Braintree Road, WITHAM	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netto, 24 Highfields Road, WITHAM	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainbow, Gosford Road, BECCLES	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainbow, Ashburnham Way, CARLTON COLVILLE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainbow, 133 Victoria Road, DISS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainbow, Saxons Way, HALESWORTH	0.2%	2	0.0%	0	0.7%	2	0.0%	0	0.0%	0
Roys Wroxham, Risbygate Street, BURY ST EDMUNDS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roys Wroxham, Great Eastern Road, SUDBURY	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Solar Superstore, Hamilton Road, FELIXSTOWE	0.6%	6	0.0%	0	2.1%	6	0.0%	0	0.0%	0

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Solar Superstore, Market Hill, FRAMLINGHAM	0.2%	2	0.0%	0	0.7%	2	0.0%	0	0.0%	0
Solar Superstore, Weavers Court, HALSTEAD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solar Superstore, Sizewell Road, LEISTON	0.2%	2	0.0%	0	0.7%	2	0.0%	0	0.0%	0
Somerfield, Market Square, BECCLES	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Rayne Road, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Mildenhall Road, BURY ST EDMUNDS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Clacton Hall, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, 39-43 High Street, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, 37-38 Mere Street, DISS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, 270 High Street, DOVERCOURT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, High Street, HALSTEAD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, 112 London Road, LOWESTOFT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Church Street, SAXMUNDHAM	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, 2 Market Place, SOUTHWOLD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, 100 East Street, SUDBURY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Great Notley, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Marks Gate, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Market Place, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, London Road, BRANDON	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, St Saviours, BURY ST EDMUNDS	0.3%	3	0.0%	0	0.4%	1	1.0%	2	0.0%	0
Tesco, Greenstead Road, COLCHESTER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Highwoods Square, COLCHESTER	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.1%	2
Tesco, Victoria Road, DISS	0.3%	3	0.0%	0	0.7%	2	0.5%	1	0.0%	0
Tesco, Yarmouth Road, LOWESTOFT	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Tesco, Cedars Park, STOWMARKET	1.9%	18	0.0%	0	1.1%	3	7.6%	15	0.0%	0
Tesco, Springlands Way, SUDBURY	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.1%	2
Tesco, Kilverston, THETFORD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, 86 Church Road, TIPTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, The Grove Centre, WITHAM	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Horringer, BURY ST EDMUNDS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Lawson Place, BURY ST EDMUNDS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, MANNINGTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Copdock Interchange, Copdock	4.5%	43	6.5%	25	0.7%	2	3.0%	6	10.4%	10
Tesco Extra, Martlesham Heath, Martlesham Heath	4.1%	39	3.6%	14	8.8%	25	0.0%	0	0.0%	0
Tesco Metro, 28 Station Road, CLACTON ON SEA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Tesco Metro, 88 Hamilton	0.6%	6	0.0%	0	2.1%	6	0.0%	0	0.0%	0

Ipswich Household Survey for Strategic Perspectives

	Total		Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)	
Road, FELIXSTOWE										
Tesco Metro, 125-127 London Road, LOWESTOFT	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Tesco Metro, Grange Farm, Kesgrave	0.9%	9	2.3%	9	0.0%	0	0.0%	0	0.0%	0
Waitrose, Robert Bobby Way, BURY ST EDMUNDS	0.3%	3	0.0%	0	0.0%	0	1.5%	3	0.0%	0
Waitrose, Church Street, SAXMUNDHAM	0.9%	9	0.0%	0	3.2%	9	0.0%	0	0.0%	0
Waitrose, Station Road, SUDBURY	0.5%	5	0.0%	0	0.0%	0	0.5%	1	4.2%	4
Other - Local Shops, Orford	0.2%	2	0.0%	0	0.7%	2	0.0%	0	0.0%	0
Other Local Shops - Bury St. Edmunds - Asda, Western Way, Bury St Edmunds	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Other Local Shops - Bury St. Edmunds- Co-op, Ashfield Road, Elmwell, Bury St. Edmunds	0.3%	3	0.0%	0	0.0%	0	1.5%	3	0.0%	0
Other Local Shops - Colchester - Aldi, Magdalen Street, Colchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Other Local Shops - Co-op, Chancery Lane, Debenham	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Other Local Shops - Co-op, Hamilton Road, Felixstowe	0.2%	2	0.3%	1	0.4%	1	0.0%	0	0.0%	0
Other Local Shops - Co-op, High Street, Dedham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Other Local Shops - Co-op, High Street, Hadleigh	0.3%	3	0.0%	0	0.0%	0	0.0%	0	3.1%	3
Other Local Shops - Co-op, High Street, Wickham Market	0.3%	3	0.0%	0	1.1%	3	0.0%	0	0.0%	0
Other Local Shops - Co-op, King William Street, Needham Market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Local Shops - Co-op, Riverside Avenue East, Station Road, Lawford, Manningtree	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.1%	2
Other Local Shops - Co-op, The Street, Bramford	0.2%	2	0.0%	0	0.0%	0	1.0%	2	0.0%	0
Other Local Shops - Co-op, The Street, Holbrook	0.3%	3	0.0%	0	0.0%	0	0.0%	0	3.1%	3
Other Local Shops - Local Shops, Birch Street, Nayland	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Other Local Shops - Local Shops, Bridge Street, Framlingham	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Other Local Shops - Local Shops, Church Road, Coddenham	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Other Local Shops - Local Shops, Tattlingstone	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Other Local Shops - Local Shops, Warrick Avenue, Woodbridge	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Other Local Shops - Lowestoft - Asda, Belvedere Road-Off Horn Hill, Lowestoft	0.7%	7	0.0%	0	2.5%	7	0.0%	0	0.0%	0
Other Local Shops - Netto, Bentalls Complex, Colchester Road, Heybridge	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Other Local Shops - Newborne Farm Shop, Mill Road, Newbourne	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Other Local Shops - Spar,	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0

Ipswich Household Survey for Strategic Perspectives

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
Freehold Road										
Other Local Shops - Stowmarket - Co-op, Combs Lane, Combs Ford, Stowmarket	0.2%	2	0.0%	0	0.0%	0	1.0%	2	0.0%	0
Other Local Shops - Stowmarket - Lidl, Bury Road, Stowmarket	0.6%	6	0.0%	0	0.0%	0	3.0%	6	0.0%	0
Other Local Shops - Sudbury - Farmshop, Oldborough	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Other Local Shops - Sudbury - Grange farm shop, Haskerton	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Other Local Shops - Suffolk Food Hall, Wherstead Hall, Peppers Lane, Wherstead	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other Local Shops - Waitrose, St Andrews Avenue, Colchester	0.2%	2	0.3%	1	0.0%	0	0.0%	0	1.0%	1
Other (Nowhere else)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	48.4%	466	46.1%	178	54.1%	153	46.2%	91	45.8%	44
Base:		962		386		283		197		96

Q06 How often do you normally do you visit the stores mentioned at Q5 previously?

Those who regularly visit other stores for their main food shopping and excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Ab

More than once a week	12.8%	68	14.9%	33	11.0%	16	9.2%	10	16.7%	9
Once a week	27.7%	147	32.0%	71	23.4%	34	30.3%	33	16.7%	9
Once a fortnight	20.0%	106	18.9%	42	22.1%	32	20.2%	22	18.5%	10
Once a month	26.8%	142	24.8%	55	26.9%	39	30.3%	33	27.8%	15
Less often	7.2%	38	5.9%	13	9.7%	14	4.6%	5	11.1%	6
Varies	5.5%	29	3.6%	8	6.9%	10	5.5%	6	9.3%	5
Base:		530		222		145		109		54

Q07 When you go shopping for main food goods, do you normally link this trip with another activity?

Yes – non-food shopping	12.5%	125	8.5%	34	18.7%	56	11.0%	22	13.0%	13
Yes – leisure activity	5.5%	55	3.0%	12	7.3%	22	5.5%	11	10.0%	10
Yes – travelling to / from work	3.6%	36	2.8%	11	3.0%	9	6.5%	13	3.0%	3
Yes – travelling to / from school / college	0.9%	9	0.3%	1	0.3%	1	2.0%	4	3.0%	3
Yes - other food shopping	3.0%	30	2.0%	8	4.3%	13	2.0%	4	5.0%	5
Yes – visiting services such as banks and other financial institutions	4.6%	46	1.8%	7	5.3%	16	7.0%	14	9.0%	9
Yes - petrol station / car wash	2.8%	28	4.0%	16	2.3%	7	2.0%	4	1.0%	1
Yes - recycling facilities	0.9%	9	1.3%	5	1.0%	3	0.5%	1	0.0%	0
Yes - childcare / nursery / after school activity	0.5%	5	1.0%	4	0.0%	0	0.5%	1	0.0%	0
No	66.5%	665	75.5%	302	56.7%	170	65.5%	131	62.0%	62
Yes - visit a friend / relative	1.5%	15	1.8%	7	2.0%	6	0.0%	0	2.0%	2
Yes - visit medical service such as doctors or dentists	0.7%	7	0.0%	0	2.0%	6	0.0%	0	1.0%	1
Yes - visit a personal service such as the library	0.9%	9	0.8%	3	1.7%	5	0.5%	1	0.0%	0
Yes - other	0.5%	5	0.0%	0	1.0%	3	0.5%	1	1.0%	1
Base:		1000		400		300		200		100

Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)
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Q08 Where do you buy non-food goods when it's linked to your main food shopping?

Those who link their main-food shopping trips with non-food shopping and excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or A

In-store	11.8%	14	21.2%	7	7.5%	4	9.5%	2	8.3%	1
Ipswich Town Centre	32.8%	39	45.5%	15	26.4%	14	23.8%	5	41.7%	5
Ipswich - Anglia Retail Park	2.5%	3	9.1%	3	0.0%	0	0.0%	0	0.0%	0
Ipswich - Martlesham Heath Retail Park	2.5%	3	0.0%	0	5.7%	3	0.0%	0	0.0%	0
Ipswich - Orwell Retail Park	0.8%	1	3.0%	1	0.0%	0	0.0%	0	0.0%	0
Ipswich - Ransomes Europark	0.8%	1	3.0%	1	0.0%	0	0.0%	0	0.0%	0
Ipswich - Suffolk Retail Park	0.8%	1	3.0%	1	0.0%	0	0.0%	0	0.0%	0
Ipswich - The Interchange Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich Smaller (District/Local) Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldeburgh	0.8%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds	4.2%	5	0.0%	0	0.0%	0	23.8%	5	0.0%	0
Clacton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester	2.5%	3	0.0%	0	0.0%	0	0.0%	0	25.0%	3
Felixstowe	5.0%	6	6.1%	2	5.7%	3	0.0%	0	8.3%	1
Framlingham	5.0%	6	0.0%	0	11.3%	6	0.0%	0	0.0%	0
Halesworth	1.7%	2	0.0%	0	3.8%	2	0.0%	0	0.0%	0
Leiston	1.7%	2	0.0%	0	3.8%	2	0.0%	0	0.0%	0
Lowestoft	3.4%	4	0.0%	0	7.5%	4	0.0%	0	0.0%	0
Manningtree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norwich	0.8%	1	3.0%	1	0.0%	0	0.0%	0	0.0%	0
Saxmundham	0.8%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Southwold	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stowmarket	9.2%	11	0.0%	0	7.5%	4	33.3%	7	0.0%	0
Sudbury	0.8%	1	0.0%	0	0.0%	0	0.0%	0	8.3%	1
Woodbridge	5.9%	7	3.0%	1	11.3%	6	0.0%	0	0.0%	0
Debenham	0.8%	1	0.0%	0	0.0%	0	4.8%	1	0.0%	0
Diss	3.4%	4	0.0%	0	5.7%	3	4.8%	1	0.0%	0
Kesgrave	0.8%	1	3.0%	1	0.0%	0	0.0%	0	0.0%	0
Warren Heath	0.8%	1	0.0%	0	0.0%	0	0.0%	0	8.3%	1
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		119		33		53		21		12

Q09 Where do you go for leisure activities when it's linked to your main food shopping?

Those who link their main-food shopping trips with leisure activities and excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or A

Ipswich Town Centre	42.0%	21	75.0%	9	40.0%	8	10.0%	1	37.5%	3
Cardinal Leisure Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldeburgh	2.0%	1	0.0%	0	5.0%	1	0.0%	0	0.0%	0
Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds	6.0%	3	0.0%	0	0.0%	0	30.0%	3	0.0%	0
Clacton	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
Felixstowe	14.0%	7	25.0%	3	15.0%	3	0.0%	0	12.5%	1
Halesworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leiston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lowestoft	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manningtree	4.0%	2	0.0%	0	0.0%	0	0.0%	0	25.0%	2
Norwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southwold	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sudbury	4.0%	2	0.0%	0	0.0%	0	10.0%	1	12.5%	1
Stowmarket	12.0%	6	0.0%	0	5.0%	1	50.0%	5	0.0%	0
Debenham	2.0%	1	0.0%	0	5.0%	1	0.0%	0	0.0%	0
Framlingham	2.0%	1	0.0%	0	5.0%	1	0.0%	0	0.0%	0
Holbrook	2.0%	1	0.0%	0	0.0%	0	0.0%	0	12.5%	1
Kesgrave	2.0%	1	0.0%	0	5.0%	1	0.0%	0	0.0%	0
Woodbridge	8.0%	4	0.0%	0	20.0%	4	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		50		12		20		10		8

Ipswich Household Survey for Strategic Perspectives

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)
Q10 Do you make separate small scale 'top-up' basket food shopping trips for small basic goods such as newspapers, bread, milk and tobacco products, in between your main food shopping trip?					
Yes	72.3% 723	73.0% 292	74.0% 222	70.0% 140	69.0% 69
No	27.7% 277	27.0% 108	26.0% 78	30.0% 60	31.0% 31
Base:	1000	400	300	200	100

Ipswich Household Survey for Strategic Perspectives

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
Q11 Where do you normally do most of your household's shopping for small scale 'top-up' basket food and convenience goods items (including newspapers, bread, milk and tobacco products)?										
<i>Those who do top up food shopping and excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q11</i>										
Aldi, 14 Meredith Road	0.5%	3	1.1%	3	0.0%	0	0.0%	0	0.0%	0
Aldi, 201 Felixstowe Road	0.9%	6	1.9%	5	0.5%	1	0.0%	0	0.0%	0
Aldi, 3 Hines Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Stoke Park Drive	1.6%	10	3.4%	9	0.0%	0	0.0%	0	1.8%	1
Asda, Goddard Road, Ipswich	1.7%	11	2.7%	7	0.0%	0	3.1%	4	0.0%	0
Asian Food store, 73-75 Norwich Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Butchers and Fruits, 14 St Helen's Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Ravenswood	0.9%	6	1.9%	5	0.0%	0	0.8%	1	0.0%	0
Co-op , 65-67 Colchester Road	0.5%	3	1.1%	3	0.0%	0	0.0%	0	0.0%	0
Co-op & Rushmere Post Office, 51-53 Woodbridge Road East	2.7%	17	4.2%	11	3.1%	6	0.0%	0	0.0%	0
Co-op Foodstore, 147 Fircroft Road	1.7%	11	3.8%	10	0.0%	0	0.8%	1	0.0%	0
Co-op Foodstore, 15 Garrick Way	0.5%	3	1.1%	3	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 15-25 Meredith Road	0.5%	3	1.1%	3	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 15-23 Ulster Avenue	0.2%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 283 Norwich Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 16 Norwich Road	1.4%	9	1.5%	4	0.0%	0	3.9%	5	0.0%	0
Co-op Foodstore, 245-253 Hawthorn Drive	1.7%	11	4.2%	11	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 196 Vernon Street	0.3%	2	0.8%	2	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 111-113 Cauldwell Hall Road	1.3%	8	3.1%	8	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 34-38 Foxhall Road	1.3%	8	3.1%	8	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 1Hines Road	0.2%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 2-8 Selkirk Road	0.5%	3	1.1%	3	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 217-221 Clapgate Lane	0.6%	4	1.5%	4	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 64-66 Queen's Way	0.8%	5	1.5%	4	0.5%	1	0.0%	0	0.0%	0
Co-op Foodstore, 119-123 Penshurst Road	1.7%	11	4.2%	11	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 335-337 Woodbridge Road	2.2%	14	1.9%	5	4.6%	9	0.0%	0	0.0%	0
Co-op Foodstore, 61 Prince of Wales Drive	0.8%	5	1.9%	5	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore , 201 Bramford Lane	0.3%	2	0.8%	2	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore (LateShop), 310 Sheldrake Drive	1.6%	10	3.4%	9	0.0%	0	0.0%	0	1.8%	1
Farmfoods, 88 Bramford Road	0.8%	5	1.5%	4	0.5%	1	0.0%	0	0.0%	0
Global Fruits, 49 Butter Market	0.2%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Go East , 2 Fore Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halal Connection, 3-3a Norwich Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 23-31 St Matthew's Street	0.2%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, 38-40 Upper Brook Street	2.2%	14	4.2%	11	0.5%	1	1.6%	2	0.0%	0
J Sainsbury, 40 Hadleigh Road, Ipswich	1.6%	10	3.1%	8	0.0%	0	1.6%	2	0.0%	0
Kerala Store, 71 St John's Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Lidl, Ravenswood	0.3%	2	0.8%	2	0.0%	0	0.0%	0	0.0%	0
Lidl, Handford Road	0.3%	2	0.8%	2	0.0%	0	0.0%	0	0.0%	0
M.R.S Food Store and Off Licence, 142 Felixstowe Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M.R.S Foodstore, 52 Woodbridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mamoudou, 37 Norwich Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencers, 16-26 Westgate Street	2.2%	14	5.0%	13	0.5%	1	0.0%	0	0.0%	0
McColls, 53 Stoke Park Drive	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mediterranean Foods, 3 Bramford Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Sproughton Road, Ipswich	2.2%	14	3.4%	9	0.0%	0	3.1%	4	1.8%	1
Napoli Deli, 67 Upper Orwell Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
National Groceries and Fruits, 31 Norwich Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premiere Stores, 17 Wherstead Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Procter's Sausages, 12 The Walk	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, 777-779 Woodbridge Road	0.9%	6	1.5%	4	0.5%	1	0.8%	1	0.0%	0
Spar, 11 Reynolds Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Nacton Road	0.2%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express, St Matthews Street	0.3%	2	0.8%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Duke Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express & Post Office, 651 Bramford Road	1.3%	8	2.3%	6	0.0%	0	1.6%	2	0.0%	0
The Candy Box Off-Licence, 422 Woodbridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weigh 'n' Save, 69 Carr Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
World Food Store, 20 St Helen's Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Girling Street, SUDBURY	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Aldi, 6-10 Lime Kiln Lane, THETFORD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Turner Rise, COLCHESTER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Wilkes Way, STOWMARKET	1.6%	10	0.0%	0	0.0%	0	7.8%	10	0.0%	0
Budgens, Bullock Fair Close, HARLESTON	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, St Andrews Street, MILDENHALL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, The Thoroughfare, WOODBIDGE	2.5%	16	0.0%	0	8.2%	16	0.0%	0	0.0%	0
Iceland, George Road, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 5-6 Cornhill, BURY ST EDMUNDS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Waterglade Park, CLACTION ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, St Johns Walk Shopping Centre, COLCHESTER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Unit 7, Tollgate Centre, COLCHESTER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 50-60 Hamilton Way, FELIXSTOWE	0.2%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Iceland, Roachford Way, FRINTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Combs Lane, STOWMARKET	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 94-95 North Street, SUDBURY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
Iceland, Minstergate Street, THETFORD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, The Newlands, WITHAM	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, High Street, ATTLEBOROUGH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, 1 Tofts Walk, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, Moreton Hall, BURY ST EDMUNDS	0.6%	4	0.0%	0	0.0%	0	3.1%	4	0.0%	0
J Sainsbury, 14 Priory Walk, COLCHESTER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, Stanway, COLCHESTER	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1
J Sainsbury, London Road, THETFORD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, Felixstowe Road, Warren Heath, WARREN HEATH	2.3%	15	5.0%	13	0.0%	0	0.0%	0	3.6%	2
Kwik Save, Minster Gate Street, THETFORD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, St Johns Walk, COLCHESTER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, FELIXSTOWE	0.2%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Lidl, Staple Tye, HARLOW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, 36 North Street, SUDBURY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, 23 Buttemarket, BURY ST EDMUNDS	0.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Marks & Spencer, 35-39 Pier Avenue, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, 38 High Street, COLCHESTER	0.2%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, 55 Hamilton Road, FELIXSTOWE	1.1%	7	0.0%	0	3.6%	7	0.0%	0	0.0%	0
Marks & Spencer, 82-84 London Road North, LOWESTOFT	0.2%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, George Westwood Way, BECCLES	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Little Clacton, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Old Road, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, 146 Victoria Road, DISS	0.6%	4	0.0%	0	0.0%	0	3.1%	4	0.0%	0
Morrisons, Grange Farm Park, FELIXSTOWE	0.9%	6	0.0%	0	3.1%	6	0.0%	0	0.0%	0
Morrisons, Parkeston, HARWICH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Gisleham, LOWESTOFT	0.2%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Morrisons, Braintree Road, WITHAM	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netto, 24 Highfields Road, WITHAM	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainbow, Gosford Road, BECCLES	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainbow, Ashburnham Way, CARLTON COLVILLE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainbow, 133 Victoria Road, DISS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainbow, Saxons Way, HALESWORTH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roys Wroxham, Risbygate Street, BURY ST EDMUNDS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roys Wroxham, Great Eastern Road, SUDBURY	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Solar Superstore, Hamilton	1.1%	7	0.0%	0	3.6%	7	0.0%	0	0.0%	0

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	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
Road, FELIXSTOWE										
Solar Superstore, Market Hill, FRAMLINGHAM	2.7%	17	0.0%	0	8.7%	17	0.0%	0	0.0%	0
Solar Superstore, Weavers Court, HALSTEAD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solar Superstore, Sizewell Road, LEISTON	2.7%	17	0.0%	0	8.7%	17	0.0%	0	0.0%	0
Somerfield, Market Square, BECCLES	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Rayne Road, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Mildenhall Road, BURY ST EDMUNDS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Clacton Hall, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, 39-43 High Street, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, 37-38 Mere Street, DISS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, 270 High Street, DOVERCOURT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, High Street, HALSTEAD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, 112 London Road, LOWESTOFT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Church Street, SAXMUNDHAM	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, 2 Market Place, SOUTHWOLD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, 100 East Street, SUDBURY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Great Notley, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Marks Gate, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Market Place, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, London Road, BRANDON	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, St Saviours, BURY ST EDMUNDS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Greenstead Road, COLCHESTER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Highwoods Square, COLCHESTER	0.5%	3	0.0%	0	0.0%	0	0.0%	0	5.5%	3
Tesco, Victoria Road, DISS	0.3%	2	0.0%	0	0.0%	0	1.6%	2	0.0%	0
Tesco, Yarmouth Road, LOWESTOFT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Cedars Park, STOWMARKET	2.5%	16	0.0%	0	1.0%	2	10.9%	14	0.0%	0
Tesco, Springlands Way, SUDBURY	0.3%	2	0.0%	0	0.0%	0	0.0%	0	3.6%	2
Tesco, Kilverston, THETFORD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, 86 Church Road, TIPTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, The Grove Centre, WITHAM	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Horringer, BURY ST EDMUNDS	0.3%	2	0.0%	0	0.0%	0	1.6%	2	0.0%	0
Tesco Express, Lawson Place, BURY ST EDMUNDS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, MANNINGTREE	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Tesco Extra, Copdock Interchange, Copdock	2.0%	13	4.6%	12	0.0%	0	0.0%	0	1.8%	1
Tesco Extra, Martlesham Heath, Martlesham Heath	2.0%	13	1.9%	5	4.1%	8	0.0%	0	0.0%	0
Tesco Metro, 28 Station Road, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total		Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)	
Tesco Metro, 88 Hamilton Road, FELIXSTOWE	1.7%	11	0.0%	0	5.6%	11	0.0%	0	0.0%	0
Tesco Metro, 125-127 London Road, LOWESTOFT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Grange Farm, Kesgrave	2.2%	14	5.4%	14	0.0%	0	0.0%	0	0.0%	0
Waitrose, Robert Bobby Way, BURY ST EDMUNDS	0.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Waitrose, Church Street, SAXMUNDHAM	2.5%	16	0.0%	0	8.2%	16	0.0%	0	0.0%	0
Waitrose, Station Road, SUDBURY	0.5%	3	0.0%	0	0.0%	0	0.0%	0	5.5%	3
Other - Felixstowe - Local Shops, Felixstowe	0.2%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other - Local Shops, Finningham Road, Old Newton	0.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Other - Local Shops, Grundisburgh	0.3%	2	0.0%	0	1.0%	2	0.0%	0	0.0%	0
Other - Local Shops, Haslington	0.2%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other - Local Shops, Hemeston	0.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Other - Local Shops, High Street, Needham Market	0.5%	3	0.0%	0	0.0%	0	2.3%	3	0.0%	0
Other - Local Shops, Hollesley	0.2%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other - Local Shops, Market Place, Bildeston	0.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Other - Local Shops, Orford	0.2%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other - Local Shops, Otley	0.3%	2	0.0%	0	0.5%	1	0.8%	1	0.0%	0
Other - Local Shops, Poplar Road, Great Cornard	0.3%	2	0.0%	0	0.0%	0	0.0%	0	3.6%	2
Other - Local Shops, Renolds Road	0.2%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Sudbury - Local Shops, Sudbury	0.3%	2	0.0%	0	0.0%	0	0.0%	0	3.6%	2
Other Local Shops - Bury St. Edmunds- Co-op, Acacia Court, Blenheim Close, Brantham	0.3%	2	0.0%	0	0.0%	0	0.0%	0	3.6%	2
Other Local Shops - Bury St. Edmunds- Co-op, Ashfield Road, Elmswell, Bury St. Edmunds	1.3%	8	0.0%	0	0.0%	0	6.2%	8	0.0%	0
Other Local Shops - Bury St. Edmunds- Greggs, Abbeygate Street, Bury St. Edmunds	0.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Other Local Shops - Colchester - Budgens, The Street, East Bergholt	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Other Local Shops - Co-op, Barking Road, Needham Market	0.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Other Local Shops - Co-op, Broad Street, Eye	0.6%	4	0.0%	0	0.0%	0	2.3%	3	1.8%	1
Other Local Shops - Co-op, Chancery Lane, Debenham	1.3%	8	0.0%	0	1.0%	2	4.7%	6	0.0%	0
Other Local Shops - Co-op, Dales Road	0.2%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other Local Shops - Co-op, Hamilton Road, Felixstowe	0.6%	4	0.4%	1	1.5%	3	0.0%	0	0.0%	0
Other Local Shops - Co-op, High Street, Dedham	0.9%	6	0.0%	0	0.0%	0	0.8%	1	9.1%	5
Other Local Shops - Co-op, High Street, Hadleigh	1.3%	8	0.0%	0	0.0%	0	0.0%	0	14.5%	8
Other Local Shops - Co-op, High Street, Laxfield	0.2%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other Local Shops - Co-op, High Street, Walton on the	0.2%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0

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	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
Naze										
Other Local Shops - Co-op, High Street, Wickham Market	1.4%	9	0.0%	0	4.6%	9	0.0%	0	0.0%	0
Other Local Shops - Co-op, King William Street, Needham Market	0.8%	5	0.0%	0	0.0%	0	3.9%	5	0.0%	0
Other Local Shops - Co-op, Market Hill, Framlingham	0.5%	3	0.0%	0	1.5%	3	0.0%	0	0.0%	0
Other Local Shops - Co-op, Norwich Road, Barham	1.3%	8	0.0%	0	0.0%	0	6.2%	8	0.0%	0
Other Local Shops - Co-op, Riverside Avenue East, Station Road, Lawford, Manningtree	0.3%	2	0.0%	0	0.0%	0	0.0%	0	3.6%	2
Other Local Shops - Co-op, Saxmundham Road, Aldeburgh	1.4%	9	0.0%	0	4.6%	9	0.0%	0	0.0%	0
Other Local Shops - Co-op, Sizewell Road, Leiston	0.9%	6	0.0%	0	3.1%	6	0.0%	0	0.0%	0
Other Local Shops - Co-op, The Drift, Great Cornard, Sudbury	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Other Local Shops - Co-op, The Street, Bramford	0.5%	3	0.0%	0	0.0%	0	2.3%	3	0.0%	0
Other Local Shops - Co-op, The Street, Holbrook	1.1%	7	0.4%	1	0.0%	0	0.0%	0	10.9%	6
Other Local Shops - Co-op, The Street, Rickingham	0.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Other Local Shops - Co-op, The Street, Woolpit	0.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Other Local Shops - Costcutter, Walnut Tree Avenue, Rendlesham, Woodbridge	0.6%	4	0.0%	0	2.1%	4	0.0%	0	0.0%	0
Other Local Shops - Farmfoods Northern Road, Chilton Industrial Estate, Sudbury	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Other Local Shops - Local Shops, Aldeburgh	0.2%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other Local Shops - Local Shops, Beckton	0.8%	5	0.0%	0	0.0%	0	3.9%	5	0.0%	0
Other Local Shops - Local Shops, Birch Street, Nayland	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Other Local Shops - Local Shops, Brick Street, Nacton	0.2%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other Local Shops - Local Shops, Brook Street	0.2%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other Local Shops - Local Shops, Cemetery Road	0.3%	2	0.8%	2	0.0%	0	0.0%	0	0.0%	0
Other Local Shops - Local Shops, Church Road, Coddenhams	0.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Other Local Shops - Local Shops, Church Road, Eye	0.5%	3	0.0%	0	0.0%	0	2.3%	3	0.0%	0
Other Local Shops - Local Shops, Claydon	0.3%	2	0.0%	0	0.0%	0	1.6%	2	0.0%	0
Other Local Shops - Local Shops, Cliff Lane	0.3%	2	0.8%	2	0.0%	0	0.0%	0	0.0%	0
Other Local Shops - Local Shops, Dales Road	0.2%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other Local Shops - Local Shops, The High Street, Acton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Other Local Shops - Local Shops, The Street, Elmsett	0.2%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other Local Shops - Local Shops, The Street, Hollisley	0.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Other Local Shops - Local Shops, The Street, Monks	0.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0

Ipswich Household Survey for Strategic Perspectives

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
Elleigh										
Other Local Shops - Local Shops, Thorpness	0.2%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other Local Shops - Local Shops, Valiant Road, Martlesham	0.2%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other Local Shops - Local Shops, Warrington Road	0.2%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other Local Shops - Local Shops, Westford Road	0.2%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other Local Shops - Manningtree - Honeycroft Post Office, Waldegrave Way, Lawford, Manningtree	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Other Local Shops - Moss & Son the Bakers, New Street, Woodbridge	0.2%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other Local Shops - Post Office, Barton Road, Thurston	0.6%	4	0.0%	0	0.0%	0	3.1%	4	0.0%	0
Other Local Shops - Premier Stores, Lindburgh Road	0.2%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other Local Shops - Premier Stores, The Street, Shotley	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Other Local Shops - Russells Farm, Lower Road, Falkenham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Other Local Shops - Saxmundham - Horners, High Street, Yoxford, Saxmundham	0.9%	6	0.0%	0	3.1%	6	0.0%	0	0.0%	0
Other Local Shops - Solar Superstore, High Street, Aldeburgh	0.2%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other Local Shops - Spar, High Road East, Felixstowe	0.3%	2	0.0%	0	1.0%	2	0.0%	0	0.0%	0
Other Local Shops - Stowmarket - Boots, Ipswich Street, Stowmarket	0.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Other Local Shops - Stowmarket - Co-op, Broomspath Road, Stowmarket	0.5%	3	0.0%	0	0.0%	0	2.3%	3	0.0%	0
Other Local Shops - Stowmarket - Greggs, Ipswich Street, Stowmarket	0.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Other Local Shops - Stowmarket - Lidl, Bury Road, Stowmarket	0.5%	3	0.0%	0	0.0%	0	2.3%	3	0.0%	0
Other Local Shops - The Cake Shop, Thoroughfare, Woodbridge	0.6%	4	0.0%	0	2.1%	4	0.0%	0	0.0%	0
Tesco Express, Nacton Road, Nacton Road District Centre	0.2%	1	0.4%	1	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
Base:		640		261		195		129		55

Ipswich Household Survey for Strategic Perspectives

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)
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Q12 How often do you normally do your household's shopping for small scale 'top-up' basket food and convenience goods items (including newspapers, bread, milk and tobacco products)?

Those who do top up food shopping

Daily	5.7%	41	4.5%	13	6.3%	14	5.0%	7	10.1%	7
More than once a week	46.1%	333	49.3%	144	48.6%	108	39.3%	55	37.7%	26
Once a week	31.7%	229	31.8%	93	32.0%	71	32.9%	46	27.5%	19
Once a fortnight	6.6%	48	7.2%	21	3.2%	7	8.6%	12	11.6%	8
Once a month	2.6%	19	1.7%	5	2.7%	6	5.7%	8	0.0%	0
Less often	0.3%	2	0.3%	1	0.0%	0	0.7%	1	0.0%	0
Varies	7.1%	51	5.1%	15	7.2%	16	7.9%	11	13.0%	9
Base:		723		292		222		140		69

Q13 Of all the money you spend on food and household groceries, what share, as a % goes to your main food shopping?

Excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q13

0-10%	0.3%	3	0.6%	2	0.4%	1	0.0%	0	0.0%	0
11-20%	0.8%	7	2.0%	7	0.0%	0	0.0%	0	0.0%	0
21-30%	1.8%	16	3.1%	11	1.1%	3	0.6%	1	1.2%	1
31-40%	1.6%	14	1.7%	6	1.1%	3	2.2%	4	1.2%	1
41-50%	6.7%	59	8.0%	28	6.4%	17	3.3%	6	9.3%	8
51-60%	5.8%	51	3.7%	13	7.9%	21	5.6%	10	8.1%	7
61-70%	6.6%	58	7.7%	27	6.0%	16	6.7%	12	3.5%	3
71-80%	26.8%	237	29.5%	104	26.2%	70	22.2%	40	26.7%	23
81-90%	21.1%	187	21.9%	77	17.6%	47	23.3%	42	24.4%	21
91-100%	28.6%	253	21.9%	77	33.3%	89	36.1%	65	25.6%	22
Mean:		77.3		74.3		78.6		81.1		77.2
Base:		885		352		267		180		86

Ipswich Household Survey for Strategic Perspectives

Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)
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Q14 I would now like to ask you some questions about non-food shopping. In which location do you normally do most of your household's non-food shopping?

Excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q14

Ipswich Town Centre	59.9%	545	79.7%	302	44.1%	116	45.3%	81	51.7%	46
Ipswich - Anglia Retail Park	1.5%	14	2.9%	11	0.4%	1	1.1%	2	0.0%	0
Ipswich - Commercial Road Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Euro Retail Park	0.7%	6	1.3%	5	0.4%	1	0.0%	0	0.0%	0
Ipswich - Orwell Retail Park/Ranelagh Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Suffolk Retail Park	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Ipswich Smaller (District/Local) Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Copdock - Copdock Retail Park	0.9%	8	1.6%	6	0.0%	0	1.1%	2	0.0%	0
Martlesham Heath - Beardmore Retail Park	0.2%	2	0.0%	0	0.8%	2	0.0%	0	0.0%	0
Braintree - Braintree Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds - Robert Bobby Way Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds - St Edmundsbury Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Valley Bridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Fiveways Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Colchester Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Colne View Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Tollgate Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.2%	2
Lowestoft - Tower Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martlesham Heath - Martlesham Retail Park	1.1%	10	1.3%	5	1.9%	5	0.0%	0	0.0%	0
Newmarket - Studlands Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sudbury - Shawlands Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thetford - Forest Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldeburgh	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	1.1%	1
Bury St. Edmunds	6.0%	55	0.5%	2	0.8%	2	26.8%	48	3.4%	3
Cambridge	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Clacton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester	2.0%	18	0.3%	1	0.0%	0	0.0%	0	19.1%	17
Felixstowe	5.6%	51	2.6%	10	14.8%	39	0.6%	1	1.1%	1
Framlingham	1.0%	9	0.0%	0	3.4%	9	0.0%	0	0.0%	0
Halesworth	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Leiston	0.8%	7	0.0%	0	2.7%	7	0.0%	0	0.0%	0
Lowestoft	1.4%	13	0.0%	0	4.9%	13	0.0%	0	0.0%	0
Manningtree	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.2%	2
Norwich	2.5%	23	2.1%	8	3.8%	10	2.8%	5	0.0%	0
Southwold	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stowmarket	3.7%	34	0.0%	0	0.8%	2	17.9%	32	0.0%	0
Sudbury	1.3%	12	0.3%	1	0.0%	0	0.6%	1	11.2%	10
Woodbridge	5.7%	52	1.6%	6	16.4%	43	0.6%	1	2.2%	2
Copdock - Copdock Retail Park	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Beccles	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Other - Debenham	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Other - Diss	0.4%	4	0.0%	0	0.8%	2	1.1%	2	0.0%	0
Other - Dovecot	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Other - Eye	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Other - Hadleigh	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Other - Harlesden	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Other - J Sainsbury, Felixstowe Road, Warren Heath	0.7%	6	1.1%	4	0.4%	1	0.0%	0	1.1%	1
Other - London	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Martlesham	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0

Ipswich Household Survey for Strategic Perspectives

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
Other - Smaller Centre - Brook Street	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Bury Road	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Other - Smaller Centre - Goddard Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Grange Farm	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Hadleigh Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Manningtree	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Other - Smaller Centre - Nacton Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Ravenswood	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Varies	1.4%	13	1.8%	7	1.5%	4	0.6%	1	1.1%	1
Other - Warbleswick Centre	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Other - Whitehouse Centre	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Wycombe	0.1%	1	0.3%	1	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
Base:		910		379		263		179		89

Ipswich Household Survey for Strategic Perspectives

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
Q15 Where do you normally do most of your household's shopping for (womens, mens, childrens and baby) clothing & footwear items?										
<i>Excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q15</i>										
Ipswich Town Centre	68.0%	600	87.3%	317	56.3%	143	53.4%	95	51.7%	45
Ipswich - Anglia Retail Park	0.2%	2	0.3%	1	0.0%	0	0.6%	1	0.0%	0
Ipswich - Anglia Retail Park - Mamas & Papas	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Commercial Road Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Euro Retail Park	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Ipswich - Euro Retail Park - JJB Sports	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Ipswich - Orwell Retail Park/Ranelagh Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Suffolk Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Suffolk Retail Park - Brantano	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich Smaller (District/Local) Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Copdock - Copdock Retail Park	0.3%	3	0.3%	1	0.8%	2	0.0%	0	0.0%	0
Copdock - Copdock Retail Park - Mothercare World	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martlesham Heath - Beardmore Retail Park	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Braintree - Braintree Retail Park	0.3%	3	0.6%	2	0.0%	0	0.0%	0	1.1%	1
Bury St. Edmunds - Robert Bobby Way Retail Park	0.2%	2	0.0%	0	0.0%	0	0.6%	1	1.1%	1
Bury St. Edmunds - St Edmundsbury Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Valley Bridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Fiveways Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Colchester Retail Park	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Colchester - Colne View Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Tollgate Centre	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Lowestoft - Tower Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martlesham Heath - Martlesham Retail Park	0.2%	2	0.3%	1	0.4%	1	0.0%	0	0.0%	0
Newmarket - Studlands Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sudbury - Shawlands Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thetford - Forest Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldeburgh	0.2%	2	0.0%	0	0.4%	1	0.6%	1	0.0%	0
Braintree	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Bury St. Edmunds	5.0%	44	0.3%	1	0.4%	1	21.3%	38	4.6%	4
Cambridge	0.2%	2	0.6%	2	0.0%	0	0.0%	0	0.0%	0
Clacton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Colchester	2.0%	18	0.0%	0	0.0%	0	0.0%	0	20.7%	18
Felixstowe	4.2%	37	1.7%	6	12.2%	31	0.0%	0	0.0%	0
Framlingham	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Halesworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leiston	0.3%	3	0.0%	0	1.2%	3	0.0%	0	0.0%	0
Lowestoft	1.6%	14	0.0%	0	5.5%	14	0.0%	0	0.0%	0
Manningtree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norwich	4.4%	39	2.5%	9	8.3%	21	4.5%	8	1.1%	1
Southwold	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stowmarket	2.7%	24	0.0%	0	0.4%	1	12.9%	23	0.0%	0
Sudbury	1.1%	10	0.3%	1	0.0%	0	0.6%	1	9.2%	8
Woodbridge	3.3%	29	1.4%	5	9.1%	23	0.6%	1	0.0%	0
Other - Beccles	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Other - Cambridge	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Diss	0.3%	3	0.0%	0	1.2%	3	0.0%	0	0.0%	0
Other - East Bergholt	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Other - Hadleigh	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Other - J Sainsbury, Felixstowe Road, Warren	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1

Ipswich Household Survey for Strategic Perspectives

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
Heath										
Other - Lakeside Leisure Park, Saxmundham	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - London	0.6%	5	1.1%	4	0.0%	0	0.6%	1	0.0%	0
Other - Martlesham	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Other - Newmarket	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Other - Oxford Street, London	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Other - Smaller Centre - Goddard Road	0.5%	4	0.8%	3	0.0%	0	0.6%	1	0.0%	0
Other - Varies	2.2%	19	1.7%	6	1.6%	4	3.9%	7	2.3%	2
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		882		363		254		178		87

Ipswich Household Survey for Strategic Perspectives

	Total		Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)	
Q16 Where do you normally do most of your household's shopping for furniture, carpets and other floor coverings (such as beds, sofas, tables, fitted carpets, screens, etc)?										
<i>Excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q16</i>										
Ipswich Town Centre	31.9%	205	42.2%	103	26.5%	52	23.8%	34	27.1%	16
Ipswich - Anglia Retail Park	7.5%	48	11.9%	29	1.5%	3	9.8%	14	3.4%	2
Ipswich - Anglia Retail Park - Carpet Right	1.6%	10	2.5%	6	0.5%	1	1.4%	2	1.7%	1
Ipswich - Anglia Retail Park - Klausner	0.2%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Ipswich - Commercial Road Retail Park	0.2%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Ipswich - Euro Retail Park	12.5%	80	18.9%	46	13.3%	26	2.1%	3	8.5%	5
Ipswich - Euro Retail Park - Carpetright	3.0%	19	4.1%	10	3.1%	6	1.4%	2	1.7%	1
Ipswich - Euro Retail Park - Harveys	0.2%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Ipswich - Euro Retail Park - Allied Carpets	0.2%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Ipswich - Euro Retail Park - Dreams Bed Superstore	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Euro Retail Park - SCS	0.2%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Ipswich - Orwell Retail Park/Ranelagh Road	0.8%	5	0.8%	2	0.5%	1	0.7%	1	1.7%	1
Ipswich - Orwell Retail Park/Ranelagh Road - Glasswells	3.1%	20	3.3%	8	5.1%	10	1.4%	2	0.0%	0
Ipswich - Suffolk Retail Park	0.6%	4	1.2%	3	0.5%	1	0.0%	0	0.0%	0
Ipswich Smaller (District/Local) Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Copdock - Copdock Retail Park	0.3%	2	0.4%	1	0.5%	1	0.0%	0	0.0%	0
Copdock - Copdock Retail Park - Multiyork	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martlesham Heath - Beardmore Retail Park	0.3%	2	0.0%	0	1.0%	2	0.0%	0	0.0%	0
Braintree - Braintree Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds - Robert Boby Way Retail Park	0.3%	2	0.0%	0	0.0%	0	0.7%	1	1.7%	1
Bury St. Edmunds - St Edmundsbury Retail Park	0.8%	5	0.0%	0	0.0%	0	2.8%	4	1.7%	1
Clacton - Valley Bridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Fiveways Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Colchester Retail Park	0.6%	4	0.0%	0	1.0%	2	0.0%	0	3.4%	2
Colchester - Colne View Retail Park	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Colchester - Tollgate Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	5.1%	3
Lowestoft - Tower Retail Park	0.3%	2	0.0%	0	1.0%	2	0.0%	0	0.0%	0
Martlesham Heath - Martlesham Retail Park	1.2%	8	1.6%	4	2.0%	4	0.0%	0	0.0%	0
Newmarket - Studlands Retail Park	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Sudbury - Shawlands Retail Park	0.3%	2	0.0%	0	0.0%	0	0.0%	0	3.4%	2
Thetford - Forest Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldeburgh	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
Bury St. Edmunds	4.2%	27	0.4%	1	0.0%	0	16.8%	24	3.4%	2
Cambridge	0.8%	5	0.8%	2	0.5%	1	0.7%	1	1.7%	1
Clacton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester	1.7%	11	0.0%	0	0.5%	1	0.7%	1	15.3%	9
Felixstowe	3.1%	20	0.4%	1	9.2%	18	0.7%	1	0.0%	0
Framlingham	0.9%	6	0.0%	0	3.1%	6	0.0%	0	0.0%	0
Halesworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leiston	0.6%	4	0.0%	0	2.0%	4	0.0%	0	0.0%	0
Lowestoft	1.7%	11	0.0%	0	5.6%	11	0.0%	0	0.0%	0
Manningtree	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1

Ipswich Household Survey for Strategic Perspectives

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
Norwich	2.2%	14	1.2%	3	3.1%	6	3.5%	5	0.0%	0
Southwold	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stowmarket	4.1%	26	0.0%	0	0.5%	1	17.5%	25	0.0%	0
Sudbury	0.6%	4	0.0%	0	0.0%	0	0.0%	0	6.8%	4
Woodbridge	4.2%	27	0.8%	2	11.2%	22	2.1%	3	0.0%	0
Other - Bramford	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other - Coome	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other - Coventry City Centre	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other - Diss	0.6%	4	0.0%	0	0.5%	1	2.1%	3	0.0%	0
Other - Eye	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other - Hadleigh	0.8%	5	0.4%	1	0.0%	0	0.0%	0	6.8%	4
Other - Kesgrave	0.6%	4	0.4%	1	1.5%	3	0.0%	0	0.0%	0
Other - Lakeside Leisure Park, Saxmundham	0.3%	2	0.8%	2	0.0%	0	0.0%	0	0.0%	0
Other - London	0.2%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Martlesham	0.2%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other - Melton	0.2%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other - Needham Market	0.6%	4	0.0%	0	0.5%	1	2.1%	3	0.0%	0
Other - Saxmundham	0.3%	2	0.0%	0	1.0%	2	0.0%	0	0.0%	0
Other - Smaller Centre - Bramford Road	0.3%	2	0.4%	1	0.0%	0	0.7%	1	0.0%	0
Other - Smaller Centre - Car Street	0.2%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Dales Road	0.2%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Derby Road	0.3%	2	0.8%	2	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - MFI, The Sandlings	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Other - Thetford	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other - Thurrock	0.2%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other - Varies	3.3%	21	4.1%	10	1.5%	3	4.9%	7	1.7%	1
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		642		244		196		143		59

Ipswich Household Survey for Strategic Perspectives

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
Q17 Where do you normally do most of your household's shopping for hardware, DIY goods, decorating supplies and garden products (such as drills, lawn mowers, hammers, hedge cutters, garden tools, plants, shrubs etc)?										
<i>Excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q17</i>										
Ipswich Town Centre	7.5%	64	8.3%	27	6.0%	16	8.8%	16	6.0%	5
Ipswich - Anglia Retail Park	1.2%	10	1.8%	6	0.0%	0	1.1%	2	2.4%	2
Ipswich - Anglia Retail Park - B&Q	25.1%	215	32.6%	106	9.0%	24	42.0%	76	10.8%	9
Ipswich - Commercial Road Retail Park	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Ipswich - Euro Retail Park	1.8%	15	4.0%	13	0.8%	2	0.0%	0	0.0%	0
Ipswich - Euro Retail Park - B&Q	20.7%	177	32.9%	107	18.0%	48	4.4%	8	16.9%	14
Ipswich - Jewsons	0.4%	3	0.3%	1	0.4%	1	0.6%	1	0.0%	0
Ipswich - Orwell Retail Park/Ranelagh Road	0.4%	3	0.9%	3	0.0%	0	0.0%	0	0.0%	0
Ipswich - Orwell Retail Park/Ranelagh Road - Focus	2.2%	19	3.4%	11	2.3%	6	0.0%	0	2.4%	2
Ipswich - Suffolk Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Wickes, Crompton Road	0.2%	2	0.6%	2	0.0%	0	0.0%	0	0.0%	0
Ipswich - Topps Tiles, Commercial Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich Smaller (District/Local) Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Braintree - Braintree Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds - Easlea Road	0.2%	2	0.0%	0	0.0%	0	1.1%	2	0.0%	0
Bury St. Edmunds - Risbygate Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds - Robert Bobby Way Retail Park	0.8%	7	0.0%	0	0.0%	0	3.3%	6	1.2%	1
Bury St. Edmunds - St Edmundsbury Retail Park	0.6%	5	0.0%	0	0.0%	0	2.8%	5	0.0%	0
Clacton - Fiveways Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Valley Bridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Colchester Retail Park	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.4%	2
Colchester - Colne View Retail Park	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Colchester - St Andrew's Avenue	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Tollgate Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Colchester - Turner Rise	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Copdock - Copdock Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martlesham Heath - Beardmore Retail Park	7.6%	65	2.8%	9	21.1%	56	0.0%	0	0.0%	0
Newmarket - Studlands Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warren Heath - Homebase	3.0%	26	5.8%	19	1.9%	5	0.6%	1	1.2%	1
Aldeburgh	0.2%	2	0.0%	0	0.8%	2	0.0%	0	0.0%	0
Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds	2.7%	23	0.0%	0	0.0%	0	12.7%	23	0.0%	0
Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester	1.5%	13	0.0%	0	0.0%	0	0.0%	0	15.7%	13
Felixstowe	4.1%	35	0.3%	1	12.8%	34	0.0%	0	0.0%	0
Framlingham	2.1%	18	0.0%	0	6.4%	17	0.6%	1	0.0%	0
Halesworth	0.4%	3	0.0%	0	1.1%	3	0.0%	0	0.0%	0
Leiston	1.4%	12	0.0%	0	4.5%	12	0.0%	0	0.0%	0
Lowestoft	1.1%	9	0.0%	0	3.4%	9	0.0%	0	0.0%	0
Manningtree	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Norwich	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Southwold	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stowmarket	2.2%	19	0.0%	0	0.4%	1	9.9%	18	0.0%	0
Sudbury	2.0%	17	0.0%	0	0.0%	0	1.1%	2	18.1%	15
Woodbridge	1.8%	15	0.9%	3	4.1%	11	0.6%	1	0.0%	0
Other - Bacton	0.5%	4	0.0%	0	0.0%	0	2.2%	4	0.0%	0

Ipswich Household Survey for Strategic Perspectives

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
Other - Beccles	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Other - Bressingham	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Other - Diss	0.7%	6	0.0%	0	1.1%	3	1.7%	3	0.0%	0
Other - Dovecot	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Other - East Bergholt	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Other - Gainsborough	0.2%	2	0.3%	1	0.4%	1	0.0%	0	0.0%	0
Other - Hadleigh	1.3%	11	0.0%	0	0.0%	0	0.0%	0	13.3%	11
Other - J Sainsbury, Felixstowe Road, Warren Heath	0.4%	3	0.6%	2	0.4%	1	0.0%	0	0.0%	0
Other - Kesgrave	0.9%	8	1.8%	6	0.8%	2	0.0%	0	0.0%	0
Other - Martlesham	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Other - Melford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Other - Needham Market	0.6%	5	0.3%	1	0.0%	0	2.2%	4	0.0%	0
Other - Rushmere	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Other - Saxmundham	0.5%	4	0.0%	0	1.5%	4	0.0%	0	0.0%	0
Other - Smaller Centre - London Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Whitehouse Retail Park	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Other - Varies	1.9%	16	1.8%	6	1.1%	3	3.3%	6	1.2%	1
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		855		325		266		181		83

Ipswich Household Survey for Strategic Perspectives

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
Q18 Where do you normally do most of your shopping for audio visual, photographic, computer items (such as stereos, radios, TVs, software, cameras, telephones, CDs & DVDs etc)?										
<i>Excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q18</i>										
Ipswich Town Centre	22.6%	141	32.7%	81	15.7%	30	13.7%	18	22.2%	12
Ipswich - Anglia Retail Park	4.3%	27	5.6%	14	1.6%	3	6.9%	9	1.9%	1
Ipswich - Anglia Retail Park - Comet	9.5%	59	12.1%	30	2.6%	5	16.8%	22	3.7%	2
Ipswich - Commercial Road Retail Park	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Ipswich - Euro Retail Park	3.7%	23	6.9%	17	1.6%	3	2.3%	3	0.0%	0
Ipswich - Euro Retail Park - Hughes	4.0%	25	6.0%	15	4.2%	8	1.5%	2	0.0%	0
Ipswich - Orwell Retail Park/Ranelagh Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Suffolk Retail Park	0.6%	4	0.4%	1	0.5%	1	0.8%	1	1.9%	1
Ipswich Smaller (District/Local) Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Copdock - Copdock Retail Park	4.2%	26	6.9%	17	1.6%	3	1.5%	2	7.4%	4
Copdock - Copdock Retail Park - Currys	5.1%	32	7.7%	19	4.7%	9	0.0%	0	7.4%	4
Copdock - Copdock Retail Park - PC World	4.2%	26	6.5%	16	3.1%	6	2.3%	3	1.9%	1
Martlesham Heath - Beardmore Retail Park	3.7%	23	2.0%	5	8.9%	17	0.8%	1	0.0%	0
Braintree - Braintree Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds - Robert Bobby Way Retail Park	1.1%	7	0.0%	0	0.0%	0	4.6%	6	1.9%	1
Bury St. Edmunds - St Edmundsbury Retail Park	0.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Clacton - Valley Bridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Fiveways Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Colchester Retail Park	0.3%	2	0.0%	0	0.0%	0	0.0%	0	3.7%	2
Colchester - Colne View Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Tollgate Centre	1.1%	7	0.0%	0	0.0%	0	0.0%	0	13.0%	7
Lowestoft - Tower Retail Park	0.3%	2	0.0%	0	1.0%	2	0.0%	0	0.0%	0
Martlesham Heath - Martlesham Retail Park	8.7%	54	7.3%	18	18.3%	35	0.0%	0	1.9%	1
Newmarket - Studlands Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sudbury - Shawlands Retail Park	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Thetford - Forest Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldeburgh	0.2%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds	2.4%	15	0.0%	0	0.0%	0	11.5%	15	0.0%	0
Cambridge	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Clacton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Colchester	0.5%	3	0.0%	0	0.0%	0	0.0%	0	5.6%	3
Felixstowe	3.2%	20	0.0%	0	10.5%	20	0.0%	0	0.0%	0
Framlingham	0.2%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Halesworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leiston	2.1%	13	0.0%	0	6.8%	13	0.0%	0	0.0%	0
Lowestoft	0.8%	5	0.0%	0	2.6%	5	0.0%	0	0.0%	0
Manningtree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norwich	1.1%	7	0.0%	0	2.1%	4	2.3%	3	0.0%	0
Southwold	0.2%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Stowmarket	5.1%	32	0.0%	0	0.0%	0	24.4%	32	0.0%	0
Sudbury	1.0%	6	0.0%	0	0.0%	0	0.0%	0	11.1%	6
Woodbridge	1.8%	11	0.0%	0	5.8%	11	0.0%	0	0.0%	0
Other - Abroad	0.2%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other - Bacton	0.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Other - Diss	1.3%	8	0.0%	0	1.6%	3	3.8%	5	0.0%	0
Other - Gisleigham	0.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Other - Hadleigh	0.3%	2	0.0%	0	0.0%	0	0.0%	0	3.7%	2
Other - Harlesden	0.2%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0

Ipswich Household Survey for Strategic Perspectives

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)
Other - Harwich	0.2%	1	0	0	1
Other - J Sainsbury, Felixstowe Road, Warren Heath	0.5%	3	2	0	0
Other - London	0.3%	2	1	1	0
Other - Manchester	0.2%	1	1	0	0
Other - Saxmundham	0.3%	2	0	2	0
Other - Smaller Centre - Dales Road	0.2%	1	1	0	0
Other - Smaller Centre - Diss	0.2%	1	0	1	0
Other - Smaller Centre - Felixstowe Road	0.2%	1	1	0	0
Other - Smaller Centre - Foxhall Road	0.3%	2	1	0	1
Other - Smaller Centre - Tavern Street	0.2%	1	0	0	1
Other - Stanstead Airport	0.2%	1	0	0	1
Other - Varies	2.6%	16	8	4	2
Other	0.0%	0	0	0	0
Base:	624	248	191	131	54

Ipswich Household Survey for Strategic Perspectives

	Total		Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)	
Q19 Where do you normally do most of your household's shopping for small domestic electrical appliances (such as irons, kettles, fans, coffee makers, food mixers etc)?										
<i>Excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q19</i>										
Ipswich Town Centre	22.8%	189	41.2%	131	7.3%	19	12.1%	20	22.9%	19
Ipswich - Anglia Retail Park	4.2%	35	6.3%	20	0.8%	2	7.3%	12	1.2%	1
Ipswich - Anglia Retail Park - Comet	5.9%	49	8.2%	26	0.8%	2	11.5%	19	2.4%	2
Ipswich - Commercial Road Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Euro Retail Park	1.7%	14	3.5%	11	0.8%	2	0.0%	0	1.2%	1
Ipswich - Euro Retail Park - Hughes	0.8%	7	1.3%	4	0.4%	1	0.6%	1	1.2%	1
Ipswich - Orwell Retail Park/Ranelagh Road	0.2%	2	0.6%	2	0.0%	0	0.0%	0	0.0%	0
Ipswich - Suffolk Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Suffolk Retail Park - Argos Extra	1.6%	13	1.9%	6	0.8%	2	0.6%	1	4.8%	4
Ipswich Smaller (District/Local) Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Copdock - Copdock Retail Park	4.8%	40	9.1%	29	0.8%	2	2.4%	4	6.0%	5
Copdock - Copdock Retail Park - Currys	3.0%	25	3.8%	12	3.1%	8	0.6%	1	4.8%	4
Martlesham Heath - Beardmore Retail Park	3.9%	32	1.3%	4	10.7%	28	0.0%	0	0.0%	0
Braintree - Braintree Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds - Robert Boby Way Retail Park	0.2%	2	0.0%	0	0.0%	0	1.2%	2	0.0%	0
Bury St. Edmunds - St Edmundsbury Retail Park	0.2%	2	0.0%	0	0.0%	0	1.2%	2	0.0%	0
Clacton - Valley Bridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Fiveways Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Colchester Retail Park	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.4%	2
Colchester - Colne View Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Tollgate Centre	0.6%	5	0.0%	0	0.0%	0	0.0%	0	6.0%	5
Lowestoft - Tower Retail Park	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Martlesham Heath - Martlesham Retail Park	9.9%	82	8.5%	27	21.0%	55	0.0%	0	0.0%	0
Newmarket - Studlands Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sudbury - Shawlands Retail Park	0.4%	3	0.0%	0	0.0%	0	0.0%	0	3.6%	3
Thetford - Forest Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldeburgh	1.0%	8	0.0%	0	3.1%	8	0.0%	0	0.0%	0
Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds	3.3%	27	0.0%	0	0.0%	0	16.4%	27	0.0%	0
Cambridge	0.2%	2	0.3%	1	0.4%	1	0.0%	0	0.0%	0
Clacton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Colchester	0.8%	7	0.0%	0	0.0%	0	0.0%	0	8.4%	7
Felixstowe	6.4%	53	0.3%	1	19.5%	51	0.6%	1	0.0%	0
Framlingham	1.9%	16	0.0%	0	6.1%	16	0.0%	0	0.0%	0
Halesworth	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Leiston	2.7%	22	0.0%	0	8.4%	22	0.0%	0	0.0%	0
Lowestoft	0.5%	4	0.0%	0	1.5%	4	0.0%	0	0.0%	0
Manningtree	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.4%	2
Norwich	0.7%	6	0.6%	2	1.1%	3	0.6%	1	0.0%	0
Southwold	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stowmarket	6.8%	56	0.0%	0	0.4%	1	33.3%	55	0.0%	0
Sudbury	1.2%	10	0.0%	0	0.0%	0	0.0%	0	12.0%	10
Woodbridge	2.2%	18	0.3%	1	6.5%	17	0.0%	0	0.0%	0
Other - Bacton	0.2%	2	0.0%	0	0.0%	0	1.2%	2	0.0%	0
Other - Brandon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Other - Diss	1.2%	10	0.0%	0	0.8%	2	4.8%	8	0.0%	0
Other - Dovecot	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Other - Hadleigh	0.8%	7	0.0%	0	0.0%	0	0.0%	0	8.4%	7
Other - High Woods	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1

Ipswich Household Survey for Strategic Perspectives

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)
Other - J Sainsbury, Felixstowe Road, Warren Heath	2.3% 19	4.4% 14	0.8% 2	0.0% 0	3.6% 3
Other - Kesgrave	0.6% 5	0.9% 3	0.8% 2	0.0% 0	0.0% 0
Other - London	0.1% 1	0.0% 0	0.4% 1	0.0% 0	0.0% 0
Other - Saxmundham	0.6% 5	0.0% 0	1.9% 5	0.0% 0	0.0% 0
Other - Smaller Centre - Felixstowe Road	0.7% 6	1.9% 6	0.0% 0	0.0% 0	0.0% 0
Other - Smaller Centre - Goddard Road	0.7% 6	1.6% 5	0.0% 0	0.6% 1	0.0% 0
Other - Smaller Centre - Ranelagh Road	0.1% 1	0.3% 1	0.0% 0	0.0% 0	0.0% 0
Other - Smaller Centre - Sproughton Road	0.2% 2	0.6% 2	0.0% 0	0.0% 0	0.0% 0
Other - Smaller Centre - Tavern Street	0.1% 1	0.0% 0	0.0% 0	0.6% 1	0.0% 0
Other - Smaller Centre - Vauxhall Road	0.1% 1	0.3% 1	0.0% 0	0.0% 0	0.0% 0
Other - Smaller Centre - Warwick Road	0.1% 1	0.3% 1	0.0% 0	0.0% 0	0.0% 0
Other - Varies	2.7% 22	2.5% 8	1.5% 4	4.2% 7	3.6% 3
Other	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Base:	828	318	262	165	83

Ipswich Household Survey for Strategic Perspectives

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
Q20 Where do you normally do most of your household's shopping for large domestic electrical appliances (such as fridges, washing machines, cookers, vacuum cleaners etc)?										
<i>Excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q20</i>										
Ipswich Town Centre	17.5%	127	26.3%	76	11.0%	24	13.1%	20	10.4%	7
Ipswich - Anglia Retail Park	5.5%	40	8.0%	23	0.5%	1	8.5%	13	4.5%	3
Ipswich - Anglia Retail Park - Comet	14.0%	102	18.3%	53	5.5%	12	22.2%	34	4.5%	3
Ipswich - Commercial Road Retail Park	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Ipswich - Euro Retail Park	4.4%	32	8.3%	24	3.2%	7	0.7%	1	0.0%	0
Ipswich - Euro Retail Park - Hughes	3.4%	25	4.2%	12	2.8%	6	2.6%	4	4.5%	3
Ipswich - Orwell Retail Park/Ranelagh Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Ipswich - Suffolk Retail Park	0.3%	2	0.3%	1	0.0%	0	0.7%	1	0.0%	0
Ipswich - Suffolk Retail Park - Argos Extra	0.4%	3	0.7%	2	0.0%	0	0.0%	0	1.5%	1
Ipswich Smaller (District/Local) Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Copdock - Copdock Retail Park	2.2%	16	2.4%	7	0.5%	1	1.3%	2	9.0%	6
Copdock - Copdock Retail Park - Currys	9.2%	67	12.5%	36	7.3%	16	3.9%	6	13.4%	9
Martlesham Heath - Beardmore Retail Park	6.1%	44	3.8%	11	15.1%	33	0.0%	0	0.0%	0
Braintree - Braintree Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds - Robert Bobby Way Retail Park	0.6%	4	0.0%	0	0.0%	0	2.6%	4	0.0%	0
Bury St. Edmunds - St Edmundsbury Retail Park	0.3%	2	0.0%	0	0.0%	0	1.3%	2	0.0%	0
Clacton - Valley Bridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Fiveways Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Colchester Retail Park	0.4%	3	0.0%	0	0.0%	0	0.0%	0	4.5%	3
Colchester - Colne View Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Tollgate Centre	0.6%	4	0.0%	0	0.0%	0	0.0%	0	6.0%	4
Lowestoft - Tower Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martlesham Heath - Martlesham Retail Park	9.5%	69	8.7%	25	19.3%	42	1.3%	2	0.0%	0
Newmarket - Studlands Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sudbury - Shawlands Retail Park	0.4%	3	0.0%	0	0.0%	0	0.0%	0	4.5%	3
Thetford - Forest Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldeburgh	0.4%	3	0.0%	0	1.4%	3	0.0%	0	0.0%	0
Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds	2.5%	18	0.0%	0	0.0%	0	11.1%	17	1.5%	1
Cambridge	0.4%	3	0.0%	0	0.0%	0	1.3%	2	1.5%	1
Clacton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Colchester	1.1%	8	0.3%	1	0.0%	0	0.0%	0	10.4%	7
Felixstowe	2.9%	21	0.0%	0	9.6%	21	0.0%	0	0.0%	0
Framlingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halesworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leiston	1.5%	11	0.0%	0	5.0%	11	0.0%	0	0.0%	0
Lowestoft	0.8%	6	0.0%	0	2.8%	6	0.0%	0	0.0%	0
Manningtree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norwich	1.2%	9	0.7%	2	2.8%	6	0.7%	1	0.0%	0
Southwold	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Stowmarket	4.0%	29	0.0%	0	0.0%	0	19.0%	29	0.0%	0
Sudbury	0.7%	5	0.0%	0	0.0%	0	0.0%	0	7.5%	5
Woodbridge	1.2%	9	0.0%	0	4.1%	9	0.0%	0	0.0%	0
Other - Bacton	0.4%	3	0.0%	0	0.0%	0	2.0%	3	0.0%	0
Other - Diss	1.5%	11	0.0%	0	1.8%	4	4.6%	7	0.0%	0
Other - Dovecot	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Other - Finningham	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other - Hadleigh	0.7%	5	0.0%	0	0.0%	0	0.0%	0	7.5%	5
Other - London	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0

Ipswich Household Survey for Strategic Perspectives

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
Other - Saxmundham	0.8%	6	0.0%	0	2.8%	6	0.0%	0	0.0%	0
Other - Smaller Centre - Foxhall Road	0.4%	3	1.0%	3	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Norwich Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Queensway	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Ransomes Retail Park	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Tavern Street	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other - Smaller Centre - Vauxhall Road	0.3%	2	0.7%	2	0.0%	0	0.0%	0	0.0%	0
Other - Varies	2.9%	21	2.4%	7	3.7%	8	2.0%	3	4.5%	3
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		727		289		218		153		67

Ipswich Household Survey for Strategic Perspectives

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
Q21 Where do you normally do most of your household's shopping for chemist and medical goods, cosmetics and other beauty products (such as medicines, vitamins, glasses, contact lenses etc)?										
<i>Excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q21</i>										
Ipswich Town Centre	35.4%	325	67.7%	241	9.5%	27	16.8%	31	28.0%	26
Ipswich - Anglia Retail Park	1.2%	11	1.1%	4	0.0%	0	3.8%	7	0.0%	0
Ipswich - Commercial Road Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Euro Retail Park	0.2%	2	0.3%	1	0.4%	1	0.0%	0	0.0%	0
Ipswich - Orwell Retail Park/Ranelagh Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Ipswich - Suffolk Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich Smaller (District/Local) Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Copdock - Copdock Retail Park	2.1%	19	3.4%	12	0.0%	0	1.1%	2	5.4%	5
Martlesham Heath - Beardmore Retail Park	1.3%	12	0.6%	2	3.5%	10	0.0%	0	0.0%	0
Braintree - Braintree Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds - Robert Boby Way Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds - St Edmundsbury Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Valley Bridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Fiveways Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Colchester Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Colne View Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Tollgate Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.2%	2
Lowestoft - Tower Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martlesham Heath - Martlesham Retail Park	3.7%	34	3.7%	13	7.1%	20	0.5%	1	0.0%	0
Newmarket - Studlands Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sudbury - Shawlands Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thetford - Forest Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldeburgh	1.3%	12	0.0%	0	4.2%	12	0.0%	0	0.0%	0
Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds	2.8%	26	0.0%	0	0.0%	0	14.1%	26	0.0%	0
Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester	0.9%	8	0.0%	0	0.0%	0	0.0%	0	8.6%	8
Felixstowe	6.3%	58	0.3%	1	20.1%	57	0.0%	0	0.0%	0
Framlingham	2.1%	19	0.0%	0	6.7%	19	0.0%	0	0.0%	0
Halesworth	0.3%	3	0.0%	0	1.1%	3	0.0%	0	0.0%	0
Leiston	2.8%	26	0.0%	0	9.2%	26	0.0%	0	0.0%	0
Lowestoft	0.5%	5	0.3%	1	1.4%	4	0.0%	0	0.0%	0
Manningtree	0.9%	8	0.0%	0	0.0%	0	0.0%	0	8.6%	8
Norwich	0.5%	5	0.3%	1	0.7%	2	1.1%	2	0.0%	0
Southwold	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stowmarket	8.0%	73	0.0%	0	0.4%	1	38.9%	72	0.0%	0
Sudbury	2.0%	18	0.0%	0	0.0%	0	0.5%	1	18.3%	17
Woodbridge	7.5%	69	1.1%	4	22.6%	64	0.5%	1	0.0%	0
Other - Belstead Hills	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Bildestone	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Other - Brandon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Other - Claydon	0.2%	2	0.0%	0	0.0%	0	1.1%	2	0.0%	0
Other - Debenham	0.7%	6	0.0%	0	0.0%	0	2.7%	5	1.1%	1
Other - Dedham	0.4%	4	0.0%	0	0.0%	0	0.0%	0	4.3%	4
Other - Diss	1.7%	16	0.0%	0	2.5%	7	4.9%	9	0.0%	0
Other - Dovecot	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Other - East Bergholt	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.2%	2
Other - Eye	0.4%	4	0.0%	0	0.0%	0	2.2%	4	0.0%	0
Other - Felixstowe	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Other - Fircroft	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Gainsborough	0.2%	2	0.6%	2	0.0%	0	0.0%	0	0.0%	0
Other - Great Cornard	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1

Ipswich Household Survey for Strategic Perspectives

	Total		Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)	
Other - Hadleigh	1.4%	13	0.3%	1	0.0%	0	0.0%	0	12.9%	12
Other - Holbrook	0.2%	2	0.3%	1	0.0%	0	0.0%	0	1.1%	1
Other - J Sainsbury, Felixstowe Road, Warren Heath	2.3%	21	3.9%	14	1.4%	4	0.0%	0	3.2%	3
Other - Kesgrave	0.8%	7	2.0%	7	0.0%	0	0.0%	0	0.0%	0
Other - London	0.2%	2	0.6%	2	0.0%	0	0.0%	0	0.0%	0
Other - Manningtree	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Other - Martlesham	0.5%	5	0.3%	1	1.4%	4	0.0%	0	0.0%	0
Other - Needham Market	0.7%	6	0.0%	0	0.0%	0	3.2%	6	0.0%	0
Other - Norwich Road, Setford	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Other - Orford	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Other - Salisbury	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Other - Saxmundham	1.2%	11	0.0%	0	3.9%	11	0.0%	0	0.0%	0
Other - Smaller Centre - Allenbrook Green	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Belstead	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Blandford Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Bramford	0.5%	5	0.0%	0	0.0%	0	2.7%	5	0.0%	0
Other - Smaller Centre - Bury Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Ellenbrook Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Felixstowe Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Fircroft Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Foxhall Road	0.7%	6	1.7%	6	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Goddard Road	0.4%	4	0.8%	3	0.0%	0	0.5%	1	0.0%	0
Other - Smaller Centre - Hawthorn Drive	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - London Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Meredith Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Nacton Road	0.4%	4	1.1%	4	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Norwich Road	0.2%	2	0.6%	2	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Queensway	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Ravenswood	0.4%	4	1.1%	4	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Reynolds Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Sproughton Road	0.3%	3	0.8%	3	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Stoke Park	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Woodbridge Road	0.3%	3	0.8%	3	0.0%	0	0.0%	0	0.0%	0
Other - Varies	1.0%	9	1.4%	5	1.1%	3	0.5%	1	0.0%	0
Other - Woolpit	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Other - Wycombe	0.8%	7	0.0%	0	0.0%	0	3.8%	7	0.0%	0
Other - Wycombe Market	0.7%	6	0.6%	2	1.4%	4	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		917		356		283		185		93

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
Q22 Where do you do most of your household's shopping for games & toys, hobby items; sport and camping goods; and musical instruments?										
<i>Excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q22</i>										
Ipswich Town Centre	45.9%	207	59.7%	111	40.5%	51	29.3%	27	38.3%	18
Ipswich - Anglia Retail Park	0.7%	3	0.5%	1	0.0%	0	1.1%	1	2.1%	1
Ipswich - Commercial Road Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Euro Retail Park	1.1%	5	1.6%	3	0.8%	1	1.1%	1	0.0%	0
Ipswich - Euro Retail Park - JJB Sports	3.3%	15	5.4%	10	2.4%	3	1.1%	1	2.1%	1
Ipswich - Orwell Retail Park/Ranelagh Road	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Ipswich - Suffolk Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Suffolk Retail Park - Argos Extra	1.1%	5	1.6%	3	0.8%	1	0.0%	0	2.1%	1
Ipswich Smaller (District/Local) Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Copdock - Copdock Retail Park	2.2%	10	3.8%	7	1.6%	2	0.0%	0	2.1%	1
Copdock - Copdock Retail Park - Toys R Us	13.1%	59	17.7%	33	6.3%	8	16.3%	15	6.4%	3
Martlesham Heath - Beardmore Retail Park	0.7%	3	0.0%	0	2.4%	3	0.0%	0	0.0%	0
Braintree - Braintree Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds - Robert Bobby Way Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds - St Edmundsbury Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Valley Bridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Fiveways Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Colchester Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Colne View Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Tollgate Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lowestoft - Tower Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martlesham Heath - Martlesham Retail Park	1.1%	5	1.1%	2	2.4%	3	0.0%	0	0.0%	0
Newmarket - Studlands Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sudbury - Shawlands Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thetford - Forest Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldeburgh	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
Bury St. Edmunds	3.8%	17	0.0%	0	0.8%	1	16.3%	15	2.1%	1
Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Colchester	2.4%	11	0.5%	1	1.6%	2	0.0%	0	17.0%	8
Felixstowe	3.3%	15	1.1%	2	9.5%	12	1.1%	1	0.0%	0
Framlingham	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Halesworth	1.1%	5	0.0%	0	4.0%	5	0.0%	0	0.0%	0
Leiston	0.4%	2	0.0%	0	1.6%	2	0.0%	0	0.0%	0
Lowestoft	0.9%	4	0.0%	0	3.2%	4	0.0%	0	0.0%	0
Manningtree	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Norwich	1.8%	8	1.1%	2	3.2%	4	2.2%	2	0.0%	0
Southwold	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stowmarket	5.3%	24	0.5%	1	0.8%	1	23.9%	22	0.0%	0
Sudbury	1.6%	7	0.0%	0	0.0%	0	1.1%	1	12.8%	6
Woodbridge	2.9%	13	0.0%	0	10.3%	13	0.0%	0	0.0%	0
Other - Abroad	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Other - Bournebridge	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Other - Diss	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Other - Hadleigh	0.9%	4	0.5%	1	0.0%	0	0.0%	0	6.4%	3
Other - J Sainsbury, Felixstowe Road, Warren Heath	1.1%	5	1.1%	2	1.6%	2	0.0%	0	2.1%	1
Other - Kesgrave	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0

Ipswich Household Survey for Strategic Perspectives

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
Other - London	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Other - Martlesham	0.4%	2	0.5%	1	0.8%	1	0.0%	0	0.0%	0
Other - Varies	2.4%	11	2.2%	4	0.8%	1	5.4%	5	2.1%	1
Other - Worsted	0.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Other - Wycombe	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		451		186		126		92		47

Ipswich Household Survey for Strategic Perspectives

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)
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Q23 Where do you do most of your household's shopping for pets & pet related products?

Excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q23

Ipswich Town Centre	17.7%	85	32.0%	56	6.6%	10	8.0%	8	20.4%	11
Ipswich - Anglia Retail Park	1.7%	8	2.9%	5	0.0%	0	3.0%	3	0.0%	0
Ipswich - Commercial Road Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Euro Retail Park	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Ipswich - Orwell Retail Park/Ranelagh Road	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Ipswich - Orwell Retail Park/Ranelagh Road - Pets @ Home	12.5%	60	23.4%	41	0.7%	1	12.0%	12	11.1%	6
Ipswich - Suffolk Retail Park	0.4%	2	1.1%	2	0.0%	0	0.0%	0	0.0%	0
Ipswich Smaller (District/Local) Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Copdock - Copdock Retail Park	2.5%	12	4.6%	8	0.0%	0	2.0%	2	3.7%	2
Martlesham Heath - Beardmore Retail Park	4.0%	19	1.7%	3	10.5%	16	0.0%	0	0.0%	0
Braintree - Braintree Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds - Robert Boby Way Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds - St Edmundsbury Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Valley Bridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Fiveways Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Colchester Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Colne View Retail Park	0.6%	3	0.0%	0	0.0%	0	0.0%	0	5.6%	3
Colchester - Tollgate Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lowestoft - Tower Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martlesham Heath - Martlesham Retail Park	11.0%	53	9.1%	16	23.0%	35	2.0%	2	0.0%	0
Newmarket - Studlands Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sudbury - Shawlands Retail Park	0.8%	4	0.0%	0	0.0%	0	1.0%	1	5.6%	3
Thetford - Forest Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldeburgh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Braintree	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds	2.3%	11	0.0%	0	0.0%	0	11.0%	11	0.0%	0
Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester	1.0%	5	0.0%	0	0.0%	0	0.0%	0	9.3%	5
Felixstowe	4.8%	23	1.1%	2	13.8%	21	0.0%	0	0.0%	0
Framlingham	3.1%	15	0.0%	0	9.9%	15	0.0%	0	0.0%	0
Halesworth	1.0%	5	0.0%	0	3.3%	5	0.0%	0	0.0%	0
Leiston	2.1%	10	0.0%	0	6.6%	10	0.0%	0	0.0%	0
Lowestoft	0.4%	2	0.0%	0	1.3%	2	0.0%	0	0.0%	0
Manningtree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southwold	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stowmarket	7.5%	36	0.0%	0	0.7%	1	35.0%	35	0.0%	0
Sudbury	2.1%	10	0.0%	0	0.0%	0	1.0%	1	16.7%	9
Woodbridge	2.1%	10	1.1%	2	4.6%	7	1.0%	1	0.0%	0
Other - Brandon	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Other - Capel St.Mary	0.6%	3	0.6%	1	0.0%	0	0.0%	0	3.7%	2
Other - Catterwade	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Other - Debenham	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Other - Diss	1.7%	8	0.0%	0	1.3%	2	6.0%	6	0.0%	0
Other - Earls Stonham	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Other - Elmswell	1.0%	5	0.0%	0	0.0%	0	5.0%	5	0.0%	0
Other - Eye	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Other - Grange Farm Park, Felixstowe	0.4%	2	0.0%	0	1.3%	2	0.0%	0	0.0%	0
Other - Hadleigh	0.6%	3	0.0%	0	0.0%	0	0.0%	0	5.6%	3
Other - Harwich	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1

Ipswich Household Survey for Strategic Perspectives

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
Other - Highwoods	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Other - Holbrook	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Other - J Sainsbury, Felixstowe Road, Warren Heath	3.5%	17	7.4%	13	2.0%	3	0.0%	0	1.9%	1
Other - Kesgrave	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Other - Manningtree	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Other - Marlow	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Other - Martlesham	1.7%	8	1.1%	2	3.9%	6	0.0%	0	0.0%	0
Other - Middleton	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Other - Needham Market	0.4%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Other - Norwich Road, Setford	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Other - Old Newton	0.4%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Other - Salisbury	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Other - Saxmundham	1.5%	7	0.0%	0	4.6%	7	0.0%	0	0.0%	0
Other - Smaller Centre - Budbridge Road	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Bury Road	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Carsrey Road	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Clapgate Lane	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Derby Road	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Foxhall Road	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Gainsborough	0.4%	2	1.1%	2	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Goddard Road	1.2%	6	2.3%	4	0.0%	0	2.0%	2	0.0%	0
Other - Smaller Centre - Marlow Road	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Sproughton Road	0.6%	3	1.7%	3	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Woodbridge Road	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Other - Theberton	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Other - Thurstone	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Other - Varies	1.7%	8	1.1%	2	1.3%	2	1.0%	1	5.6%	3
Other - Westleton	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Other - Whitehouse Centre	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Other - Woolpit	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Other - Wycombe Market	0.4%	2	0.0%	0	1.3%	2	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		481		175		152		100		54

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
Q24 Where do you do most of your household's shopping for all other non-food goods including books; jewellery and watches; china, glassware; recreational and luxury goods?										
<i>Excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q24</i>										
Ipswich Town Centre	59.7%	355	87.2%	204	40.1%	75	42.4%	50	46.4%	26
Ipswich - Anglia Retail Park	0.5%	3	0.9%	2	0.0%	0	0.8%	1	0.0%	0
Ipswich - Commercial Road Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Euro Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Orwell Retail Park/Ranelagh Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Suffolk Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Suffolk Retail Park - Dunelm Mill	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Ipswich - Suffolk Retail Park - Range	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Suffolk Retail Park - Argos Extra	1.0%	6	1.7%	4	0.5%	1	0.0%	0	1.8%	1
Ipswich Smaller (District/Local) Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Copdock - Copdock Retail Park	0.3%	2	0.9%	2	0.0%	0	0.0%	0	0.0%	0
Martlesham Heath - Beardmore Retail Park	0.3%	2	0.0%	0	1.1%	2	0.0%	0	0.0%	0
Braintree - Braintree Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds - Robert Boby Way Retail Park	0.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Bury St. Edmunds - St Edmundsbury Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Valley Bridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Fiveways Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Colchester Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Colne View Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Tollgate Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lowestoft - Tower Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martlesham Heath - Martlesham Retail Park	0.7%	4	0.4%	1	1.6%	3	0.0%	0	0.0%	0
Newmarket - Studlands Retail Park	0.2%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Sudbury - Shawlands Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thetford - Forest Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldeburgh	0.7%	4	0.0%	0	2.1%	4	0.0%	0	0.0%	0
Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds	4.2%	25	0.4%	1	0.5%	1	19.5%	23	0.0%	0
Cambridge	0.7%	4	1.3%	3	0.0%	0	0.8%	1	0.0%	0
Clacton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester	1.8%	11	0.0%	0	0.0%	0	0.0%	0	19.6%	11
Felixstowe	5.0%	30	0.4%	1	15.5%	29	0.0%	0	0.0%	0
Framlingham	1.0%	6	0.0%	0	3.2%	6	0.0%	0	0.0%	0
Halesworth	0.3%	2	0.0%	0	1.1%	2	0.0%	0	0.0%	0
Leiston	0.2%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Lowestoft	1.2%	7	0.0%	0	3.7%	7	0.0%	0	0.0%	0
Manningtree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norwich	2.5%	15	0.9%	2	5.3%	10	2.5%	3	0.0%	0
Southwold	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stowmarket	5.4%	32	0.0%	0	1.1%	2	25.4%	30	0.0%	0
Sudbury	1.7%	10	0.0%	0	0.0%	0	0.8%	1	16.1%	9
Woodbridge	6.2%	37	0.9%	2	17.1%	32	1.7%	2	1.8%	1
Other - Abroad	0.3%	2	0.4%	1	0.0%	0	0.0%	0	1.8%	1
Other - Beccles	0.2%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other - Brantham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Other - Diss	0.5%	3	0.0%	0	1.1%	2	0.8%	1	0.0%	0
Other - Harwich	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Other - Highwoods	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Other - J Sainsbury, Felixstowe Road, Warren	0.3%	2	0.0%	0	0.5%	1	0.0%	0	1.8%	1

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
Heath										
Other - London	0.5%	3	0.4%	1	0.5%	1	0.8%	1	0.0%	0
Other - Norwich	0.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Other - Orford	0.2%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other - Saxmundham	0.3%	2	0.0%	0	1.1%	2	0.0%	0	0.0%	0
Other - Varies	3.0%	18	3.8%	9	2.1%	4	2.5%	3	3.6%	2
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:	595	234	187	118	56					

Q25 When you do your household's non-food shopping, how do you usually travel?

Excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q25

Car / van (as driver)	55.3%	523	43.3%	164	58.4%	164	69.1%	134	67.0%	61
Car / van (as passenger)	13.9%	131	11.6%	44	16.0%	45	14.4%	28	15.4%	14
Bus, minibus or coach	16.1%	152	26.1%	99	8.5%	24	10.8%	21	8.8%	8
Using park & ride facility	4.6%	43	1.6%	6	8.5%	24	4.1%	8	5.5%	5
Motorcycle, scooter or moped	0.3%	3	0.3%	1	0.0%	0	1.0%	2	0.0%	0
Walk	8.4%	79	14.8%	56	7.1%	20	0.5%	1	2.2%	2
Taxi	0.5%	5	1.1%	4	0.0%	0	0.0%	0	1.1%	1
Train	0.2%	2	0.3%	1	0.4%	1	0.0%	0	0.0%	0
Bicycle	0.5%	5	0.8%	3	0.7%	2	0.0%	0	0.0%	0
Other	0.2%	2	0.3%	1	0.4%	1	0.0%	0	0.0%	0
Base:	945	379	281	194	91					

Q26A How often do you and your family visit the following leisure attractions? Bingo

Excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q26A

Once a week	64.8%	35	58.8%	20	90.0%	9	57.1%	4	66.7%	2
Once a fortnight	7.4%	4	11.8%	4	0.0%	0	0.0%	0	0.0%	0
Once a month	11.1%	6	14.7%	5	0.0%	0	0.0%	0	33.3%	1
Once every two months	11.1%	6	11.8%	4	0.0%	0	28.6%	2	0.0%	0
Once every six months	5.6%	3	2.9%	1	10.0%	1	14.3%	1	0.0%	0
Once a year	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:	54	34	10	7	3					

Q26B How often do you and your family visit the following leisure attractions? Cinema

Excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q26B

Once a week	5.0%	23	8.4%	15	2.8%	4	2.1%	2	4.5%	2
Once a fortnight	8.9%	41	9.5%	17	8.4%	12	9.4%	9	6.8%	3
Once a month	26.2%	121	23.5%	42	21.7%	31	32.3%	31	38.6%	17
Once every two months	29.0%	134	27.4%	49	35.7%	51	26.0%	25	20.5%	9
Once every six months	21.2%	98	22.9%	41	22.4%	32	18.8%	18	15.9%	7
Once a year	9.7%	45	8.4%	15	9.1%	13	11.5%	11	13.6%	6
Base:	462	179	143	96	44					

Q26C How often do you and your family visit the following leisure attractions? Gym/ health club

Excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q26C

Once a week	76.6%	177	77.5%	79	72.2%	52	77.8%	28	85.7%	18
Once a fortnight	4.3%	10	3.9%	4	4.2%	3	8.3%	3	0.0%	0
Once a month	10.0%	23	11.8%	12	12.5%	9	5.6%	2	0.0%	0
Once every two months	5.2%	12	3.9%	4	6.9%	5	8.3%	3	0.0%	0
Once every six months	3.5%	8	2.9%	3	2.8%	2	0.0%	0	14.3%	3
Once a year	0.4%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Base:	231	102	72	36	21					

Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)
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Q26D How often do you and your family visit the following leisure attractions? Museum or place of historical interest

Excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q26D

Once a week	1.2%	4	1.4%	2	1.2%	1	1.2%	1	0.0%	0
Once a fortnight	2.0%	7	2.0%	3	1.2%	1	2.5%	2	3.1%	1
Once a month	9.8%	34	8.2%	12	11.6%	10	8.6%	7	15.6%	5
Once every two months	27.7%	96	29.9%	44	27.9%	24	23.5%	19	28.1%	9
Once every six months	36.7%	127	37.4%	55	31.4%	27	43.2%	35	31.3%	10
Once a year	22.5%	78	21.1%	31	26.7%	23	21.0%	17	21.9%	7
Base:		346		147		86		81		32

Q26E How often do you and your family visit the following leisure attractions? Nightclub or musical venue

Excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q26E

Once a week	6.3%	7	11.3%	6	0.0%	0	5.3%	1	0.0%	0
Once a fortnight	7.2%	8	9.4%	5	3.6%	1	5.3%	1	9.1%	1
Once a month	25.2%	28	32.1%	17	17.9%	5	10.5%	2	36.4%	4
Once every two months	24.3%	27	18.9%	10	42.9%	12	10.5%	2	27.3%	3
Once every six months	22.5%	25	13.2%	7	25.0%	7	47.4%	9	18.2%	2
Once a year	14.4%	16	15.1%	8	10.7%	3	21.1%	4	9.1%	1
Base:		111		53		28		19		11

Q26F How often do you and your family visit the following leisure attractions? Pub/bar

Excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q26F

Once a week	36.2%	165	41.1%	72	39.0%	57	24.2%	23	32.5%	13
Once a fortnight	19.5%	89	20.6%	36	15.1%	22	24.2%	23	20.0%	8
Once a month	26.3%	120	18.9%	33	26.0%	38	35.8%	34	37.5%	15
Once every two months	11.0%	50	14.3%	25	11.0%	16	8.4%	8	2.5%	1
Once every six months	4.8%	22	3.4%	6	6.8%	10	5.3%	5	2.5%	1
Once a year	2.2%	10	1.7%	3	2.1%	3	2.1%	2	5.0%	2
Base:		456		175		146		95		40

Q26G How often do you and your family visit the following leisure attractions? Restaurant

Excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q26G

Once a week	16.0%	112	16.4%	46	19.4%	40	12.3%	18	12.1%	8
Once a fortnight	19.0%	133	17.8%	50	17.0%	35	27.4%	40	12.1%	8
Once a month	34.8%	243	33.5%	94	36.9%	76	28.8%	42	47.0%	31
Once every two months	19.3%	135	22.1%	62	18.4%	38	17.1%	25	15.2%	10
Once every six months	9.2%	64	8.2%	23	6.3%	13	13.7%	20	12.1%	8
Once a year	1.7%	12	2.1%	6	1.9%	4	0.7%	1	1.5%	1
Base:		699		281		206		146		66

Q26H How often do you and your family visit the following leisure attractions? Tenpin bowling

Excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q26H

Once a week	3.2%	6	4.2%	3	1.8%	1	2.4%	1	5.0%	1
Once a fortnight	1.1%	2	0.0%	0	1.8%	1	2.4%	1	0.0%	0
Once a month	8.9%	17	12.5%	9	7.1%	4	4.8%	2	10.0%	2
Once every two months	21.6%	41	13.9%	10	23.2%	13	28.6%	12	30.0%	6
Once every six months	36.3%	69	47.2%	34	35.7%	20	26.2%	11	20.0%	4
Once a year	28.9%	55	22.2%	16	30.4%	17	35.7%	15	35.0%	7
Base:		190		72		56		42		20

Q26I How often do you and your family visit the following leisure attractions? Theatre

Excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q26I

Once a week	1.0%	4	1.8%	3	0.9%	1	0.0%	0	0.0%	0
Once a fortnight	0.7%	3	0.6%	1	1.8%	2	0.0%	0	0.0%	0
Once a month	9.0%	38	9.0%	15	9.6%	11	8.8%	8	8.3%	4
Once every two months	29.8%	125	29.3%	49	30.7%	35	34.1%	31	20.8%	10
Once every six months	38.1%	160	37.1%	62	36.0%	41	37.4%	34	47.9%	23
Once a year	21.4%	90	22.2%	37	21.1%	24	19.8%	18	22.9%	11
Base:		420		167		114		91		48

Ipswich Household Survey for Strategic Perspectives

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
Q26J How often do you and your family visit the following leisure attractions? Other activity mentioned										
<i>Excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q26J</i>										
Once a week	70.5%	79	71.1%	32	63.6%	21	73.9%	17	81.8%	9
Once a fortnight	15.2%	17	15.6%	7	18.2%	6	8.7%	2	18.2%	2
Once a month	10.7%	12	11.1%	5	9.1%	3	17.4%	4	0.0%	0
Once every two months	2.7%	3	2.2%	1	6.1%	2	0.0%	0	0.0%	0
Once every six months	0.9%	1	0.0%	0	3.0%	1	0.0%	0	0.0%	0
Once a year	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		112		45		33		23		11
Q27 Where did you or members of your household last go to play bingo?										
<i>Those who play bingo and excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q27</i>										
Mecca Bingo, Lloyds Avenue, Ipswich	27.3%	15	28.6%	10	20.0%	2	28.6%	2	33.3%	1
Gala Bingo, 3 Ranelagh Road, Ipswich	29.1%	16	40.0%	14	10.0%	1	14.3%	1	0.0%	0
Anglia Weekly Bingo, Penshurst Road, Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bingo Hall, Ranelagh Road, Ipswich	1.8%	1	0.0%	0	0.0%	0	14.3%	1	0.0%	0
Gala Bingo, 129 Pier Avenue, Clacton On Sea	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winners Bingo, 4 Hatter Street, Bury St Edmunds	1.8%	1	0.0%	0	0.0%	0	14.3%	1	0.0%	0
Palace Bingo, Crescent Road, Felixstowe	12.7%	7	5.7%	2	40.0%	4	14.3%	1	0.0%	0
Gala Bingo, 48 Osborne Street, Colchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Beacon Bingo, Battery Green, Lowestoft	1.8%	1	0.0%	0	10.0%	1	0.0%	0	0.0%	0
Other - British Legion, Bramford	5.5%	3	5.7%	2	0.0%	0	0.0%	0	33.3%	1
Other - Community Centre, Eye	1.8%	1	0.0%	0	0.0%	0	14.3%	1	0.0%	0
Other - Conservative Club, Clapgate Lane, Ipswich	1.8%	1	2.9%	1	0.0%	0	0.0%	0	0.0%	0
Other - Fairfield Road, Aldburgh	1.8%	1	0.0%	0	10.0%	1	0.0%	0	0.0%	0
Other - Golden Hines, Knackton Road, Ipswich	1.8%	1	2.9%	1	0.0%	0	0.0%	0	0.0%	0
Other - Hadleigh High School	1.8%	1	0.0%	0	0.0%	0	0.0%	0	33.3%	1
Other - Kirkby Street, Ipswich	1.8%	1	2.9%	1	0.0%	0	0.0%	0	0.0%	0
Other - Labour Club, Landseer Road, Gainsborough	3.6%	2	5.7%	2	0.0%	0	0.0%	0	0.0%	0
Other - Whitehouse Community Centre, Ipswich	3.6%	2	5.7%	2	0.0%	0	0.0%	0	0.0%	0
Other - Wycombe Market	1.8%	1	0.0%	0	10.0%	1	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		55		35		10		7		3

Ipswich Household Survey for Strategic Perspectives

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
Q28 Where did you or members of your household last go to the cinema?										
<i>Those who go to the cinema and excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q28</i>										
Cineworld, Cardinal Park, Ipswich	68.2%	321	93.3%	168	44.0%	66	62.5%	60	60.0%	27
Film Theatre, Ipswich	0.4%	2	0.6%	1	0.0%	0	0.0%	0	2.2%	1
The Regal, Stowmarket	2.1%	10	0.0%	0	0.7%	1	9.4%	9	0.0%	0
The Palace, Felixstowe	3.0%	14	0.6%	1	8.7%	13	0.0%	0	0.0%	0
Riverside Centre, Woodbridge	10.6%	50	4.4%	8	23.3%	35	4.2%	4	6.7%	3
Aldeburgh Cinema, Aldeburgh	2.5%	12	0.0%	0	8.0%	12	0.0%	0	0.0%	0
Cineworld, Freeport Leisure, Braintree	0.6%	3	0.0%	0	0.0%	0	0.0%	0	6.7%	3
Odeon, Wherry Road, Norwich	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Picturehouse, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Vue, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odeon, Head Street, Colchester	1.5%	7	0.0%	0	0.0%	0	0.0%	0	15.6%	7
Flicks, Clacton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Electric Palace, Harwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Empire, Halstead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Film Theatre, Leiston	3.4%	16	0.0%	0	10.7%	16	0.0%	0	0.0%	0
Hollywood, Lowestoft	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Cineworld, Parkway, Bury St Edmunds	4.5%	21	0.0%	0	0.0%	0	18.8%	18	6.7%	3
Other - Camberly, Surrey	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Other - Cineworld, Bury St.Edmunds	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Other - Cineworld, Trafford Centre	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Other - Hadleigh	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	1
Other - Huntington	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Other - Imax, London	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Other - Odeon, Canterbury	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Other - Odeon, Colchester	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Other - Oldbrough	0.4%	2	0.0%	0	1.3%	2	0.0%	0	0.0%	0
Other - Riverside Theatre, Woodbridge	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Other - Southampton	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Other - Vue, Castle Mall, Norwich	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		471		180		150		96		45

Ipswich Household Survey for Strategic Perspectives

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)						
Q29 Where did you or members of your household last go to a gym / healthclub?											
<i>Those who go to a gym / healthclub and excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q29</i>											
Gym & Trim, Cardinal Park, Ipswich	1.9%	4	2.1%	2	1.6%	1	0.0%	0	5.3%	1	
Fitness First, Russell Road, Ipswich	1.9%	4	3.1%	3	0.0%	0	0.0%	0	5.3%	1	
Crown Pools, Crown Street, Ipswich	10.3%	22	19.8%	19	3.1%	2	2.9%	1	0.0%	0	
YMCA (Ipswich), 38Westgate Street, Ipswich	0.9%	2	2.1%	2	0.0%	0	0.0%	0	0.0%	0	
YMCA Training, 517 London Road, Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Ipswich Sports Club, Henley Road, Ipswich	0.9%	2	1.0%	1	0.0%	0	2.9%	1	0.0%	0	
Swallow Leisure (Ipswich), Belstead Road, Belstead, Ipswich	2.3%	5	3.1%	3	0.0%	0	5.9%	2	0.0%	0	
Copleston Centre, Copleston Road, Ipswich	0.5%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	
Gainsborough Sports Centre, Brazier's Wood Road, Ipswich	2.8%	6	6.3%	6	0.0%	0	0.0%	0	0.0%	0	
Whitton Sports & Community Centre, Whitton Church Lane, Ipswich	1.4%	3	3.1%	3	0.0%	0	0.0%	0	0.0%	0	
Next Generation Health Club, 11 The Havens, Ransomes Europark, Ipswich	1.4%	3	3.1%	3	0.0%	0	0.0%	0	0.0%	0	
Oaks Fitness, 47 Upper Orwell Street, Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Spirit Health & Fitness, London Road, Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Maidenhall Sports Centre, Maidenhall Approach, Ipswich	0.5%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	
Hotel Elizabeth Leisure Club, London Road, Copdock, Copdock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Hintlesham Hall Hotel Club, George Street, Hintlesham, Hintlesham	0.5%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	
Clarice House, Bramford Road, Bramford	6.1%	13	8.3%	8	0.0%	0	5.9%	2	15.8%	3	
Martlesham Leisure, Gloster Road, Martlesham Heath	2.3%	5	3.1%	3	3.1%	2	0.0%	0	0.0%	0	
Adrenaline Gym, Ipswich	0.5%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	
David Lloyd, Ransomes Europark, Ipswich	5.6%	12	9.4%	9	1.6%	1	2.9%	1	5.3%	1	
St Josephs College, Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Westbourne High School, Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Martlesham Leisure Club, Martlesham Heath, Martlesham Heath	2.3%	5	2.1%	2	4.7%	3	0.0%	0	0.0%	0	
Outside Ipswich	2.3%	5	2.1%	2	3.1%	2	2.9%	1	0.0%	0	
Other - Brackenbury Sports Centre, High Road West, Felixstowe	0.5%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	
Other - Busybodies, Causeway End, Station Road, Lawford, Manningtree	0.9%	2	0.0%	0	0.0%	0	0.0%	0	10.5%	2	
Other - Chantry High School, Stone Lodge Lane	0.5%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	
Other - Cowdray Centre, Mason Rd, Colchester	0.5%	1	0.0%	0	0.0%	0	0.0%	0	5.3%	1	
Other - Deben Swimming Pool, Station Road, Woodbridge	9.9%	21	6.3%	6	21.9%	14	2.9%	1	0.0%	0	

Ipswich Household Survey for Strategic Perspectives

	Total		Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)	
Other - Felixstowe Leisure Centre, Undercliff Road West, Felixstowe	6.6%	14	2.1%	2	17.2%	11	0.0%	0	5.3%	1
Other - Fitness Express, Ufford Park, Scott Lane, Melton, Woodbridge	4.2%	9	1.0%	1	12.5%	8	0.0%	0	0.0%	0
Other - Formham Golf Club	0.5%	1	0.0%	0	0.0%	0	2.9%	1	0.0%	0
Other - Framlingham College, Framlingham	0.5%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Other - Greshams, Tuddenham Road, Ipswich	0.5%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Other - Gym, Rendlesham	0.5%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Other - Gymophobic, Princes Street, Ipswich	0.5%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Other - Hadleigh High Leisure Centre, Highlands Road, Hadleigh	1.4%	3	0.0%	0	0.0%	0	2.9%	1	10.5%	2
Other - Hospital Gym, Heath Road, Ipswich	0.5%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Other - Ipswich - Orwell Retail Park/Ranelagh Road	0.5%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Other - Ipswich Preparatory School, Ivory Street, Ipswich	0.5%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Other - Ipswich, Fore Street Baths, Fore Street	0.5%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Other - Kersey Mill Health & Fitness Club, Kersey Mill, Kersey	0.9%	2	0.0%	0	0.0%	0	5.9%	2	0.0%	0
Other - Kingfisher Leisure Centre, Station Road, Sudbury	2.8%	6	1.0%	1	1.6%	1	0.0%	0	21.1%	4
Other - LA Fitness, Moreton Hall Estate, Easlea Road, Bury St Edmunds	0.5%	1	0.0%	0	0.0%	0	2.9%	1	0.0%	0
Other - Leiston Leisure Centre, Red House Lane, Leiston	3.8%	8	0.0%	0	10.9%	7	0.0%	0	5.3%	1
Other - Mid Suffolk Leisure Centre, Gainsborough Road, Stowmarket	6.6%	14	0.0%	0	0.0%	0	41.2%	14	0.0%	0
Other - Moreton Hall Health Club, Mount Road, Bury St. Edmunds	0.9%	2	1.0%	1	0.0%	0	2.9%	1	0.0%	0
Other - Northgate Sports Centre, Sidegate Lane West, Ipswich	1.4%	3	3.1%	3	0.0%	0	0.0%	0	0.0%	0
Other - Ravenswood School, Ravenswood Avenue, Ipswich	0.5%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Other - Rosary Conservative Club, Bramford Road, Ipswich	0.5%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Other - Rushmere Indoor Bowls, Ipswich	0.5%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Other - St Johns CofE School, Victory Road, Ipswich	0.5%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Other - Stoke-by-Nayland Golf Club, Keeper's Lane, Leavenheath, Colchester	0.5%	1	0.0%	0	0.0%	0	0.0%	0	5.3%	1
Other - Stowmarket Health Centre, Violet Hill Road, Stowmarket	0.9%	2	0.0%	0	0.0%	0	5.9%	2	0.0%	0
Other - Stradbroke Swimming Pool, Wilby Road, Stradbroke, Diss	3.8%	8	0.0%	0	7.8%	5	8.8%	3	0.0%	0
Other - The Health Centre, University Of East Anglia, Earlham Road, Norwich	0.5%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Other - The Toning Studio, London Road, Halesworth, Waveney	0.9%	2	0.0%	0	3.1%	2	0.0%	0	0.0%	0
Other - Town Hall,	0.5%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0

Ipswich Household Survey for Strategic Perspectives

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)	
Saxmundham									
Other - Village Hall, Waldringfield	0.5%	1	0.0%	0	1.6%	1	0.0%	0	0.0%
Other - Woolverstone Hall School, Woolverstone	0.5%	1	0.0%	0	0.0%	0	0.0%	0	5.3%
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Base:		213		96		64		34	19

Ipswich Household Survey for Strategic Perspectives

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)
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Q30 Where did you or members of your household last go to a museum or place of historical interest?

Those who go to museums or places of historical interest and excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q30

Christchurch Mansion & Wolsey Art Gallery, Soane Street, Ipswich	11.2%	33	18.3%	23	9.7%	7	3.0%	2	3.3%	1
Town Hall Galleries, Cornhill, Ipswich	0.7%	2	0.8%	1	0.0%	0	1.5%	1	0.0%	0
John Russell Gallery, 4-6 Wherry Lane, Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich Transport Museum, Cobham Road, Ipswich	1.4%	4	1.6%	2	2.8%	2	0.0%	0	0.0%	0
Ipswich Museum, High Street, Ipswich	25.5%	75	42.1%	53	9.7%	7	16.7%	11	13.3%	4
Felixstowe Museum, Viewpoint Road, Felixstowe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Landguard Fort, Felixstowe, Felixstowe	0.7%	2	0.0%	0	2.8%	2	0.0%	0	0.0%	0
Martlesham Heath Control Tower, Off Parkers Place, Martlesham Heath	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodbridge Museum, 5 Market Hill, Martlesham Heath	1.7%	5	1.6%	2	2.8%	2	0.0%	0	3.3%	1
Museum of East Anglian Life, Crowe Street, Stowmarket	3.1%	9	0.0%	0	2.8%	2	9.1%	6	3.3%	1
Orford Castle, Aldeburgh	1.0%	3	0.8%	1	2.8%	2	0.0%	0	0.0%	0
St Edmundsbury Cathedral, Bury St Edmunds	2.0%	6	0.0%	0	1.4%	1	6.1%	4	3.3%	1
The Guildhall, Lavenham	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0
West Stow Anglo Saxon Village, West Stow	0.3%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Norwich Castle Museum and Gallery, Norwich	2.7%	8	0.8%	1	5.6%	4	4.5%	3	0.0%	0
Grimes Graves, Thetford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cressing Temple, Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Framlingham Castle, Framlingham	1.0%	3	0.8%	1	2.8%	2	0.0%	0	0.0%	0
Other - Alnwick Castle, Northumberland	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Other - Birmingham	0.3%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Other - Bournemouth	0.3%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Other - Bristol	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Other - Bury Centre	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Other - Bury St.Edmunds	0.3%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Other - Cambridge	1.4%	4	1.6%	2	0.0%	0	3.0%	2	0.0%	0
Other - Colchester Castle, Ryegate Road, Colchester	1.4%	4	0.0%	0	0.0%	0	4.5%	3	3.3%	1
Other - Cornwall	0.3%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Other - Derbyshire	0.7%	2	1.6%	2	0.0%	0	0.0%	0	0.0%	0
Other - Dorset	0.3%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Other - Dover Castle, Dover	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Other - Durham City	0.3%	1	0.0%	0	0.0%	0	0.0%	0	3.3%	1
Other - FitzWilliam Museum, Cambridge	2.0%	6	2.4%	3	0.0%	0	3.0%	2	3.3%	1
Other - Gainsbrough	0.3%	1	0.0%	0	0.0%	0	0.0%	0	3.3%	1
Other - Great Yarmouth	0.3%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Other - Hampshire	0.3%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Other - Horingar	0.3%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Other - Iron Bridge	0.3%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Other - Julian Shrine, Norwich	0.3%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Other - Kent	0.3%	1	0.0%	0	0.0%	0	0.0%	0	3.3%	1
Other - Leeds	0.3%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Other - Leiston	0.3%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Other - Liverpool	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Other - London	28.9%	85	17.5%	22	45.8%	33	28.8%	19	36.7%	11
Other - Longmelford Hall, Longmelford	0.3%	1	0.0%	0	0.0%	0	0.0%	0	3.3%	1
Other - Lowestoft	0.3%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Other - Lyme Park, Cheshire	0.3%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0

Ipswich Household Survey for Strategic Perspectives

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
Other - Manchester	0.7%	2	1.6%	2	0.0%	0	0.0%	0	0.0%	0
Other - National Motor Museum, Hampshire	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Other - Northumberland	0.3%	1	0.0%	0	0.0%	0	0.0%	0	3.3%	1
Other - Norwich Castle	0.3%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Other - Orkney	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Other - Oxford	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Other - Portsmouth	0.3%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Other - Preston Tower, Preston	0.3%	1	0.0%	0	0.0%	0	0.0%	0	3.3%	1
Other - Rochester	0.3%	1	0.0%	0	0.0%	0	0.0%	0	3.3%	1
Other - Scotland	0.3%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Other - Sutton Hoo, Woodbridge	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Other - Torquay	0.3%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Other - Warwick	0.7%	2	0.8%	1	0.0%	0	0.0%	0	3.3%	1
Other - York	1.0%	3	0.0%	0	1.4%	1	1.5%	1	3.3%	1
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		294		126		72		66		30

Ipswich Household Survey for Strategic Perspectives

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
Q31 Where did you or members of your household last go to a nightclub or musical venue?										
<i>Those who go to nightclubs or musical venues and excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q31</i>										
Corn Exchange, 3/5 Northgate Street, Ipswich	2.9%	3	3.9%	2	0.0%	0	6.3%	1	0.0%	0
Fire & Ice, West Leisure Terrace, Cardinal Park, Ipswich	1.0%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Liquid Envy, 127 Old Cattle Market, Ipswich	10.7%	11	11.8%	6	14.8%	4	6.3%	1	0.0%	0
Mojo, 32 Tacket Street, Ipswich	12.6%	13	19.6%	10	11.1%	3	0.0%	0	0.0%	0
Pals, 3 St. Helens Street, Ipswich	6.8%	7	7.8%	4	11.1%	3	0.0%	0	0.0%	0
PJ McGinty and Sons, King Street, Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Regent Theatre, Ipswich	9.7%	10	9.8%	5	11.1%	3	12.5%	2	0.0%	0
Seventy-Seven, 77 Fore Hamlet, Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Thomas Eldred, Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Aldeburgh	1.0%	1	0.0%	0	3.7%	1	0.0%	0	0.0%	0
Other - Baracuda, Cattle Market, Ipswich	1.0%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Other - Bedford	1.0%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Other - Bettys, Ipswich	1.9%	2	2.0%	1	3.7%	1	0.0%	0	0.0%	0
Other - Birmingham	1.0%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Other - Brentwood	1.0%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Other - Bury St.Edmunds	1.9%	2	0.0%	0	0.0%	0	12.5%	2	0.0%	0
Other - Cambridge Arts Theatre, Cambridge	1.0%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Other - Christchurch Park, Soane Street, Ipswich	1.0%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Other - Colchester	4.9%	5	3.9%	2	0.0%	0	0.0%	0	33.3%	3
Other - Electric Palace, Harwich	1.0%	1	0.0%	0	0.0%	0	0.0%	0	11.1%	1
Other - Felixstowe	2.9%	3	3.9%	2	3.7%	1	0.0%	0	0.0%	0
Other - Foxhall Road, Ipswich	1.0%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Other - Hadleigh	1.0%	1	0.0%	0	0.0%	0	0.0%	0	11.1%	1
Other - Hennan Park, Suffolk	1.0%	1	0.0%	0	3.7%	1	0.0%	0	0.0%	0
Other - Horrom	1.0%	1	0.0%	0	3.7%	1	0.0%	0	0.0%	0
Other - Ipswich	5.8%	6	9.8%	5	0.0%	0	6.3%	1	0.0%	0
Other - Levenham Church, Sudbury	1.0%	1	0.0%	0	0.0%	0	0.0%	0	11.1%	1
Other - London	3.9%	4	2.0%	1	0.0%	0	12.5%	2	11.1%	1
Other - Manor Ballroom, Ipswich	1.0%	1	0.0%	0	3.7%	1	0.0%	0	0.0%	0
Other - Martlesham	1.0%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Other - Nayland	1.0%	1	0.0%	0	0.0%	0	0.0%	0	11.1%	1
Other - Newmarket	1.0%	1	0.0%	0	0.0%	0	6.3%	1	0.0%	0
Other - Norwich	1.0%	1	0.0%	0	3.7%	1	0.0%	0	0.0%	0
Other - O2 Arena London	4.9%	5	2.0%	1	7.4%	2	12.5%	2	0.0%	0
Other - Snape	3.9%	4	0.0%	0	14.8%	4	0.0%	0	0.0%	0
Other - Southend	1.0%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Other - Stepford	1.0%	1	0.0%	0	0.0%	0	6.3%	1	0.0%	0
Other - Stretford	1.0%	1	0.0%	0	3.7%	1	0.0%	0	0.0%	0
Other - Sudbury	1.0%	1	0.0%	0	0.0%	0	0.0%	0	11.1%	1
Other - Suffolk	1.0%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Other - The Regal, Stowmarket	1.0%	1	0.0%	0	0.0%	0	6.3%	1	0.0%	0
Other - Thurswood	1.0%	1	0.0%	0	0.0%	0	6.3%	1	0.0%	0
Other - Trinity Park, Ipswich	1.0%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Other - Voilethill Road, Stowmarket	1.0%	1	0.0%	0	0.0%	0	6.3%	1	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		103		51		27		16		9

Ipswich Household Survey for Strategic Perspectives

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
Q32 Where did you or members of your household last go to a pub/bar?										
<i>Those who go to pubs or bars and excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q32</i>										
Cardinal Park, Ipswich	2.4%	10	2.4%	4	2.2%	3	0.0%	0	8.1%	3
Ipswich Town Centre, Including St Nicholas Street, Ipswich	25.6%	109	51.8%	86	5.0%	7	15.7%	13	8.1%	3
Ipswich Waterfront, Ipswich	2.6%	11	4.2%	7	0.0%	0	3.6%	3	2.7%	1
Isaacs, Ipswich	0.7%	3	1.8%	3	0.0%	0	0.0%	0	0.0%	0
Pals, Ipswich	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	1
The Dove, Ipswich	1.6%	7	4.2%	7	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
Other - Aldeburgh	0.5%	2	0.0%	0	1.4%	2	0.0%	0	0.0%	0
Other - Aldringham	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Other - Ardleigh	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	1
Other - Bacton	0.9%	4	0.0%	0	0.0%	0	4.8%	4	0.0%	0
Other - Barham	0.2%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Other - Bedford	0.5%	2	0.6%	1	0.7%	1	0.0%	0	0.0%	0
Other - Blaxhall	0.5%	2	0.0%	0	1.4%	2	0.0%	0	0.0%	0
Other - Bramford	0.5%	2	1.2%	2	0.0%	0	0.0%	0	0.0%	0
Other - Brandeston	0.7%	3	0.0%	0	1.4%	2	1.2%	1	0.0%	0
Other - Brantham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	1
Other - Brickham	0.2%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Other - Brockdish	0.2%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Other - Bury St.Edmunds	1.6%	7	0.6%	1	0.0%	0	7.2%	6	0.0%	0
Other - California Social Club, Foxhall Road, Ipswich	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Other - Canterbury	0.5%	2	0.0%	0	0.7%	1	1.2%	1	0.0%	0
Other - Claydon	0.7%	3	0.6%	1	0.7%	1	1.2%	1	0.0%	0
Other - Cock and Pie, Ipswich	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Other - Colchester	1.2%	5	0.0%	0	0.0%	0	0.0%	0	13.5%	5
Other - Cotton	0.7%	3	0.0%	0	0.0%	0	3.6%	3	0.0%	0
Other - Cretingham	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Other - Darlington	0.2%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Other - Debenham	0.5%	2	0.0%	0	0.0%	0	2.4%	2	0.0%	0
Other - Earls Stonham	0.2%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Other - Eastbridge	0.5%	2	0.0%	0	1.4%	2	0.0%	0	0.0%	0
Other - Easton	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Other - Elmswell	0.2%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Other - Eye	0.2%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Other - Felixstowe	7.3%	31	1.2%	2	20.9%	29	0.0%	0	0.0%	0
Other - Foxhall Road, Ipswich	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Other - Framlingham	1.4%	6	0.0%	0	4.3%	6	0.0%	0	0.0%	0
Other - Gainsbrough	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Other - Great Blakenham	0.2%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Other - Great Briscip	0.2%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Other - Groton	0.2%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Other - Grundisburgh	0.7%	3	0.0%	0	2.2%	3	0.0%	0	0.0%	0
Other - Hadleigh	0.7%	3	0.0%	0	0.0%	0	0.0%	0	8.1%	3
Other - Halesworth	0.5%	2	0.0%	0	1.4%	2	0.0%	0	0.0%	0
Other - Harkstead	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	1
Other - Harrogate	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Other - Hattingstone	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Other - Holbrook	0.5%	2	0.0%	0	0.0%	0	0.0%	0	5.4%	2
Other - Ingham	0.2%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Other - Ipswich	0.9%	4	1.2%	2	0.7%	1	1.2%	1	0.0%	0
Other - Ipswich - Golden Lion Wetherspoons, Cornhill	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Other - Ipswich East	0.5%	2	0.6%	1	0.7%	1	0.0%	0	0.0%	0
Other - Kesgrave	0.9%	4	1.2%	2	0.7%	1	0.0%	0	2.7%	1
Other - Kingfisher Leisure Centre, Station Road, Sudbury	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Other - Kirkby	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	1
Other - Laxfield	0.5%	2	0.0%	0	1.4%	2	0.0%	0	0.0%	0
Other - Leiston	0.9%	4	0.0%	0	2.9%	4	0.0%	0	0.0%	0
Other - Levington	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Other - Little Glemham	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Other - Little Waldingfield	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	1

Ipswich Household Survey for Strategic Perspectives

	Total		Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)	
Other - London	0.5%	2	0.6%	1	0.0%	0	1.2%	1	0.0%	0
Other - Martlesham	1.9%	8	3.0%	5	1.4%	2	1.2%	1	0.0%	0
Other - Maybush Public House, Cliff Road, Waldringfield	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Other - Mellis	0.2%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Other - Melton	0.7%	3	0.0%	0	2.2%	3	0.0%	0	0.0%	0
Other - Middleton	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Other - Nacton	0.7%	3	0.6%	1	1.4%	2	0.0%	0	0.0%	0
Other - Needham Market	0.7%	3	0.0%	0	0.0%	0	3.6%	3	0.0%	0
Other - Newbourne	0.5%	2	0.6%	1	0.7%	1	0.0%	0	0.0%	0
Other - Norton	0.7%	3	0.0%	0	0.0%	0	3.6%	3	0.0%	0
Other - Norwich	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Other - Norwich Road, Ipswich	0.5%	2	1.2%	2	0.0%	0	0.0%	0	0.0%	0
Other - Orford	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Other - Otley	0.2%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Other - Pettistree	0.7%	3	0.0%	0	2.2%	3	0.0%	0	0.0%	0
Other - Polstead	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	1
Other - Portsmouth	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Other - Rampant Horse Inn, Needham Market	0.2%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Other - Rankford	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Other - Red Lion, East Bergholt	0.5%	2	0.0%	0	0.0%	0	1.2%	1	2.7%	1
Other - Rushmere	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Other - Saxmundham	0.5%	2	0.0%	0	1.4%	2	0.0%	0	0.0%	0
Other - Shotley Gate	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	1
Other - Sibton	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Other - Snape	0.9%	4	0.0%	0	2.9%	4	0.0%	0	0.0%	0
Other - Southwold	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Other - Spring Road, Ipswich	0.7%	3	1.8%	3	0.0%	0	0.0%	0	0.0%	0
Other - Sroughton Road, Ipswich	0.2%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Other - Stonham Aspal	0.2%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Other - Stowmarket	3.3%	14	0.0%	0	0.0%	0	16.9%	14	0.0%	0
Other - Stratford St.Mary	0.7%	3	0.6%	1	0.0%	0	0.0%	0	5.4%	2
Other - Stutton	0.5%	2	0.6%	1	0.0%	0	0.0%	0	2.7%	1
Other - Sudbury	0.9%	4	0.0%	0	0.0%	0	0.0%	0	10.8%	4
Other - Tacket Street, Ipswich	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Other - Tattingstone	0.7%	3	0.6%	1	0.7%	1	0.0%	0	2.7%	1
Other - The Angel, Debenham	0.2%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Other - The Crown, Bramford	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Other - The Dolphin Inn, Peace Place, Thorpeness	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Other - The Duke of Malbrough, Somersham	0.2%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Other - The Fat Cat, Spring Road, Ipswich	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Other - The Feathers, Felixstowe	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Other - The Golden Hind, Nacton Road, Ipswich	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Other - The Greyhound, Henley Road, Ipswich	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Other - The Grosvenor, Ranelagh Road, Felixstowe	0.5%	2	0.0%	0	1.4%	2	0.0%	0	0.0%	0
Other - The Raven, Ravenswood, Ipswich	1.6%	7	4.2%	7	0.0%	0	0.0%	0	0.0%	0
Other - Thordon	0.2%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Other - Thornham	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Other - Thurston	0.9%	4	0.0%	0	0.0%	0	4.8%	4	0.0%	0
Other - Tomas Heldren, Castle Hill, Ipswich	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Other - Waldringfield	0.5%	2	0.6%	1	0.7%	1	0.0%	0	0.0%	0
Other - Waveney	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Other - West Mersea	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	1
Other - Woodbridge	8.7%	37	6.0%	10	18.0%	25	1.2%	1	2.7%	1
Other - Woolpit	0.2%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0

Ipswich Household Survey for Strategic Perspectives

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
Other - Wycombe Market	0.5%	2	0.0%	0	1.4%	2	0.0%	0	0.0%	0
Other - Yoxford	0.5%	2	0.0%	0	1.4%	2	0.0%	0	0.0%	0
Base:		425		166		139		83		37

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)
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Q33 Where did you or members of your household last go to a restaurant?

Those who go to restaurants and excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q33

Cardinal Park, Ipswich	6.0%	40	7.7%	21	4.0%	8	5.0%	7	6.7%	4
Ipswich Town Centre, including St Nicholas Street, Ipswich	26.0%	174	50.9%	138	3.5%	7	14.2%	20	15.0%	9
Ipswich Waterfront, Ipswich	6.7%	45	9.6%	26	4.0%	8	6.4%	9	3.3%	2
Bury St Edmunds	4.5%	30	0.0%	0	0.5%	1	19.1%	27	3.3%	2
Cambridge	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Chelmsford	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Colchester	1.3%	9	0.7%	2	0.0%	0	0.0%	0	11.7%	7
Diss	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Felixstowe	8.7%	58	3.7%	10	22.7%	45	2.1%	3	0.0%	0
Norwich	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Stowmarket	1.6%	11	0.0%	0	0.5%	1	7.1%	10	0.0%	0
Sudbury	0.7%	5	0.0%	0	0.0%	0	0.0%	0	8.3%	5
Woodbridge	8.8%	59	5.9%	16	20.2%	40	1.4%	2	1.7%	1
Other - Aldeburgh	1.3%	9	0.4%	1	4.0%	8	0.0%	0	0.0%	0
Other - Ardleigh	0.3%	2	0.0%	0	0.0%	0	0.0%	0	3.3%	2
Other - Arundel Way, Ipswich	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Assington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Other - Bacton	0.3%	2	0.4%	1	0.0%	0	0.7%	1	0.0%	0
Other - Badingham	0.3%	2	0.0%	0	1.0%	2	0.0%	0	0.0%	0
Other - Bath	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Beccles	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other - Birmingham	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Bramford	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Brandeston	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other - Brantham	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other - Bucklesham	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Canterbury	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other - Capel St.Mary	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Other - Cardiff	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other - Chelmsford	0.4%	3	0.0%	0	1.5%	3	0.0%	0	0.0%	0
Other - Claydon	0.9%	6	0.4%	1	0.0%	0	3.5%	5	0.0%	0
Other - Copdock	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Corncraft, Monks Eleigh	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Other - Cotton	0.3%	2	0.0%	0	0.0%	0	1.4%	2	0.0%	0
Other - Coventry	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other - Debenham	0.3%	2	0.0%	0	0.0%	0	1.4%	2	0.0%	0
Other - Dedham	1.0%	7	0.4%	1	0.5%	1	0.0%	0	8.3%	5
Other - Dennington	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other - Derbyshire	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other - Dunston	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other - Earls Stonham	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other - Euro Retail Park, Ipswich	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Eye	0.4%	3	0.0%	0	0.0%	0	2.1%	3	0.0%	0
Other - Famlingham	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other - Felixstow Road, Ipswich	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Ford Green	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other - Foxhall	0.3%	2	0.4%	1	0.5%	1	0.0%	0	0.0%	0
Other - Framlingham	1.6%	11	0.4%	1	4.5%	9	0.7%	1	0.0%	0
Other - Great Bricett	0.3%	2	0.0%	0	0.0%	0	1.4%	2	0.0%	0
Other - Grundisburgh	0.4%	3	0.0%	0	1.0%	2	0.7%	1	0.0%	0
Other - Hadleigh	1.5%	10	1.1%	3	0.0%	0	0.7%	1	10.0%	6
Other - Halesworth	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other - Harkstead	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Other - Haughley	0.3%	2	0.0%	0	0.0%	0	1.4%	2	0.0%	0
Other - Hintlesham	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other - Holbrook	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Ingham	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other - Ipswich	0.6%	4	1.5%	4	0.0%	0	0.0%	0	0.0%	0
Other - Ipswich - Anglia Retail Park	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Kesgrave	1.3%	9	2.2%	6	1.0%	2	0.0%	0	1.7%	1
Other - Kessingland	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other - Kettleborough	0.3%	2	0.0%	0	1.0%	2	0.0%	0	0.0%	0
Other - Lavenham	0.3%	2	0.0%	0	0.0%	0	1.4%	2	0.0%	0

Ipswich Household Survey for Strategic Perspectives

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
Other - Leiston	0.3%	2	0.0%	0	1.0%	2	0.0%	0	0.0%	0
Other - Levington	0.3%	2	0.4%	1	0.0%	0	0.0%	0	1.7%	1
Other - Lincolnshire	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other - Little Bealings	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Little Glemham	0.3%	2	0.0%	0	1.0%	2	0.0%	0	0.0%	0
Other - London	1.8%	12	1.1%	3	2.0%	4	2.1%	3	3.3%	2
Other - Long Melford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Other - Lowestoft	0.3%	2	0.0%	0	0.5%	1	0.7%	1	0.0%	0
Other - Luton	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other - Manchester	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other - Marlow	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Martlesham	0.6%	4	0.4%	1	1.0%	2	0.7%	1	0.0%	0
Other - Martlesham Heath	0.6%	4	0.0%	0	2.0%	4	0.0%	0	0.0%	0
Other - Maybush	0.4%	3	0.0%	0	0.5%	1	0.7%	1	1.7%	1
Other - Meltham	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other - Melton	0.7%	5	0.0%	0	2.5%	5	0.0%	0	0.0%	0
Other - Mistly, Essex	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Other - Museum Street, Ipswich	0.3%	2	0.4%	1	0.5%	1	0.0%	0	0.0%	0
Other - Nacton	0.3%	2	0.4%	1	0.5%	1	0.0%	0	0.0%	0
Other - Nayland	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Other - Needham Market	0.9%	6	0.0%	0	0.0%	0	4.3%	6	0.0%	0
Other - Newbourne	0.6%	4	0.4%	1	1.0%	2	0.7%	1	0.0%	0
Other - Northumberland	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other - Norton	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other - Norwich	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other - Nottingham	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other - Orford	0.3%	2	0.0%	0	1.0%	2	0.0%	0	0.0%	0
Other - Patterswick	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Other - Pettistree	0.4%	3	0.0%	0	1.5%	3	0.0%	0	0.0%	0
Other - Polstead	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Other - Ravenswood, Ipswich	0.4%	3	1.1%	3	0.0%	0	0.0%	0	0.0%	0
Other - Saxmundham	0.3%	2	0.0%	0	1.0%	2	0.0%	0	0.0%	0
Other - Sherringham	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other - Shotley Gate	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Other - Sibton	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other - Sizewell	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other - Snape	0.9%	6	0.0%	0	2.5%	5	0.7%	1	0.0%	0
Other - Sproughton	0.4%	3	0.4%	1	0.0%	0	1.4%	2	0.0%	0
Other - Sproughton Road, Ipswich	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other - Stowmarket	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other - Tattingstone	0.3%	2	0.4%	1	0.0%	0	0.0%	0	1.7%	1
Other - Thordon	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other - Thurston	0.3%	2	0.0%	0	0.5%	1	0.7%	1	0.0%	0
Other - Tolstead	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Tunstall	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other - Tuttenham	0.9%	6	0.7%	2	1.0%	2	1.4%	2	0.0%	0
Other - Waldringfield	0.9%	6	0.7%	2	1.0%	2	1.4%	2	0.0%	0
Other - Warwick	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Other - Westerfield	0.9%	6	1.8%	5	0.5%	1	0.0%	0	0.0%	0
Other - Woolpit	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other - Wycombe	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Wycombe Market	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other - Yoxford	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:	670		271		198		141		60	

Ipswich Household Survey for Strategic Perspectives

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
Q34 Where did you or members of your household last go tenpin bowling?										
<i>Those who go tenpin bowling and excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q34</i>										
Solar Bowl, Sroughton Rd, Ipswich	43.0%	80	54.2%	39	9.3%	5	73.8%	31	27.8%	5
Kingpin, Gloster Road, Martlesham Heath, Ipswich	43.5%	81	37.5%	27	88.9%	48	9.5%	4	11.1%	2
Ten pin bowling, Colchester Strikes, Byford Road, Sudbury	4.3%	8	2.8%	2	0.0%	0	0.0%	0	33.3%	6
Bury Bowl, Eastgate Street, Bury St Edmunds	2.7%	5	0.0%	0	0.0%	0	0.0%	0	27.8%	5
Mega Bowl, Pilsworth, Bury St Edmunds	1.6%	3	1.4%	1	0.0%	0	4.8%	2	0.0%	0
Other - Great Yarmouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Martlesham Heath	0.5%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Other - Martlesham Retail Park, Martlesham	1.6%	3	1.4%	1	1.9%	1	2.4%	1	0.0%	0
Other - Norwich	0.5%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Thetford	0.5%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Other - Winchester	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
Base:		186		72		54		42		18

Ipswich Household Survey for Strategic Perspectives

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
Q35 Where did you or members of your household last go to the theatre?										
<i>Those who go to the theatre and excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q35</i>										
Ipswich Regent, 3 St. Helens Street, Ipswich	17.8%	73	20.1%	32	13.9%	16	20.5%	18	14.9%	7
The New Wolsey Theatre, Civic Drive, Ipswich	29.3%	120	46.5%	74	16.5%	19	22.7%	20	14.9%	7
The Corn Exchange, King Street, Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dance East, Ipswich Waterfront, Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sir John Mills Theatre, Gatacre Road, Ipswich	2.2%	9	2.5%	4	1.7%	2	1.1%	1	4.3%	2
Sea Pavilion, Felixstowe, Felixstowe	4.2%	17	2.5%	4	8.7%	10	3.4%	3	0.0%	0
Regal Theatre, Stowmarket, Stowmarket	0.5%	2	0.0%	0	0.0%	0	2.3%	2	0.0%	0
The Quay Theatre, Sudbury	0.5%	2	0.0%	0	0.0%	0	0.0%	0	4.3%	2
Mercury Theatre, Colchester	2.2%	9	0.0%	0	0.9%	1	0.0%	0	17.0%	8
The Theatre Royal, Bury St Edmunds	3.9%	16	0.6%	1	2.6%	3	12.5%	11	2.1%	1
Theatre Royal, Norwich	2.2%	9	0.6%	1	3.5%	4	4.5%	4	0.0%	0
Seckford Theatre, Woodbridge	3.2%	13	0.6%	1	8.7%	10	2.3%	2	0.0%	0
The Wolsey Studio, St Georges Street, Ipswich	4.2%	17	6.3%	10	2.6%	3	3.4%	3	2.1%	1
Maddermarket Theatre, Norwich	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
London	23.5%	96	14.5%	23	29.6%	34	23.9%	21	38.3%	18
Other - Aldeburgh	0.5%	2	0.0%	0	1.7%	2	0.0%	0	0.0%	0
Other - Cambridge	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Other - Claydon	0.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Other - Colchester	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Other - Community Centre, Ipswich	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Other - Debenham	0.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Other - Gaumont, Ipswich	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Other - Hornchurch, Essex	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Other - Ipswich	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Other - Leiston	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Other - Manchester	0.5%	2	1.3%	2	0.0%	0	0.0%	0	0.0%	0
Other - Manifest Theatre, Manningtree	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Other - Odeon, Ipswich	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Other - Riverside Theatre, Woodbridge	1.0%	4	0.0%	0	3.5%	4	0.0%	0	0.0%	0
Other - Star Theatre, Felixstowe	0.5%	2	0.0%	0	1.7%	2	0.0%	0	0.0%	0
Other - The Marina, Lowestoft	0.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Other - Woodbridge Theatre	0.7%	3	1.9%	3	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
Base:		409		159		115		88		47

Ipswich Household Survey for Strategic Perspectives

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
Q36 Where did you or members of your household undertake the activity mentioned?										
<i>Those who undertake any other activity and excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q36</i>										
Cardinal Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich Town Centre	16.2%	18	26.8%	11	11.1%	4	9.1%	2	8.3%	1
Ipswich Waterfront	1.8%	2	4.9%	2	0.0%	0	0.0%	0	0.0%	0
Bury St Edmunds	1.8%	2	0.0%	0	0.0%	0	9.1%	2	0.0%	0
Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chelmsford	1.8%	2	2.4%	1	2.8%	1	0.0%	0	0.0%	0
Colchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Diss	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Felixstowe	9.0%	10	7.3%	3	19.4%	7	0.0%	0	0.0%	0
Norwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stowmarket	3.6%	4	0.0%	0	0.0%	0	18.2%	4	0.0%	0
Sudbury	1.8%	2	0.0%	0	2.8%	1	0.0%	0	8.3%	1
Woodbridge	9.0%	10	9.8%	4	16.7%	6	0.0%	0	0.0%	0
Other - Alton	1.8%	2	0.0%	0	2.8%	1	0.0%	0	8.3%	1
Other - Barham	0.9%	1	0.0%	0	0.0%	0	4.5%	1	0.0%	0
Other - Barking	0.9%	1	0.0%	0	0.0%	0	4.5%	1	0.0%	0
Other - Blaxhall	0.9%	1	0.0%	0	2.8%	1	0.0%	0	0.0%	0
Other - Bourne Hill, Wherstead	0.9%	1	0.0%	0	0.0%	0	4.5%	1	0.0%	0
Other - Bramford	0.9%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Burstall	0.9%	1	0.0%	0	0.0%	0	4.5%	1	0.0%	0
Other - Claydon	1.8%	2	2.4%	1	0.0%	0	4.5%	1	0.0%	0
Other - Crowfield	0.9%	1	0.0%	0	0.0%	0	4.5%	1	0.0%	0
Other - Darsham	0.9%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Debenham	0.9%	1	0.0%	0	2.8%	1	0.0%	0	0.0%	0
Other - Denton	0.9%	1	0.0%	0	2.8%	1	0.0%	0	0.0%	0
Other - East Bergholt	0.9%	1	0.0%	0	0.0%	0	0.0%	0	8.3%	1
Other - Easton	0.9%	1	0.0%	0	2.8%	1	0.0%	0	0.0%	0
Other - Elmswell	0.9%	1	0.0%	0	0.0%	0	4.5%	1	0.0%	0
Other - Eye	1.8%	2	0.0%	0	0.0%	0	9.1%	2	0.0%	0
Other - Finn Valley	0.9%	1	0.0%	0	0.0%	0	4.5%	1	0.0%	0
Other - Gainsbrough Sports Centre	0.9%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Great Blakenham	0.9%	1	0.0%	0	2.8%	1	0.0%	0	0.0%	0
Other - Hadleigh	1.8%	2	0.0%	0	0.0%	0	0.0%	0	16.7%	2
Other - Haughton	0.9%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Henley Road, Ipswich	0.9%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Hidden Valley, Ipswich	0.9%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Higham	0.9%	1	0.0%	0	2.8%	1	0.0%	0	0.0%	0
Other - Hintlesham Hall Hotel golf club	0.9%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Hollow Trees, Semer, Ipswich	0.9%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Ipswich - Orwell Retail Park/Ranelagh Road	0.9%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Ipswich - Portman Road	0.9%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Leiston	2.7%	3	0.0%	0	8.3%	3	0.0%	0	0.0%	0
Other - London	0.9%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Martlesham	0.9%	1	0.0%	0	0.0%	0	0.0%	0	8.3%	1
Other - Nayland	0.9%	1	0.0%	0	0.0%	0	0.0%	0	8.3%	1
Other - Needham Market	0.9%	1	0.0%	0	0.0%	0	4.5%	1	0.0%	0
Other - Newbourne	0.9%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Newbourne Road, Ipswich	0.9%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Newmarket	0.9%	1	0.0%	0	2.8%	1	0.0%	0	0.0%	0
Other - Northgate Sports Centre, Sidegate Lane West, Ipswich	0.9%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Orford	0.9%	1	0.0%	0	2.8%	1	0.0%	0	0.0%	0
Other - Purdis Heath	0.9%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Reydon	0.9%	1	0.0%	0	0.0%	0	0.0%	0	8.3%	1
Other - Rushmere	0.9%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Sproughton	0.9%	1	0.0%	0	0.0%	0	4.5%	1	0.0%	0
Other - Stoke by Nayland	0.9%	1	0.0%	0	0.0%	0	0.0%	0	8.3%	1
Other - Stratford St.Mary	0.9%	1	0.0%	0	0.0%	0	0.0%	0	8.3%	1
Other - Sudbourne	0.9%	1	0.0%	0	2.8%	1	0.0%	0	0.0%	0
Other - Suffolk Yacht	0.9%	1	0.0%	0	0.0%	0	4.5%	1	0.0%	0

Ipswich Household Survey for Strategic Perspectives

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)	
Harbour, Levington									
Other - Thorpeness	1.8%	2	0.0%	0	5.6%	2	0.0%	0	0.0%
Other - Witnesham	0.9%	1	0.0%	0	0.0%	0	4.5%	1	0.0%
Other - Woodbridge	0.9%	1	0.0%	0	0.0%	0	0.0%	0	8.3%
Other - Woodgreen	0.9%	1	2.4%	1	0.0%	0	0.0%	0	0.0%
Other - Wrendlesham Forest	0.9%	1	2.4%	1	0.0%	0	0.0%	0	0.0%
Other - Wycombe Market	0.9%	1	2.4%	1	0.0%	0	0.0%	0	0.0%
Other - Yoxford	1.8%	2	0.0%	0	5.6%	2	0.0%	0	0.0%
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Base:		111		41		36		22	12

Ipswich Household Survey for Strategic Perspectives

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
Q37 What improvements to Ipswich Town Centre, if any, would make you visit it more often than you currently do?										
Better disabled access	0.6%	6	0.5%	2	0.0%	0	2.0%	4	0.0%	0
Better public transport	1.5%	15	3.0%	12	0.3%	1	0.5%	1	1.0%	1
Better signposting	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better policing /safer	1.9%	19	2.5%	10	1.7%	5	1.0%	2	2.0%	2
Better shopping environment	0.6%	6	0.8%	3	0.0%	0	1.5%	3	0.0%	0
Better value for money / lower prices	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Cinema	0.4%	4	0.8%	3	0.3%	1	0.0%	0	0.0%	0
Cleaner streets	3.8%	38	4.5%	18	3.3%	10	3.5%	7	3.0%	3
Department Store	7.6%	76	9.5%	38	7.0%	21	5.0%	10	7.0%	7
Fewer traffic free pedestrian streets	0.3%	3	0.3%	1	0.7%	2	0.0%	0	0.0%	0
Improved public transport	0.8%	8	1.3%	5	0.3%	1	0.5%	1	1.0%	1
More frequent or different routes	0.4%	4	0.3%	1	1.0%	3	0.0%	0	0.0%	0
Cheaper public transport	0.8%	8	2.0%	8	0.0%	0	0.0%	0	0.0%	0
Additional park & ride facilities	0.5%	5	0.5%	2	0.7%	2	0.0%	0	1.0%	1
Cheaper park & ride facilities	0.8%	8	0.5%	2	1.0%	3	1.0%	2	1.0%	1
Larger shops	1.9%	19	3.0%	12	2.0%	6	0.0%	0	1.0%	1
New shopping centre	0.8%	8	0.8%	3	1.0%	3	1.0%	2	0.0%	0
Large food superstore	0.5%	5	1.3%	5	0.0%	0	0.0%	0	0.0%	0
More / better boutique shop offer	1.5%	15	2.0%	8	0.7%	2	1.5%	3	2.0%	2
More / better higher quality shop offer	8.6%	86	12.5%	50	6.0%	18	6.0%	12	6.0%	6
Shops and services open later in the evening	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Lower car parking charges	14.1%	141	13.3%	53	16.7%	50	15.0%	30	8.0%	8
More / better car parking	14.0%	140	13.3%	53	15.7%	47	18.0%	36	4.0%	4
More / better foodstores	0.5%	5	1.3%	5	0.0%	0	0.0%	0	0.0%	0
More fashion shops	4.1%	41	5.3%	21	2.7%	8	3.0%	6	6.0%	6
More smaller independent & specialist shops	8.0%	80	12.3%	49	4.0%	12	5.5%	11	8.0%	8
More traffic free pedestrianised streets	0.4%	4	0.5%	2	0.3%	1	0.5%	1	0.0%	0
More/better cafes	0.3%	3	0.5%	2	0.0%	0	0.5%	1	0.0%	0
More/better cultural facilities	0.2%	2	0.3%	1	0.0%	0	0.5%	1	0.0%	0
More/better entertainment facilities	0.9%	9	2.3%	9	0.0%	0	0.0%	0	0.0%	0
More/better events'	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
More better parks / green spaces	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
More/better public houses	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More/better restaurants	0.6%	6	1.0%	4	0.7%	2	0.0%	0	0.0%	0
More/better seats	0.7%	7	1.0%	4	0.3%	1	0.5%	1	1.0%	1
More/ better range of multiple retailers	6.3%	63	10.8%	43	3.0%	9	4.5%	9	2.0%	2
Nothing	42.8%	428	30.0%	120	49.7%	149	49.0%	98	61.0%	61
Do not visit Ipswich for leisure activities	1.6%	16	0.5%	2	2.3%	7	3.5%	7	0.0%	0
Better shopping environment - more public toilets	0.3%	3	0.3%	1	0.0%	0	1.0%	2	0.0%	0
Better shopping environment - smarten up the buildings / area in general	0.9%	9	0.8%	3	0.7%	2	2.0%	4	0.0%	0
Better provision for the disabled e.g. parking, toilets etc	0.5%	5	0.5%	2	1.0%	3	0.0%	0	0.0%	0
Better provision for the elderly	0.4%	4	0.8%	3	0.0%	0	0.0%	0	1.0%	1
Improve the roads	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less vacant stores	0.9%	9	1.3%	5	0.7%	2	0.5%	1	1.0%	1
More public toilets	0.4%	4	0.5%	2	0.3%	1	0.5%	1	0.0%	0
Relocate the market	0.4%	4	0.8%	3	0.0%	0	0.0%	0	1.0%	1
Other	3.0%	30	3.3%	13	2.7%	8	2.5%	5	4.0%	4
Base:		1000		400		300		200		100

Ipswich Household Survey for Strategic Perspectives

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)	
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GEN Gender of respondent

Male	28.5%	285	34.3%	137	24.0%	72	24.5%	49	27.0%	27
Female	71.5%	715	65.8%	263	76.0%	228	75.5%	151	73.0%	73
Base:		1000		400		300		200		100

AGE Can I just ask, how old are you?

18-24	1.0%	10	1.3%	5	1.3%	4	0.5%	1	0.0%	0
25-34	2.5%	25	3.3%	13	2.0%	6	1.5%	3	3.0%	3
35-44	14.5%	145	15.3%	61	13.3%	40	18.5%	37	7.0%	7
45-54	25.0%	250	24.0%	96	25.3%	76	27.0%	54	24.0%	24
55-64	18.4%	184	16.3%	65	18.3%	55	21.0%	42	22.0%	22
65+	37.8%	378	39.0%	156	39.0%	117	31.0%	62	43.0%	43
(Refused)	0.8%	8	1.0%	4	0.7%	2	0.5%	1	1.0%	1
Base:		1000		400		300		200		100

SEG Social Grading

A	4.4%	44	3.5%	14	5.3%	16	4.5%	9	5.0%	5
B	19.6%	196	19.5%	78	20.7%	62	17.5%	35	21.0%	21
C1	21.2%	212	22.0%	88	18.3%	55	23.0%	46	23.0%	23
C2	25.0%	250	26.0%	104	25.3%	76	25.5%	51	19.0%	19
D	5.6%	56	6.3%	25	5.3%	16	4.5%	9	6.0%	6
E	16.5%	165	16.0%	64	17.0%	51	16.0%	32	18.0%	18
(Refused)	7.7%	77	6.8%	27	8.0%	24	9.0%	18	8.0%	8
Base:		1000		400		300		200		100

WOR If you are in employment, where do you work?

Excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at WOR

Ipswich	19.6%	187	34.5%	134	7.9%	22	11.0%	21	10.5%	10
Aldeburgh	0.3%	3	0.0%	0	1.1%	3	0.0%	0	0.0%	0
Braintree	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds	1.2%	11	0.3%	1	0.0%	0	4.2%	8	2.1%	2
Clacton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester	0.9%	9	0.3%	1	0.0%	0	0.5%	1	7.4%	7
Felixstowe	3.1%	30	1.3%	5	8.6%	24	0.5%	1	0.0%	0
Framlingham	0.3%	3	0.0%	0	1.1%	3	0.0%	0	0.0%	0
Halesworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leiston	0.5%	5	0.0%	0	1.8%	5	0.0%	0	0.0%	0
Lowestoft	0.2%	2	0.0%	0	0.7%	2	0.0%	0	0.0%	0
Manningtree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martlesham Heath	1.4%	13	1.5%	6	1.8%	5	1.0%	2	0.0%	0
Norwich	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Southwold	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Stowmarket	1.8%	17	0.3%	1	0.0%	0	8.4%	16	0.0%	0
Sudbury	0.4%	4	0.3%	1	0.0%	0	0.5%	1	2.1%	2
Woodbridge	1.7%	16	0.8%	3	4.6%	13	0.0%	0	0.0%	0
Hadleigh	0.5%	5	0.0%	0	0.0%	0	0.0%	0	5.3%	5
London	0.6%	6	0.5%	2	0.4%	1	1.6%	3	0.0%	0
Needham Market	0.7%	7	0.3%	1	0.0%	0	2.6%	5	1.1%	1
Saxmundham	0.8%	8	0.3%	1	2.5%	7	0.0%	0	0.0%	0
Suffolk	0.6%	6	1.3%	5	0.0%	0	0.5%	1	0.0%	0
Wattisham	0.3%	3	0.0%	0	0.0%	0	1.6%	3	0.0%	0
Wycombe Market	0.4%	4	0.0%	0	1.4%	4	0.0%	0	0.0%	0
Other	5.6%	53	2.3%	9	5.4%	15	13.6%	26	3.2%	3
(Work from home)	3.4%	32	2.1%	8	3.9%	11	3.1%	6	7.4%	7
(Not in employment)	55.2%	527	53.9%	209	58.2%	163	50.8%	97	61.1%	58
Base:		954		388		280		191		95

ADU How many adults aged 16 years and over, including yourself, live in your household?

One	22.9%	229	25.5%	102	20.0%	60	20.0%	40	27.0%	27
Two	57.2%	572	56.8%	227	60.0%	180	57.0%	114	51.0%	51
Three	12.0%	120	12.0%	48	10.0%	30	15.0%	30	12.0%	12
Four or more	6.2%	62	4.5%	18	6.3%	19	8.0%	16	9.0%	9
(Refused)	1.7%	17	1.3%	5	3.7%	11	0.0%	0	1.0%	1
Base:		1000		400		300		200		100

Ipswich Household Survey for Strategic Perspectives

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)
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CHI How many children aged 15 years and under, live in your household?

None	78.3%	783	78.5%	314	77.7%	233	76.5%	153	83.0%	83
One	7.1%	71	9.0%	36	6.0%	18	5.5%	11	6.0%	6
Two	10.0%	100	8.5%	34	9.3%	28	15.5%	31	7.0%	7
Three	1.8%	18	1.8%	7	2.0%	6	1.5%	3	2.0%	2
Four or more (Refused)	1.0%	10	1.0%	4	1.3%	4	0.5%	1	1.0%	1
Base:		1000		400		300		200		100

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

None	10.9%	109	16.5%	66	7.3%	22	6.0%	12	9.0%	9
One	48.2%	482	50.5%	202	45.3%	136	43.5%	87	57.0%	57
Two	30.3%	303	25.5%	102	35.3%	106	36.5%	73	22.0%	22
Three or more (Refused)	9.0%	90	6.0%	24	9.3%	28	13.5%	27	11.0%	11
Base:		1000		400		300		200		100

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

Yes	69.5%	695	71.5%	286	67.3%	202	68.5%	137	70.0%	70
No	30.5%	305	28.5%	114	32.7%	98	31.5%	63	30.0%	30
Base:		1000		400		300		200		100

ZON Survey Zone

Zone 1	10.0%	100	25.0%	100	0.0%	0	0.0%	0	0.0%	0
Zone 2	10.0%	100	25.0%	100	0.0%	0	0.0%	0	0.0%	0
Zone 3	10.0%	100	25.0%	100	0.0%	0	0.0%	0	0.0%	0
Zone 4	10.0%	100	25.0%	100	0.0%	0	0.0%	0	0.0%	0
Zone 5	10.0%	100	0.0%	0	33.3%	100	0.0%	0	0.0%	0
Zone 6	10.0%	100	0.0%	0	33.3%	100	0.0%	0	0.0%	0
Zone 7	10.0%	100	0.0%	0	33.3%	100	0.0%	0	0.0%	0
Zone 8	10.0%	100	0.0%	0	0.0%	0	50.0%	100	0.0%	0
Zone 9	10.0%	100	0.0%	0	0.0%	0	50.0%	100	0.0%	0
Zone 10	10.0%	100	0.0%	0	0.0%	0	0.0%	0	100.0%	100
Base:		1000		400		300		200		100

AREA Catchment Area

Inner Catchment Area (ICA)	40.0%	400	100.0%	400	0.0%	0	0.0%	0	0.0%	0
Eastern Catchment Area (ECA)	30.0%	300	0.0%	0	100.0%	300	0.0%	0	0.0%	0
Northern Catchment Area (NCA)	20.0%	200	0.0%	0	0.0%	0	100.0%	200	0.0%	0
Southern Catchment Area (SCA)	10.0%	100	0.0%	0	0.0%	0	0.0%	0	100.0%	100
Base:		1000		400		300		200		100

Ipswich Household Survey for Strategic Perspectives

SEC Postcode Sector	Total		Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)	
	%	Count	%	Count	%	Count	%	Count	%	Count
CO10 0	1.9%	19	0.0%	0	0.0%	0	0.0%	0	19.0%	19
CO10 5	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
CO11 1	0.9%	9	0.0%	0	0.0%	0	0.0%	0	9.0%	9
CO11 2	0.7%	7	0.0%	0	0.0%	0	0.0%	0	7.0%	7
CO4 5	0.7%	7	0.0%	0	0.0%	0	0.0%	0	7.0%	7
CO6 4	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2
CO6 5	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2
CO7 6	1.0%	10	0.0%	0	0.0%	0	0.0%	0	10.0%	10
IP1 2	1.1%	11	2.8%	11	0.0%	0	0.0%	0	0.0%	0
IP1 3	1.0%	10	2.5%	10	0.0%	0	0.0%	0	0.0%	0
IP1 4	2.5%	25	6.3%	25	0.0%	0	0.0%	0	0.0%	0
IP1 5	2.6%	26	6.5%	26	0.0%	0	0.0%	0	0.0%	0
IP1 6	3.9%	39	9.8%	39	0.0%	0	0.0%	0	0.0%	0
IP10 0	0.7%	7	0.0%	0	2.3%	7	0.0%	0	0.0%	0
IP11 0	1.1%	11	0.0%	0	3.7%	11	0.0%	0	0.0%	0
IP11 2	1.5%	15	0.0%	0	5.0%	15	0.0%	0	0.0%	0
IP11 7	2.0%	20	0.0%	0	6.7%	20	0.0%	0	0.0%	0
IP11 9	2.2%	22	0.0%	0	7.3%	22	0.0%	0	0.0%	0
IP12 1	2.1%	21	0.0%	0	7.0%	21	0.0%	0	0.0%	0
IP12 2	1.6%	16	0.0%	0	5.3%	16	0.0%	0	0.0%	0
IP12 3	0.8%	8	0.0%	0	2.7%	8	0.0%	0	0.0%	0
IP12 4	2.5%	25	0.0%	0	8.3%	25	0.0%	0	0.0%	0
IP13 0	1.1%	11	0.0%	0	3.7%	11	0.0%	0	0.0%	0
IP13 6	2.1%	21	0.0%	0	7.0%	21	0.0%	0	0.0%	0
IP13 7	2.1%	21	0.0%	0	7.0%	21	0.0%	0	0.0%	0
IP13 8	1.0%	10	0.0%	0	3.3%	10	0.0%	0	0.0%	0
IP13 9	1.6%	16	0.0%	0	5.3%	16	0.0%	0	0.0%	0
IP14 1	1.5%	15	0.0%	0	0.0%	0	7.5%	15	0.0%	0
IP14 2	1.2%	12	0.0%	0	0.0%	0	6.0%	12	0.0%	0
IP14 3	0.4%	4	0.0%	0	0.0%	0	2.0%	4	0.0%	0
IP14 4	2.2%	22	0.0%	0	0.0%	0	11.0%	22	0.0%	0
IP14 5	1.8%	18	0.0%	0	0.0%	0	9.0%	18	0.0%	0
IP14 6	0.7%	7	0.0%	0	0.0%	0	3.5%	7	0.0%	0
IP15 5	1.5%	15	0.0%	0	5.0%	15	0.0%	0	0.0%	0
IP16 4	2.6%	26	0.0%	0	8.7%	26	0.0%	0	0.0%	0
IP17 1	1.7%	17	0.0%	0	5.7%	17	0.0%	0	0.0%	0
IP17 2	0.8%	8	0.0%	0	2.7%	8	0.0%	0	0.0%	0
IP17 3	1.0%	10	0.0%	0	3.3%	10	0.0%	0	0.0%	0
IP2 0	3.2%	32	8.0%	32	0.0%	0	0.0%	0	0.0%	0
IP2 8	1.7%	17	4.3%	17	0.0%	0	0.0%	0	0.0%	0
IP2 9	4.0%	40	10.0%	40	0.0%	0	0.0%	0	0.0%	0
IP23 7	1.4%	14	0.0%	0	0.0%	0	7.0%	14	0.0%	0
IP23 8	0.5%	5	0.0%	0	0.0%	0	2.5%	5	0.0%	0
IP3 0	2.3%	23	5.8%	23	0.0%	0	0.0%	0	0.0%	0
IP3 8	4.4%	44	11.0%	44	0.0%	0	0.0%	0	0.0%	0
IP3 9	2.9%	29	7.3%	29	0.0%	0	0.0%	0	0.0%	0
IP30 0	0.6%	6	0.0%	0	0.0%	0	3.0%	6	0.0%	0
IP30 9	2.0%	20	0.0%	0	0.0%	0	10.0%	20	0.0%	0
IP31 3	1.7%	17	0.0%	0	0.0%	0	8.5%	17	0.0%	0
IP4 1	0.4%	4	1.0%	4	0.0%	0	0.0%	0	0.0%	0
IP4 2	0.9%	9	2.3%	9	0.0%	0	0.0%	0	0.0%	0
IP4 3	1.4%	14	3.5%	14	0.0%	0	0.0%	0	0.0%	0
IP4 4	2.5%	25	6.3%	25	0.0%	0	0.0%	0	0.0%	0
IP4 5	2.8%	28	7.0%	28	0.0%	0	0.0%	0	0.0%	0
IP5 1	0.4%	4	1.0%	4	0.0%	0	0.0%	0	0.0%	0
IP5 2	1.8%	18	4.5%	18	0.0%	0	0.0%	0	0.0%	0
IP5 3	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0
IP6 0	2.3%	23	0.0%	0	0.0%	0	11.5%	23	0.0%	0
IP6 8	1.2%	12	0.0%	0	0.0%	0	6.0%	12	0.0%	0
IP6 9	1.1%	11	0.0%	0	0.0%	0	5.5%	11	0.0%	0
IP7 5	1.6%	16	0.0%	0	0.0%	0	0.0%	0	16.0%	16
IP7 6	0.4%	4	0.0%	0	0.0%	0	0.0%	0	4.0%	4
IP7 7	0.4%	4	0.0%	0	0.0%	0	2.0%	4	0.0%	0
IP8 3	0.8%	8	0.0%	0	0.0%	0	0.0%	0	8.0%	8
IP8 4	1.0%	10	0.0%	0	0.0%	0	5.0%	10	0.0%	0
IP9 1	0.3%	3	0.0%	0	0.0%	0	0.0%	0	3.0%	3
IP9 2	1.2%	12	0.0%	0	0.0%	0	0.0%	0	12.0%	12
Base:		1000		400		300		200		100

Appendix 4:

Data Tabulations

By Area

(Weighted)

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
Q01 Where do you normally go for your household's main food and grocery shopping i.e. primarily bulk 'trolley' purchases?										
Aldi, 14 Meredith Road	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Aldi, 201 Felixstowe Road	0.4%	4	1.2%	4	0.0%	0	0.0%	0	0.0%	0
Aldi, 3 Hines Road	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Asda, Stoke Park Drive	1.4%	14	3.6%	13	0.0%	0	0.0%	0	0.5%	1
Asda, Goddard Road, Ipswich	6.9%	69	10.4%	37	2.0%	5	10.9%	23	1.8%	4
Asian Food store, 73-75 Norwich Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Butchers and Fruits, 14 St Helen's Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Ravenswood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op , 65-67 Colchester Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op & Rushmere Post Office, 51-53 Woodbridge Road East	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 147 Fircroft Road	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 15 Garrick Way	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 15-25 Meredith Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 15-23 Ulster Avenue	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 283 Norwich Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 16 Norwich Road	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 245-253 Hawthorn Drive	0.2%	2	0.6%	2	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 196 Vernon Street	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 111-113 Cauldwell Hall Road	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 34-38 Foxhall Road	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 1 Hines Road	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 2-8 Selkirk Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 217-221 Clapgate Lane	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 64-66 Queen's Way	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 119-123 Penshurst Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 335-337 Woodbridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 61 Prince of Wales Drive	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 201 Bramford Lane	0.2%	2	0.4%	2	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore (LateShop), 310 Sheldrake Drive	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, 88 Bramford Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Global Fruits, 49 Butter Market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Go East , 2 Fore Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halal Connection, 3-3a Norwich Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 23-31 St Matthew's Street	0.3%	3	0.8%	3	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, 38-40 Upper Brook Street	0.9%	9	2.3%	8	0.0%	0	0.5%	1	0.0%	0
J Sainsbury, 40 Hadleigh Road, Ipswich	6.3%	63	12.1%	43	0.3%	1	3.5%	7	6.1%	12
Kerala Store, 71 St John's Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Ravenswood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Handford Road	0.3%	3	0.5%	2	0.0%	0	0.7%	1	0.0%	0
M.R.S Food Store and Off	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
Licence, 142 Felixstowe Road										
M.R.S Foodstore, 52 Woodbridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mamoudou, 37 Norwich Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencers, 16-26 Westgate Street	0.2%	2	0.0%	0	0.0%	0	0.7%	2	0.0%	0
McColls, 53 Stoke Park Drive	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mediterranean Foods, 3 Bramford Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Sproughton Road, Ipswich	9.1%	91	16.3%	58	2.5%	6	6.7%	14	6.6%	13
Napoli Deli, 67 Upper Orwell Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
National Groceries and Fruits, 31 Norwich Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premiere Stores, 17 Wherstead Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Procter's Sausages, 12 The Walk	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, 777-779 Woodbridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, 11 Reynolds Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Nacton Road	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express, St Matthews Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Duke Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express & Post Office, 651 Bramford Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Candy Box Off-Licence, 422 Woodbridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weigh 'n' Save, 69 Carr Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
World Food Store, 20 St Helen's Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Girling Street, SUDBURY	0.5%	5	0.0%	0	0.0%	0	0.0%	0	2.6%	5
Aldi, 6-10 Lime Kiln Lane, THETFORD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Turner Rise, COLCHESTER	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.7%	3
Asda, Wilkes Way, STOWMARKET	5.8%	58	0.2%	1	0.5%	1	26.1%	56	0.0%	0
Budgens, Bullock Fair Close, HARLESTON	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, St Andrews Street, MILDENHALL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, The Thoroughfare, WOODBRIDGE	0.3%	3	0.0%	0	1.3%	3	0.0%	0	0.0%	0
Iceland, George Road, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 5-6 Cornhill, BURY ST EDMUNDS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Waterglade Park, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, St Johns Walk Shopping Centre, COLCHESTER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Unit 7, Tollgate Centre, COLCHESTER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 50-60 Hamilton Way, FELIXSTOWE	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Iceland, Roachford Way, FRINTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Combs Lane, STOWMARKET	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 94-95 North Street, SUDBURY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Minstergate Street, THETFORD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, The Newlands,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
WITHAM										
J Sainsbury, High Street, ATTLEBOROUGH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, 1 Tofts Walk, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, Moreton Hall, BURY ST EDMUNDS	1.6%	16	0.0%	0	0.0%	0	7.5%	16	0.0%	0
J Sainsbury, 14 Priory Walk, COLCHESTER	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.7%	3
J Sainsbury, Stanway, COLCHESTER	0.8%	8	0.0%	0	0.0%	0	0.0%	0	4.2%	8
J Sainsbury, London Road, THETFORD	0.5%	5	0.5%	2	0.0%	0	0.0%	0	1.8%	4
J Sainsbury, Felixstowe Road, Warren Heath, WARREN HEATH	10.6%	106	19.9%	71	8.0%	19	0.8%	2	7.7%	15
Kwik Save, Minster Gate Street, THETFORD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, St Johns Walk, COLCHESTER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, FELIXSTOWE	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Lidl, Staple Tye, HARLOW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, 36 North Street, SUDBURY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, 23 Buttemarket, BURY ST EDMUNDS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, 35-39 Pier Avenue, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, 38 High Street, COLCHESTER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, 55 Hamilton Road, FELIXSTOWE	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Marks & Spencer, 82-84 London Road North, LOWESTOFT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, George Westwood Way, BECCLES	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Morrisons, Little Clacton, CLACTON ON SEA	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	2
Morrisons, Old Road, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, 146 Victoria Road, DISS	1.2%	12	0.0%	0	1.6%	4	4.1%	9	0.0%	0
Morrisons, Grange Farm Park, FELIXSTOWE	2.6%	26	0.0%	0	11.2%	26	0.0%	0	0.0%	0
Morrisons, Parkeston, HARWICH	0.7%	7	0.0%	0	0.0%	0	0.0%	0	3.5%	7
Morrisons, Gisleham, LOWESTOFT	0.2%	2	0.0%	0	0.8%	2	0.0%	0	0.0%	0
Morrisons, Braintree Road, WITHAM	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netto, 24 Highfields Road, WITHAM	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainbow, Gosford Road, BECCLES	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainbow, Ashburnham Way, CARLTON COLVILLE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainbow, 133 Victoria Road, DISS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainbow, Saxons Way, HALESWORTH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roys Wroxham, Risbygate Street, BURY ST EDMUNDS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roys Wroxham, Great Eastern Road, SUDBURY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solar Superstore, Hamilton Road, FELIXSTOWE	0.8%	8	0.0%	0	3.4%	8	0.0%	0	0.0%	0
Solar Superstore, Market Hill, FRAMLINGHAM	0.6%	6	0.0%	0	2.5%	6	0.0%	0	0.0%	0

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
Solar Superstore, Weavers Court, HALSTEAD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solar Superstore, Sizewell Road, LEISTON	0.9%	9	0.0%	0	4.0%	9	0.0%	0	0.0%	0
Somerfield, Market Square, BECCLES	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0
Somerfield, Rayne Road, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Mildenhall Road, BURY ST EDMUNDS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Clacton Hall, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, 39-43 High Street, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, 37-38 Mere Street, DISS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, 270 High Street, DOVERCOURT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, High Street, HALSTEAD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, 112 London Road, LOWESTOFT	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Somerfield, Church Street, SAXMUNDHAM	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Somerfield, 2 Market Place, SOUTHWOLD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, 100 East Street, SUDBURY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Great Notley, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Marks Gate, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Market Place, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, London Road, BRANDON	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	2
Tesco, St Saviours, BURY ST EDMUNDS	0.8%	8	0.0%	0	0.0%	0	3.7%	8	0.0%	0
Tesco, Greenstead Road, COLCHESTER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Highwoods Square, COLCHESTER	3.3%	33	0.0%	0	0.0%	0	0.0%	0	16.6%	33
Tesco, Victoria Road, DISS	0.4%	4	0.0%	0	0.5%	1	1.4%	3	0.0%	0
Tesco, Yarmouth Road, LOWESTOFT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Cedars Park, STOWMARKET	4.3%	43	0.0%	0	0.0%	0	19.9%	43	0.0%	0
Tesco, Springlands Way, SUDBURY	2.5%	25	0.0%	0	0.0%	0	0.8%	2	11.5%	23
Tesco, Kilverston, THETFORD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, 86 Church Road, TIPTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, The Grove Centre, WITHAM	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Horringer, BURY ST EDMUNDS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Lawson Place, BURY ST EDMUNDS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, MANNINGTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Copdock Interchange, Copdock	6.0%	60	11.0%	39	1.1%	3	1.3%	3	7.7%	15
Tesco Extra, Martlesham Heath, Martlesham Heath	11.5%	115	9.5%	34	32.5%	75	1.9%	4	0.8%	2
Tesco Metro, 28 Station Road, CLACTON ON SEA	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	2
Tesco Metro, 88 Hamilton Road, FELIXSTOWE	0.7%	6	0.0%	0	2.8%	6	0.0%	0	0.0%	0
Tesco Metro, 125-127	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0

Ipswich Household Survey for Strategic Perspectives

Weighted:

February 2010

	Total		Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)	
London Road, LOWESTOFT										
Tesco Metro, Grange Farm, Kesgrave	0.9%	9	2.5%	9	0.0%	0	0.0%	0	0.0%	0
Waitrose, Robert Boby Way, BURY ST EDMUNDS	0.2%	2	0.0%	0	0.0%	0	0.8%	2	0.0%	0
Waitrose, Church Street, SAXMUNDHAM	0.9%	9	0.0%	0	3.9%	9	0.0%	0	0.0%	0
Waitrose, Station Road, SUDBURY	1.2%	12	0.0%	0	0.0%	0	0.0%	0	6.2%	12
Internet - Online Asda	1.0%	10	0.5%	2	0.6%	1	1.3%	3	2.1%	4
Internet - Online Ocado	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Internet - Online Sainsburys	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Internet - Online Tesco	2.8%	28	1.5%	5	5.1%	12	2.9%	6	2.3%	4
Other Local Shops - Alder Carr Farm Shop, Creeting St Mary	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Other Local Shops - Co-op, Chancery Lane, Debenham	0.3%	3	0.0%	0	0.0%	0	1.3%	3	0.0%	0
Other Local Shops - Co-op, East Row, The Street, Holbrook	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	2
Other Local Shops - Co-op, Hamilton Road, Felixstowe	0.2%	2	0.0%	0	1.0%	2	0.0%	0	0.0%	0
Other Local Shops - Co-op, High Street, Aldeburgh	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Other Local Shops - Co-op, High Street, Hadleigh	0.8%	8	0.0%	0	0.0%	0	0.0%	0	3.9%	8
Other Local Shops - Co-op, High Street, Laxfield	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0
Other Local Shops - Co-op, Market Hill, Framlingham	0.3%	3	0.0%	0	1.2%	3	0.0%	0	0.0%	0
Other Local Shops - Co-op, Saxons Way, Halesworth	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Other Local Shops - Co-op, Sizewell Road, Leiston	0.5%	5	0.0%	0	2.1%	5	0.0%	0	0.0%	0
Other Local Shops - Co-op, The Street, Capel St Mary	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	2
Other Local Shops - Co-op, The Street, Holbrook	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	2
Other Local Shops - Lowestoft - Asda, Belvedere Road-Off Horn Hill, Lowestoft	0.2%	2	0.0%	0	0.8%	2	0.0%	0	0.0%	0
Other Local Shops - Lowestoft - Lidl, North Quay Retail Park, Peto Way, Lowestoft	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Other Local Shops - Manningtree - Co-op, Century House, Station Road, Manningtree	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.5%	3
Other Local Shops - Morrisons, Tower Road, Lowestoft	0.2%	2	0.0%	0	0.7%	2	0.0%	0	0.0%	0
Other Local Shops - Post Office, Barton Road, Thurston	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Other Local Shops - Priory, Nacton Road	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other Local Shops - Sudbury - Grange farm shop, Haskerton	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other Local Shops - Tesco, Northolk	0.2%	2	0.0%	0	0.0%	0	0.7%	2	0.0%	0
Other Local Shops - Tesco, Ropes Drive, Kesgrave	0.2%	2	0.6%	2	0.0%	0	0.0%	0	0.0%	0
Other Local Shops- Bury St. Edmunds- Co-op, Woolpit, Bury St. Edmunds	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Internet / Mail Order	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

Column %ges.

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)
(Don't know / varies)	2.7% 27	1.1% 4	6.2% 14	0.5% 1	4.0% 8
Weighted base:	1000	356	232	214	198
Sample:	1000	400	300	200	100

Q02 What is the main reason you choose (store mentioned at Q01) to do your main food and grocery shopping?

Accessibility by public transport	0.9% 9	1.1% 4	1.5% 3	0.8% 2	0.0% 0
Choice / price of non- food goods (e.g. clothes, DVDs, etc)	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Choice of food goods available	4.8% 48	3.8% 14	9.4% 22	1.6% 3	4.9% 10
Clean shopping environment	0.2% 2	0.3% 1	0.0% 0	0.5% 1	0.0% 0
Clubcard / Rewards system	1.8% 18	1.7% 6	1.3% 3	1.4% 3	2.7% 5
Convenient to home	48.2% 482	46.6% 166	51.5% 119	48.1% 103	47.6% 94
Convenient to work	1.7% 17	2.1% 8	1.6% 4	2.1% 5	0.8% 2
Free car parking	1.3% 13	0.3% 1	2.2% 5	2.4% 5	0.8% 2
Good car parking provision	1.2% 12	0.3% 1	1.0% 2	2.2% 5	1.7% 3
Good shopping environment	0.2% 2	0.0% 0	0.0% 0	1.1% 2	0.0% 0
Low prices	11.5% 115	11.3% 40	11.1% 26	11.3% 24	12.6% 25
Part of shopping trip for non- food goods	0.1% 1	0.0% 0	0.0% 0	0.5% 1	0.0% 0
Preference for retailer	12.0% 120	16.3% 58	4.4% 10	11.5% 25	13.9% 28
Provision of leisure services nearby	0.3% 3	0.3% 1	0.0% 0	0.8% 2	0.0% 0
Provision of services nearby, such as banks and other financial services	0.4% 4	0.4% 1	0.6% 1	0.5% 1	0.0% 0
Quality of fresh food	5.1% 51	6.2% 22	4.7% 11	3.4% 7	5.4% 11
Safe (during the day)	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Safe (during the evening /night time)	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Use of cafe	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Use of cash point / ATM	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Provision of petrol station / car wash	0.1% 1	0.0% 0	0.0% 0	0.3% 1	0.0% 0
Provision of self service tills	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Provision of delicatessen / bakery / fresh fish counter etc	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Convenient / easy	1.1% 11	0.7% 2	0.8% 2	2.6% 6	0.8% 2
Delivery offered	1.4% 14	1.2% 4	1.3% 3	1.6% 3	1.7% 3
Employees discount	1.4% 14	2.5% 9	0.0% 0	1.5% 3	0.9% 2
Friendly / helpful staff	0.2% 2	0.2% 1	0.6% 1	0.0% 0	0.0% 0
Good layout	0.6% 6	0.8% 3	1.0% 2	0.3% 1	0.0% 0
Habit / always gone there	0.7% 7	1.3% 5	0.5% 1	0.5% 1	0.0% 0
Provision for disabled people is good	0.3% 3	0.2% 1	0.3% 1	0.7% 2	0.0% 0
(Don't know / varies)	3.0% 30	1.2% 4	3.8% 9	2.8% 6	5.5% 11
Other	1.4% 14	1.2% 4	2.1% 5	1.5% 3	0.8% 2
Weighted base:	1000	356	232	214	198
Sample:	1000	400	300	200	100

Q03 How do you normally travel to...[STORE/DESTINATION MENTIONED AT Q01]?

Car / van (as driver)	64.6% 646	61.5% 219	63.3% 147	67.0% 143	69.2% 137
Car / van (as passenger)	18.3% 183	17.7% 63	17.5% 41	19.9% 43	18.6% 37
Bus, minibus or coach	4.2% 42	8.0% 29	2.6% 6	2.5% 5	0.9% 2
Using park & ride facility	0.2% 2	0.0% 0	0.0% 0	0.7% 2	0.0% 0
Motorcycle, scooter or moped	0.1% 1	0.0% 0	0.3% 1	0.3% 1	0.0% 0
Walk	6.0% 60	9.6% 34	5.6% 13	3.1% 7	3.3% 7
Taxi	0.3% 3	0.4% 1	0.0% 0	0.0% 0	0.9% 2
Train	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Bicycle	0.4% 4	0.2% 1	1.0% 2	0.5% 1	0.0% 0
Other	0.1% 1	0.2% 1	0.3% 1	0.0% 0	0.0% 0
(Don't know / varies)	1.3% 13	0.2% 1	2.5% 6	0.8% 2	2.3% 4
Not applicable / goods delivered	4.5% 45	2.3% 8	6.9% 16	5.2% 11	4.9% 10
Weighted base:	1000	356	232	214	198
Sample:	1000	400	300	200	100

Ipswich Household Survey for Strategic Perspectives

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February 2010

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
Q04 How often do you normally do your main food shopping at STORE/DESTINATION MENTIONED AT Q01?										
More than once a week	6.6%	66	7.9%	28	8.8%	20	5.0%	11	3.5%	7
Once a week	66.4%	664	67.8%	242	57.7%	134	73.8%	158	65.7%	130
Once a fortnight	17.6%	176	14.7%	52	20.8%	48	13.0%	28	24.2%	48
Once a month	7.9%	79	9.1%	32	9.6%	22	7.0%	15	4.5%	9
Less often	0.5%	5	0.0%	0	1.4%	3	0.0%	0	1.0%	2
Varies	1.0%	10	0.5%	2	1.6%	4	1.2%	2	1.0%	2
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	1000	356		232		214		198		
Sample:	1000	400		300		200		100		

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
Q05 In addition to ...(STORE MENTIONED AT Q01), are there any other stores that you regularly use for your main-food shopping?										
Aldi, 14 Meredith Road	0.3%	3	0.9%	3	0.0%	0	0.0%	0	0.0%	0
Aldi, 201 Felixstowe Road	0.7%	7	2.0%	7	0.0%	0	0.0%	0	0.0%	0
Aldi, 3 Hines Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Asda, Stoke Park Drive	1.4%	14	3.6%	13	0.0%	0	0.3%	1	0.0%	0
Asda, Goddard Road, Ipswich	4.0%	40	7.2%	26	2.2%	5	3.8%	8	0.8%	1
Asian Food store, 73-75 Norwich Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Butchers and Fruits, 14 St Helen's Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Ravenswood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op , 65-67 Colchester Road	0.3%	3	0.7%	3	0.0%	0	0.0%	0	0.0%	0
Co-op & Rushmere Post Office, 51-53 Woodbridge Road East	0.3%	3	0.6%	2	0.3%	1	0.0%	0	0.0%	0
Co-op Foodstore, 147 Fircroft Road	0.2%	2	0.4%	2	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 15 Garrick Way	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 15-25 Meredith Road	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 15-23 Ulster Avenue	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 283 Norwich Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 16 Norwich Road	0.2%	2	0.0%	0	0.0%	0	0.7%	2	0.0%	0
Co-op Foodstore, 245-253 Hawthorn Drive	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 196 Vernon Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 111-113 Cauldwell Hall Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 34-38 Foxhall Road	0.2%	2	0.7%	2	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 1Hines Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 2-8 Selkirk Road	0.2%	2	0.6%	2	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 217-221 Clapgate Lane	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 64-66 Queen's Way	0.5%	5	1.4%	5	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 119-123 Penshurst Road	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 335-337 Woodbridge Road	0.3%	3	0.4%	1	0.9%	2	0.0%	0	0.0%	0
Co-op Foodstore, 61 Prince of Wales Drive	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore , 201 Bramford Lane	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore (LateShop), 310 Sheldrake Drive	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, 88 Bramford Road	0.2%	2	0.7%	2	0.0%	0	0.0%	0	0.0%	0
Global Fruits, 49 Butter Market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Go East , 2 Fore Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halal Connection, 3-3a Norwich Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 23-31 St Matthew's Street	0.4%	4	1.0%	4	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, 38-40 Upper Brook Street	1.8%	18	2.7%	9	0.3%	1	0.0%	0	3.7%	7
J Sainsbury, 40 Hadleigh Road, Ipswich	3.1%	31	4.0%	14	0.7%	2	5.1%	11	2.3%	5
Kerala Store, 71 St John's Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Ravenswood	0.4%	4	0.5%	2	0.3%	1	0.0%	0	0.8%	2
Lidl, Handford Road	0.5%	5	0.5%	2	0.2%	0	1.5%	3	0.0%	0
M.R.S Food Store and Off	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Ipswich Household Survey for Strategic Perspectives

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February 2010

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)	
Licence, 142 Felixstowe Road									
M.R.S Foodstore, 52 Woodbridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Mamoudou, 37 Norwich Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks and Spencers, 16-26 Westgate Street	1.7%	17	3.3%	12	0.4%	1	1.1%	2	0.8%
McColls, 53 Stoke Park Drive	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Mediterranean Foods, 3 Bramford Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Sproughton Road, Ipswich	3.5%	35	5.2%	18	0.9%	2	5.2%	11	2.0%
Napoli Deli, 67 Upper Orwell Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
National Groceries and Fruits, 31 Norwich Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Premiere Stores, 17 Wherstead Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Procter's Sausages, 12 The Walk	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Spar, 777-779 Woodbridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Spar, 11 Reynolds Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Nacton Road	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%
Tesco Express, St Matthews Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Duke Street	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%
Tesco Express & Post Office, 651 Bramford Road	0.2%	2	0.6%	2	0.0%	0	0.0%	0	0.0%
The Candy Box Off-Licence, 422 Woodbridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Weigh 'n' Save, 69 Carr Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
World Food Store, 20 St Helen's Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, Girling Street, SUDBURY	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.9%
Aldi, 6-10 Lime Kiln Lane, THETFORD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Turner Rise, COLCHESTER	1.9%	19	0.0%	0	0.0%	0	0.0%	0	9.7%
Asda, Wilkes Way, STOWMARKET	1.4%	14	0.0%	0	0.5%	1	5.8%	12	0.0%
Budgens, Bullock Fair Close, HARLESTON	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Budgens, St Andrews Street, MILDENHALL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Budgens, The Thoroughfare, WOODBRIDGE	0.8%	8	0.0%	0	3.5%	8	0.0%	0	0.0%
Iceland, George Road, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, 5-6 Cornhill, BURY ST EDMUNDS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, Waterglade Park, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, St Johns Walk Shopping Centre, COLCHESTER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, Unit 7, Tollgate Centre, COLCHESTER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, 50-60 Hamilton Way, FELIXSTOWE	0.7%	7	0.6%	2	2.1%	5	0.0%	0	0.0%
Iceland, Roachford Way, FRINTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, Combs Lane, STOWMARKET	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, 94-95 North Street, SUDBURY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, Minstergate Street, THETFORD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, The Newlands,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Column % ges.

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
WITHAM										
J Sainsbury, High Street, ATTLEBOROUGH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, 1 Tofts Walk, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, Moreton Hall, BURY ST EDMUNDS	1.3%	13	0.0%	0	0.0%	0	5.5%	12	0.9%	2
J Sainsbury, 14 Priory Walk, COLCHESTER	0.5%	5	0.0%	0	0.0%	0	0.0%	0	2.5%	5
J Sainsbury, Stanway, COLCHESTER	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	2
J Sainsbury, London Road, THETFORD	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, Felixstowe Road, Warren Heath, WARREN HEATH	5.7%	57	8.7%	31	7.7%	18	0.6%	1	3.4%	7
Kwik Save, Minster Gate Street, THETFORD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, St Johns Walk, COLCHESTER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, FELIXSTOWE	0.5%	5	0.0%	0	2.0%	5	0.0%	0	0.0%	0
Lidl, Staple Tye, HARLOW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, 36 North Street, SUDBURY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, 23 Buttemarket, BURY ST EDMUNDS	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Marks & Spencer, 35-39 Pier Avenue, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, 38 High Street, COLCHESTER	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Marks & Spencer, 55 Hamilton Road, FELIXSTOWE	0.5%	5	0.0%	0	2.3%	5	0.0%	0	0.0%	0
Marks & Spencer, 82-84 London Road North, LOWESTOFT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, George Westwood Way, BECCLES	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Morrisons, Little Clacton, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Old Road, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, 146 Victoria Road, DISS	0.7%	7	0.0%	0	0.5%	1	3.0%	6	0.0%	0
Morrisons, Grange Farm Park, FELIXSTOWE	0.8%	8	0.0%	0	3.5%	8	0.0%	0	0.0%	0
Morrisons, Parkeston, HARWICH	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	2
Morrisons, Gisleham, LOWESTOFT	0.4%	4	0.0%	0	1.8%	4	0.0%	0	0.0%	0
Morrisons, Braintree Road, WITHAM	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netto, 24 Highfields Road, WITHAM	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainbow, Gosford Road, BECCLES	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainbow, Ashburnham Way, CARLTON COLVILLE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainbow, 133 Victoria Road, DISS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainbow, Saxons Way, HALESWORTH	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Roys Wroxham, Risbygate Street, BURY ST EDMUNDS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roys Wroxham, Great Eastern Road, SUDBURY	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	2
Solar Superstore, Hamilton Road, FELIXSTOWE	0.6%	6	0.0%	0	2.8%	6	0.0%	0	0.0%	0
Solar Superstore, Market Hill, FRAMLINGHAM	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
Solar Superstore, Weavers Court, HALSTEAD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solar Superstore, Sizewell Road, LEISTON	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Somerfield, Market Square, BECCLES	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Rayne Road, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Mildenhall Road, BURY ST EDMUNDS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Clacton Hall, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, 39-43 High Street, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, 37-38 Mere Street, DISS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, 270 High Street, DOVERCOURT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, High Street, HALSTEAD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, 112 London Road, LOWESTOFT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Church Street, SAXMUNDHAM	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, 2 Market Place, SOUTHWOLD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, 100 East Street, SUDBURY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Great Notley, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Marks Gate, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Market Place, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, London Road, BRANDON	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, St Saviours, BURY ST EDMUNDS	0.2%	2	0.0%	0	0.2%	0	0.9%	2	0.0%	0
Tesco, Greenstead Road, COLCHESTER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Highwoods Square, COLCHESTER	0.5%	5	0.0%	0	0.0%	0	0.0%	0	2.5%	5
Tesco, Victoria Road, DISS	0.1%	1	0.0%	0	0.3%	1	0.3%	1	0.0%	0
Tesco, Yarmouth Road, LOWESTOFT	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Tesco, Cedars Park, STOWMARKET	1.7%	17	0.0%	0	0.5%	1	7.6%	16	0.0%	0
Tesco, Springlands Way, SUDBURY	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.7%	3
Tesco, Kilverston, THETFORD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, 86 Church Road, TIPTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, The Grove Centre, WITHAM	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Horringer, BURY ST EDMUNDS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Lawson Place, BURY ST EDMUNDS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, MANNINGTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Copdock Interchange, Copdock	4.4%	44	5.8%	21	1.3%	3	2.6%	6	7.7%	15
Tesco Extra, Martlesham Heath, Martlesham Heath	3.7%	37	5.6%	20	7.5%	17	0.0%	0	0.0%	0
Tesco Metro, 28 Station Road, CLACTON ON SEA	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	2
Tesco Metro, 88 Hamilton Road, FELIXSTOWE	0.5%	5	0.0%	0	2.1%	5	0.0%	0	0.0%	0
Tesco Metro, 125-127	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0

Ipswich Household Survey for Strategic Perspectives

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
London Road, LOWESTOFT										
Tesco Metro, Grange Farm, Kesgrave	0.7%	7	2.1%	7	0.0%	0	0.0%	0	0.0%	0
Waitrose, Robert Boby Way, BURY ST EDMUNDS	0.2%	2	0.0%	0	0.0%	0	1.1%	2	0.0%	0
Waitrose, Church Street, SAXMUNDHAM	0.6%	6	0.0%	0	2.6%	6	0.0%	0	0.0%	0
Waitrose, Station Road, SUDBURY	1.0%	10	0.0%	0	0.0%	0	1.4%	3	3.5%	7
Internet - Online Ocado	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Internet - Online Sainsburys	0.2%	2	0.2%	1	0.4%	1	0.0%	0	0.0%	0
Internet - Online Tesco	0.5%	5	0.0%	0	1.3%	3	0.9%	2	0.0%	0
Other - Local Shops, Orford	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Other Local Shops - Bury St. Edmunds - Asda, Western Way, Bury St Edmunds	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Other Local Shops - Bury St. Edmunds- Co-op, Ashfield Road, Elmswell, Bury St. Edmunds	0.3%	3	0.0%	0	0.0%	0	1.5%	3	0.0%	0
Other Local Shops - Colchester - Aldi, Magdalen Street, Colchester	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.7%	3
Other Local Shops - Co-op, Chancery Lane, Debenham	0.1%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0
Other Local Shops - Co-op, Hamilton Road, Felixstowe	0.2%	2	0.2%	1	0.5%	1	0.0%	0	0.0%	0
Other Local Shops - Co-op, High Street, Dedham	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.7%	3
Other Local Shops - Co-op, High Street, Hadleigh	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.6%	3
Other Local Shops - Co-op, High Street, Wickham Market	0.2%	2	0.0%	0	1.0%	2	0.0%	0	0.0%	0
Other Local Shops - Co-op, King William Street, Needham Market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Local Shops - Co-op, Riverside Avenue East, Station Road, Lawford, Manningtree	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.6%	3
Other Local Shops - Co-op, The Street, Bramford	0.2%	2	0.0%	0	0.0%	0	1.0%	2	0.0%	0
Other Local Shops - Co-op, The Street, Holbrook	0.5%	5	0.0%	0	0.0%	0	0.0%	0	2.4%	5
Other Local Shops - Local Shops, Birch Street, Nayland	0.7%	7	0.0%	0	0.0%	0	0.0%	0	3.7%	7
Other Local Shops - Local Shops, Bridge Street, Framlingham	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0
Other Local Shops - Local Shops, Church Road, Coddenham	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Other Local Shops - Local Shops, Tattingsstone	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	2
Other Local Shops - Local Shops, Warrick Avenue, Woodbridge	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Other Local Shops - Lowestoft - Asda, Belvedere Road-Off Horn Hill, Lowestoft	0.5%	5	0.0%	0	2.0%	5	0.0%	0	0.0%	0
Other Local Shops - Netto, Bentalls Complex, Colchester Road, Heybridge	0.2%	2	0.0%	0	0.0%	0	0.7%	2	0.0%	0
Other Local Shops - Newborne Farm Shop, Mill Road, Newbourne	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
Other Local Shops - Spar, Freehold Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other Local Shops - Stowmarket - Co-op, Combs Lane, Combs Ford, Stowmarket	0.3%	3	0.0%	0	0.0%	0	1.3%	3	0.0%	0
Other Local Shops - Stowmarket - Lidl, Bury Road, Stowmarket	0.7%	7	0.0%	0	0.0%	0	3.2%	7	0.0%	0
Other Local Shops - Sudbury - Farmshop, Oldborough	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0
Other Local Shops - Sudbury - Grange farm shop, Haskerton	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0
Other Local Shops - Suffolk Food Hall, Wherstead Hall, Peppers Lane, Wherstead	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Other Local Shops - Waitrose, St Andrews Avenue, Colchester	0.5%	5	0.5%	2	0.0%	0	0.0%	0	1.7%	3
Internet / Mail Order	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other (Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nowhere else)	3.1%	31	2.7%	10	5.8%	13	0.3%	1	3.8%	7
	46.7%	467	44.7%	159	51.4%	119	48.0%	103	43.4%	86
Weighted base:	1000		356		232		214		198	
Sample:	1000		400		300		200		100	

Q06 How often do you normally do you visit the stores mentioned at Q5 previously?*Those who regularly visit other stores for their main food shopping.*

More than once a week	13.4%	71	13.6%	27	11.7%	13	9.1%	10	18.8%	21
Once a week	27.1%	145	35.2%	69	24.0%	27	30.0%	33	13.1%	15
Once a fortnight	18.0%	96	17.0%	33	19.3%	22	22.1%	25	14.3%	16
Once a month	26.8%	143	24.4%	48	27.0%	30	28.8%	32	29.0%	32
Less often	7.5%	40	6.5%	13	8.7%	10	4.5%	5	11.0%	12
Varies	5.3%	28	3.2%	6	7.1%	8	5.5%	6	7.2%	8
(Don't know)	1.9%	10	0.0%	0	2.3%	3	0.0%	0	6.5%	7
Weighted base:	533		197		113		111		112	
Sample:	534		222		147		109		56	

Q07 When you go shopping for main food goods, do you normally link this trip with another activity?

Yes – non-food shopping	12.3%	123	8.3%	30	16.6%	39	13.2%	28	13.2%	26
Yes – leisure activity	5.5%	55	2.7%	10	6.4%	15	6.4%	14	8.3%	16
Yes – travelling to / from work	3.4%	34	2.4%	9	2.6%	6	6.2%	13	3.0%	6
Yes – travelling to / from school / college	1.0%	10	0.2%	1	0.2%	1	1.5%	3	2.7%	5
Yes - other food shopping	2.5%	25	1.9%	7	3.1%	7	2.0%	4	3.4%	7
Yes – visiting services such as banks and other financial institutions	5.8%	58	1.5%	5	5.4%	13	8.6%	18	11.2%	22
Yes - petrol station / car wash	2.5%	25	3.9%	14	2.1%	5	2.0%	4	1.0%	2
Yes - recycling facilities	1.0%	10	1.6%	6	1.2%	3	0.5%	1	0.0%	0
Yes - childcare / nursery / after school activity	0.6%	6	1.2%	4	0.0%	0	0.5%	1	0.0%	0
No	66.6%	666	76.1%	271	60.4%	140	63.3%	135	60.4%	120
Yes - visit a friend / relative	1.4%	14	1.6%	6	1.9%	4	0.0%	0	1.9%	4
Yes - visit medical service such as doctors or dentists	0.7%	7	0.0%	0	1.8%	4	0.0%	0	1.4%	3
Yes - visit a personal service such as the library	0.8%	8	1.0%	4	1.6%	4	0.3%	1	0.0%	0
Yes - other	0.5%	5	0.0%	0	1.1%	3	0.5%	1	0.8%	1
(Don't know / varies)	1.0%	10	0.8%	3	2.0%	5	0.8%	2	0.5%	1
Weighted base:	1000		356		232		214		198	
Sample:	1000		400		300		200		100	

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
Q08 Where do you buy non-food goods when it's linked to your main food shopping?										
<i>Those who link their main-food shopping trips with non-food shopping.</i>										
In-store	9.5%	12	20.4%	6	6.5%	3	5.7%	2	5.7%	1
Ipswich Town Centre	34.0%	42	42.2%	13	30.4%	12	20.7%	6	44.3%	12
Ipswich - Anglia Retail Park	1.9%	2	7.8%	2	0.0%	0	0.0%	0	0.0%	0
Ipswich - Martlesham Heath Retail Park	1.5%	2	0.0%	0	4.9%	2	0.0%	0	0.0%	0
Ipswich - Orwell Retail Park	0.7%	1	3.1%	1	0.0%	0	0.0%	0	0.0%	0
Ipswich - Ransomes Europark	0.5%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Ipswich - Suffolk Retail Park	0.7%	1	3.1%	1	0.0%	0	0.0%	0	0.0%	0
Ipswich - The Interchange Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich Smaller (District/Local) Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldeburgh	0.4%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0
Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds	3.9%	5	0.0%	0	0.0%	0	16.8%	5	0.0%	0
Clacton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester	3.9%	5	0.0%	0	0.0%	0	0.0%	0	18.4%	5
Felixstowe	5.9%	7	5.4%	2	9.4%	4	0.0%	0	7.6%	2
Framlingham	2.4%	3	0.0%	0	7.7%	3	0.0%	0	0.0%	0
Halesworth	0.8%	1	0.0%	0	2.6%	1	0.0%	0	0.0%	0
Leiston	0.9%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0
Lowestoft	1.7%	2	0.0%	0	5.3%	2	0.0%	0	0.0%	0
Manningtree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norwich	1.5%	2	6.2%	2	0.0%	0	0.0%	0	0.0%	0
Saxmundham	0.7%	1	0.0%	0	2.1%	1	0.0%	0	0.0%	0
Southwold	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stowmarket	12.2%	15	0.0%	0	4.9%	2	46.1%	13	0.0%	0
Sudbury	1.4%	2	0.0%	0	0.0%	0	0.0%	0	6.6%	2
Woodbridge	4.5%	6	2.6%	1	12.4%	5	0.0%	0	0.0%	0
Other (Don't know / can't remember)	4.3%	5	3.6%	1	5.6%	2	3.5%	1	3.9%	1
Weighted base:		123		30		39		28		26
Sample:		125		34		56		22		13

Q09 Where do you go for leisure activities when it's linked to you main food shopping?*Those who link their main-food shopping trips with leisure activities.*

Ipswich Town Centre	32.3%	18	74.8%	7	32.5%	5	4.0%	1	30.9%	5
Cardinal Leisure Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldeburgh	0.9%	0	0.0%	0	3.2%	0	0.0%	0	0.0%	0
Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds	6.5%	4	0.0%	0	0.0%	0	25.8%	4	0.0%	0
Clacton	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
Felixstowe	14.5%	8	25.2%	2	20.5%	3	0.0%	0	14.9%	2
Halesworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leiston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lowestoft	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manningtree	5.7%	3	0.0%	0	0.0%	0	0.0%	0	18.9%	3
Norwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southwold	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sudbury	8.5%	5	0.0%	0	0.0%	0	21.3%	3	10.5%	2
Stowmarket	11.6%	6	0.0%	0	2.4%	0	43.7%	6	0.0%	0
Other (Don't know / can't remember)	9.0%	5	0.0%	0	11.4%	2	5.3%	1	15.3%	3
Weighted base:		55		10		15		14		16
Sample:		55		12		22		11		10

Q10 Do you make separate small scale 'top-up' basket food shopping trips for small basic goods such as newspapers, bread, milk and tobacco products, in between your main food shopping trip?

Yes	71.2%	712	73.3%	261	73.7%	171	69.2%	148	66.9%	132
No	28.8%	288	26.7%	95	26.3%	61	30.8%	66	33.1%	66
Weighted base:		1000		356		232		214		198
Sample:		1000		400		300		200		100

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
Q11 Where do you normally do most of your household's shopping for small scale 'top-up' basket food and convenience goods items (including newspapers, bread, milk and tobacco products)?										
<i>Those who do top up food shopping</i>										
Aldi, 14 Meredith Road	0.3%	2	0.9%	2	0.0%	0	0.0%	0	0.0%	0
Aldi, 201 Felixstowe Road	0.7%	5	1.6%	4	0.6%	1	0.0%	0	0.0%	0
Aldi, 3 Hines Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Stoke Park Drive	1.4%	10	3.0%	8	0.0%	0	0.0%	0	1.5%	2
Asda, Goddard Road, Ipswich	1.3%	10	2.3%	6	0.0%	0	2.4%	4	0.0%	0
Asian Food store, 73-75 Norwich Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Butchers and Fruits, 14 St Helen's Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Ravenswood	0.8%	6	1.7%	4	0.0%	0	0.9%	1	0.0%	0
Co-op , 65-67 Colchester Road	0.6%	4	1.6%	4	0.0%	0	0.0%	0	0.0%	0
Co-op & Rushmere Post Office, 51-53 Woodbridge Road East	2.1%	15	4.0%	10	2.5%	4	0.0%	0	0.0%	0
Co-op Foodstore, 147 Fircroft Road	1.3%	9	3.1%	8	0.0%	0	0.7%	1	0.0%	0
Co-op Foodstore, 15 Garrick Way	0.3%	2	0.9%	2	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 15-25 Meredith Road	0.4%	3	1.0%	3	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 15-23 Ulster Avenue	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 283 Norwich Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 16 Norwich Road	0.9%	7	1.4%	4	0.0%	0	2.1%	3	0.0%	0
Co-op Foodstore, 245-253 Hawthorn Drive	1.2%	8	3.2%	8	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 196 Vernon Street	0.3%	2	0.7%	2	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 111-113 Caldwell Hall Road	1.1%	8	3.0%	8	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 34-38 Foxhall Road	1.2%	9	3.3%	9	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 1Hines Road	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 2-8 Selkirk Road	0.4%	3	1.1%	3	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 217-221 Clapgate Lane	0.5%	3	1.3%	3	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 64-66 Queen's Way	0.5%	4	1.0%	3	0.6%	1	0.0%	0	0.0%	0
Co-op Foodstore, 119-123 Penshurst Road	0.9%	7	2.6%	7	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 335-337 Woodbridge Road	1.4%	10	1.5%	4	3.7%	6	0.0%	0	0.0%	0
Co-op Foodstore, 61 Prince of Wales Drive	0.6%	5	1.7%	5	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore , 201 Bramford Lane	0.2%	2	0.6%	2	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore (LateShop), 310 Sheldrake Drive	1.4%	10	3.2%	8	0.0%	0	0.0%	0	1.5%	2
Farmfoods, 88 Bramford Road	0.5%	4	1.2%	3	0.3%	0	0.0%	0	0.0%	0
Global Fruits, 49 Butter Market	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Go East , 2 Fore Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halal Connection, 3-3a Norwich Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 23-31 St Matthew's Street	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, 38-40 Upper Brook Street	1.6%	11	3.6%	10	0.2%	0	1.0%	2	0.0%	0
J Sainsbury, 40 Hadleigh Road, Ipswich	1.1%	8	2.5%	7	0.0%	0	0.7%	1	0.0%	0
Kerala Store, 71 St John's Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Ravenswood	0.2%	2	0.7%	2	0.0%	0	0.0%	0	0.0%	0

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Lidl, Handford Road	0.2%	2	0.6%	2	0.0%	0	0.0%	0	0.0%	0
M.R.S Food Store and Off Licence, 142 Felixstowe Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M.R.S Foodstore, 52 Woodbridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mamoudou, 37 Norwich Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencers, 16-26 Westgate Street	1.6%	12	4.2%	11	0.5%	1	0.0%	0	0.0%	0
McColls, 53 Stoke Park Drive	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mediterranean Foods, 3 Bramford Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Sproughton Road, Ipswich	2.1%	15	3.7%	10	0.0%	0	2.1%	3	1.5%	2
Napoli Deli, 67 Upper Orwell Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
National Groceries and Fruits, 31 Norwich Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premiere Stores, 17 Wherstead Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Procter's Sausages, 12 The Walk	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, 777-779 Woodbridge Road	0.7%	5	1.2%	3	0.3%	1	0.9%	1	0.0%	0
Spar, 11 Reynolds Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Nacton Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express, St Matthews Street	0.2%	2	0.7%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Duke Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express & Post Office, 651 Bramford Road	0.9%	7	1.8%	5	0.0%	0	1.5%	2	0.0%	0
The Candy Box Off-Licence, 422 Woodbridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weigh 'n' Save, 69 Carr Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
World Food Store, 20 St Helen's Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Girling Street, SUDBURY	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	2
Aldi, 6-10 Lime Kiln Lane, THETFORD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Turner Rise, COLCHESTER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Wilkes Way, STOWMARKET	2.1%	15	0.0%	0	0.0%	0	9.9%	15	0.0%	0
Budgens, Bullock Fair Close, HARLESTON	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, St Andrews Street, MILDENHALL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, The Thoroughfare, WOODBIDGE	1.6%	11	0.0%	0	6.6%	11	0.0%	0	0.0%	0
Iceland, George Road, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 5-6 Cornhill, BURY ST EDMUNDS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Waterglade Park, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, St Johns Walk Shopping Centre, COLCHESTER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Unit 7, Tollgate Centre, COLCHESTER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 50-60 Hamilton Way, FELIXSTOWE	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Iceland, Roachford Way, FRINTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Combs Lane, STOWMARKET	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 94-95 North Street, SUDBURY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Minstergate Street,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column % ges.

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THETFORD										
Iceland, The Newlands, WITHAM	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, High Street, ATTLEBOROUGH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, 1 Tofts Walk, BRAintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, Moreton Hall, BURY ST EDMUNDS	0.6%	4	0.0%	0	0.0%	0	2.9%	4	0.0%	0
J Sainsbury, 14 Priory Walk, COLCHESTER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, Stanway, COLCHESTER	0.5%	3	0.0%	0	0.0%	0	0.0%	0	2.5%	3
J Sainsbury, London Road, THETFORD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, Felixstowe Road, Warren Heath, WARREN HEATH	1.9%	14	4.1%	11	0.0%	0	0.0%	0	2.3%	3
Kwik Save, Minster Gate Street, THETFORD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, St Johns Walk, COLCHESTER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, FELIXSTOWE	0.2%	2	0.0%	0	0.9%	2	0.0%	0	0.0%	0
Lidl, Staple Tye, HARLOW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, 36 North Street, SUDBURY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, 23 Buttemarket, BURY ST EDMUNDS	0.3%	2	0.0%	0	0.0%	0	1.2%	2	0.0%	0
Marks & Spencer, 35-39 Pier Avenue, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, 38 High Street, COLCHESTER	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, 55 Hamilton Road, FELIXSTOWE	1.0%	7	0.0%	0	4.0%	7	0.0%	0	0.0%	0
Marks & Spencer, 82-84 London Road North, LOWESTOFT	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, George Westwood Way, BECCLES	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Little Clacton, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Old Road, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, 146 Victoria Road, DISS	0.5%	4	0.0%	0	0.0%	0	2.4%	4	0.0%	0
Morrisons, Grange Farm Park, FELIXSTOWE	1.2%	8	0.0%	0	4.9%	8	0.0%	0	0.0%	0
Morrisons, Parkeston, HARWICH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Gisleham, LOWESTOFT	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Morrisons, Braintree Road, WITHAM	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netto, 24 Highfields Road, WITHAM	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainbow, Gosford Road, BECCLES	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainbow, Ashburnham Way, CARLTON COLVILLE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainbow, 133 Victoria Road, DISS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainbow, Saxons Way, HALESWORTH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roys Wroxham, Risbygate Street, BURY ST EDMUNDS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roys Wroxham, Great Eastern Road, SUDBURY	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	2
Solar Superstore, Hamilton Road, FELIXSTOWE	1.0%	7	0.0%	0	4.2%	7	0.0%	0	0.0%	0

Column % ges.

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
Solar Superstore, Market Hill, FRAMLINGHAM	1.2%	9	0.0%	0	5.2%	9	0.0%	0	0.0%	0
Solar Superstore, Weavers Court, HALSTEAD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solar Superstore, Sizewell Road, LEISTON	1.5%	11	0.0%	0	6.3%	11	0.0%	0	0.0%	0
Somerfield, Market Square, BECCLES	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Rayne Road, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Mildenhall Road, BURY ST EDMUNDS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Clacton Hall, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, 39-43 High Street, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, 37-38 Mere Street, DISS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, 270 High Street, DOVERCOURT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, High Street, HALSTEAD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, 112 London Road, LOWESTOFT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Church Street, SAXMUNDHAM	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, 2 Market Place, SOUTHWOLD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, 100 East Street, SUDBURY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Great Notley, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Marks Gate, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Market Place, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, London Road, BRANDON	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, St Saviours, BURY ST EDMUNDS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Greenstead Road, COLCHESTER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Highwoods Square, COLCHESTER	0.9%	6	0.0%	0	0.0%	0	0.0%	0	4.8%	6
Tesco, Victoria Road, DISS	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Tesco, Yarmouth Road, LOWESTOFT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Cedars Park, STOWMARKET	2.1%	15	0.0%	0	0.4%	1	9.8%	14	0.0%	0
Tesco, Springlands Way, SUDBURY	0.5%	3	0.0%	0	0.0%	0	0.0%	0	2.6%	3
Tesco, Kilverston, THETFORD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, 86 Church Road, TIPTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, The Grove Centre, WITHAM	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Horringer, BURY ST EDMUNDS	0.3%	2	0.0%	0	0.0%	0	1.3%	2	0.0%	0
Tesco Express, Lawson Place, BURY ST EDMUNDS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, MANNINGTREE	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	2
Tesco Extra, Copdock Interchange, Copdock	1.6%	11	3.7%	10	0.0%	0	0.0%	0	1.2%	2
Tesco Extra, Martlesham Heath, Martlesham Heath	1.5%	11	1.7%	4	3.6%	6	0.0%	0	0.0%	0
Tesco Metro, 28 Station Road, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, 88 Hamilton	1.5%	11	0.0%	0	6.2%	11	0.0%	0	0.0%	0

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
Road, FELIXSTOWE										
Tesco Metro, 125-127 London Road, LOWESTOFT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Grange Farm, Kesgrave	2.7%	19	7.2%	19	0.0%	0	0.0%	0	0.0%	0
Waitrose, Robert Boby Way, BURY ST EDMUNDS	0.1%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Waitrose, Church Street, SAXMUNDHAM	1.7%	12	0.0%	0	7.3%	12	0.0%	0	0.0%	0
Waitrose, Station Road, SUDBURY	0.7%	5	0.0%	0	0.0%	0	0.0%	0	3.9%	5
Other - Felixstowe - Local Shops, Felixstowe	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Other - Local Shops, Finningham Road, Old Newton	0.1%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Other - Local Shops, Grundisburgh	0.2%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Other - Local Shops, Haslington	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Other - Local Shops, Hemeston	0.2%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Other - Local Shops, High Street, Needham Market	0.5%	4	0.0%	0	0.0%	0	2.5%	4	0.0%	0
Other - Local Shops, Hollesley	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Other - Local Shops, Market Place, Bildeston	0.4%	3	0.0%	0	0.0%	0	2.0%	3	0.0%	0
Other - Local Shops, Orford	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Other - Local Shops, Otley	0.2%	1	0.0%	0	0.2%	0	0.7%	1	0.0%	0
Other - Local Shops, Poplar Road, Great Cornard	0.5%	3	0.0%	0	0.0%	0	0.0%	0	2.6%	3
Other - Local Shops, Renolds Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Sudbury - Local Shops, Sudbury	0.5%	3	0.0%	0	0.0%	0	0.0%	0	2.6%	3
Other Local Shops - Bury St. Edmunds- Co-op, Acacia Court, Blenheim Close, Brantham	0.4%	3	0.0%	0	0.0%	0	0.0%	0	2.3%	3
Other Local Shops - Bury St. Edmunds- Co-op, Ashfield Road, Elmswell, Bury St. Edmunds	1.2%	9	0.0%	0	0.0%	0	5.8%	9	0.0%	0
Other Local Shops - Bury St. Edmunds- Greggs, Abbeygate Street, Bury St. Edmunds	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other Local Shops - Colchester - Budgens, The Street, East Bergholt	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Other Local Shops - Co-op, Barking Road, Needham Market	0.4%	3	0.0%	0	0.0%	0	2.0%	3	0.0%	0
Other Local Shops - Co-op, Broad Street, Eye	0.5%	4	0.0%	0	0.0%	0	1.5%	2	1.2%	2
Other Local Shops - Co-op, Chancery Lane, Debenham	1.0%	7	0.0%	0	0.5%	1	4.1%	6	0.0%	0
Other Local Shops - Co-op, Dales Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other Local Shops - Co-op, Hamilton Road, Felixstowe	0.6%	4	0.3%	1	2.1%	4	0.0%	0	0.0%	0
Other Local Shops - Co-op, High Street, Dedham	1.5%	11	0.0%	0	0.0%	0	0.9%	1	7.1%	9
Other Local Shops - Co-op, High Street, Hadleigh	1.6%	11	0.0%	0	0.0%	0	0.0%	0	8.4%	11
Other Local Shops - Co-op, High Street, Laxfield	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Other Local Shops - Co-op, High Street, Walton on the Naze	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0

	Total		Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)	
Other Local Shops - Co-op, High Street, Wickham Market	0.9%	7	0.0%	0	3.9%	7	0.0%	0	0.0%	0
Other Local Shops - Co-op, King William Street, Needham Market	0.8%	6	0.0%	0	0.0%	0	4.0%	6	0.0%	0
Other Local Shops - Co-op, Market Hill, Framlingham	0.3%	2	0.0%	0	1.1%	2	0.0%	0	0.0%	0
Other Local Shops - Co-op, Norwich Road, Barham	0.7%	5	0.0%	0	0.0%	0	3.2%	5	0.0%	0
Other Local Shops - Co-op, Riverside Avenue East, Station Road, Lawford, Manningtree	0.6%	4	0.0%	0	0.0%	0	0.0%	0	3.2%	4
Other Local Shops - Co-op, Saxmundham Road, Aldeburgh	0.6%	4	0.0%	0	2.6%	4	0.0%	0	0.0%	0
Other Local Shops - Co-op, Sizewell Road, Leiston	0.6%	4	0.0%	0	2.3%	4	0.0%	0	0.0%	0
Other Local Shops - Co-op, The Drift, Great Cornard, Sudbury	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	2
Other Local Shops - Co-op, The Street, Bramford	0.5%	3	0.0%	0	0.0%	0	2.2%	3	0.0%	0
Other Local Shops - Co-op, The Street, Holbrook	1.4%	10	0.3%	1	0.0%	0	0.0%	0	7.0%	9
Other Local Shops - Co-op, The Street, Rickingham	0.2%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Other Local Shops - Co-op, The Street, Woolpit	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other Local Shops - Costcutter, Walnut Tree Avenue, Rendlesham, Woodbridge	0.4%	3	0.0%	0	1.6%	3	0.0%	0	0.0%	0
Other Local Shops - Farmfoods Northern Road, Chilton Industrial Estate, Sudbury	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	2
Other Local Shops - Local Shops, Aldeburgh	0.1%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0
Other Local Shops - Local Shops, Beckton	0.4%	3	0.0%	0	0.0%	0	2.2%	3	0.0%	0
Other Local Shops - Local Shops, Birch Street, Nayland	1.0%	7	0.0%	0	0.0%	0	0.0%	0	5.5%	7
Other Local Shops - Local Shops, Brick Street, Nacton	0.2%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Other Local Shops - Local Shops, Brook Street	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other Local Shops - Local Shops, Cemetery Road	0.5%	4	1.4%	4	0.0%	0	0.0%	0	0.0%	0
Other Local Shops - Local Shops, Church Road, Coddendam	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other Local Shops - Local Shops, Church Road, Eye	0.3%	2	0.0%	0	0.0%	0	1.5%	2	0.0%	0
Other Local Shops - Local Shops, Claydon	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other Local Shops - Local Shops, Cliff Lane	0.2%	2	0.7%	2	0.0%	0	0.0%	0	0.0%	0
Other Local Shops - Local Shops, Dales Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other Local Shops - Local Shops, The High Street, Acton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	2
Other Local Shops - Local Shops, The Street, Elmsett	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.9%	2
Other Local Shops - Local Shops, The Street, Hollisley	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Other Local Shops - Local Shops, The Street, Monks Elleigh	0.4%	3	0.0%	0	0.0%	0	2.0%	3	0.0%	0

Ipswich Household Survey for Strategic Perspectives

Weighted:

February 2010

	Total		Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)	
Other Local Shops - Local Shops, Thorpness	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Other Local Shops - Local Shops, Valiant Road, Martlesham	0.7%	5	1.9%	5	0.0%	0	0.0%	0	0.0%	0
Other Local Shops - Local Shops, Warrington Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other Local Shops - Local Shops, Westford Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other Local Shops - Manningtree - Honeycroft Post Office, Waldegrave Way, Lawford, Manningtree	0.4%	3	0.0%	0	0.0%	0	0.0%	0	2.1%	3
Other Local Shops - Moss & Son the Bakers, New Street, Woodbridge	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Other Local Shops - Post Office, Barton Road, Thurston	0.6%	4	0.0%	0	0.0%	0	2.7%	4	0.0%	0
Other Local Shops - Premier Stores, Lindburgh Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other Local Shops - Premier Stores, The Street, Shotley	0.5%	4	0.0%	0	0.0%	0	0.0%	0	2.7%	4
Other Local Shops - Russells Farm, Lower Road, Falkenham	0.5%	4	0.0%	0	0.0%	0	0.0%	0	2.7%	4
Other Local Shops - Saxmundham - Horners, High Street, Yoxford, Saxmundham	0.5%	3	0.0%	0	2.0%	3	0.0%	0	0.0%	0
Other Local Shops - Solar Superstore, High Street, Aldeburgh	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Other Local Shops - Spar, High Road East, Felixstowe	0.3%	2	0.0%	0	1.2%	2	0.0%	0	0.0%	0
Other Local Shops - Stowmarket - Boots, Ipswich Street, Stowmarket	0.2%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Other Local Shops - Stowmarket - Co-op, Broomspath Road, Stowmarket	0.6%	4	0.0%	0	0.0%	0	2.8%	4	0.0%	0
Other Local Shops - Stowmarket - Greggs, Ipswich Street, Stowmarket	0.2%	2	0.0%	0	0.0%	0	1.0%	2	0.0%	0
Other Local Shops - Stowmarket - Lidl, Bury Road, Stowmarket	0.7%	5	0.0%	0	0.0%	0	3.1%	5	0.0%	0
Other Local Shops - The Cake Shop, Thoroughfare, Woodbridge	0.4%	3	0.0%	0	1.6%	3	0.0%	0	0.0%	0
Tesco Express, Nacton Road, Nacton Road District Centre	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Internet / Mail Order	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
(Don't know / varies)	12.5%	89	9.6%	25	14.2%	24	8.6%	13	20.1%	27
Weighted base:		712		261		171		148		132
Sample:		723		292		222		140		69

Ipswich Household Survey for Strategic Perspectives

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)
Q12 How often do you normally do your household's shopping for small scale 'top-up' basket food and convenience goods items (including newspapers, bread, milk and tobacco products)?					
<i>Those who do top up food shopping</i>					
Daily	7.0% 50	4.5% 12	6.5% 11	6.4% 9	13.5% 18
More than once a week	44.4% 316	49.3% 129	47.2% 81	38.7% 57	37.2% 49
Once a week	30.8% 219	30.2% 79	33.4% 57	33.0% 49	25.9% 34
Once a fortnight	8.3% 59	9.2% 24	3.2% 5	9.1% 13	12.0% 16
Once a month	2.2% 16	1.6% 4	3.0% 5	4.5% 7	0.0% 0
Less often	0.3% 2	0.3% 1	0.0% 0	0.7% 1	0.0% 0
Varies	7.1% 50	4.7% 12	6.8% 12	7.6% 11	11.4% 15
Weighted base:	712	261	171	148	132
Sample:	723	292	222	140	69

Q13 Of all the money you spend on food and household groceries, what share, as a % goes to your main food shopping?

0-10%	0.2% 2	0.4% 1	0.2% 1	0.0% 0	0.0% 0
11-20%	0.8% 8	2.3% 8	0.0% 0	0.0% 0	0.0% 0
21-30%	1.7% 17	2.5% 9	1.5% 3	0.7% 2	1.4% 3
31-40%	1.1% 11	1.3% 5	0.9% 2	1.2% 3	0.9% 2
41-50%	6.5% 65	6.8% 24	4.4% 10	3.1% 7	12.2% 24
51-60%	4.7% 47	3.0% 11	6.6% 15	4.5% 10	5.9% 12
61-70%	6.2% 62	7.0% 25	6.1% 14	8.3% 18	2.5% 5
71-80%	23.4% 234	25.3% 90	22.6% 52	21.9% 47	22.4% 44
81-90%	18.7% 187	20.7% 74	14.4% 33	19.0% 41	19.7% 39
91-100%	25.8% 258	19.6% 70	31.4% 73	32.0% 68	23.6% 47
(Don't know / varies)	10.9% 109	11.0% 39	12.0% 28	9.3% 20	11.5% 23
<i>Mean:</i>	77.3	74.6	79.2	80.8	76.2
Weighted base:	1000	356	232	214	198
Sample:	1000	400	300	200	100

	Total		Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)	
Q14 I would now like to ask you some questions about non-food shopping. In which location do you normally do most of your household's non-food shopping?										
Ipswich Town Centre	51.9%	519	76.1%	271	37.1%	86	39.0%	83	39.6%	78
Ipswich - Anglia Retail Park	1.2%	12	2.5%	9	0.5%	1	1.0%	2	0.0%	0
Ipswich - Commercial Road Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Euro Retail Park	0.5%	5	1.2%	4	0.4%	1	0.0%	0	0.0%	0
Ipswich - Orwell Retail Park/Ranelagh Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Suffolk Retail Park	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Ipswich Smaller (District/Local) Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Copdock - Copdock Retail Park	0.7%	7	1.4%	5	0.0%	0	1.0%	2	0.0%	0
Martlesham Heath - Beardmore Retail Park	0.2%	2	0.0%	0	0.7%	2	0.0%	0	0.0%	0
Braintree - Braintree Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds - Robert Boby Way Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds - St Edmundsbury Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Valley Bridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Fiveways Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Colchester Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Colne View Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Tollgate Centre	0.7%	7	0.0%	0	0.0%	0	0.0%	0	3.4%	7
Lowestoft - Tower Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martlesham Heath - Martlesham Retail Park	0.8%	8	1.3%	5	1.6%	4	0.0%	0	0.0%	0
Newmarket - Studlands Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sudbury - Shawlands Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thetford - Forest Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldeburgh	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	0.8%	1
Bury St. Edmunds	6.1%	61	0.3%	1	0.9%	2	24.7%	53	2.6%	5
Cambridge	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Clacton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester	4.5%	45	0.2%	1	0.0%	0	0.0%	0	22.3%	44
Felixstowe	5.4%	54	2.9%	10	17.5%	41	0.3%	1	1.2%	2
Framlingham	0.5%	5	0.0%	0	2.0%	5	0.0%	0	0.0%	0
Halesworth	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Leiston	0.4%	4	0.0%	0	1.9%	4	0.0%	0	0.0%	0
Lowestoft	0.8%	8	0.0%	0	3.6%	8	0.0%	0	0.0%	0
Manningtree	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.6%	3
Norwich	1.9%	19	2.4%	8	2.5%	6	2.0%	4	0.0%	0
Southwold	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stowmarket	3.9%	39	0.0%	0	0.4%	1	17.7%	38	0.0%	0
Sudbury	2.5%	25	0.2%	1	0.0%	0	0.8%	2	11.5%	23
Woodbridge	4.3%	43	1.5%	5	14.4%	33	0.5%	1	1.9%	4
Catalogue / Mail order	1.3%	13	0.3%	1	0.9%	2	3.4%	7	1.4%	3
Copdock - Copdock Retail Park	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Internet - Online - Amazon	0.6%	6	0.4%	1	1.2%	3	0.6%	1	0.0%	0
Internet - Online - Ebay	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	2
Internet - Online - John Lewis	0.2%	2	0.0%	0	0.2%	0	0.0%	0	0.8%	2
Internet - Online - Marks & Spencer	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Internet - Online - Next	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Internet - Online - Tesco	0.2%	2	0.0%	0	0.7%	2	0.0%	0	0.0%	0
Internet - Online - Various Retailers	1.1%	11	1.0%	4	1.6%	4	0.3%	1	1.7%	3
Other - Beccles	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Other - Debenham	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Other - Diss	0.3%	3	0.0%	0	0.4%	1	1.0%	2	0.0%	0

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
Other - Dovecot	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.4%	3
Other - Eye	0.1%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0
Other - Hadleigh	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Other - Harlesden	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0
Other - J Sainsbury, Felixstowe Road, Warren Heath	0.7%	7	0.8%	3	0.5%	1	0.0%	0	1.8%	4
Other - London	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Martlesham	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Other - Smaller Centre - Brook Street	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Bury Road	0.1%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0
Other - Smaller Centre - Goddard Road	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Grange Farm	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Hadleigh Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Manningtree	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	2
Other - Smaller Centre - Nacton Road	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Ravenswood	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Varies	1.3%	13	1.6%	6	1.8%	4	0.3%	1	1.4%	3
Other - Warbleswick Centre	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0
Other - Whitehouse Centre	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Wycombe	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Internet	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
(Don't know / can't remember)	2.0%	20	0.8%	3	3.4%	8	2.0%	4	2.7%	5
(Do not do non-food shopping)	2.9%	29	2.3%	8	4.0%	9	4.3%	9	1.4%	3
Weighted base:	1000		356		232		214		198	
Sample:	1000		400		300		200		100	

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
Q15 Where do you normally do most of your household's shopping for (womens, mens, childrens and baby) clothing & footwear items?										
Ipswich Town Centre	56.8%	568	79.8%	284	46.9%	109	44.5%	95	40.2%	80
Ipswich - Anglia Retail Park	0.2%	2	0.2%	1	0.0%	0	0.5%	1	0.0%	0
Ipswich - Anglia Retail Park - Mamas & Papas	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Commercial Road Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Euro Retail Park	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Ipswich - Euro Retail Park - JJB Sports	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Ipswich - Orwell Retail Park/Ranelagh Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Suffolk Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Suffolk Retail Park - Brantano	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich Smaller (District/Local) Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Copdock - Copdock Retail Park	0.3%	3	0.2%	1	1.0%	2	0.0%	0	0.0%	0
Copdock - Copdock Retail Park - Mothercare World	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martlesham Heath - Beardmore Retail Park	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Braintree - Braintree Retail Park	0.5%	5	0.4%	1	0.0%	0	0.0%	0	1.7%	3
Bury St. Edmunds - Robert Boby Way Retail Park	0.3%	3	0.0%	0	0.0%	0	0.5%	1	0.9%	2
Bury St. Edmunds - St Edmundsbury Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Valley Bridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Fiveways Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Colchester Retail Park	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.7%	3
Colchester - Colne View Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Tollgate Centre	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Lowestoft - Tower Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martlesham Heath - Martlesham Retail Park	0.2%	2	0.3%	1	0.3%	1	0.0%	0	0.0%	0
Newmarket - Studlands Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sudbury - Shawlands Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thetford - Forest Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldeburgh	0.1%	1	0.0%	0	0.2%	0	0.3%	1	0.0%	0
Braintree	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Bury St. Edmunds	4.8%	48	0.2%	1	0.3%	1	18.8%	40	3.1%	6
Cambridge	0.2%	2	0.6%	2	0.0%	0	0.0%	0	0.0%	0
Clacton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	2
Colchester	4.9%	49	0.0%	0	0.0%	0	0.0%	0	25.0%	49
Felixstowe	3.6%	36	1.3%	4	13.6%	32	0.0%	0	0.0%	0
Framlingham	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0
Halesworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leiston	0.2%	2	0.0%	0	0.7%	2	0.0%	0	0.0%	0
Lowestoft	0.9%	9	0.0%	0	4.0%	9	0.0%	0	0.0%	0
Manningtree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norwich	3.1%	31	2.5%	9	5.3%	12	3.5%	7	1.0%	2
Southwold	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stowmarket	3.2%	32	0.0%	0	0.2%	0	14.7%	31	0.0%	0
Sudbury	1.6%	16	0.2%	1	0.0%	0	0.8%	2	6.6%	13
Woodbridge	2.3%	23	1.3%	5	7.5%	17	0.5%	1	0.0%	0
Catalogue / Mail order	4.4%	44	3.4%	12	5.6%	13	4.1%	9	5.2%	10
Internet - Online - Amazon	0.3%	3	0.0%	0	0.3%	1	0.0%	0	0.9%	2
Internet - Online - BHS	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	2
Internet - Online - Classic Confidence	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Internet - Online - Cotton Traders	0.2%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Internet - Online - Crew Clothing	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0

Ipswich Household Survey for Strategic Perspectives

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
Internet - Online - Ebay	0.1%	1	0.2%	1	0.0%	0	0.3%	1	0.0%	0
Internet - Online - Landsend	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Internet - Online - Laredoute	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Internet - Online - Marks & Spencer	0.2%	2	0.2%	1	0.0%	0	0.0%	0	0.5%	1
Internet - Online - Next	0.4%	4	0.2%	1	1.2%	3	0.5%	1	0.0%	0
Internet - Online - Sports Direct	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Internet - Online - Various Retailers	1.5%	15	0.5%	2	3.8%	9	1.3%	3	0.9%	2
Internet - Online - Very.co.uk	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Beccles	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Other - Cambridge	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Diss	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Other - East Bergholt	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Other - Hadleigh	0.4%	4	0.0%	0	0.0%	0	0.0%	0	1.8%	4
Other - J Sainsbury, Felixstowe Road, Warren Heath	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	2
Other - Lakeside Leisure Park, Saxmundham	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - London	0.5%	5	0.9%	3	0.0%	0	0.8%	2	0.0%	0
Other - Martlesham	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Other - Newmarket	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Other - Oxford Street, London	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Other - Smaller Centre - Goddard Road	0.3%	3	0.8%	3	0.0%	0	0.3%	1	0.0%	0
Other - Varies	2.4%	24	1.5%	5	1.6%	4	3.9%	8	3.1%	6
Internet	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
(Don't know / can't remember)	1.2%	12	0.8%	3	0.6%	1	1.2%	3	2.3%	5
(Do not do non-food shopping)	2.5%	25	3.3%	12	2.7%	6	3.0%	6	0.5%	1
Weighted base:	1000			356		232		214		198
Sample:	1000			400		300		200		100

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
Q16 Where do you normally do most of your household's shopping for furniture, carpets and other floor coverings (such as beds, sofas, tables, fitted carpets, screens, etc)?										
Ipswich Town Centre	20.0%	200	28.2%	100	17.1%	40	15.9%	34	13.3%	26
Ipswich - Anglia Retail Park	4.2%	42	6.7%	24	0.9%	2	6.0%	13	1.8%	3
Ipswich - Anglia Retail Park - Carpet Right	1.1%	11	1.4%	5	0.2%	1	1.9%	4	0.8%	2
Ipswich - Anglia Retail Park - Klaussner	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Ipswich - Commercial Road Retail Park	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Ipswich - Euro Retail Park	7.1%	71	11.3%	40	8.5%	20	1.1%	2	4.5%	9
Ipswich - Euro Retail Park - Carpetright	1.5%	15	2.1%	8	1.8%	4	0.7%	1	0.8%	2
Ipswich - Euro Retail Park - Harveys	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Ipswich - Euro Retail Park - Allied Carpets	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Ipswich - Euro Retail Park - Dreams Bed Superstore	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Euro Retail Park - SCS	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Ipswich - Orwell Retail Park/Ranelagh Road	0.5%	5	0.5%	2	0.4%	1	0.3%	1	1.0%	2
Ipswich - Orwell Retail Park/Ranelagh Road - Glasswells	1.8%	18	1.9%	7	4.2%	10	0.9%	2	0.0%	0
Ipswich - Suffolk Retail Park	0.3%	3	0.7%	3	0.3%	1	0.0%	0	0.0%	0
Ipswich Smaller (District/Local) Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Copdock - Copdock Retail Park	0.2%	2	0.3%	1	0.3%	1	0.0%	0	0.0%	0
Copdock - Copdock Retail Park - Multiyork	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martlesham Heath - Beardmore Retail Park	0.2%	2	0.0%	0	0.8%	2	0.0%	0	0.0%	0
Braintree - Braintree Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds - Robert Boby Way Retail Park	0.3%	3	0.0%	0	0.0%	0	0.5%	1	0.9%	2
Bury St. Edmunds - St Edmundsbury Retail Park	0.6%	6	0.0%	0	0.0%	0	2.0%	4	0.9%	2
Clacton - Valley Bridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Fiveways Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Colchester Retail Park	0.6%	6	0.0%	0	0.6%	1	0.0%	0	2.5%	5
Colchester - Colne View Retail Park	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.4%	3
Colchester - Tollgate Centre	0.8%	8	0.0%	0	0.0%	0	0.0%	0	4.0%	8
Lowestoft - Tower Retail Park	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Martlesham Heath - Martlesham Retail Park	0.6%	6	0.9%	3	1.2%	3	0.0%	0	0.0%	0
Newmarket - Studlands Retail Park	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Sudbury - Shawlands Retail Park	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.7%	3
Thetford - Forest Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldeburgh	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
Bury St. Edmunds	3.2%	32	0.3%	1	0.0%	0	12.9%	28	1.7%	3
Cambridge	0.6%	6	0.5%	2	0.3%	1	1.4%	3	0.5%	1
Clacton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester	2.8%	28	0.0%	0	0.4%	1	0.5%	1	13.0%	26
Felixstowe	2.4%	24	1.0%	3	8.7%	20	0.3%	1	0.0%	0
Framlingham	0.3%	3	0.0%	0	1.2%	3	0.0%	0	0.0%	0
Halesworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leiston	0.3%	3	0.0%	0	1.1%	3	0.0%	0	0.0%	0
Lowestoft	0.7%	7	0.0%	0	2.9%	7	0.0%	0	0.0%	0
Manningtree	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.4%	3
Norwich	1.3%	13	0.9%	3	1.6%	4	2.6%	6	0.0%	0
Southwold	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
Stowmarket	3.1%	31	0.0%	0	0.2%	0	14.5%	31	0.0%	0
Sudbury	0.7%	7	0.0%	0	0.0%	0	0.0%	0	3.5%	7
Woodbridge	2.1%	21	0.4%	2	7.4%	17	1.1%	2	0.0%	0
Catalogue / Mail order	0.7%	7	1.3%	5	1.0%	2	0.0%	0	0.0%	0
Internet - Online - Amazon	0.2%	2	0.2%	1	0.3%	1	0.0%	0	0.0%	0
Internet - Online - Argos	0.3%	3	0.0%	0	0.4%	1	0.3%	1	0.8%	2
Internet - Online - Cotswold Company	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Internet - Online - Currys	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Internet - Online - Ebay	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Internet - Online - Ikea	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	2
Internet - Online - Marks & Spencer	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Internet - Online - Sofa Warehouse Direct	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Internet - Online - Various Retailers	1.5%	15	0.9%	3	3.2%	7	1.4%	3	0.8%	2
Other - Bramford	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Other - Coome	0.2%	2	0.0%	0	0.0%	0	0.7%	2	0.0%	0
Other - Coventry City Centre	0.1%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0
Other - Diss	0.4%	4	0.0%	0	0.2%	0	1.5%	3	0.0%	0
Other - Eye	0.1%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0
Other - Hadleigh	0.7%	7	0.2%	1	0.0%	0	0.0%	0	3.0%	6
Other - Kesgrave	0.2%	2	0.2%	1	0.7%	2	0.0%	0	0.0%	0
Other - Lakeside Leisure Park, Saxmundham	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - London	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Martlesham	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Other - Melton	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Other - Needham Market	0.4%	4	0.0%	0	0.2%	0	1.5%	3	0.0%	0
Other - Saxmundham	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other - Smaller Centre - Bramford Road	0.2%	2	0.2%	1	0.0%	0	0.5%	1	0.0%	0
Other - Smaller Centre - Car Street	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Dales Road	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Derby Road	0.3%	3	0.8%	3	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - MFI, The Sandlings	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	2
Other - Thetford	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Other - Thurrock	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Other - Varies	2.3%	23	2.9%	10	0.7%	2	3.3%	7	1.7%	3
Internet	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
(Don't know / can't remember)	6.0%	60	5.5%	20	5.6%	13	4.9%	10	8.4%	17
(Do not do non-food shopping)	26.0%	260	28.3%	101	23.8%	55	20.7%	44	30.1%	60
Weighted base:		1000		356		232		214		198
Sample:		1000		400		300		200		100

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
Q17 Where do you normally do most of your household's shopping for hardware, DIY goods, decorating supplies and garden products (such as drills, lawn mowers, hammers, hedge cutters, garden tools, plants, shrubs etc)?										
Ipswich Town Centre	5.9%	59	6.1%	22	5.8%	13	7.2%	15	4.1%	8
Ipswich - Anglia Retail Park	1.0%	10	1.3%	5	0.0%	0	1.0%	2	1.5%	3
Ipswich - Anglia Retail Park - B&Q	19.8%	198	26.1%	93	6.8%	16	35.0%	75	7.2%	14
Ipswich - Commercial Road Retail Park	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Ipswich - Euro Retail Park	1.6%	16	3.9%	14	0.8%	2	0.0%	0	0.0%	0
Ipswich - Euro Retail Park - B&Q	16.8%	168	26.3%	94	17.4%	40	4.6%	10	12.4%	25
Ipswich - Jewsons	0.3%	3	0.2%	1	0.3%	1	0.6%	1	0.0%	0
Ipswich - Orwell Retail Park/Ranelagh Road	0.2%	2	0.7%	2	0.0%	0	0.0%	0	0.0%	0
Ipswich - Orwell Retail Park/Ranelagh Road - Focus	1.8%	18	2.6%	9	2.3%	5	0.0%	0	1.5%	3
Ipswich - Suffolk Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Wickes, Crompton Road	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Ipswich - Topps Tiles, Commercial Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich Smaller (District/Local) Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Braintree - Braintree Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds - Easlea Road	0.3%	3	0.0%	0	0.0%	0	1.4%	3	0.0%	0
Bury St. Edmunds - Risbygate Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds - Robert Bobby Way Retail Park	0.9%	9	0.0%	0	0.0%	0	3.5%	7	0.9%	2
Bury St. Edmunds - St Edmundsbury Retail Park	0.6%	6	0.0%	0	0.0%	0	2.7%	6	0.0%	0
Clacton - Fiveways Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Valley Bridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Colchester Retail Park	0.6%	6	0.0%	0	0.0%	0	0.0%	0	3.1%	6
Colchester - Colne View Retail Park	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.4%	3
Colchester - St Andrew's Avenue	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Tollgate Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	2
Colchester - Turner Rise	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	2
Copdock - Copdock Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martlesham Heath - Beardmore Retail Park	5.3%	53	3.1%	11	17.9%	42	0.0%	0	0.0%	0
Newmarket - Studlands Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warren Heath - Homebase	2.4%	24	4.4%	16	2.2%	5	0.7%	2	0.8%	2
Aldeburgh	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds	2.4%	24	0.0%	0	0.0%	0	11.4%	24	0.0%	0
Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester	3.9%	39	0.0%	0	0.0%	0	0.0%	0	19.7%	39
Felixstowe	3.7%	37	0.2%	1	15.5%	36	0.0%	0	0.0%	0
Framlingham	1.0%	10	0.0%	0	3.8%	9	0.6%	1	0.0%	0
Halesworth	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Leiston	0.7%	7	0.0%	0	3.1%	7	0.0%	0	0.0%	0
Lowestoft	0.5%	5	0.0%	0	2.3%	5	0.0%	0	0.0%	0
Manningtree	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Norwich	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Southwold	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stowmarket	2.4%	24	0.0%	0	0.2%	0	11.1%	24	0.0%	0
Sudbury	3.4%	34	0.0%	0	0.0%	0	2.2%	5	15.0%	30
Woodbridge	1.4%	14	1.6%	6	3.4%	8	0.5%	1	0.0%	0
Catalogue / Mail order	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Internet - Online - B&Q	0.3%	3	0.0%	0	0.3%	1	0.0%	0	0.9%	2
Other - Bacton	0.3%	3	0.0%	0	0.0%	0	1.5%	3	0.0%	0

Ipswich Household Survey for Strategic Perspectives

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
Other - Beccles	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Other - Bressingham	0.1%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0
Other - Diss	0.4%	4	0.0%	0	0.6%	1	1.3%	3	0.0%	0
Other - Dovecot	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.4%	3
Other - East Bergholt	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Other - Gainsborough	0.1%	1	0.3%	1	0.2%	1	0.0%	0	0.0%	0
Other - Hadleigh	2.3%	23	0.0%	0	0.0%	0	0.0%	0	11.8%	23
Other - J Sainsbury, Felixstowe Road, Warren Heath	0.2%	2	0.4%	1	0.3%	1	0.0%	0	0.0%	0
Other - Kesgrave	1.0%	10	2.3%	8	0.6%	1	0.0%	0	0.0%	0
Other - Martlesham	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Other - Melford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	2
Other - Needham Market	0.5%	5	0.2%	1	0.0%	0	2.1%	4	0.0%	0
Other - Rushmere	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Other - Saxmundham	0.3%	3	0.0%	0	1.3%	3	0.0%	0	0.0%	0
Other - Smaller Centre - London Road	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Whitehouse Retail Park	0.1%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0
Other - Varies	1.5%	15	1.6%	6	0.9%	2	2.6%	6	0.5%	1
Internet	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
(Don't know / can't remember)	3.2%	32	2.9%	10	2.7%	6	1.3%	3	6.5%	13
(Do not do non-food shopping)	10.4%	104	15.1%	54	8.6%	20	7.6%	16	7.4%	15
Weighted base:	1000		356		232		214		198	
Sample:	1000		400		300		200		100	

	Total		Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)	
Q18 Where do you normally do most of your shopping for audio visual, photographic, computer items (such as stereos, radios, TVs, software, cameras, telephones, CDs & DVDs etc)?										
Ipswich Town Centre	12.9%	129	19.7%	70	10.3%	24	7.8%	17	9.2%	18
Ipswich - Anglia Retail Park	2.5%	25	3.5%	12	1.2%	3	3.8%	8	1.0%	2
Ipswich - Anglia Retail Park - Comet	5.5%	55	7.0%	25	2.3%	5	10.2%	22	1.5%	3
Ipswich - Commercial Road Retail Park	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	2
Ipswich - Euro Retail Park	2.3%	23	4.5%	16	1.1%	3	2.3%	5	0.0%	0
Ipswich - Euro Retail Park - Hughes	2.8%	28	4.5%	16	3.6%	8	1.6%	3	0.0%	0
Ipswich - Orwell Retail Park/Ranelagh Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Suffolk Retail Park	0.4%	4	0.2%	1	0.3%	1	0.3%	1	1.0%	2
Ipswich Smaller (District/Local) Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Copdock - Copdock Retail Park	3.1%	31	4.4%	16	1.1%	3	1.9%	4	4.3%	8
Copdock - Copdock Retail Park - Currys	3.0%	30	4.4%	16	3.2%	7	0.0%	0	3.4%	7
Copdock - Copdock Retail Park - PC World	2.3%	23	3.8%	14	2.1%	5	0.9%	2	1.2%	2
Martlesham Heath - Beardmore Retail Park	1.9%	19	1.4%	5	5.8%	13	0.3%	1	0.0%	0
Braintree - Braintree Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds - Robert Boby Way Retail Park	1.0%	10	0.0%	0	0.0%	0	4.0%	9	0.9%	2
Bury St. Edmunds - St Edmundsbury Retail Park	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Clacton - Valley Bridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Fiveways Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Colchester Retail Park	0.4%	4	0.0%	0	0.0%	0	0.0%	0	2.1%	4
Colchester - Colne View Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Tollgate Centre	2.2%	22	0.0%	0	0.0%	0	0.0%	0	11.3%	22
Lowestoft - Tower Retail Park	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Martlesham Heath - Martlesham Retail Park	4.1%	41	4.0%	14	9.9%	23	0.0%	0	1.8%	4
Newmarket - Studlands Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sudbury - Shawlands Retail Park	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	2
Thetford - Forest Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldeburgh	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds	1.6%	16	0.0%	0	0.0%	0	7.4%	16	0.0%	0
Cambridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Clacton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	2
Colchester	0.6%	6	0.0%	0	0.0%	0	0.0%	0	3.0%	6
Felixstowe	2.1%	21	0.0%	0	9.0%	21	0.0%	0	0.0%	0
Framlingham	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Halesworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leiston	0.8%	8	0.0%	0	3.5%	8	0.0%	0	0.0%	0
Lowestoft	0.3%	3	0.0%	0	1.3%	3	0.0%	0	0.0%	0
Manningtree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norwich	0.6%	6	0.0%	0	1.1%	3	1.4%	3	0.0%	0
Southwold	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Stowmarket	3.8%	38	0.0%	0	0.0%	0	17.7%	38	0.0%	0
Sudbury	1.0%	10	0.0%	0	0.0%	0	0.0%	0	4.9%	10
Woodbridge	0.8%	8	0.0%	0	3.3%	8	0.0%	0	0.0%	0
Catalogue / Mail order	0.7%	7	0.6%	2	0.4%	1	1.9%	4	0.0%	0
Internet - Online - Amazon	3.6%	36	3.3%	12	4.0%	9	2.9%	6	4.1%	8
Internet - Online - Aol	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Internet - Online - Argos	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	2
Internet - Online - Comet	0.4%	4	0.2%	1	0.4%	1	0.3%	1	0.9%	2
Internet - Online - Currys	0.3%	3	0.2%	1	0.9%	2	0.0%	0	0.0%	0
Internet - Online - Dell	0.1%	1	0.2%	1	0.3%	1	0.0%	0	0.0%	0
Internet - Online - Digital	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
Direct										
Internet - Online - Eavesham	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Internet - Online - Ebay	0.2%	2	0.4%	1	0.3%	1	0.0%	0	0.0%	0
Internet - Online - Go Compare	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0
Internet - Online - Hughes Direct	0.1%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0
Internet - Online - John Lewis	0.2%	2	0.2%	1	0.2%	0	0.5%	1	0.0%	0
Internet - Online - Misco.co.uk	0.1%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0
Internet - Online - Play.com	0.3%	3	0.8%	3	0.0%	0	0.0%	0	0.0%	0
Internet - Online - Sainsburys	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Internet - Online - Tesco	0.3%	3	0.0%	0	0.2%	1	0.3%	1	0.9%	2
Internet - Online - Various Retailers	6.1%	61	5.6%	20	6.4%	15	6.0%	13	6.8%	13
Internet - Online - Warehouse Express	0.1%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0
Other - Abroad	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Other - Bacton	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Other - Diss	0.5%	5	0.0%	0	0.5%	1	1.9%	4	0.0%	0
Other - Gislingham	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Other - Hadleigh	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	2
Other - Harlesden	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0
Other - Harwich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Other - J Sainsbury, Felixstowe Road, Warren Heath	0.2%	2	0.3%	1	0.0%	0	0.5%	1	0.0%	0
Other - London	0.2%	2	0.2%	1	0.6%	1	0.0%	0	0.0%	0
Other - Manchester	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Saxmundham	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Other - Smaller Centre - Dales Road	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Diss	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Felixstowe Road	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Foxhall Road	0.2%	2	0.3%	1	0.0%	0	0.5%	1	0.0%	0
Other - Smaller Centre - Tavern Street	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Other - Stanstead Airport	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Other - Varies	1.8%	18	2.1%	8	1.8%	4	0.8%	2	2.2%	4
Internet	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
(Don't know / can't remember)	5.7%	57	4.8%	17	5.7%	13	3.9%	8	9.3%	18
(Do not do non-food shopping)	20.3%	203	22.3%	79	16.2%	38	17.3%	37	24.7%	49
Weighted base:	1000		356		232		214		198	
Sample:	1000		400		300		200		100	

	Total		Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)	
Q19 Where do you normally do most of your household's shopping for small domestic electrical appliances (such as irons, kettles, fans, coffee makers, food mixers etc)?										
Ipswich Town Centre	19.1%	191	34.3%	122	5.8%	14	8.0%	17	19.2%	38
Ipswich - Anglia Retail Park	3.1%	31	4.7%	17	0.9%	2	5.0%	11	0.8%	2
Ipswich - Anglia Retail Park - Comet	4.3%	43	6.0%	21	0.7%	2	8.0%	17	1.5%	3
Ipswich - Commercial Road Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Euro Retail Park	1.5%	15	3.5%	12	0.5%	1	0.0%	0	0.8%	2
Ipswich - Euro Retail Park - Hughes	1.2%	12	2.3%	8	0.4%	1	0.3%	1	1.0%	2
Ipswich - Orwell Retail Park/Ranelagh Road	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Ipswich - Suffolk Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Suffolk Retail Park - Argos Extra	1.4%	14	1.4%	5	0.8%	2	0.3%	1	3.2%	6
Ipswich Smaller (District/Local) Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Copdock - Copdock Retail Park	4.0%	39	6.8%	24	1.0%	2	2.2%	5	4.1%	8
Copdock - Copdock Retail Park - Currys	2.4%	24	2.9%	10	3.3%	8	0.5%	1	2.6%	5
Martlesham Heath - Beardmore Retail Park	2.5%	25	1.1%	4	9.1%	21	0.0%	0	0.0%	0
Braintree - Braintree Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds - Robert Boby Way Retail Park	0.3%	3	0.0%	0	0.0%	0	1.3%	3	0.0%	0
Bury St. Edmunds - St Edmundsbury Retail Park	0.2%	2	0.0%	0	0.0%	0	0.9%	2	0.0%	0
Clacton - Valley Bridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Fiveways Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Colchester Retail Park	0.4%	4	0.0%	0	0.0%	0	0.0%	0	2.1%	4
Colchester - Colne View Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Tollgate Centre	1.7%	17	0.0%	0	0.0%	0	0.0%	0	8.6%	17
Lowestoft - Tower Retail Park	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Martlesham Heath - Martlesham Retail Park	5.8%	58	5.8%	21	16.1%	37	0.0%	0	0.0%	0
Newmarket - Studlands Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sudbury - Shawlands Retail Park	0.5%	5	0.0%	0	0.0%	0	0.0%	0	2.6%	5
Thetford - Forest Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldeburgh	0.4%	4	0.0%	0	1.8%	4	0.0%	0	0.0%	0
Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds	3.0%	30	0.0%	0	0.0%	0	13.9%	30	0.0%	0
Cambridge	0.2%	2	0.3%	1	0.3%	1	0.0%	0	0.0%	0
Clacton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	2
Colchester	2.0%	20	0.0%	0	0.0%	0	0.0%	0	10.0%	20
Felixstowe	5.7%	57	0.3%	1	23.9%	56	0.3%	1	0.0%	0
Framlingham	0.8%	8	0.0%	0	3.2%	8	0.0%	0	0.0%	0
Halesworth	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Leiston	1.4%	14	0.0%	0	6.0%	14	0.0%	0	0.0%	0
Lowestoft	0.3%	3	0.0%	0	1.1%	3	0.0%	0	0.0%	0
Manningtree	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.5%	3
Norwich	0.6%	6	0.7%	3	1.0%	2	0.3%	1	0.0%	0
Southwold	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stowmarket	6.6%	66	0.0%	0	0.2%	0	30.9%	66	0.0%	0
Sudbury	1.7%	17	0.0%	0	0.0%	0	0.0%	0	8.7%	17
Woodbridge	1.3%	13	0.2%	1	5.3%	12	0.0%	0	0.0%	0
Catalogue / Mail order	0.5%	5	0.9%	3	0.0%	0	0.7%	2	0.0%	0
Internet - Online - Amazon	0.8%	8	0.5%	2	1.2%	3	0.8%	2	0.9%	2
Internet - Online - Argos	0.3%	3	0.0%	0	0.0%	0	0.6%	1	0.9%	2
Internet - Online - Asda	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Internet - Online - Comet	0.3%	3	0.2%	1	0.0%	0	0.0%	0	0.9%	2
Internet - Online - Currys	0.2%	2	0.0%	0	0.2%	0	0.0%	0	0.8%	2
Internet - Online - Go Compare	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0

Ipswich Household Survey for Strategic Perspectives

Weighted:

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	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
Internet - Online - John Lewis	0.4%	4	0.0%	0	0.4%	1	0.0%	0	1.7%	3
Internet - Online - Littlewoods	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Internet - Online - Play.com	0.1%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0
Internet - Online - Tesco	0.3%	3	0.0%	0	0.3%	1	0.0%	0	0.9%	2
Internet - Online - Various Retailers	1.8%	18	2.2%	8	2.3%	5	2.5%	5	0.0%	0
Other - Bacton	0.2%	2	0.0%	0	0.0%	0	0.9%	2	0.0%	0
Other - Brandon	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	2
Other - Diss	0.8%	8	0.0%	0	0.4%	1	3.3%	7	0.0%	0
Other - Dovecot	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.4%	3
Other - Hadleigh	1.3%	13	0.0%	0	0.0%	0	0.0%	0	6.8%	13
Other - High Woods	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Other - J Sainsbury, Felixstowe Road, Warren Heath	2.0%	20	3.0%	11	0.9%	2	0.0%	0	3.4%	7
Other - Kesgrave	0.4%	4	0.7%	3	0.7%	2	0.0%	0	0.0%	0
Other - London	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Other - Saxmundham	0.3%	3	0.0%	0	1.4%	3	0.0%	0	0.0%	0
Other - Smaller Centre - Felixstowe Road	0.6%	6	1.7%	6	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Goddard Road	0.6%	6	1.4%	5	0.0%	0	0.3%	1	0.0%	0
Other - Smaller Centre - Ranelagh Road	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Sproughton Road	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Tavern Street	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Other - Smaller Centre - Vauxhall Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Warwick Road	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Varies	2.5%	25	1.9%	7	1.8%	4	3.6%	8	3.1%	6
Internet	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
(Don't know / can't remember)	3.0%	30	3.6%	13	3.3%	8	3.2%	7	1.2%	2
(Do not do non-food shopping)	9.3%	93	11.8%	42	4.3%	10	10.9%	23	8.8%	17
Weighted base:		1000		356		232		214		198
Sample:		1000		400		300		200		100

	Total		Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)	
Q20 Where do you normally do most of your household's shopping for large domestic electrical appliances (such as fridges, washing machines, cookers, vacuum cleaners etc)?										
Ipswich Town Centre	11.8%	118	18.9%	67	8.1%	19	9.6%	21	5.6%	11
Ipswich - Anglia Retail Park	3.8%	38	5.4%	19	0.4%	1	6.3%	14	2.3%	5
Ipswich - Anglia Retail Park - Comet	9.5%	95	13.2%	47	4.2%	10	15.5%	33	2.3%	5
Ipswich - Commercial Road Retail Park	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	2
Ipswich - Euro Retail Park	2.9%	29	6.3%	22	2.8%	7	0.3%	1	0.0%	0
Ipswich - Euro Retail Park - Hughes	2.6%	26	3.4%	12	2.0%	5	1.3%	3	3.3%	7
Ipswich - Orwell Retail Park/Ranelagh Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Ipswich - Suffolk Retail Park	0.2%	2	0.2%	1	0.0%	0	0.5%	1	0.0%	0
Ipswich - Suffolk Retail Park - Argos Extra	0.3%	3	0.5%	2	0.0%	0	0.0%	0	0.8%	2
Ipswich Smaller (District/Local) Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Copdock - Copdock Retail Park	2.2%	22	1.9%	7	0.5%	1	1.9%	4	5.0%	10
Copdock - Copdock Retail Park - Currys	7.1%	71	8.6%	31	6.9%	16	3.0%	6	9.0%	18
Martlesham Heath - Beardmore Retail Park	3.5%	35	3.0%	11	10.3%	24	0.0%	0	0.0%	0
Braintree - Braintree Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds - Robert Boby Way Retail Park	0.5%	5	0.0%	0	0.0%	0	2.3%	5	0.0%	0
Bury St. Edmunds - St Edmundsbury Retail Park	0.2%	2	0.0%	0	0.0%	0	0.8%	2	0.0%	0
Clacton - Valley Bridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Fiveways Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Colchester Retail Park	0.7%	7	0.0%	0	0.0%	0	0.0%	0	3.3%	7
Colchester - Colne View Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Tollgate Centre	1.6%	16	0.0%	0	0.0%	0	0.0%	0	7.9%	16
Lowestoft - Tower Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martlesham Heath - Martlesham Retail Park	6.1%	61	7.8%	28	13.2%	31	1.2%	2	0.0%	0
Newmarket - Studlands Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sudbury - Shawlands Retail Park	0.5%	5	0.0%	0	0.0%	0	0.0%	0	2.6%	5
Thetford - Forest Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldeburgh	0.2%	2	0.0%	0	0.8%	2	0.0%	0	0.0%	0
Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds	2.1%	21	0.0%	0	0.0%	0	9.2%	20	0.9%	2
Cambridge	0.5%	5	0.0%	0	0.0%	0	1.9%	4	0.5%	1
Clacton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	2
Colchester	1.6%	16	0.2%	1	0.0%	0	0.0%	0	7.8%	15
Felixstowe	2.1%	21	0.0%	0	9.2%	21	0.0%	0	0.0%	0
Framlingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halesworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leiston	0.7%	7	0.0%	0	3.0%	7	0.0%	0	0.0%	0
Lowestoft	0.4%	4	0.0%	0	1.5%	4	0.0%	0	0.0%	0
Manningtree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norwich	0.7%	7	0.7%	3	1.6%	4	0.3%	1	0.0%	0
Southwold	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Stowmarket	3.9%	39	0.0%	0	0.0%	0	18.1%	39	0.0%	0
Sudbury	0.9%	9	0.0%	0	0.0%	0	0.0%	0	4.3%	9
Woodbridge	0.7%	7	0.0%	0	2.8%	7	0.0%	0	0.0%	0
Catalogue / Mail order	1.3%	13	0.2%	1	2.5%	6	0.3%	1	2.8%	6
Internet - Online - Amazon	0.7%	7	0.5%	2	1.0%	2	0.0%	0	1.7%	3
Internet - Online - Argos	0.2%	2	0.0%	0	0.3%	1	0.0%	0	0.9%	2
Internet - Online - Comet	0.5%	5	0.0%	0	0.5%	1	1.0%	2	0.9%	2
Internet - Online - Co-op	0.1%	1	0.0%	0	0.2%	0	0.5%	1	0.0%	0
Internet - Online - Currys	0.9%	9	1.1%	4	1.0%	2	0.5%	1	0.8%	2
Internet - Online - Go Compare	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0

Ipswich Household Survey for Strategic Perspectives

Weighted:

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	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
Internet - Online - Hughes Direct	0.1%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0
Internet - Online - John Lewis	1.0%	10	0.3%	1	0.7%	2	1.3%	3	2.5%	5
Internet - Online - Sevendaysshop	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Internet - Online - Tesco	0.2%	2	0.3%	1	0.0%	0	0.5%	1	0.0%	0
Internet - Online - Various Retailers	4.8%	48	4.0%	14	5.7%	13	3.7%	8	6.4%	13
Other - Bacton	0.2%	2	0.0%	0	0.0%	0	1.1%	2	0.0%	0
Other - Diss	0.7%	7	0.0%	0	0.6%	1	2.7%	6	0.0%	0
Other - Dovecot	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.4%	3
Other - Finningham	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Other - Hadleigh	1.1%	11	0.0%	0	0.0%	0	0.0%	0	5.8%	11
Other - London	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Other - Saxmundham	0.5%	5	0.0%	0	2.3%	5	0.0%	0	0.0%	0
Other - Smaller Centre - Foxhall Road	0.2%	2	0.7%	2	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Norwich Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Queensway	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Ransomes Retail Park	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Tavern Street	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Other - Smaller Centre - Vauxhall Road	0.2%	2	0.6%	2	0.0%	0	0.0%	0	0.0%	0
Other - Varies	2.3%	23	1.6%	6	3.2%	7	1.6%	3	3.3%	7
Internet	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
(Don't know / can't remember)	4.8%	48	6.2%	22	6.2%	14	3.3%	7	2.2%	4
(Do not do non-food shopping)	11.3%	113	13.5%	48	6.7%	15	10.0%	21	14.2%	28
Weighted base:	1000		356		232		214		198	
Sample:	1000		400		300		200		100	

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
Q21 Where do you normally do most of your household's shopping for chemist and medical goods, cosmetics and other beauty products (such as medicines, vitamins, glasses, contact lenses etc)?										
Ipswich Town Centre	30.3%	303	59.7%	213	8.8%	20	12.4%	26	22.1%	44
Ipswich - Anglia Retail Park	0.9%	9	1.0%	4	0.0%	0	2.6%	6	0.0%	0
Ipswich - Commercial Road Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Euro Retail Park	0.1%	1	0.2%	1	0.3%	1	0.0%	0	0.0%	0
Ipswich - Orwell Retail Park/Ranelagh Road	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Ipswich - Suffolk Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich Smaller (District/Local) Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Copdock - Copdock Retail Park	1.9%	19	2.7%	10	0.0%	0	0.8%	2	3.8%	8
Martlesham Heath - Beardmore Retail Park	1.2%	12	0.5%	2	4.3%	10	0.0%	0	0.0%	0
Braintree - Braintree Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds - Robert Boby Way Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds - St Edmundsbury Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Valley Bridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Fiveways Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Colchester Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Colne View Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Tollgate Centre	0.7%	7	0.0%	0	0.0%	0	0.0%	0	3.4%	7
Lowestoft - Tower Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martlesham Heath - Martlesham Retail Park	2.9%	29	3.9%	14	6.0%	14	0.5%	1	0.0%	0
Newmarket - Studlands Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sudbury - Shawlands Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thetford - Forest Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldeburgh	0.6%	6	0.0%	0	2.6%	6	0.0%	0	0.0%	0
Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds	2.7%	27	0.0%	0	0.0%	0	12.7%	27	0.0%	0
Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester	3.1%	31	0.0%	0	0.0%	0	0.0%	0	15.7%	31
Felixstowe	6.2%	62	0.3%	1	26.1%	61	0.0%	0	0.0%	0
Framlingham	1.0%	10	0.0%	0	4.5%	10	0.0%	0	0.0%	0
Halesworth	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Leiston	1.6%	16	0.0%	0	7.1%	16	0.0%	0	0.0%	0
Lowestoft	0.3%	3	0.2%	1	1.0%	2	0.0%	0	0.0%	0
Manningtree	1.7%	17	0.0%	0	0.0%	0	0.0%	0	8.7%	17
Norwich	0.4%	4	0.2%	1	0.5%	1	0.8%	2	0.0%	0
Southwold	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stowmarket	8.9%	89	0.0%	0	0.2%	0	41.6%	89	0.0%	0
Sudbury	3.5%	35	0.0%	0	0.0%	0	0.8%	2	16.7%	33
Woodbridge	5.0%	50	1.0%	3	19.6%	45	0.5%	1	0.0%	0
Catalogue / Mail order	1.5%	15	1.8%	6	1.9%	4	0.7%	1	1.4%	3
Internet - Online - Amivo	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	2
Internet - Online - Asda	0.1%	1	0.2%	1	0.2%	0	0.0%	0	0.0%	0
Internet - Online - Avon	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Internet - Online - Boots	0.1%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0
Internet - Online - Natural Skin Care Company	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Internet - Online - Qvc	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Internet - Online - Sainsburys	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Other - Belstead Hills	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Bildestone	0.3%	3	0.0%	0	0.0%	0	1.4%	3	0.0%	0
Other - Brandon	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	2
Other - Claydon	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Other - Debenham	0.6%	6	0.0%	0	0.0%	0	2.2%	5	0.8%	1
Other - Dedham	0.8%	8	0.0%	0	0.0%	0	0.0%	0	4.0%	8

	Total		Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)	
Other - Diss	1.2%	12	0.0%	0	1.4%	3	3.9%	8	0.0%	0
Other - Dovecot	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.4%	3
Other - East Bergholt	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.5%	3
Other - Eye	0.3%	3	0.0%	0	0.0%	0	1.4%	3	0.0%	0
Other - Felixstowe	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other - Fircroft	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Gainsborough	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Other - Great Cornard	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	2
Other - Hadleigh	1.7%	17	0.3%	1	0.0%	0	0.0%	0	8.4%	17
Other - Holbrook	0.2%	2	0.3%	1	0.0%	0	0.0%	0	0.8%	2
Other - J Sainsbury, Felixstowe Road, Warren Heath	2.5%	25	4.1%	14	1.6%	4	0.0%	0	3.4%	7
Other - Kesgrave	1.0%	10	2.7%	10	0.0%	0	0.0%	0	0.0%	0
Other - London	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Other - Manningtree	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	2
Other - Martlesham	0.4%	4	0.3%	1	1.2%	3	0.0%	0	0.0%	0
Other - Needham Market	0.8%	8	0.0%	0	0.0%	0	3.7%	8	0.0%	0
Other - Norwich Road, Setford	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Other - Orford	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Other - Salisbury	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other - Saxmundham	0.9%	9	0.0%	0	3.7%	9	0.0%	0	0.0%	0
Other - Smaller Centre - Allenbrook Green	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Belstead	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Blandford Road	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Bramford	0.5%	5	0.0%	0	0.0%	0	2.5%	5	0.0%	0
Other - Smaller Centre - Bury Road	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Ellenbrook Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Felixstowe Road	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Fircroft Road	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Foxhall Road	0.5%	5	1.5%	5	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Goddard Road	0.3%	3	0.7%	2	0.0%	0	0.5%	1	0.0%	0
Other - Smaller Centre - Hawthorn Drive	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - London Road	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Meredith Road	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Nacton Road	0.3%	3	1.0%	3	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Norwich Road	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Queensway	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Ravenswood	0.3%	3	0.9%	3	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Reynolds Road	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Sproughton Road	0.2%	2	0.6%	2	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Stoke Park	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Woodbridge Road	0.2%	2	0.6%	2	0.0%	0	0.0%	0	0.0%	0
Other - Varies	1.0%	10	1.5%	5	1.6%	4	0.3%	1	0.0%	0
Other - Woolpit	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Other - Wycombe	0.9%	9	0.0%	0	0.0%	0	4.2%	9	0.0%	0
Other - Wycombe Market	0.5%	5	0.4%	2	1.3%	3	0.0%	0	0.0%	0
Internet	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
(Don't know / can't remember)	1.6%	16	2.1%	8	1.5%	3	0.9%	2	1.4%	3
(Do not do non-food	3.9%	39	5.9%	21	2.1%	5	3.3%	7	3.2%	6

Ipswich Household Survey for Strategic Perspectives

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)
shopping)					
Weighted base:	1000	356	232	214	198
Sample:	1000	400	300	200	100

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
Q22 Where do you do most of your household's shopping for games & toys, hobby items; sport and camping goods; and musical instruments?										
Ipswich Town Centre	20.1%	201	29.7%	106	17.5%	41	12.9%	28	13.6%	27
Ipswich - Anglia Retail Park	0.4%	4	0.2%	1	0.0%	0	0.6%	1	1.0%	2
Ipswich - Commercial Road Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Euro Retail Park	0.4%	4	0.7%	3	0.3%	1	0.5%	1	0.0%	0
Ipswich - Euro Retail Park - JJB Sports	1.7%	17	3.1%	11	1.2%	3	0.5%	1	1.0%	2
Ipswich - Orwell Retail Park/Ranelagh Road	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Ipswich - Suffolk Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Suffolk Retail Park - Argos Extra	0.5%	5	0.7%	2	0.3%	1	0.0%	0	1.0%	2
Ipswich Smaller (District/Local) Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Copdock - Copdock Retail Park	0.9%	9	1.6%	6	0.8%	2	0.0%	0	0.5%	1
Copdock - Copdock Retail Park - Toys R Us	5.5%	55	8.0%	28	3.1%	7	5.8%	12	3.4%	7
Martlesham Heath - Beardmore Retail Park	0.3%	3	0.0%	0	1.5%	3	0.0%	0	0.0%	0
Braintree - Braintree Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds - Robert Bobby Way Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds - St Edmundsbury Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Valley Bridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Fiveways Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Colchester Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Colne View Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Tollgate Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lowestoft - Tower Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martlesham Heath - Martlesham Retail Park	0.4%	4	0.5%	2	0.8%	2	0.0%	0	0.0%	0
Newmarket - Studlands Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sudbury - Shawlands Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thetford - Forest Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldeburgh	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
Bury St. Edmunds	2.0%	20	0.0%	0	0.3%	1	7.9%	17	1.4%	3
Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	2
Colchester	3.4%	34	0.3%	1	0.9%	2	0.0%	0	15.6%	31
Felixstowe	1.6%	16	0.4%	1	5.9%	14	0.3%	1	0.0%	0
Framlingham	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0
Halesworth	0.3%	3	0.0%	0	1.2%	3	0.0%	0	0.0%	0
Leiston	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Lowestoft	0.3%	3	0.0%	0	1.2%	3	0.0%	0	0.0%	0
Manningtree	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Norwich	0.6%	6	0.7%	2	1.0%	2	0.7%	1	0.0%	0
Southwold	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stowmarket	2.9%	29	0.2%	1	0.2%	0	13.1%	28	0.0%	0
Sudbury	1.2%	12	0.0%	0	0.0%	0	0.6%	1	5.2%	10
Woodbridge	0.9%	9	0.0%	0	4.0%	9	0.0%	0	0.0%	0
Catalogue / Mail order	0.4%	4	0.3%	1	0.4%	1	0.8%	2	0.0%	0
Internet - Online - Amazon	4.7%	47	3.5%	12	7.1%	16	5.2%	11	3.7%	7
Internet - Online - Argos	0.2%	2	0.0%	0	0.0%	0	0.3%	1	0.8%	2
Internet - Online - Early Learning Centre	0.2%	2	0.0%	0	0.8%	2	0.0%	0	0.0%	0
Internet - Online - Ebay	0.4%	4	0.2%	1	0.7%	2	0.8%	2	0.0%	0
Internet - Online - JJB	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Internet - Online - Play.com	0.2%	2	0.3%	1	0.4%	1	0.0%	0	0.0%	0
Internet - Online - Various Retailers	3.3%	33	2.8%	10	4.5%	11	2.5%	5	3.3%	6

Ipswich Household Survey for Strategic Perspectives

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
Internet - Online - Warehouse Express	0.1%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0
Other - Abroad	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Bournebridge	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Other - Diss	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Other - Hadleigh	0.8%	8	0.3%	1	0.0%	0	0.0%	0	3.5%	7
Other - J Sainsbury, Felixstowe Road, Warren Heath	0.5%	5	0.4%	1	1.0%	2	0.0%	0	0.8%	2
Other - Kesgrave	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Other - London	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Martlesham	0.2%	2	0.3%	1	0.3%	1	0.0%	0	0.0%	0
Other - Varies	1.4%	14	1.2%	4	0.6%	2	2.1%	4	1.7%	3
Other - Worsted	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Other - Wycombe	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Internet	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
(Don't know / can't remember)	2.1%	21	1.3%	5	3.1%	7	2.1%	5	2.1%	4
(Do not do non-food shopping)	41.1%	411	42.7%	152	38.3%	89	42.6%	91	39.9%	79
Weighted base:	1000		356		232		214		198	
Sample:	1000		400		300		200		100	

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
Q23 Where do you do most of your household's shopping for pets & pet related products?										
Ipswich Town Centre	9.1%	91	15.2%	54	3.8%	9	4.1%	9	9.5%	19
Ipswich - Anglia Retail Park	0.7%	7	1.1%	4	0.0%	0	1.3%	3	0.0%	0
Ipswich - Commercial Road Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Euro Retail Park	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Ipswich - Orwell Retail Park/Ranelagh Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Ipswich - Orwell Retail Park/Ranelagh Road - Pets @ Home	5.4%	54	9.3%	33	0.4%	1	4.0%	9	5.9%	12
Ipswich - Suffolk Retail Park	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Ipswich Smaller (District/Local) Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Copdock - Copdock Retail Park	1.4%	14	1.8%	6	0.0%	0	1.8%	4	1.8%	4
Martlesham Heath - Beardmore Retail Park	1.6%	16	0.7%	2	5.6%	13	0.0%	0	0.0%	0
Braintree - Braintree Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds - Robert Bobby Way Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds - St Edmundsbury Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Valley Bridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Fiveways Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Colchester Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Colne View Retail Park	0.8%	8	0.0%	0	0.0%	0	0.0%	0	3.9%	8
Colchester - Tollgate Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lowestoft - Tower Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martlesham Heath - Martlesham Retail Park	4.3%	43	4.7%	17	10.6%	25	0.9%	2	0.0%	0
Newmarket - Studlands Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sudbury - Shawlands Retail Park	0.8%	8	0.0%	0	0.0%	0	1.4%	3	2.6%	5
Thetford - Forest Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldeburgh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Braintree	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds	1.2%	12	0.0%	0	0.0%	0	5.8%	12	0.0%	0
Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester	1.7%	17	0.0%	0	0.0%	0	0.0%	0	8.6%	17
Felixstowe	2.4%	24	0.5%	2	9.6%	22	0.0%	0	0.0%	0
Framlingham	0.7%	7	0.0%	0	3.1%	7	0.0%	0	0.0%	0
Halesworth	0.3%	3	0.0%	0	1.1%	3	0.0%	0	0.0%	0
Leiston	0.6%	6	0.0%	0	2.8%	6	0.0%	0	0.0%	0
Lowestoft	0.2%	2	0.0%	0	0.7%	2	0.0%	0	0.0%	0
Manningtree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southwold	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stowmarket	4.5%	45	0.0%	0	0.2%	0	20.8%	44	0.0%	0
Sudbury	2.1%	21	0.0%	0	0.0%	0	0.8%	2	9.8%	19
Woodbridge	0.9%	9	0.5%	2	2.6%	6	0.5%	1	0.0%	0
Catalogue / Mail order	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Internet - Online - Asda	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Internet - Online - Petdispensery.co.uk	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Internet - Online - Tesco	0.4%	4	0.5%	2	0.2%	0	0.6%	1	0.0%	0
Other - Brandon	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	2
Other - Capel St.Mary	0.4%	4	0.2%	1	0.0%	0	0.0%	0	1.6%	3
Other - Catterwade	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Other - Debenham	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Other - Diss	0.6%	6	0.0%	0	0.5%	1	2.3%	5	0.0%	0
Other - Earls Stonham	0.1%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0
Other - Elmswell	0.5%	5	0.0%	0	0.0%	0	2.5%	5	0.0%	0
Other - Eye	0.1%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0
Other - Grange Farm Park,	0.3%	3	0.0%	0	1.2%	3	0.0%	0	0.0%	0

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
Felixstowe										
Other - Hadleigh	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.6%	3
Other - Harwich	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.4%	3
Other - Highwoods	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Other - Holbrook	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	2
Other - J Sainsbury, Felixstowe Road, Warren Heath	1.5%	15	3.2%	11	1.1%	3	0.0%	0	0.8%	2
Other - Kesgrave	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Manningtree	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	2
Other - Marlow	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Other - Martlesham	0.6%	6	0.5%	2	1.8%	4	0.0%	0	0.0%	0
Other - Middleton	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Other - Needham Market	0.2%	2	0.0%	0	0.0%	0	1.0%	2	0.0%	0
Other - Norwich Road, Setford	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Old Newton	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Other - Salisbury	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other - Saxmundham	0.5%	5	0.0%	0	2.3%	5	0.0%	0	0.0%	0
Other - Smaller Centre - Budbridge Road	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Bury Road	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Carsrey Road	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Clapgate Lane	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Derby Road	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Foxhall Road	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Gainsborough	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Goddard Road	0.6%	6	1.2%	4	0.0%	0	0.8%	2	0.0%	0
Other - Smaller Centre - Marlow Road	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Sproughton Road	0.3%	3	0.7%	3	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Woodbridge Road	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Theberton	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Other - Thurstone	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Other - Varies	1.0%	10	0.5%	2	0.6%	1	0.5%	1	3.2%	6
Other - Westleton	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Other - Whitehouse Centre	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Woolpit	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Other - Wycombe Market	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Internet	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
(Don't know / can't remember)	1.4%	14	2.3%	8	1.4%	3	0.0%	0	1.2%	2
(Do not do non-food shopping)	48.8%	488	53.0%	189	47.5%	110	47.5%	102	44.1%	87
Weighted base:	1000		356		232		214		198	
Sample:	1000		400		300		200		100	

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
Q24 Where do you do most of your household's shopping for all other non-food goods including books; jewellery and watches; china, glassware; recreational and luxury goods?										
Ipswich Town Centre	33.3%	333	50.2%	179	24.4%	57	24.8%	53	22.4%	44
Ipswich - Anglia Retail Park	0.3%	3	0.5%	2	0.0%	0	0.6%	1	0.0%	0
Ipswich - Commercial Road Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Euro Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Orwell Retail Park/Ranelagh Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Suffolk Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Suffolk Retail Park - Dunelm Mill	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	2
Ipswich - Suffolk Retail Park - Range	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Suffolk Retail Park - Argos Extra	0.6%	6	0.9%	3	0.5%	1	0.0%	0	0.9%	2
Ipswich Smaller (District/Local) Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Copdock - Copdock Retail Park	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Martlesham Heath - Beardmore Retail Park	0.3%	3	0.0%	0	1.1%	3	0.0%	0	0.0%	0
Braintree - Braintree Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds - Robert Boby Way Retail Park	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Bury St. Edmunds - St Edmundsbury Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Valley Bridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Fiveways Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Colchester Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Colne View Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Tollgate Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lowestoft - Tower Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martlesham Heath - Martlesham Retail Park	0.3%	3	0.2%	1	1.0%	2	0.0%	0	0.0%	0
Newmarket - Studlands Retail Park	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Sudbury - Shawlands Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thetford - Forest Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldeburgh	0.3%	3	0.0%	0	1.1%	3	0.0%	0	0.0%	0
Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds	2.6%	26	0.2%	1	0.3%	1	11.7%	25	0.0%	0
Cambridge	0.4%	4	0.8%	3	0.0%	0	0.5%	1	0.0%	0
Clacton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester	2.8%	28	0.0%	0	0.0%	0	0.0%	0	14.2%	28
Felixstowe	3.3%	33	0.2%	1	14.1%	33	0.0%	0	0.0%	0
Framlingham	0.3%	3	0.0%	0	1.3%	3	0.0%	0	0.0%	0
Halesworth	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Leiston	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Lowestoft	0.4%	4	0.0%	0	1.8%	4	0.0%	0	0.0%	0
Manningtree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norwich	1.0%	10	0.7%	3	2.5%	6	1.0%	2	0.0%	0
Southwold	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stowmarket	3.7%	37	0.0%	0	0.4%	1	16.7%	36	0.0%	0
Sudbury	1.7%	17	0.0%	0	0.0%	0	0.8%	2	7.5%	15
Woodbridge	2.8%	28	0.5%	2	9.4%	22	0.9%	2	1.0%	2
Catalogue / Mail order	0.9%	9	0.7%	2	1.1%	3	1.1%	2	1.0%	2
Internet - Online - Amazon	7.9%	79	6.6%	23	7.1%	16	9.0%	19	9.9%	20
Internet - Online - Argos	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Internet - Online - Buywatchonline.net	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Internet - Online - Ebay	0.6%	6	0.5%	2	0.0%	0	1.9%	4	0.0%	0
Internet - Online - John Lewis	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.7%	3
Internet - Online - Play.com	0.7%	7	1.2%	4	0.5%	1	0.7%	2	0.0%	0
Internet - Online - Tesco	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0

	Total		Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)	
Internet - Online - The Book People	0.3%	3	0.0%	0	0.6%	1	0.6%	1	0.0%	0
Internet - Online - Various Retailers	2.9%	29	1.4%	5	4.1%	10	3.9%	8	3.0%	6
Other - Abroad	0.2%	2	0.3%	1	0.0%	0	0.0%	0	0.8%	2
Other - Beccles	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Other - Brantham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	2
Other - Diss	0.1%	1	0.0%	0	0.3%	1	0.3%	1	0.0%	0
Other - Harwich	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.4%	3
Other - Highwoods	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Other - J Sainsbury, Felixstowe Road, Warren Heath	0.3%	3	0.0%	0	0.5%	1	0.0%	0	0.8%	2
Other - London	0.3%	3	0.2%	1	0.6%	1	0.5%	1	0.0%	0
Other - Norwich	0.1%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0
Other - Orford	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Other - Saxmundham	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other - Varies	2.0%	20	2.3%	8	1.5%	3	2.0%	4	2.2%	4
Internet	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
(Don't know / can't remember)	4.9%	49	4.7%	17	4.7%	11	1.3%	3	9.4%	19
(Do not do non-food shopping)	22.7%	227	26.9%	96	19.2%	45	21.0%	45	21.2%	42
Weighted base:		1000		356		232		214		198
Sample:		1000		400		300		200		100

Q25 When you do your household's non-food shopping, how do you usually travel?

Car / van (as driver)	54.1%	541	40.3%	144	53.2%	124	67.5%	144	65.3%	129
Car / van (as passenger)	13.0%	130	10.4%	37	15.9%	37	15.3%	33	11.5%	23
Bus, minibus or coach	14.2%	142	25.3%	90	7.4%	17	9.5%	20	7.2%	14
Using park & ride facility	4.2%	42	1.4%	5	8.0%	19	3.4%	7	5.8%	11
Motorcycle, scooter or moped	0.2%	2	0.2%	1	0.0%	0	0.6%	1	0.0%	0
Walk	7.7%	77	15.3%	55	6.8%	16	0.7%	2	2.7%	5
Taxi	0.5%	5	0.9%	3	0.0%	0	0.0%	0	0.9%	2
Train	0.2%	2	0.2%	1	0.4%	1	0.0%	0	0.0%	0
Bicycle	0.5%	5	0.8%	3	0.8%	2	0.0%	0	0.0%	0
Not applicable / goods delivered	1.5%	15	0.7%	3	1.9%	4	1.4%	3	2.3%	4
Other	0.1%	1	0.2%	1	0.3%	1	0.0%	0	0.0%	0
(Don't know / varies)	4.0%	40	4.3%	15	5.3%	12	1.6%	3	4.3%	9
Weighted base:		1000		356		232		214		198
Sample:		1000		400		300		200		100

Q26 I would now like to ask you about some leisure activities. How often do you and your family visit the following leisure attractions?**Bingo**

Once a week	3.2%	32	4.4%	16	3.3%	8	1.9%	4	2.4%	5
Once a fortnight	0.3%	3	0.9%	3	0.0%	0	0.0%	0	0.0%	0
Once a month	0.5%	5	1.1%	4	0.0%	0	0.0%	0	0.5%	1
Once every two months	0.5%	5	1.0%	4	0.0%	0	0.8%	2	0.0%	0
Once every six months	0.3%	3	0.2%	1	0.4%	1	0.5%	1	0.0%	0
Once a year	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Don't go	95.0%	950	92.0%	328	96.4%	224	96.8%	207	97.1%	192
(Don't know / varies)	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1000		356		232		214		198
Sample:		1000		400		300		200		100

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
Cinema										
Once a week	2.3%	23	4.1%	15	1.4%	3	0.9%	2	1.7%	3
Once a fortnight	3.5%	35	3.5%	13	3.8%	9	4.5%	10	1.8%	4
Once a month	13.4%	134	11.3%	40	10.3%	24	15.4%	33	18.8%	37
Once every two months	13.9%	139	13.8%	49	16.4%	38	15.5%	33	9.3%	18
Once every six months	9.3%	93	10.0%	36	10.8%	25	8.0%	17	7.8%	15
Once a year	4.8%	48	3.4%	12	4.6%	11	4.3%	9	8.0%	16
Don't go	52.0%	520	53.6%	191	50.0%	116	51.4%	110	51.9%	103
(Don't know / varies)	0.9%	8	0.3%	1	2.8%	6	0.0%	0	0.5%	1
Weighted base:	1000		356		232		214		198	
Sample:	1000		400		300		200		100	

Gym / Healthclub / Swimming										
Once a week	18.6%	186	20.6%	73	17.2%	40	17.0%	36	18.6%	37
Once a fortnight	0.9%	9	0.8%	3	1.0%	2	1.7%	4	0.0%	0
Once a month	2.0%	20	2.7%	10	2.7%	6	1.8%	4	0.0%	0
Once every two months	1.0%	10	0.8%	3	1.8%	4	1.2%	3	0.0%	0
Once every six months	1.0%	10	0.6%	2	0.7%	2	0.0%	0	3.3%	6
Once a year	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Don't go	76.4%	764	74.2%	264	76.3%	177	78.3%	167	78.1%	155
(Don't know / varies)	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Weighted base:	1000		356		232		214		198	
Sample:	1000		400		300		200		100	

Museum or place of historical interest										
Once a week	0.3%	3	0.4%	1	0.4%	1	0.3%	1	0.0%	0
Once a fortnight	0.7%	7	0.5%	2	0.5%	1	1.1%	2	0.8%	2
Once a month	4.1%	41	3.1%	11	3.8%	9	4.9%	10	5.2%	10
Once every two months	8.9%	89	11.3%	40	7.7%	18	7.7%	16	7.4%	15
Once every six months	12.9%	129	14.4%	51	8.9%	21	17.5%	37	10.0%	20
Once a year	8.5%	85	7.3%	26	8.3%	19	9.5%	20	10.1%	20
Don't go	63.8%	638	62.9%	224	68.7%	159	59.1%	126	64.9%	128
(Don't know / varies)	0.7%	7	0.0%	0	1.7%	4	0.0%	0	1.6%	3
Weighted base:	1000		356		232		214		198	
Sample:	1000		400		300		200		100	

Nightclub / Musical venue										
Once a week	0.7%	7	1.5%	5	0.0%	0	0.6%	1	0.0%	0
Once a fortnight	0.9%	9	1.4%	5	0.4%	1	0.7%	1	0.9%	2
Once a month	2.9%	29	4.0%	14	2.0%	5	1.2%	3	4.0%	8
Once every two months	2.9%	29	2.2%	8	3.8%	9	0.8%	2	5.3%	10
Once every six months	2.7%	27	1.6%	6	2.5%	6	5.5%	12	1.8%	3
Once a year	1.6%	16	1.8%	6	1.1%	3	1.9%	4	1.7%	3
Don't go	87.9%	879	87.1%	310	89.2%	207	89.3%	191	86.5%	171
(Don't know / varies)	0.4%	4	0.4%	2	1.0%	2	0.0%	0	0.0%	0
Weighted base:	1000		356		232		214		198	
Sample:	1000		400		300		200		100	

Pub/ Bar										
Once a week	16.8%	168	17.6%	63	19.6%	46	13.3%	28	15.7%	31
Once a fortnight	8.5%	85	9.0%	32	8.0%	19	10.3%	22	6.3%	12
Once a month	13.1%	131	9.0%	32	13.3%	31	16.3%	35	16.6%	33
Once every two months	5.1%	51	8.2%	29	5.5%	13	3.2%	7	1.0%	2
Once every six months	1.8%	18	1.3%	5	3.3%	8	2.0%	4	0.5%	1
Once a year	1.1%	11	0.7%	2	0.9%	2	0.9%	2	2.1%	4
Don't go	53.4%	534	54.0%	192	48.2%	112	54.0%	116	57.8%	114
(Don't know / varies)	0.3%	3	0.2%	1	1.1%	3	0.0%	0	0.0%	0
Weighted base:	1000		356		232		214		198	
Sample:	1000		400		300		200		100	

Ipswich Household Survey for Strategic Perspectives

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
Restaurant										
Once a week	10.7%	107	10.5%	37	13.4%	31	9.9%	21	8.8%	17
Once a fortnight	14.3%	143	13.7%	49	12.4%	29	20.6%	44	10.6%	21
Once a month	24.6%	246	22.9%	82	26.0%	60	21.8%	47	28.9%	57
Once every two months	13.1%	131	16.4%	58	11.8%	27	12.4%	27	9.5%	19
Once every six months	6.7%	67	6.4%	23	3.9%	9	8.7%	19	8.4%	17
Once a year	1.2%	12	1.5%	5	1.3%	3	0.3%	1	1.7%	3
Don't go	28.2%	282	27.6%	98	30.1%	70	25.6%	55	29.8%	59
(Don't know / varies)	1.2%	12	1.0%	4	1.1%	2	0.8%	2	2.4%	5
Weighted base:		1000		356		232		214		198
Sample:		1000		400		300		200		100
Tenpin bowling										
Once a week	1.3%	13	1.4%	5	0.3%	1	0.3%	1	3.7%	7
Once a fortnight	0.2%	2	0.0%	0	0.5%	1	0.3%	1	0.0%	0
Once a month	1.8%	18	2.3%	8	1.0%	2	0.9%	2	2.6%	5
Once every two months	4.1%	41	2.1%	8	5.1%	12	5.5%	12	5.0%	10
Once every six months	6.9%	69	7.9%	28	6.9%	16	6.6%	14	5.3%	10
Once a year	5.6%	56	4.8%	17	6.1%	14	6.0%	13	6.1%	12
Don't go	79.9%	799	81.1%	289	80.0%	186	80.1%	171	77.3%	153
(Don't know / varies)	0.2%	2	0.4%	2	0.0%	0	0.3%	1	0.0%	0
Weighted base:		1000		356		232		214		198
Sample:		1000		400		300		200		100
Theatre										
Once a week	0.4%	4	0.7%	3	0.5%	1	0.0%	0	0.0%	0
Once a fortnight	0.2%	2	0.2%	1	0.5%	1	0.0%	0	0.0%	0
Once a month	3.9%	39	3.3%	12	4.2%	10	3.8%	8	4.9%	10
Once every two months	12.3%	123	12.9%	46	12.4%	29	13.1%	28	10.5%	21
Once every six months	16.5%	165	15.1%	54	12.6%	29	18.7%	40	21.4%	42
Once a year	9.1%	91	8.9%	32	7.7%	18	10.0%	21	10.0%	20
Don't go	57.1%	571	58.8%	209	61.4%	142	54.1%	116	52.4%	104
(Don't know / varies)	0.5%	5	0.2%	1	0.9%	2	0.3%	1	0.8%	1
Weighted base:		1000		356		232		214		198
Sample:		1000		400		300		200		100
Other Activity										
Once a week	8.2%	82	8.3%	30	7.1%	17	7.8%	17	9.6%	19
Once a fortnight	1.9%	19	1.6%	6	1.8%	4	1.0%	2	3.5%	7
Once a month	1.1%	11	1.6%	6	0.8%	2	1.7%	4	0.0%	0
Once every two months	0.3%	3	0.2%	1	1.1%	2	0.0%	0	0.0%	0
Once every six months	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Once a year	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Don't go	87.8%	878	88.1%	314	87.3%	203	89.5%	191	86.4%	171
(Don't know / varies)	0.6%	6	0.3%	1	1.6%	4	0.0%	0	0.5%	1
Weighted base:		1000		356		232		214		198
Sample:		1000		400		300		200		100

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)
Q27 Where did you or members of your household last go to play bingo?					
<i>Those who play bingo.</i>					
Mecca Bingo, Lloyds Avenue, Ipswich	28.7%	14 29.3%	8 18.5%	2 33.6%	2 34.4%
Gala Bingo, 3 Ranelagh Road, Ipswich	27.3%	14 41.1%	12 12.7%	1 10.6%	1 0.0%
Anglia Weekly Bingo, Penshurst Road, Ipswich	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Bingo Hall, Ranelagh Road, Ipswich	2.7%	1 0.0%	0 0.0%	0 19.3%	1 0.0%
Gala Bingo, 129 Pier Avenue, Clacton On Sea	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Winners Bingo, 4 Hatter Street, Bury St Edmunds	1.4%	1 0.0%	0 0.0%	0 10.2%	1 0.0%
Palace Bingo, Crescent Road, Felixstowe	13.3%	7 5.0%	1 48.9%	4 15.7%	1 0.0%
Gala Bingo, 48 Osborne Street, Colchester	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Other - Beacon Bingo, Battery Green, Lowestoft	1.7%	1 0.0%	0 9.9%	1 0.0%	0 0.0%
Other - British Legion, Bramford	8.4%	4 5.0%	1 0.0%	0 0.0%	0 47.8%
Other - Community Centre, Eye	1.5%	1 0.0%	0 0.0%	0 10.6%	1 0.0%
Other - Conservative Club, Clapgate Lane, Ipswich	1.7%	1 2.9%	1 0.0%	0 0.0%	0 0.0%
Other - Fairfield Road, Aldburgh	1.0%	0 0.0%	0 5.7%	0 0.0%	0 0.0%
Other - Golden Hines, Knackton Road, Ipswich	1.8%	1 3.1%	1 0.0%	0 0.0%	0 0.0%
Other - Hadleigh High School	2.1%	1 0.0%	0 0.0%	0 0.0%	0 17.8%
Other - Kirkby Street, Ipswich	1.2%	1 2.1%	1 0.0%	0 0.0%	0 0.0%
Other - Labour Club, Landseer Road, Gainsborough	3.5%	2 6.1%	2 0.0%	0 0.0%	0 0.0%
Other - Whitehouse Community Centre, Ipswich	3.1%	2 5.4%	2 0.0%	0 0.0%	0 0.0%
Other - Wycombe Market	0.7%	0 0.0%	0 4.3%	0 0.0%	0 0.0%
Other	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Weighted base:		50	29	8	7
Sample:		55	35	10	7

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
Q28 Where did you or members of your household last go to the cinema?										
<i>Those who go to the cinema.</i>										
Cineworld, Cardinal Park, Ipswich	65.7%	315	91.7%	152	44.9%	52	58.5%	61	53.5%	51
Film Theatre, Ipswich	0.5%	2	0.4%	1	0.0%	0	0.0%	0	1.6%	1
The Regal, Stowmarket	2.5%	12	0.0%	0	0.8%	1	10.8%	11	0.0%	0
The Palace, Felixstowe	3.1%	15	0.4%	1	12.2%	14	0.0%	0	0.0%	0
Riverside Centre, Woodbridge	9.7%	46	6.4%	11	22.7%	26	4.2%	4	5.3%	5
Aldeburgh Cinema, Aldeburgh	1.4%	7	0.0%	0	5.9%	7	0.0%	0	0.0%	0
Cineworld, Freeport Leisure, Braintree	1.3%	6	0.0%	0	0.0%	0	0.0%	0	6.5%	6
Odeon, Wherry Road, Norwich	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Picturehouse, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Vue, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odeon, Head Street, Colchester	5.3%	25	0.0%	0	0.0%	0	0.0%	0	26.5%	25
Flicks, Clacton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Electric Palace, Harwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Empire, Halstead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Film Theatre, Leiston	2.1%	10	0.0%	0	8.8%	10	0.0%	0	0.0%	0
Hollywood, Lowestoft	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Cineworld, Parkway, Bury St Edmunds	5.8%	28	0.0%	0	0.0%	0	21.9%	23	5.4%	5
Other - Camberly, Surrey	0.3%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Other - Cineworld, Bury St.Edmunds	0.3%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Other - Cineworld, Trafford Centre	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0
Other - Hadleigh	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Other - Huntington	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Other - Imax, London	0.3%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Other - Odeon, Canterbury	0.2%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Other - Odeon, Colchester	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Other - Oldbrough	0.3%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Other - Riverside Theatre, Woodbridge	0.2%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Other - Southhampton	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Other - Vue, Castle Mall, Norwich	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		480		165		116		104		95
Sample:		471		180		150		96		45

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
Q29 Where did you or members of your household last go to a gym / healthclub?										
<i>Those who go to a gym / healthclub.</i>										
Gym & Trim, Cardinal Park, Ipswich	2.1%	5	2.9%	3	1.5%	1	0.0%	0	3.6%	2
Fitness First, Russell Road, Ipswich	1.8%	4	2.8%	3	0.0%	0	0.0%	0	3.6%	2
Crown Pools, Crown Street, Ipswich	8.0%	19	18.2%	17	1.6%	1	2.9%	1	0.0%	0
YMCA (Ipswich), 38Westgate Street, Ipswich	0.6%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0
YMCA Training, 517 London Road, Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich Sports Club, Henley Road, Ipswich	1.2%	3	1.9%	2	0.0%	0	2.1%	1	0.0%	0
Swallow Leisure (Ipswich), Belstead Road, Belstead, Ipswich	1.6%	4	2.8%	3	0.0%	0	2.7%	1	0.0%	0
Copleston Centre, Copleston Road, Ipswich	0.4%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Gainsborough Sports Centre, Brazier's Wood Road, Ipswich	2.0%	5	5.1%	5	0.0%	0	0.0%	0	0.0%	0
Whitton Sports & Community Centre, Whitton Church Lane, Ipswich	1.0%	2	2.6%	2	0.0%	0	0.0%	0	0.0%	0
Next Generation Health Club, 11 The Havens, Ransomes Europark, Ipswich	2.0%	5	5.2%	5	0.0%	0	0.0%	0	0.0%	0
Oaks Fitness, 47 Upper Orwell Street, Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spirit Health & Fitness, London Road, Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maidenhall Sports Centre, Maidenhall Approach, Ipswich	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Hotel Elizabeth Leisure Club, London Road, Copdock, Copdock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hintlesham Hall Hotel Club, George Street, Hintlesham, Hintlesham	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Clarice House, Bramford Road, Bramford	6.4%	15	6.6%	6	0.0%	0	4.0%	2	16.3%	7
Martlesham Leisure, Gloster Road, Martlesham Heath	1.6%	4	2.8%	3	2.4%	1	0.0%	0	0.0%	0
Adrenaline Gym, Ipswich	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0
David Lloyd, Ransomes Europark, Ipswich	5.0%	12	9.5%	9	1.9%	1	1.2%	1	3.6%	2
St Josephs College, Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westbourne High School, Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martlesham Leisure Club, Martlesham Heath, Martlesham Heath	1.6%	4	1.7%	2	3.9%	2	0.0%	0	0.0%	0
Outside Ipswich	1.8%	4	1.6%	1	3.7%	2	1.6%	1	0.0%	0
Other - Brackenbury Sports Centre, High Road West, Felixstowe	0.5%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Other - Busybodies, Causeway End, Station Road, Lawford, Manningtree	1.3%	3	0.0%	0	0.0%	0	0.0%	0	7.2%	3
Other - Chantry High School, Stone Lodge Lane	0.4%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Other - Cowdray Centre, Mason Rd, Colchester	1.4%	3	0.0%	0	0.0%	0	0.0%	0	7.8%	3
Other - Deben Swimming Pool, Station Road, Woodbridge	6.5%	15	5.3%	5	17.5%	10	2.1%	1	0.0%	0
Other - Don't know / can't	9.3%	22	6.3%	6	10.8%	6	2.9%	1	20.5%	9

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Weighted:

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	Total		Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)	
remember										
Other - Felixstowe Leisure Centre, Undercliff Road West, Felixstowe	6.4%	15	1.8%	2	21.8%	12	0.0%	0	3.6%	2
Other - Fitness Express, Ufford Park, Scott Lane, Melton, Woodbridge	3.0%	7	1.2%	1	11.1%	6	0.0%	0	0.0%	0
Other - Formham Golf Club	0.4%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0
Other - Framlingham College, Framlingham	0.3%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Other - Greshams, Tuddenham Road, Ipswich	0.3%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Other - Gym, Rendlesham	0.3%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Other - Gymophobic, Princes Street, Ipswich	0.8%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Other - Hadleigh High Leisure Centre, Highlands Road, Hadleigh	1.3%	3	0.0%	0	0.0%	0	2.3%	1	4.7%	2
Other - Hospital Gym, Heath Road, Ipswich	0.3%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Other - Ipswich - Orwell Retail Park/Ranelagh Road	0.4%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Other - Ipswich Preparatory School, Ivry Street, Ipswich	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Other - Ipswich, Fore Street Baths, Fore Street	0.3%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Other - Kersey Mill Health & Fitness Club, Kersey Mill, Kersey	2.5%	6	0.0%	0	0.0%	0	12.6%	6	0.0%	0
Other - Kingfisher Leisure Centre, Station Road, Sudbury	4.3%	10	1.0%	1	1.5%	1	0.0%	0	19.7%	9
Other - LA Fitness, Moreton Hall Estate, Easlea Road, Bury St Edmunds	0.4%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0
Other - Leiston Leisure Centre, Red House Lane, Leiston	2.6%	6	0.0%	0	8.4%	5	0.0%	0	3.4%	1
Other - Mid Suffolk Leisure Centre, Gainsborough Road, Stowmarket	8.9%	21	0.0%	0	0.0%	0	45.4%	21	0.0%	0
Other - Moreton Hall Health Club, Mount Road, Bury St. Edmunds	1.0%	2	0.6%	1	0.0%	0	3.9%	2	0.0%	0
Other - Northgate Sports Centre, Sidegate Lane West, Ipswich	1.5%	4	3.9%	4	0.0%	0	0.0%	0	0.0%	0
Other - Ravenswood School, Ravenswood Avenue, Ipswich	0.4%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Other - Rosary Conservative Club, Bramford Road, Ipswich	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Other - Rushmere Indoor Bowls, Ipswich	0.4%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Other - St Johns CoFE School, Victory Road, Ipswich	0.3%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Other - Stoke-by-Nayland Golf Club, Keeper's Lane, Leavenheath, Colchester	0.4%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	1
Other - Stowmarket Health Centre, Violet Hill Road, Stowmarket	1.2%	3	0.0%	0	0.0%	0	6.1%	3	0.0%	0
Other - Stradbroke Swimming Pool, Wilby Road, Stradbroke, Diss	2.2%	5	0.0%	0	4.4%	2	6.0%	3	0.0%	0
Other - The Health Centre, University Of East Anglia, Earlham Road, Norwich	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Other - The Toning Studio, London Road, Halesworth, Waveney	0.6%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0

Column %ges.

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Weighted:

February 2010

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
Other - Town Hall, Saxmundham	0.4%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Other - Village Hall, Waldringfield	0.3%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Other - Woolverstone Hall School, Woolverstone	0.7%	2	0.0%	0	0.0%	0	0.0%	0	3.6%	2
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	236			92		55		46		43
Sample:	232			103		72		36		21

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
Q30 Where did you or members of your household last go to a museum or place of historical interest?										
<i>Those who go to museums or places of historical interest.</i>										
Christchurch Mansion & Wolsey Art Gallery, Soane Street, Ipswich	8.4%	30	15.4%	20	9.3%	7	2.0%	2	2.1%	1
Town Hall Galleries, Cornhill, Ipswich	0.5%	2	0.6%	1	0.0%	0	1.2%	1	0.0%	0
John Russell Gallery, 4-6 Wherry Lane, Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich Transport Museum, Cobham Road, Ipswich	0.8%	3	0.9%	1	2.5%	2	0.0%	0	0.0%	0
Ipswich Museum, High Street, Ipswich	18.9%	68	32.7%	43	8.5%	6	13.5%	12	10.2%	7
Felixstowe Museum, Viewpoint Road, Felixstowe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Landguard Fort, Felixstowe, Felixstowe	0.5%	2	0.0%	0	2.6%	2	0.0%	0	0.0%	0
Martlesham Heath Control Tower, Off Parkers Place, Martlesham Heath	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodbridge Museum, 5 Market Hill, Martlesham Heath	1.2%	4	1.3%	2	1.3%	1	0.0%	0	2.2%	2
Museum of East Anglian Life, Crowe Street, Stowmarket	2.9%	10	0.0%	0	1.2%	1	9.1%	8	2.2%	2
Orford Castle, Aldeburgh	0.6%	2	0.4%	1	2.1%	2	0.0%	0	0.0%	0
St Edmundsbury Cathedral, Bury St Edmunds	1.8%	6	0.0%	0	1.1%	1	4.7%	4	2.2%	2
The Guildhall, Lavenham	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0
West Stow Anglo Saxon Village, West Stow	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Norwich Castle Museum and Gallery, Nowich	2.2%	8	0.7%	1	3.6%	3	4.9%	4	0.0%	0
Grimes Graves, Thetford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cressing Temple, Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Framlingham Castle, Framlingham	0.6%	2	0.7%	1	1.9%	1	0.0%	0	0.0%	0
Other - Abroad	4.4%	16	2.5%	3	8.2%	6	1.9%	2	7.1%	5
Other - Alnwick Castle, Northumberland	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Other - Birmingham	0.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Other - Bournemouth	0.3%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Other - Bristol	0.2%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Bury Centre	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Other - Bury St.Edmunds	0.3%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Other - Cambridge	1.0%	4	1.3%	2	0.0%	0	2.2%	2	0.0%	0
Other - Colchester Castle, Ryegate Road, Colchester	1.7%	6	0.0%	0	0.0%	0	4.0%	3	3.9%	3
Other - Cornwall	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other - Derbyshire	0.4%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Other - Don't know / can't remember	13.1%	48	11.0%	15	16.7%	12	14.3%	13	12.0%	8
Other - Dorset	0.3%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Other - Dover Castle, Dover	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Other - Durham City	0.5%	2	0.0%	0	0.0%	0	0.0%	0	2.5%	2
Other - FitzWilliam Museum, Cambridge	2.0%	7	2.1%	3	0.0%	0	2.8%	2	2.8%	2
Other - Gainsbrough	0.5%	2	0.0%	0	0.0%	0	0.0%	0	2.5%	2
Other - Great Yarmouth	0.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Other - Hampshire	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other - Horrington	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other - Iron Bridge	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Other - Julian Shrine, Norwich	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Other - Kent	0.4%	2	0.0%	0	0.0%	0	0.0%	0	2.2%	2
Other - Leeds	0.3%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Other - Leiston	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Other - Liverpool	0.5%	2	1.4%	2	0.0%	0	0.0%	0	0.0%	0
Other - London	24.9%	90	19.6%	26	32.9%	24	23.0%	20	28.9%	20
Other - Longmelford Hall, Longmelford	0.7%	2	0.0%	0	0.0%	0	0.0%	0	3.5%	2

Ipswich Household Survey for Strategic Perspectives

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
Other - Lowestoft	0.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Other - Lyme Park, Cheshire	0.8%	3	0.0%	0	0.0%	0	3.1%	3	0.0%	0
Other - Manchester	1.0%	4	2.7%	4	0.0%	0	0.0%	0	0.0%	0
Other - National Motor Museum, Hampshire	0.2%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Northumberland	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Other - Norwich Castle	0.8%	3	0.0%	0	0.0%	0	3.3%	3	0.0%	0
Other - Orkney	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Other - Oxford	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Other - Portsmouth	0.4%	2	0.0%	0	0.0%	0	1.7%	2	0.0%	0
Other - Preston Tower, Preston	1.0%	4	0.0%	0	0.0%	0	0.0%	0	5.1%	4
Other - Rochester	0.7%	2	0.0%	0	0.0%	0	0.0%	0	3.5%	2
Other - Scotland	0.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Other - Sutton Hoo, Woodbridge	0.2%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Torquay	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Other - Warwick	1.0%	4	0.6%	1	0.0%	0	0.0%	0	3.9%	3
Other - York	0.6%	2	0.0%	0	0.9%	1	0.6%	1	1.5%	1
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		362		132		73		88		70
Sample:		353		147		91		81		34

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
Q31 Where did you or members of your household last go to a nightclub or musical venue?										
<i>Those who go to nightclubs or musical venues.</i>										
Corn Exchange, 3/5 Northgate Street, Ipswich	2.3%	3	3.6%	2	0.0%	0	4.7%	1	0.0%	0
Fire & Ice, West Leisure Terrace, Cardinal Park, Ipswich	0.6%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Liquid Envy, 127 Old Cattle Market, Ipswich	7.0%	9	10.3%	5	9.8%	2	5.8%	1	0.0%	0
Mojo, 32 Tacket Street, Ipswich	10.8%	13	20.0%	9	15.1%	4	0.0%	0	0.0%	0
Pals, 3 St. Helens Street, Ipswich	4.8%	6	7.2%	3	9.8%	2	0.0%	0	0.0%	0
PJ McGinty and Sons, King Street, Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Regent Theatre, Ipswich	8.3%	10	8.6%	4	9.3%	2	16.2%	4	0.0%	0
Seventy-Seven, 77 Fore Hamlet, Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Thomas Eldred, Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Aldeburgh	0.4%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0
Other - Baracuda, Cattle Market, Ipswich	1.5%	2	4.0%	2	0.0%	0	0.0%	0	0.0%	0
Other - Bedford	0.8%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Other - Bettys, Ipswich	1.4%	2	2.2%	1	2.9%	1	0.0%	0	0.0%	0
Other - Birmingham	0.5%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Brentwood	0.7%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Other - Bury St.Edmunds	1.8%	2	0.0%	0	0.0%	0	9.6%	2	0.0%	0
Other - Cambridge Arts Theatre, Cambridge	0.6%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Other - Christchurch Park, Soane Street, Ipswich	0.7%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Other - Colchester	8.1%	10	3.0%	1	0.0%	0	0.0%	0	31.6%	8
Other - Don't know / can't remember	11.6%	14	6.7%	3	16.9%	4	14.8%	3	12.2%	3
Other - Electric Palace, Harwich	1.3%	2	0.0%	0	0.0%	0	0.0%	0	5.8%	2
Other - Felixstowe	2.1%	3	3.0%	1	4.9%	1	0.0%	0	0.0%	0
Other - Foxhall Road, Ipswich	0.5%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Hadleigh	0.8%	1	0.0%	0	0.0%	0	0.0%	0	3.8%	1
Other - Hennan Park, Suffolk	0.5%	1	0.0%	0	2.5%	1	0.0%	0	0.0%	0
Other - Horrom	0.5%	1	0.0%	0	2.5%	1	0.0%	0	0.0%	0
Other - Ipswich	4.2%	5	9.8%	5	0.0%	0	2.4%	1	0.0%	0
Other - Levenham Church, Sudbury	2.0%	2	0.0%	0	0.0%	0	0.0%	0	9.1%	2
Other - London	4.3%	5	1.7%	1	0.0%	0	14.9%	3	3.8%	1
Other - Manor Ballroom, Ipswich	0.7%	1	0.0%	0	3.3%	1	0.0%	0	0.0%	0
Other - Martlesham	0.7%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Other - Nayland	6.0%	7	0.0%	0	0.0%	0	0.0%	0	27.2%	7
Other - Newmarket	0.9%	1	0.0%	0	0.0%	0	4.8%	1	0.0%	0
Other - Norwich	0.5%	1	0.0%	0	2.5%	1	0.0%	0	0.0%	0
Other - O2 Arena London	3.3%	4	1.3%	1	5.8%	1	8.5%	2	0.0%	0
Other - Snape	2.0%	2	0.0%	0	9.6%	2	0.0%	0	0.0%	0
Other - Southend	0.9%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Stepford	0.5%	1	0.0%	0	0.0%	0	2.8%	1	0.0%	0
Other - Stretford	0.7%	1	0.0%	0	3.3%	1	0.0%	0	0.0%	0
Other - Sudbury	1.4%	2	0.0%	0	0.0%	0	0.0%	0	6.4%	2
Other - Suffolk	0.6%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Other - The Regal, Stowmarket	1.1%	1	0.0%	0	0.0%	0	5.8%	1	0.0%	0
Other - Thurswood	0.6%	1	0.0%	0	0.0%	0	3.2%	1	0.0%	0
Other - Trinity Park, Ipswich	0.5%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Voilethill Road, Stowmarket	1.2%	2	0.0%	0	0.0%	0	6.6%	2	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		121		46		25		23		27
Sample:		115		55		30		19		11

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
Q32 Where did you or members of your household last go to a pub/bar?										
<i>Those who go to pubs or bars</i>										
Cardinal Park, Ipswich	2.5%	12	2.0%	3	1.8%	2	0.0%	0	7.7%	6
Ipswich Town Centre, Including St Nicholas Street, Ipswich	21.2%	99	46.4%	76	5.1%	6	12.0%	12	6.0%	5
Ipswich Waterfront, Ipswich	2.9%	14	5.5%	9	0.0%	0	3.6%	4	1.2%	1
Isaacs, Ipswich	0.5%	2	1.4%	2	0.0%	0	0.0%	0	0.0%	0
Pals, Ipswich	0.4%	2	0.0%	0	0.0%	0	0.0%	0	2.4%	2
The Dove, Ipswich	2.2%	10	6.3%	10	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
Other - Abroad	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.9%	2
Other - Aldeburgh	0.3%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Other - Aldringham	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other - Ardleigh	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Other - Bacton	0.5%	3	0.0%	0	0.0%	0	2.6%	3	0.0%	0
Other - Barham	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Other - Bedford	0.3%	1	0.6%	1	0.3%	0	0.0%	0	0.0%	0
Other - Blaxhall	0.3%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Other - Bramford	0.3%	2	0.9%	2	0.0%	0	0.0%	0	0.0%	0
Other - Brandeston	0.3%	1	0.0%	0	0.6%	1	0.7%	1	0.0%	0
Other - Brantham	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.9%	2
Other - Brickham	0.3%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Other - Brockdish	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other - Bury St.Edmunds	1.7%	8	0.6%	1	0.0%	0	6.9%	7	0.0%	0
Other - California Social Club, Foxhall Road, Ipswich	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Canterbury	0.4%	2	0.0%	0	0.6%	1	1.0%	1	0.0%	0
Other - Claydon	0.5%	2	0.4%	1	1.0%	1	0.6%	1	0.0%	0
Other - Cock and Pie, Ipswich	0.2%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Colchester	3.4%	16	0.0%	0	0.0%	0	0.0%	0	19.1%	16
Other - Cotton	0.5%	2	0.0%	0	0.0%	0	2.5%	2	0.0%	0
Other - Cretingham	0.1%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0
Other - Darlington	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Other - Debenham	0.6%	3	0.0%	0	0.0%	0	2.7%	3	0.0%	0
Other - Don't know / can't remember	6.5%	30	4.8%	8	6.7%	8	10.5%	10	4.4%	4
Other - Earls Stonham	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other - Eastbridge	0.3%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Other - Easton	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Other - Elmswell	0.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Other - Eye	0.3%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Other - Felixstowe	7.3%	34	0.9%	1	27.1%	33	0.0%	0	0.0%	0
Other - Foxhall Road, Ipswich	0.3%	2	0.0%	0	1.3%	2	0.0%	0	0.0%	0
Other - Framlingham	0.6%	3	0.0%	0	2.5%	3	0.0%	0	0.0%	0
Other - Gainsbrough	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Other - Great Blakenham	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Other - Great Briscip	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other - Groton	0.6%	3	0.0%	0	0.0%	0	3.0%	3	0.0%	0
Other - Grundisburgh	0.3%	2	0.0%	0	1.3%	2	0.0%	0	0.0%	0
Other - Hadleigh	1.0%	4	0.0%	0	0.0%	0	0.0%	0	5.4%	4
Other - Halesworth	0.3%	2	0.0%	0	1.4%	2	0.0%	0	0.0%	0
Other - Harkstead	0.8%	4	0.0%	0	0.0%	0	0.0%	0	4.2%	4
Other - Harrogate	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Other - Hattingstone	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Other - Holbrook	0.7%	3	0.0%	0	0.0%	0	0.0%	0	3.7%	3
Other - Ingham	0.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Other - Ipswich	0.6%	3	1.1%	2	0.4%	1	0.6%	1	0.0%	0
Other - Ipswich East	0.4%	2	0.5%	1	0.9%	1	0.0%	0	0.0%	0
Other - Kesgrave	0.8%	4	1.0%	2	0.7%	1	0.0%	0	1.8%	1
Other - Kingfisher Leisure Centre, Station Road, Sudbury	0.2%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Kirkby	1.2%	6	0.0%	0	0.0%	0	0.0%	0	6.7%	6
Other - Laxfield	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Other - Leiston	0.5%	3	0.0%	0	2.1%	3	0.0%	0	0.0%	0
Other - Levington	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Other - Little Glemham	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Other - Little Waldingfield	0.4%	2	0.0%	0	0.0%	0	0.0%	0	2.1%	2
Other - London	0.3%	1	0.5%	1	0.0%	0	0.6%	1	0.0%	0

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Weighted:

February 2010

	Total		Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)	
Other - Martlesham	2.2%	10	4.9%	8	1.3%	2	0.6%	1	0.0%	0
Other - Maybush Public House, Cliff Road, Waldringfield	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Mellis	0.3%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Other - Melton	0.6%	3	0.0%	0	2.4%	3	0.0%	0	0.0%	0
Other - Middleton	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0
Other - Nacton	0.4%	2	0.4%	1	1.0%	1	0.0%	0	0.0%	0
Other - Needham Market	0.7%	3	0.0%	0	0.0%	0	3.4%	3	0.0%	0
Other - Newbourne	0.3%	2	0.5%	1	0.6%	1	0.0%	0	0.0%	0
Other - Norton	0.7%	3	0.0%	0	0.0%	0	3.2%	3	0.0%	0
Other - Norwich	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Other - Norwich Road, Ipswich	0.4%	2	1.1%	2	0.0%	0	0.0%	0	0.0%	0
Other - Orford	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Other - Otley	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Other - Pettistree	0.5%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Other - Polstead	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Other - Portsmouth	0.2%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Other - Rampant Horse Inn, Needham Market	0.3%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Other - Rankford	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0
Other - Red Lion, East Bergholt	0.5%	2	0.0%	0	0.0%	0	0.6%	1	1.8%	1
Other - Rushmere	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Other - Saxmundham	0.4%	2	0.0%	0	1.4%	2	0.0%	0	0.0%	0
Other - Shotley Gate	0.8%	4	0.0%	0	0.0%	0	0.0%	0	4.2%	4
Other - Sibton	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Other - Snape	0.6%	3	0.0%	0	2.5%	3	0.0%	0	0.0%	0
Other - Southwold	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other - Spring Road, Ipswich	0.6%	3	1.6%	3	0.0%	0	0.0%	0	0.0%	0
Other - Sproughton Road, Ipswich	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Other - Stonham Aspal	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Other - Stowmarket	4.6%	22	0.0%	0	0.0%	0	21.9%	22	0.0%	0
Other - Stratford St.Mary	0.8%	4	0.4%	1	0.0%	0	0.0%	0	3.6%	3
Other - Stutton	0.5%	2	0.5%	1	0.0%	0	0.0%	0	1.9%	2
Other - Sudbury	1.5%	7	0.0%	0	0.0%	0	0.0%	0	8.2%	7
Other - Tacket Street, Ipswich	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Other - Tattingstone	0.7%	3	0.4%	1	0.7%	1	0.0%	0	1.9%	2
Other - The Angel, Debenham	0.3%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Other - The Crown, Bramford	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Other - The Dolphin Inn, Peace Place, Thorpeness	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other - The Duke of Malbrough, Somersham	0.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Other - The Fat Cat, Spring Road, Ipswich	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - The Feathers, Felixstowe	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Other - The Golden Hind, Nacton Road, Ipswich	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - The Greyhound, Henley Road, Ipswich	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Other - The Grosvenor, Ranelagh Road, Felixstowe	0.4%	2	0.0%	0	1.6%	2	0.0%	0	0.0%	0
Other - The Raven, Ravenswood, Ipswich	1.2%	6	3.5%	6	0.0%	0	0.0%	0	0.0%	0
Other - Thordon	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other - Thornham	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Other - Thurston	0.7%	3	0.0%	0	0.0%	0	3.5%	3	0.0%	0
Other - Tomas Heldren, Castle Hill, Ipswich	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Other - Waldringfield	0.3%	1	0.4%	1	0.5%	1	0.0%	0	0.0%	0
Other - Waveney	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0
Other - West Mersea	0.7%	3	0.0%	0	0.0%	0	0.0%	0	4.0%	3
Other - Woodbridge	7.4%	35	7.3%	12	16.0%	19	1.1%	1	2.9%	2
Other - Woolpit	0.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Other - Wycombe Market	0.3%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0

Column %ges.

Ipswich Household Survey for Strategic Perspectives

Weighted:

February 2010

	Total		Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)	
Other - Yoxford	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Other - Ipswich - Golden Lion Wetherspoons, Cornhill	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Weighted base:		466		164		120		98		83
Sample:		460		176		149		95		40

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
Q33 Where did you or members of your household last go to a restaurant?										
<i>Those who go to restaurants</i>										
Cardinal Park, Ipswich	5.9%	42	8.5%	22	3.8%	6	4.3%	7	5.3%	7
Ipswich Town Centre, including St Nicholas Street, Ipswich	22.5%	162	45.9%	118	4.0%	7	13.3%	21	11.2%	16
Ipswich Waterfront, Ipswich	5.7%	41	9.0%	23	3.9%	6	5.1%	8	2.2%	3
Bury St Edmunds	5.3%	38	0.0%	0	0.9%	2	20.1%	32	3.2%	4
Cambridge	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Chelmsford	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Colchester	3.3%	24	0.7%	2	0.0%	0	0.0%	0	15.9%	22
Diss	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Felixstowe	8.4%	60	4.6%	12	28.2%	46	1.6%	3	0.0%	0
Norwich	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Stowmarket	2.2%	16	0.0%	0	0.4%	1	9.5%	15	0.0%	0
Sudbury	1.2%	9	0.0%	0	0.0%	0	0.0%	0	6.2%	9
Woodbridge	6.9%	49	6.7%	17	17.5%	28	1.2%	2	1.4%	2
Other - Abroad	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	2
Other - Aldeburgh	0.8%	5	0.3%	1	2.9%	5	0.0%	0	0.0%	0
Other - Ardleigh	0.4%	3	0.0%	0	0.0%	0	0.0%	0	2.2%	3
Other - Arundel Way, Ipswich	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Assington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Other - Bacton	0.2%	2	0.3%	1	0.0%	0	0.4%	1	0.0%	0
Other - Badingham	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Other - Bath	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Beccles	0.1%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0
Other - Birmingham	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Bramford	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Brandeston	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Other - Brantham	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Other - Bucklesham	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Canterbury	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Other - Capel St.Mary	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	2
Other - Cardiff	0.1%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Other - Chelmsford	0.4%	3	0.0%	0	1.6%	3	0.0%	0	0.0%	0
Other - Claydon	0.9%	7	0.3%	1	0.0%	0	3.7%	6	0.0%	0
Other - Copdock	0.5%	3	1.3%	3	0.0%	0	0.0%	0	0.0%	0
Other - Corncraft, Monks Eleigh	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Other - Cotton	0.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Other - Coventry	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Other - Debenham	0.3%	2	0.0%	0	0.0%	0	1.3%	2	0.0%	0
Other - Dedham	1.4%	10	0.3%	1	0.9%	2	0.0%	0	5.5%	8
Other - Dennington	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other - Derbyshire	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Other - Don't know / can't remember	5.8%	41	4.0%	10	4.2%	7	4.9%	8	11.7%	16
Other - Dunston	0.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Other - Earls Stonham	0.1%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Other - Euro Retail Park, Ipswich	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Eye	0.4%	3	0.0%	0	0.0%	0	1.9%	3	0.0%	0
Other - Framlingham	0.1%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Other - Felixstow Road, Ipswich	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Ford Green	0.1%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Other - Foxhall	0.2%	2	0.3%	1	0.4%	1	0.0%	0	0.0%	0
Other - Framlingham	0.8%	6	0.2%	1	2.6%	4	0.5%	1	0.0%	0
Other - Great Bricett	0.2%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Other - Grundisburgh	0.3%	2	0.0%	0	0.8%	1	0.6%	1	0.0%	0
Other - Hadleigh	1.5%	11	1.0%	3	0.0%	0	0.4%	1	5.5%	8
Other - Halesworth	0.1%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0
Other - Harkstead	0.5%	4	0.0%	0	0.0%	0	0.0%	0	2.5%	4
Other - Haughley	0.2%	2	0.0%	0	0.0%	0	1.1%	2	0.0%	0
Other - Hintlesham	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other - Holbrook	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Ingham	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other - Ipswich	0.5%	3	1.3%	3	0.0%	0	0.0%	0	0.0%	0
Other - Ipswich - Anglia Retail Park	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Kesgrave	1.1%	8	1.9%	5	0.7%	1	0.0%	0	1.1%	1
Other - Kessingland	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0

Ipswich Household Survey for Strategic Perspectives

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
Other - Kettleborough	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Other - Lavenham	0.7%	5	0.0%	0	0.0%	0	3.0%	5	0.0%	0
Other - Leiston	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Other - Levington	0.3%	2	0.3%	1	0.0%	0	0.0%	0	1.1%	1
Other - Lincolnshire	0.1%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0
Other - Little Bealings	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Little Glemham	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Other - London	1.9%	14	0.9%	2	1.8%	3	2.2%	3	3.5%	5
Other - Long Melford	1.0%	7	0.0%	0	0.0%	0	0.0%	0	5.3%	7
Other - Lowestoft	0.3%	2	0.0%	0	0.5%	1	0.7%	1	0.0%	0
Other - Luton	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Other - Manchester	0.1%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0
Other - Marlow	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Martlesham	0.5%	3	0.7%	2	0.7%	1	0.3%	1	0.0%	0
Other - Martlesham Heath	0.5%	3	0.0%	0	2.1%	3	0.0%	0	0.0%	0
Other - Maybush	0.4%	3	0.0%	0	0.5%	1	0.3%	1	1.2%	2
Other - Meltham	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other - Melton	0.6%	4	0.0%	0	2.6%	4	0.0%	0	0.0%	0
Other - Mistly, Essex	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	2
Other - Museum Street, Ipswich	0.2%	1	0.3%	1	0.4%	1	0.0%	0	0.0%	0
Other - Nacton	0.2%	2	0.3%	1	0.5%	1	0.0%	0	0.0%	0
Other - Nayland	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	2
Other - Needham Market	1.1%	8	0.0%	0	0.0%	0	5.0%	8	0.0%	0
Other - Newbourne	0.6%	4	0.2%	1	1.4%	2	0.9%	1	0.0%	0
Other - Northumberland	0.1%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Other - Norton	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other - Norwich	0.1%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Other - Nottingham	0.2%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Other - Orford	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Other - Patterswick	0.5%	3	0.0%	0	0.0%	0	0.0%	0	2.4%	3
Other - Pettistree	0.3%	2	0.0%	0	1.4%	2	0.0%	0	0.0%	0
Other - Polstead	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Other - Ravenswood, Ipswich	0.5%	4	1.4%	4	0.0%	0	0.0%	0	0.0%	0
Other - Saxmundham	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Other - Sherringham	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Other - Shotley Gate	0.5%	4	0.0%	0	0.0%	0	0.0%	0	2.5%	4
Other - Sibton	0.1%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Other - Sizewell	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Other - Snape	0.7%	5	0.0%	0	2.3%	4	0.6%	1	0.0%	0
Other - Sproughton	0.4%	3	0.3%	1	0.0%	0	1.5%	2	0.0%	0
Other - Sproughton Road, Ipswich	0.1%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0
Other - Stowmarket	0.1%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Other - Tattingstone	0.3%	2	0.3%	1	0.0%	0	0.0%	0	1.1%	2
Other - Thordon	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Other - Thurston	0.2%	1	0.0%	0	0.2%	0	0.6%	1	0.0%	0
Other - Tolstead	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Tunstall	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Other - Tuttenham	1.0%	7	1.0%	3	1.2%	2	1.5%	2	0.0%	0
Other - Waldringfield	0.7%	5	0.7%	2	0.7%	1	1.3%	2	0.0%	0
Other - Warwick	0.4%	3	0.0%	0	0.0%	0	0.0%	0	2.0%	3
Other - Westerfield	0.6%	4	1.5%	4	0.4%	1	0.0%	0	0.0%	0
Other - Woolpit	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other - Wycombe	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Wycombe Market	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Other - Yoxford	0.1%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	718		258		162		159		139	
Sample:	711		284		210		148		69	

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
Q34 Where did you or members of your household last go tenpin bowling?										
<i>Those who go tenpin bowling</i>										
Solar Bowl, Sproughton Rd, Ipswich	40.0%	80	53.8%	36	9.2%	4	73.8%	31	18.9%	9
Kingpin, Gloster Road, Martlesham Heath, Ipswich	34.9%	70	35.8%	24	87.2%	40	7.6%	3	5.7%	3
Ten pin bowling, Colchester Strikes, Byford Road, Sudbury	12.0%	24	2.7%	2	0.0%	0	0.0%	0	49.6%	22
Bury Bowl, Eastgate Street, Bury St Edmunds	3.9%	8	0.0%	0	0.0%	0	0.0%	0	17.6%	8
Mega Bowl, Pilsworth, Bury St Edmunds	1.5%	3	1.4%	1	0.0%	0	4.9%	2	0.0%	0
Mega Bowl, Pilsworth, Bury St Edmunds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Don't know / can't remember	3.8%	8	2.7%	2	1.8%	1	3.1%	1	8.2%	4
Other - Great Yarmouth	0.5%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0
Other - Martlesham Heath	1.2%	2	1.6%	1	1.8%	1	1.3%	1	0.0%	0
Other - Martlesham Retail Park, Martlesham	0.4%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Norwich	0.7%	1	0.0%	0	0.0%	0	3.2%	1	0.0%	0
Other - Thetford	0.3%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Other - Winchester	0.7%	2	0.0%	0	0.0%	0	3.5%	2	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		201		67		46		43		45
Sample:		193		74		56		43		20

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
Q35 Where did you or members of your household last go to the theatre?										
<i>Those who go to the theatre</i>										
Ipswich Regent, 3 St. Helens Street, Ipswich	15.4%	66	17.5%	26	10.5%	9	20.6%	20	11.3%	11
The New Wolsey Theatre, Civic Drive, Ipswich	26.3%	113	44.2%	65	16.1%	14	23.7%	23	10.8%	10
The Corn Exchange, King Street, Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dance East, Ipswich Waterfront, Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sir John Mills Theatre, Gatacre Road, Ipswich	2.0%	9	2.3%	3	1.8%	2	1.1%	1	2.7%	3
Sea Pavilion, Felixstowe, Felixstowe	3.9%	17	2.3%	3	11.7%	10	2.8%	3	0.0%	0
Regal Theatre, Stowmarket, Stowmarket	0.5%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0
The Quay Theatre, Sudbury	0.8%	3	0.0%	0	0.0%	0	0.0%	0	3.7%	3
Mercury Theatre, Colchester	6.4%	27	0.0%	0	0.9%	1	0.0%	0	28.2%	27
The Theatre Royal, Bury St Edmunds	3.2%	14	0.7%	1	1.9%	2	9.6%	9	1.6%	1
Theatre Royal, Norwich	1.4%	6	0.4%	1	2.4%	2	3.3%	3	0.0%	0
Seckford Theatre, Woodbridge	2.4%	10	0.5%	1	8.6%	8	1.9%	2	0.0%	0
The Wolsey Studio, St Georges Street, Ipswich	3.5%	15	6.0%	9	2.4%	2	2.5%	3	1.6%	2
Maddermarket Theatre, Norwich	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
London	24.5%	105	15.0%	22	29.4%	26	23.2%	23	35.8%	34
Other - Abroad	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Other - Aldeburgh	0.3%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Other - Cambridge	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Other - Claydon	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Other - Colchester	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Other - Community Centre, Ipswich	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Debenham	0.3%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Other - Don't know / can't remember	3.7%	16	4.4%	7	1.4%	1	5.9%	6	2.7%	3
Other - Gaumont, Ipswich	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Other - Hornchurch, Essex	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Other - Ipswich	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Other - Leiston	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Other - Manchester	0.8%	4	2.5%	4	0.0%	0	0.0%	0	0.0%	0
Other - Manifest Theatre, Manningtree	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	2
Other - Odeon, Ipswich	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Other - Riverside Theatre, Woodbridge	0.9%	4	0.0%	0	4.3%	4	0.0%	0	0.0%	0
Other - Star Theatre, Felixstowe	0.6%	3	0.0%	0	2.9%	3	0.0%	0	0.0%	0
Other - The Marina, Lowestoft	0.3%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Other - Woodbridge Theatre	0.5%	2	1.4%	2	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
Weighted base:		429		147		90		98		94
Sample:		426		168		117		92		49

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
Q36 Where did you or members of your household undertake the activity mentioned?										
<i>Those who undertake any other activity</i>										
Cardinal Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich Town Centre	14.4%	18	21.4%	9	11.2%	3	7.6%	2	12.5%	3
Ipswich Waterfront	1.3%	2	3.6%	2	0.0%	0	0.0%	0	0.0%	0
Bury St Edmunds	1.7%	2	0.0%	0	0.0%	0	9.2%	2	0.0%	0
Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chelmsford	1.7%	2	2.1%	1	4.2%	1	0.0%	0	0.0%	0
Colchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Diss	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Felixstowe	7.9%	10	5.3%	2	24.7%	7	0.0%	0	0.0%	0
Norwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stowmarket	3.9%	5	0.0%	0	0.0%	0	21.3%	5	0.0%	0
Sudbury	1.7%	2	0.0%	0	1.2%	0	0.0%	0	6.4%	2
Woodbridge	7.5%	9	9.9%	4	16.6%	5	0.0%	0	0.0%	0
Other - Alton	2.1%	3	0.0%	0	2.1%	1	0.0%	0	7.3%	2
Other - Barham	0.5%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Other - Barking	1.1%	1	0.0%	0	0.0%	0	5.8%	1	0.0%	0
Other - Blaxhall	0.3%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0
Other - Bourne Hill, Wherstead	0.5%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Other - Bramford	0.6%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Other - Burstall	0.9%	1	0.0%	0	0.0%	0	4.8%	1	0.0%	0
Other - Claydon	1.1%	1	1.8%	1	0.0%	0	2.4%	1	0.0%	0
Other - Crowfield	0.8%	1	0.0%	0	0.0%	0	4.3%	1	0.0%	0
Other - Darsham	0.9%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0
Other - Debenham	0.7%	1	0.0%	0	2.7%	1	0.0%	0	0.0%	0
Other - Denton	0.5%	1	0.0%	0	2.1%	1	0.0%	0	0.0%	0
Other - Don't know / can't remember	7.0%	9	16.9%	7	2.1%	1	3.1%	1	0.0%	0
Other - East Bergholt	1.2%	1	0.0%	0	0.0%	0	0.0%	0	5.5%	1
Other - Easton	0.8%	1	0.0%	0	3.1%	1	0.0%	0	0.0%	0
Other - Elmswell	0.9%	1	0.0%	0	0.0%	0	4.8%	1	0.0%	0
Other - Eye	1.7%	2	0.0%	0	0.0%	0	9.2%	2	0.0%	0
Other - Finn Valley	0.9%	1	0.0%	0	0.0%	0	4.8%	1	0.0%	0
Other - Gainsbrough Sports Centre	0.7%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0
Other - Great Blakenham	0.6%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0
Other - Hadleigh	1.7%	2	0.0%	0	0.0%	0	0.0%	0	7.6%	2
Other - Haughton	0.6%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Other - Henley Road, Ipswich	1.5%	2	4.3%	2	0.0%	0	0.0%	0	0.0%	0
Other - Hidden Valley, Ipswich	0.7%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Other - Higham	0.9%	1	0.0%	0	3.6%	1	0.0%	0	0.0%	0
Other - Hintlesham Hall Hotel golf club	0.7%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0
Other - Hollow Trees, Semer, Ipswich	0.9%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0
Other - Ipswich - Orwell Retail Park/Ranelagh Road	0.5%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Ipswich - Portman Road	0.6%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Other - Leiston	1.2%	1	0.0%	0	4.8%	1	0.0%	0	0.0%	0
Other - London	0.5%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Martlesham	1.2%	1	0.0%	0	0.0%	0	0.0%	0	5.5%	1
Other - Nayland	6.0%	7	0.0%	0	0.0%	0	0.0%	0	27.0%	7
Other - Needham Market	1.2%	1	0.0%	0	0.0%	0	6.2%	1	0.0%	0
Other - Newbourne	0.9%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0
Other - Newbourne Road, Ipswich	0.7%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0
Other - Newmarket	1.0%	1	0.0%	0	4.2%	1	0.0%	0	0.0%	0
Other - Northgate Sports Centre, Sidegate Lane West, Ipswich	0.5%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Orford	0.5%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0
Other - Purdis Heath	0.6%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Other - Reydon	1.3%	2	0.0%	0	0.0%	0	0.0%	0	5.7%	2
Other - Rushmere	0.7%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Other - Sproughton	0.9%	1	0.0%	0	0.0%	0	4.8%	1	0.0%	0
Other - Stoke by Nayland	0.8%	1	0.0%	0	0.0%	0	0.0%	0	3.8%	1
Other - Stratford St.Mary	1.2%	1	0.0%	0	0.0%	0	0.0%	0	5.5%	1
Other - Sudbourne	0.5%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0

Ipswich Household Survey for Strategic Perspectives

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
Other - Suffolk Yacht Harbour, Levington	0.8%	1	0.0%	0	0.0%	0	4.3%	1	0.0%	0
Other - Thorpeness	1.2%	1	0.0%	0	4.9%	1	0.0%	0	0.0%	0
Other - Wivesham	0.5%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Other - Woodbridge	2.9%	4	0.0%	0	0.0%	0	0.0%	0	13.1%	4
Other - Woodgreen	0.7%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Other - Wrendlesham Forest	0.6%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Other - Wycombe Market	0.8%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Yoxford	1.0%	1	0.0%	0	4.3%	1	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		122		43		30		23		27
Sample:		118		46		37		23		12

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
Q37 What improvements to Ipswich Town Centre, if any, would make you visit it more often than you currently do?										
Better disabled access	0.6%	6	0.4%	2	0.0%	0	2.2%	5	0.0%	0
Better public transport	1.3%	13	2.7%	10	0.5%	1	0.3%	1	0.8%	1
Better signposting	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better policing /safer	1.9%	19	2.4%	9	1.6%	4	0.9%	2	2.5%	5
Better value for money / lower prices	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Cinema	0.4%	4	1.0%	4	0.3%	1	0.0%	0	0.0%	0
Cleaner streets	3.9%	39	5.1%	18	3.4%	8	3.0%	6	3.1%	6
Department Store	7.6%	76	10.3%	37	7.6%	18	4.2%	9	6.8%	13
Fewer traffic free pedestrian streets	0.2%	2	0.2%	1	0.5%	1	0.0%	0	0.0%	0
Improved public transport	0.7%	7	1.1%	4	0.5%	1	0.5%	1	0.5%	1
More frequent or different routes	0.4%	4	0.5%	2	1.0%	2	0.0%	0	0.0%	0
Cheaper public transport	0.6%	6	1.8%	6	0.0%	0	0.0%	0	0.0%	0
Additional park & ride facilities	0.5%	5	0.4%	1	0.9%	2	0.0%	0	0.8%	2
Cheaper park & ride facilities	0.9%	9	0.4%	2	1.3%	3	0.8%	2	1.2%	2
Larger shops	1.7%	17	2.7%	10	2.5%	6	0.0%	0	0.9%	2
New shopping centre	0.7%	7	0.8%	3	0.9%	2	1.0%	2	0.0%	0
Large food superstore	0.4%	4	1.2%	4	0.0%	0	0.0%	0	0.0%	0
More / better boutique shop offer	1.7%	17	1.8%	7	0.7%	2	2.5%	5	1.8%	4
More / better higher quality shop offer	8.4%	84	12.7%	45	6.5%	15	6.0%	13	5.8%	11
Shops and services open later in the evening	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Lower car parking charges	12.9%	129	12.3%	44	16.9%	39	13.6%	29	8.7%	17
More / better car parking	13.5%	135	14.1%	50	14.1%	33	18.5%	39	6.4%	13
More / better foodstores	0.5%	5	1.3%	5	0.0%	0	0.0%	0	0.0%	0
More fashion shops	3.8%	38	5.0%	18	2.4%	6	2.4%	5	4.8%	9
More smaller independent & specialist shops	8.6%	86	14.2%	51	3.3%	8	6.1%	13	7.4%	15
More traffic free pedestrianised streets	0.3%	3	0.4%	2	0.2%	1	0.6%	1	0.0%	0
More/better cafes	0.3%	3	0.4%	1	0.0%	0	0.8%	2	0.0%	0
More/better cultural facilities	0.2%	2	0.2%	1	0.0%	0	0.6%	1	0.0%	0
More/better entertainment facilities	0.9%	9	2.5%	9	0.0%	0	0.0%	0	0.0%	0
More/better events'	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
More better parks / green spaces	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
More/better public houses	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More/better restaurants	0.6%	6	1.3%	4	0.7%	2	0.0%	0	0.0%	0
More/better seats	0.6%	6	0.9%	3	0.3%	1	0.7%	1	0.5%	1
More/ better range of multiple retailers	5.8%	58	10.8%	39	3.1%	7	3.8%	8	1.8%	4
Nothing	44.3%	443	27.9%	99	50.3%	117	48.9%	105	61.9%	122
Do not visit Ipswich for leisure activities	1.4%	14	0.5%	2	2.1%	5	3.4%	7	0.0%	0
Better shopping environment - more public toilets	0.2%	2	0.2%	1	0.0%	0	0.6%	1	0.0%	0
Better shopping environment - smarten up the buildings / area in general	0.9%	9	0.6%	2	0.6%	1	2.7%	6	0.0%	0
Better provision for the disabled e.g. parking, toilets etc	0.3%	3	0.5%	2	0.7%	2	0.0%	0	0.0%	0
Better provision for the elderly	0.5%	5	0.7%	3	0.0%	0	0.0%	0	1.0%	2
Improve the roads	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less vacant stores	0.9%	9	1.2%	4	0.5%	1	0.5%	1	1.2%	2
More public toilets	0.3%	3	0.5%	2	0.2%	0	0.3%	1	0.0%	0
Relocate the market	0.4%	4	0.6%	2	0.0%	0	0.0%	0	0.8%	2
Better shopping environment	0.6%	6	0.8%	3	0.0%	0	1.7%	4	0.0%	0
Other	3.2%	32	3.3%	12	3.0%	7	3.1%	7	3.3%	6
Weighted base:	1000		356		232		214		198	
Sample:	1000		400		300		200		100	

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
GEN Gender of respondent										
Male	28.4%	284	33.0%	117	24.1%	56	24.2%	52	29.7%	59
Female	71.6%	716	67.0%	239	75.9%	176	75.8%	162	70.3%	139
Weighted base:		1000		356		232		214		198
Sample:		1000		400		300		200		100

AGE Can I just ask, how old are you?

18-24	1.1%	11	1.4%	5	1.2%	3	1.4%	3	0.0%	0
25-34	2.8%	28	3.6%	13	1.8%	4	1.2%	3	4.3%	8
35-44	15.1%	151	17.9%	64	14.9%	35	18.7%	40	6.1%	12
45-54	25.4%	254	22.3%	79	25.6%	59	28.4%	61	27.4%	54
55-64	18.9%	189	16.1%	57	18.7%	44	20.0%	43	22.6%	45
65+	36.1%	361	37.6%	134	37.3%	87	29.8%	64	39.1%	77
(Refused)	0.7%	7	1.0%	3	0.5%	1	0.5%	1	0.5%	1
Weighted base:		1000		356		232		214		198
Sample:		1000		400		300		200		100

SEG Social Grading

A	4.8%	48	3.0%	11	5.1%	12	4.6%	10	7.7%	15
B	21.2%	212	23.5%	84	20.6%	48	18.2%	39	21.1%	42
C1	21.0%	210	21.6%	77	19.0%	44	23.2%	50	19.9%	39
C2	23.3%	233	24.5%	87	24.6%	57	24.8%	53	18.2%	36
D	5.9%	59	6.1%	22	5.9%	14	3.8%	8	7.8%	15
E	16.6%	166	14.7%	52	16.9%	39	17.3%	37	18.7%	37
(Refused)	7.2%	72	6.5%	23	7.9%	18	8.1%	17	6.5%	13
Weighted base:		1000		356		232		214		198
Sample:		1000		400		300		200		100

WOR If you are in employment, where do you work?

Ipswich	18.9%	189	35.8%	127	8.8%	20	10.3%	22	9.6%	19
Aldeburgh	0.2%	2	0.0%	0	0.9%	2	0.0%	0	0.0%	0
Braintree	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds	1.3%	13	0.2%	1	0.0%	0	4.1%	9	1.7%	3
Clacton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester	2.4%	24	0.2%	1	0.0%	0	0.5%	1	11.4%	23
Felixstowe	3.3%	33	1.1%	4	11.8%	27	0.6%	1	0.0%	0
Framlingham	0.2%	2	0.0%	0	0.8%	2	0.0%	0	0.0%	0
Halesworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leiston	0.3%	3	0.0%	0	1.4%	3	0.0%	0	0.0%	0
Lowestoft	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Manningtree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martlesham Heath	1.1%	11	1.5%	5	2.0%	5	0.8%	2	0.0%	0
Norwich	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Southwold	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Stowmarket	2.1%	21	0.2%	1	0.0%	0	9.4%	20	0.0%	0
Sudbury	0.7%	7	0.3%	1	0.0%	0	1.4%	3	1.7%	3
Woodbridge	1.1%	11	0.7%	3	3.8%	9	0.0%	0	0.0%	0
Other	4.7%	47	1.9%	7	5.0%	12	11.2%	24	2.4%	5
(Don't know / can't remember)	4.4%	44	2.7%	9	6.4%	15	5.4%	12	4.3%	8
(Work from home)	3.6%	36	1.7%	6	3.6%	8	2.6%	6	8.2%	16
(Not in employment)	51.5%	515	51.0%	182	50.9%	118	48.6%	104	56.3%	111
Weighted base:		1000		356		232		214		198
Sample:		1000		400		300		200		100

ADU How many adults aged 16 years and over, including yourself, live in your household?

One	22.6%	226	27.1%	97	19.3%	45	18.5%	40	22.9%	45
Two	57.2%	572	56.2%	200	60.2%	140	56.1%	120	56.6%	112
Three	12.0%	120	11.3%	40	10.1%	23	16.1%	34	10.9%	22
Four or more	7.0%	70	4.3%	15	7.1%	16	9.3%	20	9.1%	18
(Refused)	1.3%	13	1.2%	4	3.3%	8	0.0%	0	0.5%	1
Weighted base:		1000		356		232		214		198
Sample:		1000		400		300		200		100

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
CHI How many children aged 15 years and under, live in your household?										
None	78.0%	780	77.1%	275	76.4%	177	76.5%	164	83.2%	165
One	7.9%	79	10.5%	37	7.6%	18	5.0%	11	7.0%	14
Two	9.8%	98	8.7%	31	8.8%	21	15.6%	33	6.8%	13
Three	1.9%	19	1.8%	6	2.6%	6	1.4%	3	1.7%	3
Four or more	1.0%	10	0.8%	3	1.2%	3	1.3%	3	0.9%	2
(Refused)	1.3%	13	1.2%	4	3.3%	8	0.3%	1	0.5%	1
Weighted base:		1000		356		232		214		198
Sample:		1000		400		300		200		100

CAR How many cars does your household own or have the use of?										
None	10.7%	107	17.0%	61	7.8%	18	5.8%	12	7.9%	16
One	48.0%	480	49.0%	174	45.3%	105	41.4%	89	56.6%	112
Two	30.0%	300	26.4%	94	34.6%	80	36.5%	78	23.9%	47
Three or more	9.6%	96	5.9%	21	9.6%	22	15.4%	33	10.0%	20
(Refused)	1.7%	17	1.7%	6	2.6%	6	0.8%	2	1.7%	3
Weighted base:		1000		356		232		214		198
Sample:		1000		400		300		200		100

FUT Would you be willing to be recontacted for future quality control purposes?										
Yes	68.7%	687	71.3%	254	68.4%	159	65.2%	140	68.4%	135
No	31.3%	313	28.7%	102	31.6%	73	34.8%	74	31.6%	62
Weighted base:		1000		356		232		214		198
Sample:		1000		400		300		200		100

ZON Survey Zone										
Zone 1	8.6%	86	24.1%	86	0.0%	0	0.0%	0	0.0%	0
Zone 2	7.8%	78	22.0%	78	0.0%	0	0.0%	0	0.0%	0
Zone 3	11.4%	114	32.1%	114	0.0%	0	0.0%	0	0.0%	0
Zone 4	7.8%	78	21.8%	78	0.0%	0	0.0%	0	0.0%	0
Zone 5	10.1%	101	0.0%	0	43.7%	101	0.0%	0	0.0%	0
Zone 6	7.0%	70	0.0%	0	30.0%	70	0.0%	0	0.0%	0
Zone 7	6.1%	61	0.0%	0	26.3%	61	0.0%	0	0.0%	0
Zone 8	7.6%	76	0.0%	0	0.0%	0	35.5%	76	0.0%	0
Zone 9	13.8%	138	0.0%	0	0.0%	0	64.5%	138	0.0%	0
Zone 10	19.8%	198	0.0%	0	0.0%	0	0.0%	0	100.0%	198
Weighted base:		1000		356		232		214		198
Sample:		1000		400		300		200		100

AREA Catchment Area										
Inner Catchment Area (ICA)	35.6%	356	100.0%	356	0.0%	0	0.0%	0	0.0%	0
Eastern Catchment Area (ECA)	23.2%	232	0.0%	0	100.0%	232	0.0%	0	0.0%	0
Northern Catchment Area (NCA)	21.4%	214	0.0%	0	0.0%	0	100.0%	214	0.0%	0
Southern Catchment Area (SCA)	19.8%	198	0.0%	0	0.0%	0	0.0%	0	100.0%	198
Weighted base:		1000		356		232		214		198
Sample:		1000		400		300		200		100

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)	
SEC Postcode Sector						
CO10 0	3.3%	33	0.0%	0	0.0%	0
CO10 5	0.6%	6	0.0%	0	0.0%	0
CO11 1	1.4%	14	0.0%	0	0.0%	0
CO11 2	1.9%	19	0.0%	0	0.0%	0
CO4 5	2.4%	24	0.0%	0	0.0%	0
CO6 4	1.5%	15	0.0%	0	0.0%	0
CO6 5	0.2%	2	0.0%	0	0.0%	0
CO7 6	1.5%	15	0.0%	0	0.0%	0
IP1 2	1.1%	11	3.1%	11	0.0%	0
IP1 3	0.8%	8	2.2%	8	0.0%	0
IP1 4	1.9%	19	5.4%	19	0.0%	0
IP1 5	2.0%	20	5.6%	20	0.0%	0
IP1 6	3.2%	32	8.9%	32	0.0%	0
IP10 0	0.8%	8	0.0%	0	3.3%	8
IP11 0	1.4%	14	0.0%	0	5.9%	14
IP11 2	2.3%	23	0.0%	0	9.7%	23
IP11 7	1.6%	16	0.0%	0	7.0%	16
IP11 9	2.3%	23	0.0%	0	10.1%	23
IP12 1	1.7%	17	0.0%	0	7.2%	17
IP12 2	1.1%	11	0.0%	0	4.6%	11
IP12 3	1.0%	10	0.0%	0	4.4%	10
IP12 4	1.8%	18	0.0%	0	7.8%	18
IP13 0	1.0%	10	0.0%	0	4.4%	10
IP13 6	1.1%	11	0.0%	0	4.9%	11
IP13 7	0.8%	8	0.0%	0	3.3%	8
IP13 8	0.5%	5	0.0%	0	2.3%	5
IP13 9	1.0%	10	0.0%	0	4.3%	10
IP14 1	2.3%	23	0.0%	0	0.0%	0
IP14 2	1.7%	17	0.0%	0	0.0%	0
IP14 3	1.1%	11	0.0%	0	0.0%	0
IP14 4	1.4%	14	0.0%	0	0.0%	0
IP14 5	1.3%	13	0.0%	0	0.0%	0
IP14 6	0.9%	9	0.0%	0	0.0%	0
IP15 5	0.7%	7	0.0%	0	3.1%	7
IP16 4	1.6%	16	0.0%	0	7.1%	16
IP17 1	1.4%	14	0.0%	0	6.1%	14
IP17 2	0.6%	6	0.0%	0	2.8%	6
IP17 3	0.5%	5	0.0%	0	2.1%	5
IP2 0	2.3%	23	6.4%	23	0.0%	0
IP2 8	1.5%	15	4.3%	15	0.0%	0
IP2 9	3.7%	37	10.3%	37	0.0%	0
IP23 7	1.0%	10	0.0%	0	0.0%	0
IP23 8	0.7%	7	0.0%	0	0.0%	0
IP3 0	2.0%	20	5.7%	20	0.0%	0
IP3 8	2.6%	26	7.3%	26	0.0%	0
IP3 9	2.4%	24	6.8%	24	0.0%	0
IP30 0	1.1%	11	0.0%	0	0.0%	0
IP30 9	2.2%	22	0.0%	0	0.0%	0
IP31 3	1.7%	17	0.0%	0	0.0%	0
IP4 1	0.7%	7	2.1%	7	0.0%	0
IP4 2	1.6%	16	4.5%	16	0.0%	0
IP4 3	1.3%	13	3.6%	13	0.0%	0
IP4 4	1.8%	18	5.1%	18	0.0%	0
IP4 5	3.0%	30	8.3%	30	0.0%	0
IP5 1	1.4%	14	3.9%	14	0.0%	0
IP5 2	1.4%	14	3.9%	14	0.0%	0
IP5 3	1.0%	10	2.8%	10	0.0%	0
IP6 0	1.3%	13	0.0%	0	0.0%	0
IP6 8	1.6%	16	0.0%	0	0.0%	0
IP6 9	1.1%	11	0.0%	0	0.0%	0
IP7 5	1.6%	16	0.0%	0	0.0%	0
IP7 6	1.0%	10	0.0%	0	0.0%	0
IP7 7	1.2%	12	0.0%	0	0.0%	0
IP8 3	1.6%	16	0.0%	0	0.0%	0
IP8 4	1.1%	11	0.0%	0	0.0%	0
IP9 1	1.1%	11	0.0%	0	0.0%	0
IP9 2	1.9%	19	0.0%	0	0.0%	0
Weighted base:	1000	356		232		214
Sample:	1000	400		300		200

Appendix 5:

Data Tabulations
By Area Rebase 1
(Weighted)

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
Q01 Where do you normally go for your household's main food and grocery shopping i.e. primarily bulk 'trolley' purchases?										
<i>Excluding those who mentioned Don't know, Don't do, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q01</i>										
Aldi, 14 Meredith Road	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Aldi, 201 Felixstowe Road	0.4%	4	1.2%	4	0.0%	0	0.0%	0	0.0%	0
Aldi, 3 Hines Road	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Asda, Stoke Park Drive	1.4%	14	3.6%	13	0.0%	0	0.0%	0	0.5%	1
Asda, Goddard Road, Ipswich	7.1%	69	10.5%	37	2.2%	5	11.0%	23	1.9%	4
Asian Food store, 73-75 Norwich Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Butchers and Fruits, 14 St Helen's Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Ravenswood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op , 65-67 Colchester Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op & Rushmere Post Office, 51-53 Woodbridge Road East	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 147 Fircroft Road	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 15 Garrick Way	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 15-25 Meredith Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 15-23 Ulster Avenue	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 283 Norwich Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 16 Norwich Road	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 245-253 Hawthorn Drive	0.2%	2	0.6%	2	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 196 Vernon Street	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 111-113 Cauldwell Hall Road	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 34-38 Foxhall Road	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 1 Hines Road	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 2-8 Selkirk Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 217-221 Clapgate Lane	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 64-66 Queen's Way	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 119-123 Penshurst Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 335-337 Woodbridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 61 Prince of Wales Drive	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 201 Bramford Lane	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore (LateShop), 310 Sheldrake Drive	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, 88 Bramford Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Global Fruits, 49 Butter Market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Go East , 2 Fore Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halal Connection, 3-3a Norwich Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 23-31 St Matthew's Street	0.3%	3	0.8%	3	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, 38-40 Upper Brook Street	0.9%	9	2.3%	8	0.0%	0	0.5%	1	0.0%	0
J Sainsbury, 40 Hadleigh Road, Ipswich	6.5%	63	12.2%	43	0.4%	1	3.5%	7	6.4%	12
Kerala Store, 71 St John's Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Ravenswood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Handford Road	0.3%	3	0.5%	2	0.0%	0	0.7%	1	0.0%	0

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
M.R.S Food Store and Off Licence, 142 Felixstowe Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M.R.S Foodstore, 52 Woodbridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mamoudou, 37 Norwich Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencers, 16-26 Westgate Street	0.2%	2	0.0%	0	0.0%	0	0.7%	2	0.0%	0
McColls, 53 Stoke Park Drive	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mediterranean Foods, 3 Bramford Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Sproughton Road, Ipswich	9.3%	91	16.5%	58	2.6%	6	6.7%	14	6.8%	13
Napoli Deli, 67 Upper Orwell Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
National Groceries and Fruits, 31 Norwich Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premiere Stores, 17 Wherstead Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Procter's Sausages, 12 The Walk	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, 777-779 Woodbridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, 11 Reynolds Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Nacton Road	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express, St Matthews Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Duke Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express & Post Office, 651 Bramford Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Candy Box Off-Licence, 422 Woodbridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weigh 'n' Save, 69 Carr Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
World Food Store, 20 St Helen's Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Girling Street, SUDBURY	0.5%	5	0.0%	0	0.0%	0	0.0%	0	2.7%	5
Aldi, 6-10 Lime Kiln Lane, THETFORD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Turner Rise, COLCHESTER	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.8%	3
Asda, Wilkes Way, STOWMARKET	6.0%	58	0.2%	1	0.6%	1	26.3%	56	0.0%	0
Budgens, Bullock Fair Close, HARLESTON	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, St Andrews Street, MILDENHALL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, The Thoroughfare, WOODBRIDGE	0.3%	3	0.0%	0	1.4%	3	0.0%	0	0.0%	0
Iceland, George Road, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 5-6 Cornhill, BURY ST EDMUNDS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Waterglade Park, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, St Johns Walk Shopping Centre, COLCHESTER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Unit 7, Tollgate Centre, COLCHESTER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 50-60 Hamilton Way, FELIXSTOWE	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Iceland, Roachford Way, FRINTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Combs Lane, STOWMARKET	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 94-95 North Street, SUDBURY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Minstergate Street, THETFORD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Ipswich Household Survey for Strategic Perspectives

Weighted:

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Iceland, The Newlands, WITHAM	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, High Street, ATTLEBOROUGH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, 1 Tofts Walk, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, Moreton Hall, BURY ST EDMUNDS	1.7%	16	0.0%	0	0.0%	0	7.6%	16	0.0%	0
J Sainsbury, 14 Priory Walk, COLCHESTER	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.8%	3
J Sainsbury, Stanway, COLCHESTER	0.9%	8	0.0%	0	0.0%	0	0.0%	0	4.4%	8
J Sainsbury, London Road, THETFORD	0.5%	5	0.5%	2	0.0%	0	0.0%	0	1.9%	4
J Sainsbury, Felixstowe Road, Warren Heath, WARREN HEATH	10.9%	106	20.1%	71	8.5%	19	0.8%	2	8.0%	15
Kwik Save, Minster Gate Street, THETFORD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, St Johns Walk, COLCHESTER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, FELIXSTOWE	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Lidl, Staple Tye, HARLOW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, 36 North Street, SUDBURY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, 23 Buttemarket, BURY ST EDMUNDS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, 35-39 Pier Avenue, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, 38 High Street, COLCHESTER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, 55 Hamilton Road, FELIXSTOWE	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Marks & Spencer, 82-84 London Road North, LOWESTOFT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, George Westwood Way, BECCLES	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Morrisons, Little Clacton, CLACTON ON SEA	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	2
Morrisons, Old Road, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, 146 Victoria Road, DISS	1.3%	12	0.0%	0	1.7%	4	4.1%	9	0.0%	0
Morrisons, Grange Farm Park, FELIXSTOWE	2.7%	26	0.0%	0	11.9%	26	0.0%	0	0.0%	0
Morrisons, Parkeston, HARWICH	0.7%	7	0.0%	0	0.0%	0	0.0%	0	3.7%	7
Morrisons, Gisleham, LOWESTOFT	0.2%	2	0.0%	0	0.9%	2	0.0%	0	0.0%	0
Morrisons, Braintree Road, WITHAM	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netto, 24 Highfields Road, WITHAM	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainbow, Gosford Road, BECCLES	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainbow, Ashburnham Way, CARLTON COLVILLE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainbow, 133 Victoria Road, DISS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainbow, Saxons Way, HALESWORTH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roys Wroxham, Risbygate Street, BURY ST EDMUNDS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roys Wroxham, Great Eastern Road, SUDBURY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solar Superstore, Hamilton Road, FELIXSTOWE	0.8%	8	0.0%	0	3.6%	8	0.0%	0	0.0%	0
Solar Superstore, Market	0.6%	6	0.0%	0	2.7%	6	0.0%	0	0.0%	0

Column %ges.

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Hill, FRAMLINGHAM	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solar Superstore, Weavers Court, HALSTEAD	0.9%	9	0.0%	0	4.2%	9	0.0%	0	0.0%	0
Solar Superstore, Sizewell Road, LEISTON	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0
Somerfield, Market Square, BECCLES	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Rayne Road, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Mildenhall Road, BURY ST EDMUNDS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Clacton Hall, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, 39-43 High Street, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, 37-38 Mere Street, DISS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, 270 High Street, DOVERCOURT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, High Street, HALSTEAD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, 112 London Road, LOWESTOFT	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Somerfield, Church Street, SAXMUNDHAM	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Somerfield, 2 Market Place, SOUTHWOLD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, 100 East Street, SUDBURY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Great Notley, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Marks Gate, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Market Place, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, London Road, BRANDON	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	2
Tesco, St Saviours, BURY ST EDMUNDS	0.8%	8	0.0%	0	0.0%	0	3.8%	8	0.0%	0
Tesco, Greenstead Road, COLCHESTER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Highwoods Square, COLCHESTER	3.4%	33	0.0%	0	0.0%	0	0.0%	0	17.3%	33
Tesco, Victoria Road, DISS	0.4%	4	0.0%	0	0.5%	1	1.4%	3	0.0%	0
Tesco, Yarmouth Road, LOWESTOFT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Cedars Park, STOWMARKET	4.4%	43	0.0%	0	0.0%	0	20.0%	43	0.0%	0
Tesco, Springlands Way, SUDBURY	2.5%	25	0.0%	0	0.0%	0	0.8%	2	12.0%	23
Tesco, Kilverston, THETFORD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, 86 Church Road, TIPTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, The Grove Centre, WITHAM	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Horringer, BURY ST EDMUNDS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Lawson Place, BURY ST EDMUNDS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, MANNINGTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Copdock Interchange, Copdock	6.1%	60	11.1%	39	1.2%	3	1.3%	3	8.0%	15
Tesco Extra, Martlesham Heath, Martlesham Heath	11.8%	115	9.6%	34	34.7%	75	1.9%	4	0.8%	2
Tesco Metro, 28 Station Road, CLACTON ON SEA	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	2
Tesco Metro, 88 Hamilton Road, FELIXSTOWE	0.7%	6	0.0%	0	3.0%	6	0.0%	0	0.0%	0

Column % ges.

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Tesco Metro, 125-127 London Road, LOWESTOFT	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Grange Farm, Kesgrave	0.9%	9	2.5%	9	0.0%	0	0.0%	0	0.0%	0
Waitrose, Robert Boby Way, BURY ST EDMUNDS	0.2%	2	0.0%	0	0.0%	0	0.8%	2	0.0%	0
Waitrose, Church Street, SAXMUNDHAM	0.9%	9	0.0%	0	4.2%	9	0.0%	0	0.0%	0
Waitrose, Station Road, SUDBURY	1.3%	12	0.0%	0	0.0%	0	0.0%	0	6.5%	12
Internet - Online Asda	1.0%	10	0.5%	2	0.7%	1	1.3%	3	2.2%	4
Internet - Online Ocado	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Internet - Online Sainsburys	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Internet - Online Tesco	2.9%	28	1.5%	5	5.5%	12	2.9%	6	2.4%	4
Other Local Shops - Alder Carr Farm Shop, Creeting St Mary	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Other Local Shops- Bury St. Edmunds- Co-op, Woolpit, Bury St. Edmunds	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Other Local Shops - Co-op, Chancery Lane, Debenham	0.3%	3	0.0%	0	0.0%	0	1.3%	3	0.0%	0
Other Local Shops - Co-op, East Row, The Street, Holbrook	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	2
Other Local Shops - Co-op, Hamilton Road, Felixstowe	0.2%	2	0.0%	0	1.1%	2	0.0%	0	0.0%	0
Other Local Shops - Co-op, High Street, Aldeburgh	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Other Local Shops - Co-op, High Street, Hadleigh	0.8%	8	0.0%	0	0.0%	0	0.0%	0	4.0%	8
Other Local Shops - Co-op, High Street, Laxfield	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0
Other Local Shops - Co-op, Market Hill, Framlingham	0.3%	3	0.0%	0	1.3%	3	0.0%	0	0.0%	0
Other Local Shops - Co-op, Saxons Way, Halesworth	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Other Local Shops - Co-op, Sizewell Road, Leiston	0.5%	5	0.0%	0	2.2%	5	0.0%	0	0.0%	0
Other Local Shops - Co-op, The Street, Capel St Mary	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	2
Other Local Shops - Co-op, The Street, Holbrook	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	2
Other Local Shops - Lowestoft - Asda, Belvedere Road-Off Horn Hill, Lowestoft	0.2%	2	0.0%	0	0.9%	2	0.0%	0	0.0%	0
Other Local Shops - Lowestoft - Lidl, North Quay Retail Park, Peto Way, Lowestoft	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Other Local Shops - Manningtree - Co-op, Century House, Station Road, Manningtree	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.6%	3
Other Local Shops - Morrisons, Tower Road, Lowestoft	0.2%	2	0.0%	0	0.7%	2	0.0%	0	0.0%	0
Other Local Shops - Post Office, Barton Road, Thurston	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Other Local Shops - Priory, Nacton Road	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other Local Shops - Sudbury - Grange farm shop, Haskerton	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other Local Shops - Tesco, Northolk	0.2%	2	0.0%	0	0.0%	0	0.7%	2	0.0%	0
Other Local Shops - Tesco, Ropes Drive, Kesgrave	0.2%	2	0.6%	2	0.0%	0	0.0%	0	0.0%	0
Internet / Mail Order	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)
Other	0.0%	0	0	0	0
Weighted base:	973	352	218	213	190
Sample:	976	395	286	199	96

Q02 What is the main reason you choose (store mentioned at Q01) to do your main food and grocery shopping?

Excluding those who mentioned Don't know, Don't do, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q02

Accessibility by public transport	0.9%	9	1.1%	4	1.6%	3	0.8%	2	0.0%	0
Choice / price of non- food goods (e.g. clothes, DVDs, etc)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choice of food goods available	5.0%	48	3.9%	14	9.8%	22	1.6%	3	5.1%	10
Clean shopping environment	0.2%	2	0.3%	1	0.0%	0	0.5%	1	0.0%	0
Clubcard / Rewards system	1.8%	18	1.8%	6	1.3%	3	1.5%	3	2.9%	5
Convenient to home	49.7%	482	47.1%	166	53.5%	119	49.5%	103	50.4%	94
Convenient to work	1.8%	17	2.1%	8	1.7%	4	2.2%	5	0.8%	2
Free car parking	1.3%	13	0.3%	1	2.3%	5	2.5%	5	0.8%	2
Good car parking provision	1.2%	12	0.3%	1	1.1%	2	2.3%	5	1.8%	3
Good shopping environment	0.2%	2	0.0%	0	0.0%	0	1.1%	2	0.0%	0
Low prices	11.9%	115	11.4%	40	11.5%	26	11.6%	24	13.3%	25
Part of shopping trip for non- food goods	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Preference for retailer	12.4%	120	16.5%	58	4.6%	10	11.9%	25	14.7%	28
Provision of leisure services nearby	0.3%	3	0.3%	1	0.0%	0	0.9%	2	0.0%	0
Provision of services nearby, such as banks and other financial services	0.4%	4	0.4%	1	0.6%	1	0.5%	1	0.0%	0
Quality of fresh food	5.2%	51	6.3%	22	4.9%	11	3.5%	7	5.7%	11
Safe (during the day)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Safe (during the evening /night time)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Use of cafe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Use of cash point / ATM	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Provision of petrol station / car wash	0.1%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0
Provision of self service tills	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Provision of delicatessen / bakery / fresh fish counter etc	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Convenient / easy	1.2%	11	0.7%	2	0.8%	2	2.7%	6	0.8%	2
Delivery offered	1.5%	14	1.2%	4	1.3%	3	1.6%	3	1.8%	3
Employees discount	1.4%	14	2.5%	9	0.0%	0	1.5%	3	0.9%	2
Friendly / helpful staff	0.2%	2	0.2%	1	0.7%	1	0.0%	0	0.0%	0
Good layout	0.6%	6	0.8%	3	1.1%	2	0.3%	1	0.0%	0
Habit / always gone there	0.7%	7	1.3%	5	0.5%	1	0.5%	1	0.0%	0
Provision for disabled people is good	0.3%	3	0.2%	1	0.3%	1	0.7%	2	0.0%	0
Other	1.4%	14	1.2%	4	2.2%	5	1.6%	3	0.8%	2
Weighted base:	970	352	223	208	187					
Sample:	975	395	290	195	95					

Q03 How do you normally travel to...[STORE/DESTINATION MENTIONED AT Q01]?

Excluding those who mentioned Don't know, Don't do, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q03

Car / van (as driver)	68.6%	646	63.0%	219	69.9%	147	71.3%	143	74.5%	137
Car / van (as passenger)	19.4%	183	18.1%	63	19.3%	41	21.1%	43	20.0%	37
Bus, minibus or coach	4.4%	42	8.2%	29	2.9%	6	2.6%	5	0.9%	2
Using park & ride facility	0.2%	2	0.0%	0	0.0%	0	0.7%	2	0.0%	0
Motorcycle, scooter or moped	0.1%	1	0.0%	0	0.3%	1	0.4%	1	0.0%	0
Walk	6.4%	60	9.8%	34	6.2%	13	3.3%	7	3.6%	7
Taxi	0.3%	3	0.4%	1	0.0%	0	0.0%	0	0.9%	2
Train	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.4%	4	0.2%	1	1.1%	2	0.5%	1	0.0%	0
Other	0.2%	1	0.2%	1	0.3%	1	0.0%	0	0.0%	0
Weighted base:	943	347	210	201	184					
Sample:	945	391	274	188	92					

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	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
Q04 How often do you normally do your main food shopping at STORE/DESTINATION MENTIONED AT Q01?										
More than once a week	6.6%	66	7.9%	28	8.8%	20	5.0%	11	3.5%	7
Once a week	66.4%	664	67.8%	242	57.7%	134	73.8%	158	65.7%	130
Once a fortnight	17.6%	176	14.7%	52	20.8%	48	13.0%	28	24.2%	48
Once a month	7.9%	79	9.1%	32	9.6%	22	7.0%	15	4.5%	9
Less often	0.5%	5	0.0%	0	1.4%	3	0.0%	0	1.0%	2
Varies	1.0%	10	0.5%	2	1.6%	4	1.2%	2	1.0%	2
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	1000	356	232	214	198					
Sample:	1000	400	300	200	100					

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
Q05 In addition to ...(STORE MENTIONED AT Q01), are there any other stores that you regularly use for your main-food shopping?										
<i>Excluding those who mentioned Don't know, Don't do, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q05</i>										
Aldi, 14 Meredith Road	0.3%	3	1.0%	3	0.0%	0	0.0%	0	0.0%	0
Aldi, 201 Felixstowe Road	0.7%	7	2.0%	7	0.0%	0	0.0%	0	0.0%	0
Aldi, 3 Hines Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Asda, Stoke Park Drive	1.4%	14	3.7%	13	0.0%	0	0.3%	1	0.0%	0
Asda, Goddard Road, Ipswich	4.2%	40	7.4%	26	2.3%	5	3.8%	8	0.8%	1
Asian Food store, 73-75 Norwich Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Butchers and Fruits, 14 St Helen's Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Ravenswood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op , 65-67 Colchester Road	0.3%	3	0.7%	3	0.0%	0	0.0%	0	0.0%	0
Co-op & Rushmere Post Office, 51-53 Woodbridge Road East	0.3%	3	0.6%	2	0.3%	1	0.0%	0	0.0%	0
Co-op Foodstore, 147 Fircroft Road	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 15 Garrick Way	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 15-25 Meredith Road	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 15-23 Ulster Avenue	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 283 Norwich Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 16 Norwich Road	0.2%	2	0.0%	0	0.0%	0	0.7%	2	0.0%	0
Co-op Foodstore, 245-253 Hawthorn Drive	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 196 Vernon Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 111-113 Cauldwell Hall Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 34-38 Foxhall Road	0.3%	2	0.7%	2	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 1Hines Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 2-8 Selkirk Road	0.2%	2	0.6%	2	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 217-221 Clapgate Lane	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 64-66 Queen's Way	0.5%	5	1.5%	5	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 119-123 Penshurst Road	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 335-337 Woodbridge Road	0.4%	3	0.4%	1	0.9%	2	0.0%	0	0.0%	0
Co-op Foodstore, 61 Prince of Wales Drive	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore , 201 Bramford Lane	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore (LateShop), 310 Sheldrake Drive	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, 88 Bramford Road	0.2%	2	0.7%	2	0.0%	0	0.0%	0	0.0%	0
Global Fruits, 49 Butter Market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Go East , 2 Fore Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halal Connection, 3-3a Norwich Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 23-31 St Matthew's Street	0.4%	4	1.0%	4	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, 38-40 Upper Brook Street	1.8%	18	2.7%	9	0.3%	1	0.0%	0	3.9%	7
J Sainsbury, 40 Hadleigh Road, Ipswich	3.2%	31	4.1%	14	0.7%	2	5.1%	11	2.4%	5
Kerala Store, 71 St John's Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Ravenswood	0.4%	4	0.5%	2	0.3%	1	0.0%	0	0.8%	2
Lidl, Handford Road	0.6%	5	0.5%	2	0.2%	0	1.5%	3	0.0%	0

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February 2010

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
M.R.S Food Store and Off Licence, 142 Felixstowe Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M.R.S Foodstore, 52 Woodbridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mamoudou, 37 Norwich Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencers, 16-26 Westgate Street	1.7%	17	3.4%	12	0.4%	1	1.1%	2	0.8%	2
McColls, 53 Stoke Park Drive	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mediterranean Foods, 3 Bramford Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Sproughton Road, Ipswich	3.7%	35	5.3%	18	0.9%	2	5.2%	11	2.1%	4
Napoli Deli, 67 Upper Orwell Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
National Groceries and Fruits, 31 Norwich Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premiere Stores, 17 Wherstead Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Procter's Sausages, 12 The Walk	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, 777-779 Woodbridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, 11 Reynolds Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Nacton Road	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Express, St Matthews Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Duke Street	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express & Post Office, 651 Bramford Road	0.2%	2	0.7%	2	0.0%	0	0.0%	0	0.0%	0
The Candy Box Off-Licence, 422 Woodbridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weigh 'n' Save, 69 Carr Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
World Food Store, 20 St Helen's Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Girling Street, SUDBURY	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	2
Aldi, 6-10 Lime Kiln Lane, THETFORD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Turner Rise, COLCHESTER	2.0%	19	0.0%	0	0.0%	0	0.0%	0	10.1%	19
Asda, Wilkes Way, STOWMARKET	1.4%	14	0.0%	0	0.5%	1	5.8%	12	0.0%	0
Budgens, Bullock Fair Close, HARLESTON	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, St Andrews Street, MILDENHALL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, The Thoroughfare, WOODBIDGE	0.8%	8	0.0%	0	3.7%	8	0.0%	0	0.0%	0
Iceland, George Road, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 5-6 Cornhill, BURY ST EDMUNDS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Waterglade Park, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, St Johns Walk Shopping Centre, COLCHESTER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Unit 7, Tollgate Centre, COLCHESTER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 50-60 Hamilton Way, FELIXSTOWE	0.7%	7	0.6%	2	2.2%	5	0.0%	0	0.0%	0
Iceland, Roachford Way, FRINTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Combs Lane, STOWMARKET	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 94-95 North Street, SUDBURY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Minstergate Street, THETFORD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

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Iceland, The Newlands, WITHAM	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, High Street, ATTLEBOROUGH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, 1 Tofts Walk, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, Moreton Hall, BURY ST EDMUNDS	1.4%	13	0.0%	0	0.0%	0	5.5%	12	0.9%	2
J Sainsbury, 14 Priory Walk, COLCHESTER	0.5%	5	0.0%	0	0.0%	0	0.0%	0	2.6%	5
J Sainsbury, Stanway, COLCHESTER	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	2
J Sainsbury, London Road, THETFORD	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, Felixstowe Road, Warren Heath, WARREN HEATH	5.9%	57	9.0%	31	8.2%	18	0.6%	1	3.5%	7
Kwik Save, Minster Gate Street, THETFORD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, St Johns Walk, COLCHESTER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, FELIXSTOWE	0.5%	5	0.0%	0	2.1%	5	0.0%	0	0.0%	0
Lidl, Staple Tye, HARLOW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, 36 North Street, SUDBURY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, 23 Buttemarket, BURY ST EDMUNDS	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Marks & Spencer, 35-39 Pier Avenue, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, 38 High Street, COLCHESTER	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Marks & Spencer, 55 Hamilton Road, FELIXSTOWE	0.5%	5	0.0%	0	2.4%	5	0.0%	0	0.0%	0
Marks & Spencer, 82-84 London Road North, LOWESTOFT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, George Westwood Way, BECCLES	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Morrisons, Little Clacton, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Old Road, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, 146 Victoria Road, DISS	0.8%	7	0.0%	0	0.5%	1	3.0%	6	0.0%	0
Morrisons, Grange Farm Park, FELIXSTOWE	0.8%	8	0.0%	0	3.7%	8	0.0%	0	0.0%	0
Morrisons, Parkeston, HARWICH	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	2
Morrisons, Gisleham, LOWESTOFT	0.4%	4	0.0%	0	1.9%	4	0.0%	0	0.0%	0
Morrisons, Braintree Road, WITHAM	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netto, 24 Highfields Road, WITHAM	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainbow, Gosford Road, BECCLES	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainbow, Ashburnham Way, CARLTON COLVILLE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainbow, 133 Victoria Road, DISS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainbow, Saxons Way, HALESWORTH	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Roys Wroxham, Risbygate Street, BURY ST EDMUNDS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roys Wroxham, Great Eastern Road, SUDBURY	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	2
Solar Superstore, Hamilton Road, FELIXSTOWE	0.7%	6	0.0%	0	2.9%	6	0.0%	0	0.0%	0
Solar Superstore, Market	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0

Column %ges.

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Hill, FRAMLINGHAM										
Solar Superstore, Weavers Court, HALSTEAD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solar Superstore, Sizewell Road, LEISTON	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Somerfield, Market Square, BECCLES	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Rayne Road, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Mildenhall Road, BURY ST EDMUNDS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Clacton Hall, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, 39-43 High Street, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, 37-38 Mere Street, DISS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, 270 High Street, DOVERCOURT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, High Street, HALSTEAD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, 112 London Road, LOWESTOFT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Church Street, SAXMUNDHAM	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, 2 Market Place, SOUTHWOLD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, 100 East Street, SUDBURY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Great Notley, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Marks Gate, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Market Place, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, London Road, BRANDON	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, St Saviours, BURY ST EDMUNDS	0.2%	2	0.0%	0	0.2%	0	0.9%	2	0.0%	0
Tesco, Greenstead Road, COLCHESTER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Highwoods Square, COLCHESTER	0.5%	5	0.0%	0	0.0%	0	0.0%	0	2.6%	5
Tesco, Victoria Road, DISS	0.1%	1	0.0%	0	0.3%	1	0.3%	1	0.0%	0
Tesco, Yarmouth Road, LOWESTOFT	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Tesco, Cedars Park, STOWMARKET	1.8%	17	0.0%	0	0.5%	1	7.6%	16	0.0%	0
Tesco, Springlands Way, SUDBURY	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.8%	3
Tesco, Kilverston, THETFORD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, 86 Church Road, TIPTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, The Grove Centre, WITHAM	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Horringer, BURY ST EDMUNDS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Lawson Place, BURY ST EDMUNDS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, MANNINGTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Copdock Interchange, Copdock	4.6%	44	6.0%	21	1.4%	3	2.6%	6	8.0%	15
Tesco Extra, Martlesham Heath, Martlesham Heath	3.8%	37	5.7%	20	8.0%	17	0.0%	0	0.0%	0
Tesco Metro, 28 Station Road, CLACTON ON SEA	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	2
Tesco Metro, 88 Hamilton Road, FELIXSTOWE	0.5%	5	0.0%	0	2.2%	5	0.0%	0	0.0%	0

Column % ges.

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Tesco Metro, 125-127 London Road, LOWESTOFT	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Tesco Metro, Grange Farm, Kesgrave	0.8%	7	2.2%	7	0.0%	0	0.0%	0	0.0%	0
Waitrose, Robert Boby Way, BURY ST EDMUNDS	0.2%	2	0.0%	0	0.0%	0	1.1%	2	0.0%	0
Waitrose, Church Street, SAXMUNDHAM	0.6%	6	0.0%	0	2.8%	6	0.0%	0	0.0%	0
Waitrose, Station Road, SUDBURY	1.0%	10	0.0%	0	0.0%	0	1.4%	3	3.6%	7
Internet - Online Ocado	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Internet - Online Sainsburys	0.2%	2	0.2%	1	0.4%	1	0.0%	0	0.0%	0
Internet - Online Tesco	0.5%	5	0.0%	0	1.4%	3	0.9%	2	0.0%	0
Other - Local Shops, Orford	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Other Local Shops - Bury St. Edmunds - Asda, Western Way, Bury St Edmunds	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Other Local Shops - Bury St. Edmunds- Co-op, Ashfield Road, Elmswell, Bury St. Edmunds	0.3%	3	0.0%	0	0.0%	0	1.5%	3	0.0%	0
Other Local Shops - Colchester - Aldi, Magdalen Street, Colchester	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.8%	3
Other Local Shops - Co-op, Chancery Lane, Debenham	0.1%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0
Other Local Shops - Co-op, Hamilton Road, Felixstowe	0.2%	2	0.2%	1	0.5%	1	0.0%	0	0.0%	0
Other Local Shops - Co-op, High Street, Dedham	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.8%	3
Other Local Shops - Co-op, High Street, Hadleigh	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.6%	3
Other Local Shops - Co-op, High Street, Wickham Market	0.2%	2	0.0%	0	1.1%	2	0.0%	0	0.0%	0
Other Local Shops - Co-op, King William Street, Needham Market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Local Shops - Co-op, Riverside Avenue East, Station Road, Lawford, Manningtree	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.6%	3
Other Local Shops - Co-op, The Street, Bramford	0.2%	2	0.0%	0	0.0%	0	1.0%	2	0.0%	0
Other Local Shops - Co-op, The Street, Holbrook	0.5%	5	0.0%	0	0.0%	0	0.0%	0	2.4%	5
Other Local Shops - Local Shops, Birch Street, Nayland	0.8%	7	0.0%	0	0.0%	0	0.0%	0	3.8%	7
Other Local Shops - Local Shops, Bridge Street, Framlingham	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0
Other Local Shops - Local Shops, Church Road, Coddenham	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Other Local Shops - Local Shops, Tattingstone	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	2
Other Local Shops - Local Shops, Warrick Avenue, Woodbridge	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Other Local Shops - Lowestoft - Asda, Belvedere Road-Off Horn Hill, Lowestoft	0.5%	5	0.0%	0	2.1%	5	0.0%	0	0.0%	0
Other Local Shops - Netto, Bentalls Complex, Colchester Road, Heybridge	0.2%	2	0.0%	0	0.0%	0	0.7%	2	0.0%	0
Other Local Shops - Newborne Farm Shop,	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0

Column % ges.

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
Mill Road, Newbourne										
Other Local Shops - Spar, Freehold Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other Local Shops - Stowmarket - Co-op, Combs Lane, Combs Ford, Stowmarket	0.3%	3	0.0%	0	0.0%	0	1.3%	3	0.0%	0
Other Local Shops - Stowmarket - Lidl, Bury Road, Stowmarket	0.7%	7	0.0%	0	0.0%	0	3.2%	7	0.0%	0
Other Local Shops - Sudbury - Farmshop, Oldborough	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0
Other Local Shops - Sudbury - Grange farm shop, Haskerton	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0
Other Local Shops - Suffolk Food Hall, Wherstead Hall, Peppers Lane, Wherstead	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Other Local Shops - Waitrose, St Andrews Avenue, Colchester	0.5%	5	0.5%	2	0.0%	0	0.0%	0	1.8%	3
Internet / Mail Order	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
(Nowhere else)	48.2%	467	46.0%	159	54.5%	119	48.2%	103	45.1%	86
Weighted base:		969		347		219		213		190
Sample:		971		388		288		199		96

Q06 How often do you normally do you visit the stores mentioned at Q5 previously?

Those who regularly visit other stores for their main food shopping and excluding those who mentioned Don't know, Don't do, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q06

More than once a week	13.6%	71	13.6%	27	11.9%	13	9.1%	10	20.1%	21
Once a week	27.6%	145	35.2%	69	24.6%	27	30.0%	33	14.0%	15
Once a fortnight	18.3%	96	17.0%	33	19.7%	22	22.1%	25	15.4%	16
Once a month	27.3%	143	24.4%	48	27.6%	30	28.8%	32	31.0%	32
Less often	7.6%	40	6.5%	13	8.9%	10	4.5%	5	11.8%	12
Varies	5.4%	28	3.2%	6	7.3%	8	5.5%	6	7.7%	8
Weighted base:		523		197		110		111		105
Sample:		530		222		145		109		54

Q07 When you go shopping for main food goods, do you normally link this trip with another activity?

Yes – non-food shopping	12.3%	123	8.3%	30	16.6%	39	13.2%	28	13.2%	26
Yes – leisure activity	5.5%	55	2.7%	10	6.4%	15	6.4%	14	8.3%	16
Yes – travelling to / from work	3.4%	34	2.4%	9	2.6%	6	6.2%	13	3.0%	6
Yes – travelling to / from school / college	1.0%	10	0.2%	1	0.2%	1	1.5%	3	2.7%	5
Yes - other food shopping	2.5%	25	1.9%	7	3.1%	7	2.0%	4	3.4%	7
Yes – visiting services such as banks and other financial institutions	5.8%	58	1.5%	5	5.4%	13	8.6%	18	11.2%	22
Yes - petrol station / car wash	2.5%	25	3.9%	14	2.1%	5	2.0%	4	1.0%	2
Yes - recycling facilities	1.0%	10	1.6%	6	1.2%	3	0.5%	1	0.0%	0
Yes - childcare / nursery / after school activity	0.6%	6	1.2%	4	0.0%	0	0.5%	1	0.0%	0
No	66.6%	666	76.1%	271	60.4%	140	63.3%	135	60.4%	120
Yes - visit a friend / relative	1.4%	14	1.6%	6	1.9%	4	0.0%	0	1.9%	4
Yes - visit medical service such as doctors or dentists	0.7%	7	0.0%	0	1.8%	4	0.0%	0	1.4%	3
Yes - visit a personal service such as the library	0.8%	8	1.0%	4	1.6%	4	0.3%	1	0.0%	0
Yes - other	0.5%	5	0.0%	0	1.1%	3	0.5%	1	0.8%	1
Weighted base:		1000		356		232		214		198
Sample:		1000		400		300		200		100

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
Q08 Where do you buy non-food goods when it's linked to your main food shopping?										
<i>Those who link their main-food shopping trips with non-food shopping and excluding those who mentioned Don't know, Don't do, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q08</i>										
In-store	9.9%	12	21.2%	6	6.9%	3	5.9%	2	5.9%	1
Ipswich Town Centre	35.5%	42	43.8%	13	32.2%	12	21.4%	6	46.1%	12
Ipswich - Anglia Retail Park	2.0%	2	8.1%	2	0.0%	0	0.0%	0	0.0%	0
Ipswich - Martlesham Heath Retail Park	1.6%	2	0.0%	0	5.2%	2	0.0%	0	0.0%	0
Ipswich - Orwell Retail Park	0.8%	1	3.2%	1	0.0%	0	0.0%	0	0.0%	0
Ipswich - Ransomes Europark	0.5%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0
Ipswich - Suffolk Retail Park	0.8%	1	3.2%	1	0.0%	0	0.0%	0	0.0%	0
Ipswich - The Interchange Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich Smaller (District/Local) Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldeburgh	0.4%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0
Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds	4.0%	5	0.0%	0	0.0%	0	17.4%	5	0.0%	0
Clacton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester	4.1%	5	0.0%	0	0.0%	0	0.0%	0	19.2%	5
Felixstowe	6.1%	7	5.6%	2	10.0%	4	0.0%	0	7.9%	2
Framlingham	2.5%	3	0.0%	0	8.2%	3	0.0%	0	0.0%	0
Halesworth	0.9%	1	0.0%	0	2.8%	1	0.0%	0	0.0%	0
Leiston	0.9%	1	0.0%	0	3.0%	1	0.0%	0	0.0%	0
Lowestoft	1.8%	2	0.0%	0	5.6%	2	0.0%	0	0.0%	0
Manningtree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norwich	1.6%	2	6.5%	2	0.0%	0	0.0%	0	0.0%	0
Saxmundham	0.7%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0
Southwold	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stowmarket	12.7%	15	0.0%	0	5.2%	2	47.8%	13	0.0%	0
Sudbury	1.5%	2	0.0%	0	0.0%	0	0.0%	0	6.8%	2
Woodbridge	4.7%	6	2.7%	1	13.2%	5	0.0%	0	0.0%	0
Debenham	0.6%	1	0.0%	0	0.0%	0	2.5%	1	0.0%	0
Diss	2.4%	3	0.0%	0	4.2%	2	4.9%	1	0.0%	0
Kesgrave	0.9%	1	3.7%	1	0.0%	0	0.0%	0	0.0%	0
Warren Heath	3.0%	4	0.0%	0	0.0%	0	0.0%	0	14.0%	4
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		118		29		36		27		25
Sample:		119		33		53		21		12

Q09 Where do you go for leisure activities when it's linked to your main food shopping?

Those who link their main-food shopping trips with leisure activities and excluding those who mentioned Don't know, Don't do, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q09

Ipswich Town Centre	35.5%	18	74.8%	7	36.7%	5	4.2%	1	36.5%	5
Cardinal Leisure Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldeburgh	1.0%	0	0.0%	0	3.6%	0	0.0%	0	0.0%	0
Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds	7.1%	4	0.0%	0	0.0%	0	27.2%	4	0.0%	0
Clacton	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
Felixstowe	15.9%	8	25.2%	2	23.2%	3	0.0%	0	17.6%	2
Halesworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leiston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lowestoft	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manningtree	6.3%	3	0.0%	0	0.0%	0	0.0%	0	22.3%	3
Norwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southwold	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sudbury	9.4%	5	0.0%	0	0.0%	0	22.5%	3	12.4%	2
Stowmarket	12.8%	6	0.0%	0	2.8%	0	46.1%	6	0.0%	0
Debenham	0.7%	0	0.0%	0	2.8%	0	0.0%	0	0.0%	0
Framlingham	1.9%	1	0.0%	0	7.0%	1	0.0%	0	0.0%	0
Holbrook	3.1%	2	0.0%	0	0.0%	0	0.0%	0	11.2%	2
Kesgrave	1.5%	1	0.0%	0	5.5%	1	0.0%	0	0.0%	0
Woodbridge	4.9%	2	0.0%	0	18.5%	2	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		50		10		13		13		14
Sample:		50		12		20		10		8

Ipswich Household Survey for Strategic Perspectives

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)
Q10 Do you make separate small scale 'top-up' basket food shopping trips for small basic goods such as newspapers, bread, milk and tobacco products, in between your main food shopping trip?					
Yes	71.2% 712	73.3% 261	73.7% 171	69.2% 148	66.9% 132
No	28.8% 288	26.7% 95	26.3% 61	30.8% 66	33.1% 66
Weighted base:	1000	356	232	214	198
Sample:	1000	400	300	200	100

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
Q11 Where do you normally do most of your household's shopping for small scale 'top-up' basket food and convenience goods items (including newspapers, bread, milk and tobacco products)?										
<i>Those who do top up food shopping and excluding those who mentioned Don't know, Don't do, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q11</i>										
Aldi, 14 Meredith Road	0.4%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0
Aldi, 201 Felixstowe Road	0.8%	5	1.8%	4	0.7%	1	0.0%	0	0.0%	0
Aldi, 3 Hines Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Stoke Park Drive	1.6%	10	3.3%	8	0.0%	0	0.0%	0	1.9%	2
Asda, Goddard Road, Ipswich	1.5%	10	2.5%	6	0.0%	0	2.7%	4	0.0%	0
Asian Food store, 73-75 Norwich Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Butchers and Fruits, 14 St Helen's Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Ravenswood	0.9%	6	1.9%	4	0.0%	0	1.0%	1	0.0%	0
Co-op , 65-67 Colchester Road	0.7%	4	1.8%	4	0.0%	0	0.0%	0	0.0%	0
Co-op & Rushmere Post Office, 51-53 Woodbridge Road East	2.3%	15	4.4%	10	2.9%	4	0.0%	0	0.0%	0
Co-op Foodstore, 147 Fircroft Road	1.5%	9	3.4%	8	0.0%	0	0.7%	1	0.0%	0
Co-op Foodstore, 15 Garrick Way	0.4%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 15-25 Meredith Road	0.4%	3	1.1%	3	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 15-23 Ulster Avenue	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 283 Norwich Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 16 Norwich Road	1.1%	7	1.5%	4	0.0%	0	2.3%	3	0.0%	0
Co-op Foodstore, 245-253 Hawthorn Drive	1.4%	8	3.6%	8	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 196 Vernon Street	0.3%	2	0.8%	2	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 111-113 Cauldwell Hall Road	1.3%	8	3.3%	8	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 34-38 Foxhall Road	1.4%	9	3.6%	9	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 1Hines Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 2-8 Selkirk Road	0.4%	3	1.2%	3	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 217-221 Clapgate Lane	0.6%	3	1.5%	3	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 64-66 Queen's Way	0.6%	4	1.1%	3	0.7%	1	0.0%	0	0.0%	0
Co-op Foodstore, 119-123 Penshurst Road	1.1%	7	2.9%	7	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 335-337 Woodbridge Road	1.6%	10	1.7%	4	4.3%	6	0.0%	0	0.0%	0
Co-op Foodstore, 61 Prince of Wales Drive	0.7%	5	1.9%	5	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore , 201 Bramford Lane	0.2%	2	0.6%	2	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore (LateShop), 310 Sheldrake Drive	1.6%	10	3.5%	8	0.0%	0	0.0%	0	1.9%	2
Farmfoods, 88 Bramford Road	0.6%	4	1.3%	3	0.3%	0	0.0%	0	0.0%	0
Global Fruits, 49 Butter Market	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Go East , 2 Fore Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halal Connection, 3-3a Norwich Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 23-31 St Matthew's Street	0.2%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, 38-40 Upper Brook Street	1.8%	11	4.0%	10	0.2%	0	1.1%	2	0.0%	0
J Sainsbury, 40 Hadleigh Road, Ipswich	1.2%	8	2.8%	7	0.0%	0	0.8%	1	0.0%	0
Kerala Store, 71 St John's Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
Lidl, Ravenswood	0.3%	2	0.7%	2	0.0%	0	0.0%	0	0.0%	0
Lidl, Handford Road	0.3%	2	0.7%	2	0.0%	0	0.0%	0	0.0%	0
M.R.S Food Store and Off Licence, 142 Felixstowe Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M.R.S Foodstore, 52 Woodbridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mamoudou, 37 Norwich Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencers, 16-26 Westgate Street	1.9%	12	4.6%	11	0.5%	1	0.0%	0	0.0%	0
McColls, 53 Stoke Park Drive	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mediterranean Foods, 3 Bramford Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Sproughton Road, Ipswich	2.4%	15	4.1%	10	0.0%	0	2.3%	3	1.9%	2
Napoli Deli, 67 Upper Orwell Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
National Groceries and Fruits, 31 Norwich Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premiere Stores, 17 Wherstead Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Procter's Sausages, 12 The Walk	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, 777-779 Woodbridge Road	0.8%	5	1.4%	3	0.4%	1	1.0%	1	0.0%	0
Spar, 11 Reynolds Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Nacton Road	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express, St Matthews Street	0.3%	2	0.7%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Duke Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express & Post Office, 651 Bramford Road	1.1%	7	2.0%	5	0.0%	0	1.6%	2	0.0%	0
The Candy Box Off-Licence, 422 Woodbridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weigh 'n' Save, 69 Carr Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
World Food Store, 20 St Helen's Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Girling Street, SUDBURY	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	2
Aldi, 6-10 Lime Kiln Lane, THETFORD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Turner Rise, COLCHESTER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Wilkes Way, STOWMARKET	2.4%	15	0.0%	0	0.0%	0	10.9%	15	0.0%	0
Budgens, Bullock Fair Close, HARLESTON	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, St Andrews Street, MILDENHALL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, The Thoroughfare, WOODBIDGE	1.8%	11	0.0%	0	7.7%	11	0.0%	0	0.0%	0
Iceland, George Road, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 5-6 Cornhill, BURY ST EDMUNDS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Waterglade Park, CLACTION ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, St Johns Walk Shopping Centre, COLCHESTER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Unit 7, Tollgate Centre, COLCHESTER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 50-60 Hamilton Way, FELIXSTOWE	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Iceland, Roachford Way, FRINTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Combs Lane, STOWMARKET	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 94-95 North Street, SUDBURY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column % ges.

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
Iceland, Minstergate Street, THETFORD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, The Newlands, WITHAM	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, High Street, ATTLEBOROUGH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, 1 Tofts Walk, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, Moreton Hall, BURY ST EDMUNDS	0.7%	4	0.0%	0	0.0%	0	3.2%	4	0.0%	0
J Sainsbury, 14 Priory Walk, COLCHESTER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, Stanway, COLCHESTER	0.5%	3	0.0%	0	0.0%	0	0.0%	0	3.2%	3
J Sainsbury, London Road, THETFORD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, Felixstowe Road, Warren Heath, WARREN HEATH	2.2%	14	4.6%	11	0.0%	0	0.0%	0	2.9%	3
Kwik Save, Minster Gate Street, THETFORD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, St Johns Walk, COLCHESTER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, FELIXSTOWE	0.2%	2	0.0%	0	1.0%	2	0.0%	0	0.0%	0
Lidl, Staple Tye, HARLOW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, 36 North Street, SUDBURY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, 23 Buttemarket, BURY ST EDMUNDS	0.3%	2	0.0%	0	0.0%	0	1.3%	2	0.0%	0
Marks & Spencer, 35-39 Pier Avenue, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, 38 High Street, COLCHESTER	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, 55 Hamilton Road, FELIXSTOWE	1.1%	7	0.0%	0	4.7%	7	0.0%	0	0.0%	0
Marks & Spencer, 82-84 London Road North, LOWESTOFT	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, George Westwood Way, BECCLES	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Little Clacton, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Old Road, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, 146 Victoria Road, DISS	0.6%	4	0.0%	0	0.0%	0	2.6%	4	0.0%	0
Morrisons, Grange Farm Park, FELIXSTOWE	1.3%	8	0.0%	0	5.7%	8	0.0%	0	0.0%	0
Morrisons, Parkeston, HARWICH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Gisleham, LOWESTOFT	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Morrisons, Braintree Road, WITHAM	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netto, 24 Highfields Road, WITHAM	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainbow, Gosford Road, BECCLES	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainbow, Ashburnham Way, CARLTON COLVILLE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainbow, 133 Victoria Road, DISS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainbow, Saxons Way, HALESWORTH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roys Wroxham, Risbygate Street, BURY ST EDMUNDS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roys Wroxham, Great Eastern Road, SUDBURY	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	2
Solar Superstore, Hamilton	1.1%	7	0.0%	0	4.9%	7	0.0%	0	0.0%	0

Column %ges.

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)	
Road, FELIXSTOWE									
Solar Superstore, Market Hill, FRAMLINGHAM	1.4%	9	0.0%	0	6.0%	9	0.0%	0	0.0%
Solar Superstore, Weavers Court, HALSTEAD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Solar Superstore, Sizewell Road, LEISTON	1.7%	11	0.0%	0	7.3%	11	0.0%	0	0.0%
Somerfield, Market Square, BECCLES	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Somerfield, Rayne Road, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Somerfield, Mildenhall Road, BURY ST EDMUNDS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Somerfield, Clacton Hall, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Somerfield, 39-43 High Street, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Somerfield, 37-38 Mere Street, DISS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Somerfield, 270 High Street, DOVERCOURT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Somerfield, High Street, HALSTEAD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Somerfield, 112 London Road, LOWESTOFT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Somerfield, Church Street, SAXMUNDHAM	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Somerfield, 2 Market Place, SOUTHWOLD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Somerfield, 100 East Street, SUDBURY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Great Notley, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Marks Gate, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Market Place, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, London Road, BRANDON	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, St Saviours, BURY ST EDMUNDS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Greenstead Road, COLCHESTER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Highwoods Square, COLCHESTER	1.0%	6	0.0%	0	0.0%	0	0.0%	0	6.1%
Tesco, Victoria Road, DISS	0.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%
Tesco, Yarmouth Road, LOWESTOFT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Cedars Park, STOWMARKET	2.4%	15	0.0%	0	0.5%	1	10.7%	14	0.0%
Tesco, Springlands Way, SUDBURY	0.6%	3	0.0%	0	0.0%	0	0.0%	0	3.3%
Tesco, Kilverston, THETFORD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, 86 Church Road, TIPTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, The Grove Centre, WITHAM	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Horringer, BURY ST EDMUNDS	0.3%	2	0.0%	0	0.0%	0	1.5%	2	0.0%
Tesco Express, Lawson Place, BURY ST EDMUNDS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, High Street, MANNINGTREE	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.5%
Tesco Extra, Copdock Interchange, Copdock	1.8%	11	4.1%	10	0.0%	0	0.0%	0	1.5%
Tesco Extra, Martlesham Heath, Martlesham Heath	1.7%	11	1.9%	4	4.2%	6	0.0%	0	0.0%
Tesco Metro, 28 Station Road, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Ipswich Household Survey for Strategic Perspectives

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Tesco Metro, 88 Hamilton Road, FELIXSTOWE	1.7%	11	0.0%	0	7.2%	11	0.0%	0	0.0%	0
Tesco Metro, 125-127 London Road, LOWESTOFT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Grange Farm, Kesgrave	3.0%	19	8.0%	19	0.0%	0	0.0%	0	0.0%	0
Waitrose, Robert Bobby Way, BURY ST EDMUNDS	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Waitrose, Church Street, SAXMUNDHAM	2.0%	12	0.0%	0	8.5%	12	0.0%	0	0.0%	0
Waitrose, Station Road, SUDBURY	0.8%	5	0.0%	0	0.0%	0	0.0%	0	4.9%	5
Other - Felixstowe - Local Shops, Felixstowe	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other - Local Shops, Finningham Road, Old Newton	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Other - Local Shops, Grundisburgh	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Other - Local Shops, Haslington	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Other - Local Shops, Hemeston	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Other - Local Shops, High Street, Needham Market	0.6%	4	0.0%	0	0.0%	0	2.7%	4	0.0%	0
Other - Local Shops, Hollesley	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Other - Local Shops, Market Place, Bildeston	0.5%	3	0.0%	0	0.0%	0	2.2%	3	0.0%	0
Other - Local Shops, Orford	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other - Local Shops, Otley	0.2%	1	0.0%	0	0.2%	0	0.7%	1	0.0%	0
Other - Local Shops, Poplar Road, Great Cornard	0.6%	3	0.0%	0	0.0%	0	0.0%	0	3.3%	3
Other - Local Shops, Renolds Road	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Sudbury - Local Shops, Sudbury	0.6%	3	0.0%	0	0.0%	0	0.0%	0	3.3%	3
Other Local Shops - Bury St. Edmunds- Co-op, Acacia Court, Blenheim Close, Brantham	0.5%	3	0.0%	0	0.0%	0	0.0%	0	2.9%	3
Other Local Shops - Bury St. Edmunds- Co-op, Ashfield Road, Elmswell, Bury St. Edmunds	1.4%	9	0.0%	0	0.0%	0	6.4%	9	0.0%	0
Other Local Shops - Bury St. Edmunds- Greggs, Abbeygate Street, Bury St. Edmunds	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other Local Shops - Colchester - Budgens, The Street, East Bergholt	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Other Local Shops - Co-op, Barking Road, Needham Market	0.5%	3	0.0%	0	0.0%	0	2.2%	3	0.0%	0
Other Local Shops - Co-op, Broad Street, Eye	0.6%	4	0.0%	0	0.0%	0	1.6%	2	1.5%	2
Other Local Shops - Co-op, Chancery Lane, Debenham	1.1%	7	0.0%	0	0.6%	1	4.5%	6	0.0%	0
Other Local Shops - Co-op, Dales Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other Local Shops - Co-op, Hamilton Road, Felixstowe	0.7%	4	0.4%	1	2.5%	4	0.0%	0	0.0%	0
Other Local Shops - Co-op, High Street, Dedham	1.7%	11	0.0%	0	0.0%	0	1.0%	1	8.8%	9
Other Local Shops - Co-op, High Street, Hadleigh	1.8%	11	0.0%	0	0.0%	0	0.0%	0	10.5%	11
Other Local Shops - Co-op, High Street, Laxfield	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Other Local Shops - Co-op, High Street, Walton on the	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0

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February 2010

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Naze										
Other Local Shops - Co-op, High Street, Wickham Market	1.1%	7	0.0%	0	4.5%	7	0.0%	0	0.0%	0
Other Local Shops - Co-op, King William Street, Needham Market	0.9%	6	0.0%	0	0.0%	0	4.4%	6	0.0%	0
Other Local Shops - Co-op, Market Hill, Framlingham	0.3%	2	0.0%	0	1.3%	2	0.0%	0	0.0%	0
Other Local Shops - Co-op, Norwich Road, Barham	0.8%	5	0.0%	0	0.0%	0	3.6%	5	0.0%	0
Other Local Shops - Co-op, Riverside Avenue East, Station Road, Lawford, Manningtree	0.7%	4	0.0%	0	0.0%	0	0.0%	0	4.1%	4
Other Local Shops - Co-op, Saxmundham Road, Aldeburgh	0.7%	4	0.0%	0	3.0%	4	0.0%	0	0.0%	0
Other Local Shops - Co-op, Sizewell Road, Leiston	0.6%	4	0.0%	0	2.7%	4	0.0%	0	0.0%	0
Other Local Shops - Co-op, The Drift, Great Cornard, Sudbury	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	2
Other Local Shops - Co-op, The Street, Bramford	0.5%	3	0.0%	0	0.0%	0	2.4%	3	0.0%	0
Other Local Shops - Co-op, The Street, Holbrook	1.6%	10	0.3%	1	0.0%	0	0.0%	0	8.8%	9
Other Local Shops - Co-op, The Street, Rickingham	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Other Local Shops - Co-op, The Street, Woolpit	0.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Other Local Shops - Costcutter, Walnut Tree Avenue, Rendlesham, Woodbridge	0.4%	3	0.0%	0	1.8%	3	0.0%	0	0.0%	0
Other Local Shops - Farmfoods Northern Road, Chilton Industrial Estate, Sudbury	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	2
Other Local Shops - Local Shops, Aldeburgh	0.1%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0
Other Local Shops - Local Shops, Beckton	0.5%	3	0.0%	0	0.0%	0	2.4%	3	0.0%	0
Other Local Shops - Local Shops, Birch Street, Nayland	1.2%	7	0.0%	0	0.0%	0	0.0%	0	6.9%	7
Other Local Shops - Local Shops, Brick Street, Nacton	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Other Local Shops - Local Shops, Brook Street	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other Local Shops - Local Shops, Cemetery Road	0.6%	4	1.5%	4	0.0%	0	0.0%	0	0.0%	0
Other Local Shops - Local Shops, Church Road, Coddenhams	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other Local Shops - Local Shops, Church Road, Eye	0.3%	2	0.0%	0	0.0%	0	1.6%	2	0.0%	0
Other Local Shops - Local Shops, Claydon	0.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Other Local Shops - Local Shops, Cliff Lane	0.3%	2	0.7%	2	0.0%	0	0.0%	0	0.0%	0
Other Local Shops - Local Shops, Dales Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other Local Shops - Local Shops, The High Street, Acton	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	2
Other Local Shops - Local Shops, The Street, Elmsett	0.4%	2	0.0%	0	0.0%	0	0.0%	0	2.3%	2
Other Local Shops - Local Shops, The Street, Hollisley	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Other Local Shops - Local Shops, The Street, Monks	0.5%	3	0.0%	0	0.0%	0	2.2%	3	0.0%	0

Column %ges.

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Elleigh										
Other Local Shops - Local Shops, Thorpness	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Other Local Shops - Local Shops, Valiant Road, Martlesham	0.8%	5	2.1%	5	0.0%	0	0.0%	0	0.0%	0
Other Local Shops - Local Shops, Warrington Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other Local Shops - Local Shops, Westford Road	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other Local Shops - Manningtree - Honeycroft Post Office, Waldegrave Way, Lawford, Manningtree	0.4%	3	0.0%	0	0.0%	0	0.0%	0	2.6%	3
Other Local Shops - Moss & Son the Bakers, New Street, Woodbridge	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Other Local Shops - Post Office, Barton Road, Thurston	0.6%	4	0.0%	0	0.0%	0	2.9%	4	0.0%	0
Other Local Shops - Premier Stores, Lindburgh Road	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other Local Shops - Premier Stores, The Street, Shotley	0.6%	4	0.0%	0	0.0%	0	0.0%	0	3.3%	4
Other Local Shops - Russells Farm, Lower Road, Falkenham	0.6%	4	0.0%	0	0.0%	0	0.0%	0	3.3%	4
Other Local Shops - Saxmundham - Horners, High Street, Yoxford, Saxmundham	0.5%	3	0.0%	0	2.3%	3	0.0%	0	0.0%	0
Other Local Shops - Solar Superstore, High Street, Aldeburgh	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Other Local Shops - Spar, High Road East, Felixstowe	0.3%	2	0.0%	0	1.5%	2	0.0%	0	0.0%	0
Other Local Shops - Stowmarket - Boots, Ipswich Street, Stowmarket	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Other Local Shops - Stowmarket - Co-op, Broomspath Road, Stowmarket	0.7%	4	0.0%	0	0.0%	0	3.1%	4	0.0%	0
Other Local Shops - Stowmarket - Greggs, Ipswich Street, Stowmarket	0.2%	2	0.0%	0	0.0%	0	1.1%	2	0.0%	0
Other Local Shops - Stowmarket - Lidl, Bury Road, Stowmarket	0.7%	5	0.0%	0	0.0%	0	3.4%	5	0.0%	0
Other Local Shops - The Cake Shop, Thoroughfare, Woodbridge	0.4%	3	0.0%	0	1.8%	3	0.0%	0	0.0%	0
Tesco Express, Nacton Road, Nacton Road District Centre	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Internet / Mail Order	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
Weighted base:		624		236		147		135		106
Sample:		640		261		195		129		55

Ipswich Household Survey for Strategic Perspectives

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)
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Q12 How often do you normally do your household's shopping for small scale 'top-up' basket food and convenience goods items (including newspapers, bread, milk and tobacco products)?

Those who do top up food shopping

Daily	7.0%	50	4.5%	12	6.5%	11	6.4%	9	13.5%	18
More than once a week	44.4%	316	49.3%	129	47.2%	81	38.7%	57	37.2%	49
Once a week	30.8%	219	30.2%	79	33.4%	57	33.0%	49	25.9%	34
Once a fortnight	8.3%	59	9.2%	24	3.2%	5	9.1%	13	12.0%	16
Once a month	2.2%	16	1.6%	4	3.0%	5	4.5%	7	0.0%	0
Less often	0.3%	2	0.3%	1	0.0%	0	0.7%	1	0.0%	0
Varies	7.1%	50	4.7%	12	6.8%	12	7.6%	11	11.4%	15
Weighted base:		712		261		171		148		132
Sample:		723		292		222		140		69

Q13 Of all the money you spend on food and household groceries, what share, as a % goes to your main food shopping?

Excluding those who mentioned Don't know, Don't do, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q13

0-10%	0.2%	2	0.5%	1	0.3%	1	0.0%	0	0.0%	0
11-20%	0.9%	8	2.6%	8	0.0%	0	0.0%	0	0.0%	0
21-30%	1.9%	17	2.8%	9	1.7%	3	0.8%	2	1.6%	3
31-40%	1.2%	11	1.5%	5	1.0%	2	1.3%	3	1.0%	2
41-50%	7.3%	65	7.6%	24	5.0%	10	3.4%	7	13.8%	24
51-60%	5.3%	47	3.4%	11	7.5%	15	5.0%	10	6.6%	12
61-70%	6.9%	62	7.9%	25	6.9%	14	9.1%	18	2.8%	5
71-80%	26.2%	234	28.4%	90	25.6%	52	24.2%	47	25.3%	44
81-90%	21.0%	187	23.2%	74	16.4%	33	21.0%	41	22.2%	39
91-100%	29.0%	258	22.0%	70	35.7%	73	35.3%	68	26.7%	47
Mean:		77.3		74.6		79.2		80.8		76.2
Weighted base:		891		317		204		194		175
Sample:		885		352		267		180		86

	Total		Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)	
Q14 I would now like to ask you some questions about non-food shopping. In which location do you normally do most of your household's non-food shopping?										
<i>Excluding those who mentioned Don't know, Don't do, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q14</i>										
Ipswich Town Centre	54.6%	519	78.4%	271	40.1%	86	41.6%	83	41.2%	78
Ipswich - Anglia Retail Park	1.3%	12	2.6%	9	0.5%	1	1.0%	2	0.0%	0
Ipswich - Commercial Road Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Euro Retail Park	0.5%	5	1.2%	4	0.4%	1	0.0%	0	0.0%	0
Ipswich - Orwell Retail Park/Ranelagh Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Suffolk Retail Park	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Ipswich Smaller (District/Local) Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Copdock - Copdock Retail Park	0.7%	7	1.4%	5	0.0%	0	1.1%	2	0.0%	0
Martlesham Heath - Beardmore Retail Park	0.2%	2	0.0%	0	0.7%	2	0.0%	0	0.0%	0
Braintree - Braintree Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds - Robert Boby Way Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds - St Edmundsbury Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Valley Bridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Fiveways Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Colchester Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Colne View Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Tollgate Centre	0.7%	7	0.0%	0	0.0%	0	0.0%	0	3.6%	7
Lowestoft - Tower Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martlesham Heath - Martlesham Retail Park	0.9%	8	1.4%	5	1.7%	4	0.0%	0	0.0%	0
Newmarket - Studlands Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sudbury - Shawlands Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thetford - Forest Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldeburgh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Braintree	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Bury St. Edmunds	6.4%	61	0.3%	1	1.0%	2	26.4%	53	2.7%	5
Cambridge	0.1%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Clacton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester	4.7%	45	0.2%	1	0.0%	0	0.0%	0	23.3%	44
Felixstowe	5.7%	54	3.0%	10	18.9%	41	0.3%	1	1.3%	2
Framlingham	0.5%	5	0.0%	0	2.2%	5	0.0%	0	0.0%	0
Halesworth	0.1%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Leiston	0.5%	4	0.0%	0	2.0%	4	0.0%	0	0.0%	0
Lowestoft	0.9%	8	0.0%	0	3.9%	8	0.0%	0	0.0%	0
Manningtree	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.6%	3
Norwich	1.9%	19	2.4%	8	2.8%	6	2.1%	4	0.0%	0
Southwold	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stowmarket	4.1%	39	0.0%	0	0.5%	1	18.9%	38	0.0%	0
Sudbury	2.7%	25	0.2%	1	0.0%	0	0.9%	2	12.0%	23
Woodbridge	4.6%	43	1.5%	5	15.5%	33	0.5%	1	1.9%	4
Catalogue / Mail order	1.4%	13	0.3%	1	0.9%	2	3.6%	7	1.4%	3
Copdock - Copdock Retail Park	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Internet - Online - Amazon	0.6%	6	0.4%	1	1.3%	3	0.7%	1	0.0%	0
Internet - Online - Ebay	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	2
Internet - Online - John Lewis	0.2%	2	0.0%	0	0.2%	0	0.0%	0	0.8%	2
Internet - Online - Marks & Spencer	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Internet - Online - Next	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Internet - Online - Tesco	0.2%	2	0.0%	0	0.7%	2	0.0%	0	0.0%	0
Internet - Online - Various Retailers	1.2%	11	1.0%	4	1.7%	4	0.3%	1	1.7%	3
Other - Beccles	0.1%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Other - Debenham	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0

Ipswich Household Survey for Strategic Perspectives

Weighted:

February 2010

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Other - Diss	0.3%	3	0.0%	0	0.5%	1	1.0%	2	0.0%	0
Other - Dovecot	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.4%	3
Other - Eye	0.1%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Other - Hadleigh	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Other - Harlesden	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0
Other - J Sainsbury, Felixstowe Road, Warren Heath	0.8%	7	0.8%	3	0.5%	1	0.0%	0	1.9%	4
Other - London	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Martlesham	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Other - Smaller Centre - Brook Street	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Bury Road	0.1%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0
Other - Smaller Centre - Goddard Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Grange Farm	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Hadleigh Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Manningtree	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	2
Other - Smaller Centre - Nacton Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Ravenswood	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Varies	1.4%	13	1.7%	6	1.9%	4	0.3%	1	1.4%	3
Other - Warbleswick Centre	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Other - Whitehouse Centre	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Wycombe	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Internet	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
Weighted base:		950		345		215		200		190
Sample:		947		387		279		186		95

Weighted:

February 2010

	Total		Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)	
Q15 Where do you normally do most of your household's shopping for (womens, mens, childrens and baby) clothing & footwear items?										
<i>Excluding those who mentioned Don't know, Don't do, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q15</i>										
Ipswich Town Centre	59.0%	568	83.2%	284	48.5%	109	46.5%	95	41.4%	80
Ipswich - Anglia Retail Park	0.2%	2	0.2%	1	0.0%	0	0.5%	1	0.0%	0
Ipswich - Anglia Retail Park - Mamas & Papas	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Commercial Road Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Euro Retail Park	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Ipswich - Euro Retail Park - JJB Sports	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Ipswich - Orwell Retail Park/Ranelagh Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Suffolk Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Suffolk Retail Park - Brantano	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich Smaller (District/Local) Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Copdock - Copdock Retail Park	0.3%	3	0.2%	1	1.0%	2	0.0%	0	0.0%	0
Copdock - Copdock Retail Park - Mothercare World	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martlesham Heath - Beardmore Retail Park	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Braintree - Braintree Retail Park	0.5%	5	0.4%	1	0.0%	0	0.0%	0	1.8%	3
Bury St. Edmunds - Robert Boby Way Retail Park	0.3%	3	0.0%	0	0.0%	0	0.5%	1	0.9%	2
Bury St. Edmunds - St Edmundsbury Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Valley Bridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Fiveways Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Colchester Retail Park	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.8%	3
Colchester - Colne View Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Tollgate Centre	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Lowestoft - Tower Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martlesham Heath - Martlesham Retail Park	0.2%	2	0.3%	1	0.3%	1	0.0%	0	0.0%	0
Newmarket - Studlands Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sudbury - Shawlands Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thetford - Forest Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldeburgh	0.1%	1	0.0%	0	0.2%	0	0.3%	1	0.0%	0
Braintree	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Bury St. Edmunds	5.0%	48	0.2%	1	0.3%	1	19.7%	40	3.2%	6
Cambridge	0.2%	2	0.6%	2	0.0%	0	0.0%	0	0.0%	0
Clacton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	2
Colchester	5.1%	49	0.0%	0	0.0%	0	0.0%	0	25.7%	49
Felixstowe	3.7%	36	1.3%	4	14.1%	32	0.0%	0	0.0%	0
Framlingham	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0
Halesworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leiston	0.2%	2	0.0%	0	0.8%	2	0.0%	0	0.0%	0
Lowestoft	1.0%	9	0.0%	0	4.1%	9	0.0%	0	0.0%	0
Manningtree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norwich	3.2%	31	2.6%	9	5.5%	12	3.6%	7	1.0%	2
Southwold	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stowmarket	3.3%	32	0.0%	0	0.2%	0	15.4%	31	0.0%	0
Sudbury	1.6%	16	0.2%	1	0.0%	0	0.9%	2	6.8%	13
Woodbridge	2.4%	23	1.4%	5	7.7%	17	0.5%	1	0.0%	0
Catalogue / Mail order	4.6%	44	3.5%	12	5.8%	13	4.3%	9	5.4%	10
Internet - Online - Amazon	0.3%	3	0.0%	0	0.4%	1	0.0%	0	0.9%	2
Internet - Online - BHS	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	2
Internet - Online - Classic Confidence	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Internet - Online - Cotton Traders	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Internet - Online - Crew	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0

Column %ges.

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Clothing										
Internet - Online - Ebay	0.1%	1	0.2%	1	0.0%	0	0.3%	1	0.0%	0
Internet - Online - Landsend	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Internet - Online - Laredoute	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Internet - Online - Marks & Spencer	0.2%	2	0.2%	1	0.0%	0	0.0%	0	0.5%	1
Internet - Online - Next	0.5%	4	0.2%	1	1.2%	3	0.5%	1	0.0%	0
Internet - Online - Sports Direct	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Internet - Online - Various Retailers	1.6%	15	0.5%	2	3.9%	9	1.3%	3	0.9%	2
Internet - Online - Very.co.uk	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Beccles	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Other - Cambridge	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Diss	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Other - East Bergholt	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Other - Hadleigh	0.4%	4	0.0%	0	0.0%	0	0.0%	0	1.8%	4
Other - J Sainsbury, Felixstowe Road, Warren Heath	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	2
Other - Lakeside Leisure Park, Saxmundham	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - London	0.5%	5	0.9%	3	0.0%	0	0.9%	2	0.0%	0
Other - Martlesham	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Other - Newmarket	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Other - Oxford Street, London	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Other - Smaller Centre - Goddard Road	0.4%	3	0.8%	3	0.0%	0	0.3%	1	0.0%	0
Other - Varies	2.5%	24	1.6%	5	1.7%	4	4.1%	8	3.2%	6
Internet	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
Weighted base:	963			341		224		205		192
Sample:	957			382		289		190		96

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
Q16 Where do you normally do most of your household's shopping for furniture, carpets and other floor coverings (such as beds, sofas, tables, fitted carpets, screens, etc)?										
<i>Excluding those who mentioned Don't know, Don't do, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q16</i>										
Ipswich Town Centre	29.5%	200	42.6%	100	24.2%	40	21.4%	34	21.7%	26
Ipswich - Anglia Retail Park	6.2%	42	10.1%	24	1.2%	2	8.1%	13	2.9%	3
Ipswich - Anglia Retail Park - Carpet Right	1.7%	11	2.2%	5	0.3%	1	2.5%	4	1.3%	2
Ipswich - Anglia Retail Park - Klausner	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Ipswich - Commercial Road Retail Park	0.2%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Ipswich - Euro Retail Park	10.4%	71	17.0%	40	12.1%	20	1.5%	2	7.3%	9
Ipswich - Euro Retail Park - Carpentry	2.2%	15	3.2%	8	2.6%	4	0.9%	1	1.3%	2
Ipswich - Euro Retail Park - Harveys	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Ipswich - Euro Retail Park - Allied Carpets	0.3%	2	0.8%	2	0.0%	0	0.0%	0	0.0%	0
Ipswich - Euro Retail Park - Dreams Bed Superstore	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Euro Retail Park - SCS	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Ipswich - Orwell Retail Park/Ranelagh Road	0.8%	5	0.8%	2	0.5%	1	0.4%	1	1.6%	2
Ipswich - Orwell Retail Park/Ranelagh Road - Glasswells	2.7%	18	2.8%	7	6.0%	10	1.2%	2	0.0%	0
Ipswich - Suffolk Retail Park	0.5%	3	1.1%	3	0.4%	1	0.0%	0	0.0%	0
Ipswich Smaller (District/Local) Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Copdock - Copdock Retail Park	0.2%	2	0.4%	1	0.4%	1	0.0%	0	0.0%	0
Copdock - Copdock Retail Park - Multiyork	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martlesham Heath - Beardmore Retail Park	0.3%	2	0.0%	0	1.1%	2	0.0%	0	0.0%	0
Braintree - Braintree Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds - Robert Bobby Way Retail Park	0.4%	3	0.0%	0	0.0%	0	0.6%	1	1.4%	2
Bury St. Edmunds - St Edmundsbury Retail Park	0.9%	6	0.0%	0	0.0%	0	2.7%	4	1.4%	2
Clacton - Valley Bridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Fiveways Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Colchester Retail Park	0.9%	6	0.0%	0	0.9%	1	0.0%	0	4.0%	5
Colchester - Colne View Retail Park	0.4%	3	0.0%	0	0.0%	0	0.0%	0	2.3%	3
Colchester - Tollgate Centre	1.2%	8	0.0%	0	0.0%	0	0.0%	0	6.4%	8
Lowestoft - Tower Retail Park	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Martlesham Heath - Martlesham Retail Park	0.9%	6	1.4%	3	1.8%	3	0.0%	0	0.0%	0
Newmarket - Studlands Retail Park	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Sudbury - Shawlands Retail Park	0.5%	3	0.0%	0	0.0%	0	0.0%	0	2.8%	3
Thetford - Forest Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldeburgh	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
Bury St. Edmunds	4.7%	32	0.5%	1	0.0%	0	17.3%	28	2.8%	3
Cambridge	0.9%	6	0.7%	2	0.5%	1	1.8%	3	0.8%	1
Clacton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester	4.1%	28	0.0%	0	0.6%	1	0.6%	1	21.2%	26
Felixstowe	3.5%	24	1.5%	3	12.3%	20	0.3%	1	0.0%	0
Framlingham	0.4%	3	0.0%	0	1.8%	3	0.0%	0	0.0%	0
Halesworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leiston	0.4%	3	0.0%	0	1.5%	3	0.0%	0	0.0%	0
Lowestoft	1.0%	7	0.0%	0	4.1%	7	0.0%	0	0.0%	0
Manningtree	0.4%	3	0.0%	0	0.0%	0	0.0%	0	2.3%	3
Norwich	1.9%	13	1.4%	3	2.3%	4	3.5%	6	0.0%	0

Column %ges.

Ipswich Household Survey for Strategic Perspectives

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
Southwold	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stowmarket	4.6%	31	0.0%	0	0.2%	0	19.5%	31	0.0%	0
Sudbury	1.0%	7	0.0%	0	0.0%	0	0.0%	0	5.7%	7
Woodbridge	3.1%	21	0.7%	2	10.5%	17	1.5%	2	0.0%	0
Catalogue / Mail order	1.0%	7	2.0%	5	1.4%	2	0.0%	0	0.0%	0
Internet - Online - Amazon	0.2%	2	0.3%	1	0.5%	1	0.0%	0	0.0%	0
Internet - Online - Argos	0.5%	3	0.0%	0	0.5%	1	0.5%	1	1.3%	2
Internet - Online - Cotswold Company	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Internet - Online - Currys	0.1%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0
Internet - Online - Ebay	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Internet - Online - Ikea	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	2
Internet - Online - Marks & Spencer	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Internet - Online - Sofa Warehouse Direct	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Internet - Online - Various Retailers	2.2%	15	1.4%	3	4.5%	7	1.9%	3	1.3%	2
Other - Bramford	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other - Coome	0.2%	2	0.0%	0	0.0%	0	0.9%	2	0.0%	0
Other - Coventry City Centre	0.1%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Other - Diss	0.5%	4	0.0%	0	0.2%	0	2.0%	3	0.0%	0
Other - Eye	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Other - Hadleigh	1.0%	7	0.3%	1	0.0%	0	0.0%	0	4.9%	6
Other - Kesgrave	0.4%	2	0.3%	1	1.0%	2	0.0%	0	0.0%	0
Other - Lakeside Leisure Park, Saxmundham	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Other - London	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Martlesham	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Other - Melton	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Other - Needham Market	0.5%	4	0.0%	0	0.2%	0	2.0%	3	0.0%	0
Other - Saxmundham	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Other - Smaller Centre - Bramford Road	0.3%	2	0.3%	1	0.0%	0	0.7%	1	0.0%	0
Other - Smaller Centre - Car Street	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Dales Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Derby Road	0.4%	3	1.2%	3	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - MFI, The Sandlings	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	2
Other - Thetford	0.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Other - Thurrock	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other - Varies	3.3%	23	4.4%	10	1.0%	2	4.4%	7	2.8%	3
Internet	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
Weighted base:		680		235		164		159		122
Sample:		681		256		214		149		62

	Total		Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)	
Q17 Where do you normally do most of your household's shopping for hardware, DIY goods, decorating supplies and garden products (such as drills, lawn mowers, hammers, hedge cutters, garden tools, plants, shrubs etc)?										
<i>Excluding those who mentioned Don't know, Don't do, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q17</i>										
Ipswich Town Centre	6.8%	59	7.4%	22	6.5%	13	7.9%	15	4.7%	8
Ipswich - Anglia Retail Park	1.1%	10	1.6%	5	0.0%	0	1.0%	2	1.8%	3
Ipswich - Anglia Retail Park - B&Q	22.9%	198	31.9%	93	7.7%	16	38.4%	75	8.3%	14
Ipswich - Commercial Road Retail Park	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Ipswich - Euro Retail Park	1.8%	16	4.7%	14	0.9%	2	0.0%	0	0.0%	0
Ipswich - Euro Retail Park - B&Q	19.5%	168	32.1%	94	19.6%	40	5.0%	10	14.4%	25
Ipswich - Jewsons	0.3%	3	0.2%	1	0.3%	1	0.7%	1	0.0%	0
Ipswich - Orwell Retail Park/Ranelagh Road	0.3%	2	0.8%	2	0.0%	0	0.0%	0	0.0%	0
Ipswich - Orwell Retail Park/Ranelagh Road - Focus	2.0%	18	3.2%	9	2.6%	5	0.0%	0	1.8%	3
Ipswich - Suffolk Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Wickes, Crompton Road	0.2%	2	0.6%	2	0.0%	0	0.0%	0	0.0%	0
Ipswich - Topps Tiles, Commercial Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich Smaller (District/Local) Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Braintree - Braintree Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds - Easlea Road	0.3%	3	0.0%	0	0.0%	0	1.5%	3	0.0%	0
Bury St. Edmunds - Risbygate Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds - Robert Boby Way Retail Park	1.1%	9	0.0%	0	0.0%	0	3.8%	7	1.0%	2
Bury St. Edmunds - St Edmundsbury Retail Park	0.7%	6	0.0%	0	0.0%	0	3.0%	6	0.0%	0
Clacton - Fiveways Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Valley Bridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Colchester Retail Park	0.7%	6	0.0%	0	0.0%	0	0.0%	0	3.6%	6
Colchester - Colne View Retail Park	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.6%	3
Colchester - St Andrew's Avenue	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Tollgate Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	2
Colchester - Turner Rise	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	2
Copdock - Copdock Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martlesham Heath - Beardmore Retail Park	6.1%	53	3.8%	11	20.2%	42	0.0%	0	0.0%	0
Newmarket - Studlands Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warren Heath - Homebase	2.8%	24	5.4%	16	2.4%	5	0.8%	2	0.9%	2
Aldeburgh	0.2%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds	2.8%	24	0.0%	0	0.0%	0	12.5%	24	0.0%	0
Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester	4.5%	39	0.0%	0	0.0%	0	0.0%	0	22.9%	39
Felixstowe	4.2%	37	0.2%	1	17.4%	36	0.0%	0	0.0%	0
Framlingham	1.2%	10	0.0%	0	4.3%	9	0.7%	1	0.0%	0
Halesworth	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Leiston	0.8%	7	0.0%	0	3.5%	7	0.0%	0	0.0%	0
Lowestoft	0.6%	5	0.0%	0	2.6%	5	0.0%	0	0.0%	0
Manningtree	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Norwich	0.1%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Southwold	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stowmarket	2.8%	24	0.0%	0	0.2%	0	12.2%	24	0.0%	0
Sudbury	4.0%	34	0.0%	0	0.0%	0	2.4%	5	17.4%	30
Woodbridge	1.7%	14	1.9%	6	3.8%	8	0.5%	1	0.0%	0
Catalogue / Mail order	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Internet - Online - B&Q	0.3%	3	0.0%	0	0.4%	1	0.0%	0	1.0%	2

Ipswich Household Survey for Strategic Perspectives

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
Other - Bacton	0.4%	3	0.0%	0	0.0%	0	1.7%	3	0.0%	0
Other - Beccles	0.1%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Other - Bressingham	0.1%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Other - Diss	0.5%	4	0.0%	0	0.7%	1	1.4%	3	0.0%	0
Other - Dovecot	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.6%	3
Other - East Bergholt	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Other - Gainsborough	0.2%	1	0.3%	1	0.3%	1	0.0%	0	0.0%	0
Other - Hadleigh	2.7%	23	0.0%	0	0.0%	0	0.0%	0	13.7%	23
Other - J Sainsbury, Felixstowe Road, Warren Heath	0.3%	2	0.5%	1	0.4%	1	0.0%	0	0.0%	0
Other - Kesgrave	1.1%	10	2.8%	8	0.7%	1	0.0%	0	0.0%	0
Other - Martlesham	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Other - Melford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	2
Other - Needham Market	0.6%	5	0.3%	1	0.0%	0	2.3%	4	0.0%	0
Other - Rushmere	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Other - Saxmundham	0.3%	3	0.0%	0	1.4%	3	0.0%	0	0.0%	0
Other - Smaller Centre - London Road	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Whitehouse Retail Park	0.1%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Other - Varies	1.7%	15	2.0%	6	1.0%	2	2.9%	6	0.6%	1
Internet	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
Weighted base:		863		292		206		195		170
Sample:		858		325		267		182		84

	Total		Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)	
Q18 Where do you normally do most of your shopping for audio visual, photographic, computer items (such as stereos, radios, TVs, software, cameras, telephones, CDs & DVDs etc)?										
<i>Excluding those who mentioned Don't know, Don't do, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q18</i>										
Ipswich Town Centre	17.4%	129	27.0%	70	13.2%	24	9.9%	17	13.9%	18
Ipswich - Anglia Retail Park	3.4%	25	4.7%	12	1.5%	3	4.9%	8	1.5%	2
Ipswich - Anglia Retail Park - Comet	7.4%	55	9.6%	25	3.0%	5	12.9%	22	2.3%	3
Ipswich - Commercial Road Retail Park	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	2
Ipswich - Euro Retail Park	3.1%	23	6.1%	16	1.4%	3	2.9%	5	0.0%	0
Ipswich - Euro Retail Park - Hughes	3.8%	28	6.2%	16	4.6%	8	2.1%	3	0.0%	0
Ipswich - Orwell Retail Park/Ranelagh Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Suffolk Retail Park	0.6%	4	0.3%	1	0.3%	1	0.4%	1	1.5%	2
Ipswich Smaller (District/Local) Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Copdock - Copdock Retail Park	4.2%	31	6.1%	16	1.4%	3	2.4%	4	6.5%	8
Copdock - Copdock Retail Park - Currys	4.0%	30	6.1%	16	4.1%	7	0.0%	0	5.1%	7
Copdock - Copdock Retail Park - PC World	3.1%	23	5.2%	14	2.7%	5	1.2%	2	1.9%	2
Martlesham Heath - Beardmore Retail Park	2.6%	19	1.9%	5	7.4%	13	0.4%	1	0.0%	0
Braintree - Braintree Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds - Robert Bobby Way Retail Park	1.4%	10	0.0%	0	0.0%	0	5.1%	9	1.3%	2
Bury St. Edmunds - St Edmundsbury Retail Park	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Clacton - Valley Bridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Fiveways Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Colchester Retail Park	0.6%	4	0.0%	0	0.0%	0	0.0%	0	3.2%	4
Colchester - Colne View Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Tollgate Centre	3.0%	22	0.0%	0	0.0%	0	0.0%	0	17.1%	22
Lowestoft - Tower Retail Park	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Martlesham Heath - Martlesham Retail Park	5.5%	41	5.5%	14	12.7%	23	0.0%	0	2.7%	4
Newmarket - Studlands Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sudbury - Shawlands Retail Park	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	2
Thetford - Forest Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldeburgh	0.1%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0
Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds	2.1%	16	0.0%	0	0.0%	0	9.4%	16	0.0%	0
Cambridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Clacton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	2
Colchester	0.8%	6	0.0%	0	0.0%	0	0.0%	0	4.6%	6
Felixstowe	2.8%	21	0.0%	0	11.5%	21	0.0%	0	0.0%	0
Framlingham	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Halesworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leiston	1.1%	8	0.0%	0	4.4%	8	0.0%	0	0.0%	0
Lowestoft	0.4%	3	0.0%	0	1.7%	3	0.0%	0	0.0%	0
Manningtree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norwich	0.7%	6	0.0%	0	1.4%	3	1.8%	3	0.0%	0
Southwold	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Stowmarket	5.1%	38	0.0%	0	0.0%	0	22.4%	38	0.0%	0
Sudbury	1.3%	10	0.0%	0	0.0%	0	0.0%	0	7.4%	10
Woodbridge	1.0%	8	0.0%	0	4.2%	8	0.0%	0	0.0%	0
Catalogue / Mail order	1.0%	7	0.9%	2	0.5%	1	2.4%	4	0.0%	0
Internet - Online - Amazon	4.8%	36	4.6%	12	5.1%	9	3.7%	6	6.3%	8
Internet - Online - Aol	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Internet - Online - Argos	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	2
Internet - Online - Comet	0.6%	4	0.3%	1	0.5%	1	0.4%	1	1.3%	2
Internet - Online - Currys	0.4%	3	0.2%	1	1.2%	2	0.0%	0	0.0%	0
Internet - Online - Dell	0.2%	1	0.3%	1	0.3%	1	0.0%	0	0.0%	0

Ipswich Household Survey for Strategic Perspectives

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
Internet - Online - Digital Direct	0.1%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0
Internet - Online - Eavesham	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Internet - Online - Ebay	0.3%	2	0.5%	1	0.4%	1	0.0%	0	0.0%	0
Internet - Online - Go Compare	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Internet - Online - Hughes Direct	0.1%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Internet - Online - John Lewis	0.3%	2	0.3%	1	0.2%	0	0.6%	1	0.0%	0
Internet - Online - Misco.co.uk	0.1%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Internet - Online - Play.com	0.4%	3	1.1%	3	0.0%	0	0.0%	0	0.0%	0
Internet - Online - Sainsburys	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Internet - Online - Tesco	0.4%	3	0.0%	0	0.3%	1	0.3%	1	1.3%	2
Internet - Online - Various Retailers	8.2%	61	7.6%	20	8.3%	15	7.6%	13	10.3%	13
Internet - Online - Warehouse Express	0.1%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0
Other - Abroad	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Other - Bacton	0.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Other - Diss	0.7%	5	0.0%	0	0.7%	1	2.5%	4	0.0%	0
Other - Gislegham	0.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Other - Hadleigh	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	2
Other - Harlesden	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Other - Harwich	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Other - J Sainsbury, Felixstowe Road, Warren Heath	0.3%	2	0.5%	1	0.0%	0	0.6%	1	0.0%	0
Other - London	0.3%	2	0.3%	1	0.7%	1	0.0%	0	0.0%	0
Other - Manchester	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Saxmundham	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Other - Smaller Centre - Dales Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Diss	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Felixstowe Road	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Foxhall Road	0.3%	2	0.4%	1	0.0%	0	0.6%	1	0.0%	0
Other - Smaller Centre - Tavern Street	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Other - Stanstead Airport	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Other - Varies	2.4%	18	2.9%	8	2.3%	4	1.0%	2	3.4%	4
Internet	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
Weighted base:		740		260		181		168		131
Sample:		756		293		235		159		69

	Total		Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)	
Q19 Where do you normally do most of your household's shopping for small domestic electrical appliances (such as irons, kettles, fans, coffee makers, food mixers etc)?										
<i>Excluding those who mentioned Don't know, Don't do, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q19</i>										
Ipswich Town Centre	21.7%	191	40.5%	122	6.3%	14	9.3%	17	21.3%	38
Ipswich - Anglia Retail Park	3.5%	31	5.5%	17	0.9%	2	5.9%	11	0.9%	2
Ipswich - Anglia Retail Park - Comet	4.9%	43	7.1%	21	0.7%	2	9.3%	17	1.7%	3
Ipswich - Commercial Road Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Euro Retail Park	1.7%	15	4.1%	12	0.5%	1	0.0%	0	0.9%	2
Ipswich - Euro Retail Park - Hughes	1.3%	12	2.8%	8	0.4%	1	0.3%	1	1.1%	2
Ipswich - Orwell Retail Park/Ranelagh Road	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Ipswich - Suffolk Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Suffolk Retail Park - Argos Extra	1.6%	14	1.7%	5	0.9%	2	0.3%	1	3.6%	6
Ipswich Smaller (District/Local) Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Copdock - Copdock Retail Park	4.5%	39	8.0%	24	1.1%	2	2.6%	5	4.6%	8
Copdock - Copdock Retail Park - Currys	2.7%	24	3.4%	10	3.5%	8	0.6%	1	2.9%	5
Martlesham Heath - Beardmore Retail Park	2.8%	25	1.3%	4	9.8%	21	0.0%	0	0.0%	0
Braintree - Braintree Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds - Robert Bobby Way Retail Park	0.3%	3	0.0%	0	0.0%	0	1.5%	3	0.0%	0
Bury St. Edmunds - St Edmundsbury Retail Park	0.2%	2	0.0%	0	0.0%	0	1.1%	2	0.0%	0
Clacton - Valley Bridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Fiveways Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Colchester Retail Park	0.5%	4	0.0%	0	0.0%	0	0.0%	0	2.4%	4
Colchester - Colne View Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Tollgate Centre	1.9%	17	0.0%	0	0.0%	0	0.0%	0	9.6%	17
Lowestoft - Tower Retail Park	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Martlesham Heath - Martlesham Retail Park	6.6%	58	6.9%	21	17.5%	37	0.0%	0	0.0%	0
Newmarket - Studlands Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sudbury - Shawlands Retail Park	0.6%	5	0.0%	0	0.0%	0	0.0%	0	2.9%	5
Thetford - Forest Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldeburgh	0.5%	4	0.0%	0	1.9%	4	0.0%	0	0.0%	0
Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds	3.4%	30	0.0%	0	0.0%	0	16.2%	30	0.0%	0
Cambridge	0.2%	2	0.3%	1	0.4%	1	0.0%	0	0.0%	0
Clacton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	2
Colchester	2.3%	20	0.0%	0	0.0%	0	0.0%	0	11.1%	20
Felixstowe	6.5%	57	0.4%	1	25.9%	56	0.3%	1	0.0%	0
Framlingham	0.9%	8	0.0%	0	3.5%	8	0.0%	0	0.0%	0
Halesworth	0.1%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Leiston	1.6%	14	0.0%	0	6.5%	14	0.0%	0	0.0%	0
Lowestoft	0.3%	3	0.0%	0	1.2%	3	0.0%	0	0.0%	0
Manningtree	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.7%	3
Norwich	0.6%	6	0.9%	3	1.1%	2	0.4%	1	0.0%	0
Southwold	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stowmarket	7.6%	66	0.0%	0	0.2%	0	35.9%	66	0.0%	0
Sudbury	2.0%	17	0.0%	0	0.0%	0	0.0%	0	9.7%	17
Woodbridge	1.5%	13	0.2%	1	5.7%	12	0.0%	0	0.0%	0
Catalogue / Mail order	0.6%	5	1.1%	3	0.0%	0	0.8%	2	0.0%	0
Internet - Online - Amazon	0.9%	8	0.5%	2	1.3%	3	1.0%	2	1.0%	2
Internet - Online - Argos	0.4%	3	0.0%	0	0.0%	0	0.7%	1	1.0%	2
Internet - Online - Asda	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Internet - Online - Comet	0.3%	3	0.3%	1	0.0%	0	0.0%	0	1.0%	2
Internet - Online - Currys	0.2%	2	0.0%	0	0.2%	0	0.0%	0	0.9%	2
Internet - Online - Go	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0

Ipswich Household Survey for Strategic Perspectives

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
Compare										
Internet - Online - John Lewis	0.5%	4	0.0%	0	0.4%	1	0.0%	0	1.9%	3
Internet - Online - Littlewoods	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Internet - Online - Play.com	0.1%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0
Internet - Online - Tesco	0.3%	3	0.0%	0	0.4%	1	0.0%	0	1.0%	2
Internet - Online - Various Retailers	2.1%	18	2.6%	8	2.5%	5	2.9%	5	0.0%	0
Other - Bacton	0.2%	2	0.0%	0	0.0%	0	1.1%	2	0.0%	0
Other - Brandon	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	2
Other - Diss	0.9%	8	0.0%	0	0.5%	1	3.8%	7	0.0%	0
Other - Dovecot	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.5%	3
Other - Hadleigh	1.5%	13	0.0%	0	0.0%	0	0.0%	0	7.6%	13
Other - High Woods	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Other - J Sainsbury, Felixstowe Road, Warren Heath	2.2%	20	3.6%	11	1.0%	2	0.0%	0	3.7%	7
Other - Kesgrave	0.5%	4	0.9%	3	0.7%	2	0.0%	0	0.0%	0
Other - London	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Other - Saxmundham	0.4%	3	0.0%	0	1.6%	3	0.0%	0	0.0%	0
Other - Smaller Centre - Felixstowe Road	0.7%	6	2.0%	6	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Goddard Road	0.6%	6	1.7%	5	0.0%	0	0.3%	1	0.0%	0
Other - Smaller Centre - Ranelagh Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Sproughton Road	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Tavern Street	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Other - Smaller Centre - Vauxhall Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Warwick Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Varies	2.8%	25	2.2%	7	1.9%	4	4.2%	8	3.4%	6
Internet	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
Weighted base:		878		301		214		184		178
Sample:		878		335		278		176		89

	Total		Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)				
Q20 Where do you normally do most of your household's shopping for large domestic electrical appliances (such as fridges, washing machines, cookers, vacuum cleaners etc)?										
<i>Excluding those who mentioned Don't know, Don't do, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q20</i>										
Ipswich Town Centre	14.1%	118	23.6%	67	9.3%	19	11.1%	21	6.7%	11
Ipswich - Anglia Retail Park	4.6%	38	6.7%	19	0.5%	1	7.3%	14	2.8%	5
Ipswich - Anglia Retail Park - Comet	11.3%	95	16.4%	47	4.8%	10	17.9%	33	2.8%	5
Ipswich - Commercial Road Retail Park	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	2
Ipswich - Euro Retail Park	3.5%	29	7.8%	22	3.3%	7	0.3%	1	0.0%	0
Ipswich - Euro Retail Park - Hughes	3.1%	26	4.2%	12	2.3%	5	1.5%	3	3.9%	7
Ipswich - Orwell Retail Park/Ranelagh Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Ipswich - Suffolk Retail Park	0.2%	2	0.3%	1	0.0%	0	0.5%	1	0.0%	0
Ipswich - Suffolk Retail Park - Argos Extra	0.4%	3	0.6%	2	0.0%	0	0.0%	0	0.9%	2
Ipswich Smaller (District/Local) Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Copdock - Copdock Retail Park	2.6%	22	2.3%	7	0.6%	1	2.2%	4	6.0%	10
Copdock - Copdock Retail Park - Currys	8.5%	71	10.8%	31	7.9%	16	3.4%	6	10.8%	18
Martlesham Heath - Beardmore Retail Park	4.1%	35	3.7%	11	11.9%	24	0.0%	0	0.0%	0
Braintree - Braintree Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds - Robert Bobby Way Retail Park	0.6%	5	0.0%	0	0.0%	0	2.6%	5	0.0%	0
Bury St. Edmunds - St Edmundsbury Retail Park	0.2%	2	0.0%	0	0.0%	0	0.9%	2	0.0%	0
Clacton - Valley Bridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Fiveways Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Colchester Retail Park	0.8%	7	0.0%	0	0.0%	0	0.0%	0	4.0%	7
Colchester - Colne View Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Tollgate Centre	1.9%	16	0.0%	0	0.0%	0	0.0%	0	9.4%	16
Lowestoft - Tower Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martlesham Heath - Martlesham Retail Park	7.3%	61	9.8%	28	15.2%	31	1.3%	2	0.0%	0
Newmarket - Studlands Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sudbury - Shawlands Retail Park	0.6%	5	0.0%	0	0.0%	0	0.0%	0	3.1%	5
Thetford - Forest Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldeburgh	0.2%	2	0.0%	0	0.9%	2	0.0%	0	0.0%	0
Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds	2.6%	21	0.0%	0	0.0%	0	10.6%	20	1.0%	2
Cambridge	0.6%	5	0.0%	0	0.0%	0	2.2%	4	0.6%	1
Clacton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	2
Colchester	1.9%	16	0.3%	1	0.0%	0	0.0%	0	9.3%	15
Felixstowe	2.5%	21	0.0%	0	10.6%	21	0.0%	0	0.0%	0
Framlingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halesworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leiston	0.8%	7	0.0%	0	3.5%	7	0.0%	0	0.0%	0
Lowestoft	0.4%	4	0.0%	0	1.7%	4	0.0%	0	0.0%	0
Manningtree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norwich	0.8%	7	0.9%	3	1.8%	4	0.4%	1	0.0%	0
Southwold	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Stowmarket	4.6%	39	0.0%	0	0.0%	0	20.9%	39	0.0%	0
Sudbury	1.0%	9	0.0%	0	0.0%	0	0.0%	0	5.2%	9
Woodbridge	0.8%	7	0.0%	0	3.3%	7	0.0%	0	0.0%	0
Catalogue / Mail order	1.6%	13	0.3%	1	2.9%	6	0.4%	1	3.4%	6
Internet - Online - Amazon	0.9%	7	0.6%	2	1.1%	2	0.0%	0	2.0%	3
Internet - Online - Argos	0.3%	2	0.0%	0	0.3%	1	0.0%	0	1.0%	2
Internet - Online - Comet	0.6%	5	0.0%	0	0.6%	1	1.1%	2	1.0%	2
Internet - Online - Co-op	0.2%	1	0.0%	0	0.2%	0	0.6%	1	0.0%	0
Internet - Online - Currys	1.1%	9	1.4%	4	1.2%	2	0.6%	1	0.9%	2
Internet - Online - Go	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0

Ipswich Household Survey for Strategic Perspectives

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
Compare										
Internet - Online - Hughes Direct	0.1%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0
Internet - Online - John Lewis	1.2%	10	0.3%	1	0.8%	2	1.6%	3	3.0%	5
Internet - Online - Sevendaysshop	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Internet - Online - Tesco	0.2%	2	0.4%	1	0.0%	0	0.5%	1	0.0%	0
Internet - Online - Various Retailers	5.7%	48	5.0%	14	6.6%	13	4.3%	8	7.6%	13
Other - Bacton	0.3%	2	0.0%	0	0.0%	0	1.3%	2	0.0%	0
Other - Diss	0.9%	7	0.0%	0	0.7%	1	3.1%	6	0.0%	0
Other - Dovecot	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.7%	3
Other - Finningham	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other - Hadleigh	1.4%	11	0.0%	0	0.0%	0	0.0%	0	6.9%	11
Other - London	0.2%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Other - Saxmundham	0.6%	5	0.0%	0	2.6%	5	0.0%	0	0.0%	0
Other - Smaller Centre - Foxhall Road	0.3%	2	0.9%	2	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Norwich Road	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Queensway	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Ransomes Retail Park	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Tavern Street	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Other - Smaller Centre - Vauxhall Road	0.2%	2	0.7%	2	0.0%	0	0.0%	0	0.0%	0
Other - Varies	2.8%	23	2.1%	6	3.7%	7	1.8%	3	4.0%	7
Internet	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
Weighted base:	839		286		202		186		165	
Sample:	826		314		259		172		81	

	Total		Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)	
Q21 Where do you normally do most of your household's shopping for chemist and medical goods, cosmetics and other beauty products (such as medicines, vitamins, glasses, contact lenses etc)?										
<i>Excluding those who mentioned Don't know, Don't do, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q21</i>										
Ipswich Town Centre	32.1%	303	64.9%	213	9.1%	20	12.9%	26	23.2%	44
Ipswich - Anglia Retail Park	1.0%	9	1.1%	4	0.0%	0	2.8%	6	0.0%	0
Ipswich - Commercial Road Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Euro Retail Park	0.2%	1	0.2%	1	0.3%	1	0.0%	0	0.0%	0
Ipswich - Orwell Retail Park/Ranelagh Road	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Ipswich - Suffolk Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich Smaller (District/Local) Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Copdock - Copdock Retail Park	2.0%	19	2.9%	10	0.0%	0	0.8%	2	4.0%	8
Martlesham Heath - Beardmore Retail Park	1.2%	12	0.5%	2	4.5%	10	0.0%	0	0.0%	0
Braintree - Braintree Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds - Robert Bobby Way Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds - St Edmundsbury Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Valley Bridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Fiveways Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Colchester Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Colne View Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Tollgate Centre	0.7%	7	0.0%	0	0.0%	0	0.0%	0	3.6%	7
Lowestoft - Tower Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martlesham Heath - Martlesham Retail Park	3.1%	29	4.3%	14	6.2%	14	0.5%	1	0.0%	0
Newmarket - Studlands Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sudbury - Shawlands Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thetford - Forest Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldeburgh	0.6%	6	0.0%	0	2.7%	6	0.0%	0	0.0%	0
Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds	2.9%	27	0.0%	0	0.0%	0	13.3%	27	0.0%	0
Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester	3.3%	31	0.0%	0	0.0%	0	0.0%	0	16.5%	31
Felixstowe	6.5%	62	0.3%	1	27.1%	61	0.0%	0	0.0%	0
Framlingham	1.1%	10	0.0%	0	4.7%	10	0.0%	0	0.0%	0
Halesworth	0.2%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Leiston	1.7%	16	0.0%	0	7.4%	16	0.0%	0	0.0%	0
Lowestoft	0.3%	3	0.3%	1	1.0%	2	0.0%	0	0.0%	0
Manningtree	1.8%	17	0.0%	0	0.0%	0	0.0%	0	9.1%	17
Norwich	0.4%	4	0.2%	1	0.5%	1	0.9%	2	0.0%	0
Southwold	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stowmarket	9.5%	89	0.0%	0	0.2%	0	43.4%	89	0.0%	0
Sudbury	3.7%	35	0.0%	0	0.0%	0	0.9%	2	17.5%	33
Woodbridge	5.3%	50	1.0%	3	20.3%	45	0.5%	1	0.0%	0
Catalogue / Mail order	1.6%	15	1.9%	6	1.9%	4	0.7%	1	1.5%	3
Internet - Online - Amivo	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	2
Internet - Online - Asda	0.1%	1	0.3%	1	0.2%	0	0.0%	0	0.0%	0
Internet - Online - Avon	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Internet - Online - Boots	0.1%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0
Internet - Online - Natural Skin Care Company	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Internet - Online - Qvc	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Internet - Online - Sainsburys	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Other - Belstead Hills	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Bildestone	0.3%	3	0.0%	0	0.0%	0	1.4%	3	0.0%	0
Other - Brandon	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	2
Other - Claydon	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Other - Debenham	0.7%	6	0.0%	0	0.0%	0	2.3%	5	0.8%	1

Ipswich Household Survey for Strategic Perspectives

Weighted:

February 2010

	Total		Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)				
Other - Dedham	0.8%	8	0.0%	0	0.0%	0	0.0%	0	4.2%	8
Other - Diss	1.2%	12	0.0%	0	1.4%	3	4.1%	8	0.0%	0
Other - Dovecot	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.5%	3
Other - East Bergholt	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.6%	3
Other - Eye	0.3%	3	0.0%	0	0.0%	0	1.4%	3	0.0%	0
Other - Felixstowe	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Other - Fircroft	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Gainsborough	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Other - Great Cornard	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	2
Other - Hadleigh	1.8%	17	0.3%	1	0.0%	0	0.0%	0	8.8%	17
Other - Holbrook	0.3%	2	0.3%	1	0.0%	0	0.0%	0	0.8%	2
Other - J Sainsbury, Felixstowe Road, Warren Heath	2.6%	25	4.4%	14	1.7%	4	0.0%	0	3.5%	7
Other - Kesgrave	1.0%	10	2.9%	10	0.0%	0	0.0%	0	0.0%	0
Other - London	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Other - Manningtree	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	2
Other - Martlesham	0.4%	4	0.3%	1	1.3%	3	0.0%	0	0.0%	0
Other - Needham Market	0.8%	8	0.0%	0	0.0%	0	3.9%	8	0.0%	0
Other - Norwich Road, Setford	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other - Orford	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Other - Salisbury	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other - Saxmundham	0.9%	9	0.0%	0	3.8%	9	0.0%	0	0.0%	0
Other - Smaller Centre - Allenbrook Green	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Belstead	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Blandford Road	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Bramford	0.6%	5	0.0%	0	0.0%	0	2.6%	5	0.0%	0
Other - Smaller Centre - Bury Road	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Ellenbrook Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Felixstowe Road	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Fircroft Road	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Foxhall Road	0.6%	5	1.6%	5	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Goddard Road	0.4%	3	0.7%	2	0.0%	0	0.5%	1	0.0%	0
Other - Smaller Centre - Hawthorn Drive	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - London Road	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Meredith Road	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Nacton Road	0.4%	3	1.0%	3	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Norwich Road	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Queensway	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Ravenswood	0.3%	3	1.0%	3	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Reynolds Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Sproughton Road	0.2%	2	0.7%	2	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Stoke Park	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Woodbridge Road	0.2%	2	0.7%	2	0.0%	0	0.0%	0	0.0%	0
Other - Varies	1.0%	10	1.6%	5	1.7%	4	0.3%	1	0.0%	0
Other - Woolpit	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Other - Wycombe	1.0%	9	0.0%	0	0.0%	0	4.4%	9	0.0%	0
Other - Wycombe Market	0.5%	5	0.5%	2	1.3%	3	0.0%	0	0.0%	0
Internet	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
Weighted base:		945		328		224		205		189

Column %ges.

Ipswich Household Survey for Strategic Perspectives

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)
Sample:	939	366	289	189	95

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
Q22 Where do you do most of your household's shopping for games & toys, hobby items; sport and camping goods; and musical instruments?										
<i>Excluding those who mentioned Don't know, Don't do, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q22</i>										
Ipswich Town Centre	34.2%	201	51.9%	106	28.4%	41	22.5%	28	22.6%	27
Ipswich - Anglia Retail Park	0.7%	4	0.4%	1	0.0%	0	1.1%	1	1.7%	2
Ipswich - Commercial Road Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Euro Retail Park	0.7%	4	1.2%	3	0.5%	1	0.8%	1	0.0%	0
Ipswich - Euro Retail Park - JJB Sports	2.9%	17	5.4%	11	2.0%	3	0.8%	1	1.7%	2
Ipswich - Orwell Retail Park/Ranelagh Road	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Ipswich - Suffolk Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Suffolk Retail Park - Argos Extra	0.9%	5	1.2%	2	0.4%	1	0.0%	0	1.7%	2
Ipswich Smaller (District/Local) Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Copdock - Copdock Retail Park	1.5%	9	2.8%	6	1.2%	2	0.0%	0	0.9%	1
Copdock - Copdock Retail Park - Toys R Us	9.3%	55	13.9%	28	5.0%	7	10.0%	12	5.6%	7
Martlesham Heath - Beardmore Retail Park	0.6%	3	0.0%	0	2.4%	3	0.0%	0	0.0%	0
Braintree - Braintree Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds - Robert Bobby Way Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds - St Edmundsbury Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Valley Bridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Fiveways Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Colchester Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Colne View Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Tollgate Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lowestoft - Tower Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martlesham Heath - Martlesham Retail Park	0.6%	4	0.8%	2	1.3%	2	0.0%	0	0.0%	0
Newmarket - Studlands Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sudbury - Shawlands Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thetford - Forest Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldeburgh	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
Bury St. Edmunds	3.4%	20	0.0%	0	0.4%	1	13.7%	17	2.3%	3
Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	2
Colchester	5.8%	34	0.5%	1	1.4%	2	0.0%	0	26.0%	31
Felixstowe	2.7%	16	0.7%	1	9.6%	14	0.5%	1	0.0%	0
Framlingham	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Halesworth	0.5%	3	0.0%	0	1.9%	3	0.0%	0	0.0%	0
Leiston	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Lowestoft	0.5%	3	0.0%	0	1.9%	3	0.0%	0	0.0%	0
Manningtree	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Norwich	1.1%	6	1.2%	2	1.7%	2	1.2%	1	0.0%	0
Southwold	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stowmarket	4.9%	29	0.4%	1	0.3%	0	22.9%	28	0.0%	0
Sudbury	2.0%	12	0.0%	0	0.0%	0	1.1%	1	8.7%	10
Woodbridge	1.6%	9	0.0%	0	6.6%	9	0.0%	0	0.0%	0
Catalogue / Mail order	0.6%	4	0.4%	1	0.6%	1	1.4%	2	0.0%	0
Internet - Online - Amazon	8.1%	47	6.1%	12	11.5%	16	9.1%	11	6.2%	7
Internet - Online - Argos	0.4%	2	0.0%	0	0.0%	0	0.5%	1	1.3%	2
Internet - Online - Early Learning Centre	0.3%	2	0.0%	0	1.3%	2	0.0%	0	0.0%	0
Internet - Online - Ebay	0.6%	4	0.3%	1	1.1%	2	1.3%	2	0.0%	0
Internet - Online - JJB	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Internet - Online - Play.com	0.3%	2	0.5%	1	0.6%	1	0.0%	0	0.0%	0
Internet - Online - Various	5.5%	33	5.0%	10	7.3%	11	4.4%	5	5.4%	6

Ipswich Household Survey for Strategic Perspectives

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)	
Retailers						
Internet - Online - Warehouse Express	0.1%	1	0.0%	0	0.0%	0
Other - Abroad	0.1%	1	0.4%	1	0.0%	0
Other - Bournebridge	0.2%	1	0.0%	0	0.9%	1
Other - Diss	0.1%	1	0.0%	0	0.4%	1
Other - Hadleigh	1.3%	8	0.5%	1	0.0%	0
Other - J Sainsbury, Felixstowe Road, Warren Heath	0.9%	5	0.7%	1	1.6%	2
Other - Kesgrave	0.1%	1	0.0%	0	0.5%	1
Other - London	0.1%	1	0.4%	1	0.0%	0
Other - Martlesham	0.3%	2	0.5%	1	0.5%	1
Other - Varies	2.3%	14	2.1%	4	1.0%	2
Other - Worsted	0.2%	1	0.0%	0	0.0%	0
Other - Wycombe	0.2%	1	0.0%	0	0.6%	1
Internet	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0
Weighted base:	589	204	143	123	119	
Sample:	572	219	177	119	57	

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
Q23 Where do you do most of your household's shopping for pets & pet related products?										
<i>Excluding those who mentioned Don't know, Don't do, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q23</i>										
Ipswich Town Centre	18.2%	91	34.0%	54	7.4%	9	7.9%	9	17.4%	19
Ipswich - Anglia Retail Park	1.4%	7	2.6%	4	0.0%	0	2.5%	3	0.0%	0
Ipswich - Commercial Road Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Euro Retail Park	0.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Ipswich - Orwell Retail Park/Ranelagh Road	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Ipswich - Orwell Retail Park/Ranelagh Road - Pets @ Home	10.9%	54	20.9%	33	0.8%	1	7.7%	9	10.8%	12
Ipswich - Suffolk Retail Park	0.3%	2	1.1%	2	0.0%	0	0.0%	0	0.0%	0
Ipswich Smaller (District/Local) Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Copdock - Copdock Retail Park	2.8%	14	4.0%	6	0.0%	0	3.5%	4	3.3%	4
Martlesham Heath - Beardmore Retail Park	3.1%	16	1.5%	2	11.0%	13	0.0%	0	0.0%	0
Braintree - Braintree Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds - Robert Boby Way Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds - St Edmundsbury Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Valley Bridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Fiveways Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Colchester Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Colne View Retail Park	1.5%	8	0.0%	0	0.0%	0	0.0%	0	7.1%	8
Colchester - Tollgate Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lowestoft - Tower Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martlesham Heath - Martlesham Retail Park	8.7%	43	10.5%	17	20.8%	25	1.7%	2	0.0%	0
Newmarket - Studlands Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sudbury - Shawlands Retail Park	1.6%	8	0.0%	0	0.0%	0	2.6%	3	4.8%	5
Thetford - Forest Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldeburgh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Braintree	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds	2.5%	12	0.0%	0	0.0%	0	11.1%	12	0.0%	0
Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester	3.4%	17	0.0%	0	0.0%	0	0.0%	0	15.7%	17
Felixstowe	4.8%	24	1.0%	2	18.9%	22	0.0%	0	0.0%	0
Framlingham	1.5%	7	0.0%	0	6.2%	7	0.0%	0	0.0%	0
Halesworth	0.5%	3	0.0%	0	2.2%	3	0.0%	0	0.0%	0
Leiston	1.3%	6	0.0%	0	5.4%	6	0.0%	0	0.0%	0
Lowestoft	0.3%	2	0.0%	0	1.4%	2	0.0%	0	0.0%	0
Manningtree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southwold	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stowmarket	9.0%	45	0.0%	0	0.3%	0	39.6%	44	0.0%	0
Sudbury	4.3%	21	0.0%	0	0.0%	0	1.6%	2	17.9%	19
Woodbridge	1.8%	9	1.1%	2	5.2%	6	0.9%	1	0.0%	0
Catalogue / Mail order	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Internet - Online - Asda	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Internet - Online - Petdispensery.co.uk	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Internet - Online - Tesco	0.7%	4	1.2%	2	0.3%	0	1.2%	1	0.0%	0
Other - Brandon	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.8%	2
Other - Capel St.Mary	0.8%	4	0.5%	1	0.0%	0	0.0%	0	2.9%	3
Other - Catterwade	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Other - Debenham	0.3%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Other - Diss	1.2%	6	0.0%	0	1.0%	1	4.4%	5	0.0%	0
Other - Earls Stonham	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Other - Elmswell	1.1%	5	0.0%	0	0.0%	0	4.8%	5	0.0%	0
Other - Eye	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0

Ipswich Household Survey for Strategic Perspectives

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
Other - Grange Farm Park, Felixstowe	0.6%	3	0.0%	0	2.3%	3	0.0%	0	0.0%	0
Other - Hadleigh	0.6%	3	0.0%	0	0.0%	0	0.0%	0	2.8%	3
Other - Harwich	0.6%	3	0.0%	0	0.0%	0	0.0%	0	2.5%	3
Other - Highwoods	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Other - Holbrook	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	2
Other - J Sainsbury, Felixstowe Road, Warren Heath	3.1%	15	7.2%	11	2.1%	3	0.0%	0	1.4%	2
Other - Kesgrave	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Other - Manningtree	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	2
Other - Marlow	0.2%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Other - Martlesham	1.2%	6	1.2%	2	3.5%	4	0.0%	0	0.0%	0
Other - Middleton	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0
Other - Needham Market	0.4%	2	0.0%	0	0.0%	0	1.9%	2	0.0%	0
Other - Norwich Road, Setford	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Other - Old Newton	0.3%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Other - Salisbury	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Other - Saxmundham	1.1%	5	0.0%	0	4.5%	5	0.0%	0	0.0%	0
Other - Smaller Centre - Budbridge Road	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Bury Road	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Carsrey Road	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Clapgate Lane	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Derby Road	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Foxhall Road	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Gainsborough	0.3%	2	1.1%	2	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Goddard Road	1.2%	6	2.7%	4	0.0%	0	1.4%	2	0.0%	0
Other - Smaller Centre - Marlow Road	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Sproughton Road	0.5%	3	1.7%	3	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Woodbridge Road	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Other - Theberton	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other - Thurstone	0.2%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Other - Varies	2.1%	10	1.2%	2	1.1%	1	0.9%	1	5.9%	6
Other - Westleton	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0
Other - Whitehouse Centre	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Other - Woolpit	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Other - Wycombe Market	0.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Internet	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
Weighted base:	498			159		119		112		108
Sample:	489			178		156		101		54

	Total		Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)	
Q24 Where do you do most of your household's shopping for all other non-food goods including books; jewellery and watches; china, glassware; recreational and luxury goods?										
<i>Excluding those who mentioned Don't know, Don't do, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q24</i>										
Ipswich Town Centre	46.0%	333	73.3%	179	32.1%	57	31.8%	53	32.4%	44
Ipswich - Anglia Retail Park	0.4%	3	0.7%	2	0.0%	0	0.8%	1	0.0%	0
Ipswich - Commercial Road Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Euro Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Orwell Retail Park/Ranelagh Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Suffolk Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Suffolk Retail Park - Dunelm Mill	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	2
Ipswich - Suffolk Retail Park - Range	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Suffolk Retail Park - Argos Extra	0.9%	6	1.4%	3	0.6%	1	0.0%	0	1.3%	2
Ipswich Smaller (District/Local) Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Copdock - Copdock Retail Park	0.2%	2	0.7%	2	0.0%	0	0.0%	0	0.0%	0
Martlesham Heath - Beardmore Retail Park	0.4%	3	0.0%	0	1.5%	3	0.0%	0	0.0%	0
Braintree - Braintree Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds - Robert Bobby Way Retail Park	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Bury St. Edmunds - St Edmundsbury Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Valley Bridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Fiveways Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Colchester Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Colne View Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Tollgate Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lowestoft - Tower Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martlesham Heath - Martlesham Retail Park	0.4%	3	0.3%	1	1.3%	2	0.0%	0	0.0%	0
Newmarket - Studlands Retail Park	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Sudbury - Shawlands Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thetford - Forest Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldeburgh	0.4%	3	0.0%	0	1.5%	3	0.0%	0	0.0%	0
Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds	3.6%	26	0.3%	1	0.4%	1	15.0%	25	0.0%	0
Cambridge	0.5%	4	1.1%	3	0.0%	0	0.6%	1	0.0%	0
Clacton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester	3.9%	28	0.0%	0	0.0%	0	0.0%	0	20.5%	28
Felixstowe	4.6%	33	0.2%	1	18.5%	33	0.0%	0	0.0%	0
Framlingham	0.4%	3	0.0%	0	1.7%	3	0.0%	0	0.0%	0
Halesworth	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Leiston	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Lowestoft	0.6%	4	0.0%	0	2.3%	4	0.0%	0	0.0%	0
Manningtree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norwich	1.4%	10	1.1%	3	3.3%	6	1.3%	2	0.0%	0
Southwold	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stowmarket	5.1%	37	0.0%	0	0.5%	1	21.5%	36	0.0%	0
Sudbury	2.3%	17	0.0%	0	0.0%	0	1.1%	2	10.8%	15
Woodbridge	3.8%	28	0.8%	2	12.3%	22	1.2%	2	1.4%	2
Catalogue / Mail order	1.3%	9	1.0%	2	1.5%	3	1.4%	2	1.4%	2
Internet - Online - Amazon	10.9%	79	9.6%	23	9.3%	16	11.6%	19	14.3%	20
Internet - Online - Argos	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Internet - Online - Buywatchonline.net	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Internet - Online - Ebay	0.8%	6	0.8%	2	0.0%	0	2.4%	4	0.0%	0
Internet - Online - John Lewis	0.5%	3	0.0%	0	0.0%	0	0.0%	0	2.5%	3
Internet - Online - Play.com	0.9%	7	1.7%	4	0.6%	1	0.9%	2	0.0%	0

Weighted:

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	Total		Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)	
Internet - Online - Tesco	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Internet - Online - The Book People	0.4%	3	0.0%	0	0.8%	1	0.8%	1	0.0%	0
Internet - Online - Various Retailers	4.0%	29	2.1%	5	5.4%	10	5.0%	8	4.4%	6
Other - Abroad	0.3%	2	0.4%	1	0.0%	0	0.0%	0	1.1%	2
Other - Beccles	0.1%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0
Other - Brantham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	2
Other - Diss	0.2%	1	0.0%	0	0.4%	1	0.4%	1	0.0%	0
Other - Harwich	0.4%	3	0.0%	0	0.0%	0	0.0%	0	2.0%	3
Other - Highwoods	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Other - J Sainsbury, Felixstowe Road, Warren Heath	0.4%	3	0.0%	0	0.6%	1	0.0%	0	1.1%	2
Other - London	0.4%	3	0.3%	1	0.7%	1	0.7%	1	0.0%	0
Other - Norwich	0.1%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Other - Orford	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Other - Saxmundham	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Other - Varies	2.8%	20	3.3%	8	2.0%	3	2.5%	4	3.2%	4
Internet	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
Weighted base:		724		244		177		166		137
Sample:		725		271		231		152		71

Q25 When you do your household's non-food shopping, how do you usually travel?*Excluding those who mentioned Don't know, Don't do, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q25*

Car / van (as driver)	57.2%	541	42.5%	144	57.4%	124	69.6%	144	69.9%	129
Car / van (as passenger)	13.7%	130	11.0%	37	17.2%	37	15.8%	33	12.4%	23
Bus, minibus or coach	15.0%	142	26.6%	90	7.9%	17	9.8%	20	7.7%	14
Using park & ride facility	4.5%	42	1.4%	5	8.6%	19	3.6%	7	6.2%	11
Motorcycle, scooter or moped	0.2%	2	0.2%	1	0.0%	0	0.6%	1	0.0%	0
Walk	8.2%	77	16.1%	55	7.4%	16	0.7%	2	2.9%	5
Taxi	0.5%	5	0.9%	3	0.0%	0	0.0%	0	0.9%	2
Train	0.2%	2	0.2%	1	0.4%	1	0.0%	0	0.0%	0
Bicycle	0.5%	5	0.8%	3	0.8%	2	0.0%	0	0.0%	0
Other	0.2%	1	0.2%	1	0.3%	1	0.0%	0	0.0%	0
Weighted base:		946		338		215		207		185
Sample:		945		379		281		194		91

Q26A How often do you and your family visit the following leisure attractions? Bingo*Excluding those who mentioned Don't know, Don't do, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q26A*

Once a week	66.4%	32	57.5%	16	90.3%	8	59.8%	4	82.2%	5
Once a fortnight	6.8%	3	12.0%	3	0.0%	0	0.0%	0	0.0%	0
Once a month	10.0%	5	13.9%	4	0.0%	0	0.0%	0	17.8%	1
Once every two months	11.3%	5	13.5%	4	0.0%	0	25.9%	2	0.0%	0
Once every six months	5.5%	3	3.2%	1	9.7%	1	14.3%	1	0.0%	0
Once a year	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		48		28		8		7		6
Sample:		54		34		10		7		3

Q26B How often do you and your family visit the following leisure attractions? Cinema*Excluding those who mentioned Don't know, Don't do, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q26B*

Once a week	4.9%	23	8.9%	15	2.9%	3	1.9%	2	3.7%	3
Once a fortnight	7.3%	35	7.6%	13	8.1%	9	9.2%	10	3.8%	4
Once a month	28.5%	134	24.5%	40	21.9%	24	31.7%	33	39.6%	37
Once every two months	29.4%	139	29.8%	49	34.7%	38	32.0%	33	19.6%	18
Once every six months	19.7%	93	21.7%	36	22.8%	25	16.4%	17	16.4%	15
Once a year	10.2%	48	7.5%	12	9.7%	11	8.8%	9	16.9%	16
Weighted base:		472		164		110		104		94
Sample:		462		179		143		96		44

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)
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Q26C How often do you and your family visit the following leisure attractions? Gym/ health club*Excluding those who mentioned Don't know, Don't do, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q26C*

Once a week	79.1%	186	80.6%	73	72.7%	40	78.2%	36	85.0%	37
Once a fortnight	3.8%	9	3.3%	3	4.0%	2	8.0%	4	0.0%	0
Once a month	8.4%	20	10.5%	10	11.5%	6	8.2%	4	0.0%	0
Once every two months	4.1%	10	3.3%	3	7.5%	4	5.6%	3	0.0%	0
Once every six months	4.3%	10	2.3%	2	3.0%	2	0.0%	0	15.0%	6
Once a year	0.3%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Weighted base:		236		91		55		46		43
Sample:		231		102		72		36		21

Q26D How often do you and your family visit the following leisure attractions? Museum or place of historical interest*Excluding those who mentioned Don't know, Don't do, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q26D*

Once a week	0.8%	3	1.1%	1	1.3%	1	0.7%	1	0.0%	0
Once a fortnight	1.9%	7	1.5%	2	1.6%	1	2.6%	2	2.3%	2
Once a month	11.5%	41	8.4%	11	12.9%	9	11.9%	10	15.7%	10
Once every two months	25.2%	89	30.5%	40	26.2%	18	18.7%	16	22.2%	15
Once every six months	36.5%	129	38.9%	51	30.1%	21	42.8%	37	29.8%	20
Once a year	24.1%	85	19.6%	26	28.0%	19	23.3%	20	30.1%	20
Weighted base:		355		132		69		88		66
Sample:		346		147		86		81		32

Q26E How often do you and your family visit the following leisure attractions? Nightclub or musical venue*Excluding those who mentioned Don't know, Don't do, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q26E*

Once a week	5.6%	7	11.7%	5	0.0%	0	5.8%	1	0.0%	0
Once a fortnight	7.7%	9	11.4%	5	3.6%	1	6.1%	1	6.4%	2
Once a month	25.1%	29	32.1%	14	20.6%	5	11.3%	3	29.2%	8
Once every two months	24.7%	29	18.0%	8	38.9%	9	7.2%	2	38.8%	10
Once every six months	22.8%	27	12.5%	6	25.5%	6	51.7%	12	13.0%	3
Once a year	14.1%	16	14.3%	6	11.4%	3	17.9%	4	12.6%	3
Weighted base:		117		44		23		23		27
Sample:		111		53		28		19		11

Q26F How often do you and your family visit the following leisure attractions? Pub/bar*Excluding those who mentioned Don't know, Don't do, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q26F*

Once a week	36.3%	168	38.5%	63	38.7%	46	28.8%	28	37.2%	31
Once a fortnight	18.4%	85	19.7%	32	15.9%	19	22.5%	22	14.8%	12
Once a month	28.2%	131	19.6%	32	26.3%	31	35.5%	35	39.3%	33
Once every two months	11.0%	51	17.9%	29	10.8%	13	7.0%	7	2.4%	2
Once every six months	3.8%	18	2.9%	5	6.6%	8	4.2%	4	1.2%	1
Once a year	2.3%	11	1.5%	2	1.7%	2	1.9%	2	5.1%	4
Weighted base:		462		163		118		98		83
Sample:		456		175		146		95		40

Q26G How often do you and your family visit the following leisure attractions? Restaurant*Excluding those who mentioned Don't know, Don't do, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q26G*

Once a week	15.2%	107	14.8%	37	19.4%	31	13.4%	21	12.9%	17
Once a fortnight	20.2%	143	19.1%	49	18.1%	29	28.0%	44	15.6%	21
Once a month	34.8%	246	32.1%	82	37.8%	60	29.6%	47	42.7%	57
Once every two months	18.6%	131	23.0%	58	17.1%	27	16.8%	27	14.0%	19
Once every six months	9.5%	67	9.0%	23	5.7%	9	11.8%	19	12.3%	17
Once a year	1.7%	12	2.1%	5	1.9%	3	0.3%	1	2.5%	3
Weighted base:		705		254		160		158		134
Sample:		699		281		206		146		66

Q26H How often do you and your family visit the following leisure attractions? Tenpin bowling*Excluding those who mentioned Don't know, Don't do, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q26H*

Once a week	6.7%	13	7.3%	5	1.4%	1	1.3%	1	16.2%	7
Once a fortnight	0.8%	2	0.0%	0	2.3%	1	1.3%	1	0.0%	0
Once a month	8.9%	18	12.4%	8	5.2%	2	4.7%	2	11.3%	5
Once every two months	20.7%	41	11.5%	8	25.7%	12	28.2%	12	22.2%	10
Once every six months	34.6%	69	42.9%	28	34.7%	16	33.6%	14	23.2%	10
Once a year	28.3%	56	25.9%	17	30.7%	14	30.9%	13	27.0%	12
Weighted base:		199		66		46		42		45
Sample:		190		72		56		42		20

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
Q26I How often do you and your family visit the following leisure attractions? Theatre										
<i>Excluding those who mentioned Don't know, Don't do, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q26I</i>										
Once a week	0.9%	4	1.8%	3	1.2%	1	0.0%	0	0.0%	0
Once a fortnight	0.4%	2	0.4%	1	1.3%	1	0.0%	0	0.0%	0
Once a month	9.3%	39	7.9%	12	11.0%	10	8.4%	8	10.6%	10
Once every two months	29.1%	123	31.4%	46	32.8%	29	28.8%	28	22.3%	21
Once every six months	39.0%	165	36.8%	54	33.3%	29	40.9%	40	45.7%	42
Once a year	21.4%	91	21.7%	32	20.4%	18	21.8%	21	21.4%	20
Weighted base:		424		146		88		98		93
Sample:		420		167		114		91		48

Q26J How often do you and your family visit the following leisure attractions? Other activity mentioned*Excluding those who mentioned Don't know, Don't do, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q26J*

Once a week	70.5%	82	70.9%	30	64.2%	17	73.7%	17	73.4%	19
Once a fortnight	16.6%	19	14.1%	6	16.5%	4	9.8%	2	26.6%	7
Once a month	9.6%	11	13.3%	6	7.3%	2	16.5%	4	0.0%	0
Once every two months	2.7%	3	1.7%	1	9.6%	2	0.0%	0	0.0%	0
Once every six months	0.5%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0
Once a year	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		116		42		26		23		26
Sample:		112		45		33		23		11

Q27 Where did you or members of your household last go to play bingo?*Those who play bingo and excluding those who mentioned Don't know, Don't do, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q27*

Mecca Bingo, Lloyds Avenue, Ipswich	28.7%	14	29.3%	8	18.5%	2	33.6%	2	34.4%	2
Gala Bingo, 3 Ranelagh Road, Ipswich	27.3%	14	41.1%	12	12.7%	1	10.6%	1	0.0%	0
Anglia Weekly Bingo, Penshurst Road, Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bingo Hall, Ranelagh Road, Ipswich	2.7%	1	0.0%	0	0.0%	0	19.3%	1	0.0%	0
Gala Bingo, 129 Pier Avenue, Clacton On Sea	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winners Bingo, 4 Hatter Street, Bury St Edmunds	1.4%	1	0.0%	0	0.0%	0	10.2%	1	0.0%	0
Palace Bingo, Crescent Road, Felixstowe	13.3%	7	5.0%	1	48.9%	4	15.7%	1	0.0%	0
Gala Bingo, 48 Osborne Street, Colchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Beacon Bingo, Battery Green, Lowestoft	1.7%	1	0.0%	0	9.9%	1	0.0%	0	0.0%	0
Other - British Legion, Bramford	8.4%	4	5.0%	1	0.0%	0	0.0%	0	47.8%	3
Other - Community Centre, Eye	1.5%	1	0.0%	0	0.0%	0	10.6%	1	0.0%	0
Other - Conservative Club, Clapgate Lane, Ipswich	1.7%	1	2.9%	1	0.0%	0	0.0%	0	0.0%	0
Other - Fairfield Road, Aldburgh	1.0%	0	0.0%	0	5.7%	0	0.0%	0	0.0%	0
Other - Golden Hines, Knackton Road, Ipswich	1.8%	1	3.1%	1	0.0%	0	0.0%	0	0.0%	0
Other - Hadleigh High School	2.1%	1	0.0%	0	0.0%	0	0.0%	0	17.8%	1
Other - Kirkby Street, Ipswich	1.2%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0
Other - Labour Club, Landseer Road, Gainsborough	3.5%	2	6.1%	2	0.0%	0	0.0%	0	0.0%	0
Other - Whitehouse Community Centre, Ipswich	3.1%	2	5.4%	2	0.0%	0	0.0%	0	0.0%	0
Other - Wycombe Market	0.7%	0	0.0%	0	4.3%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		50		29		8		7		6
Sample:		55		35		10		7		3

Weighted:

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	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
Q28 Where did you or members of your household last go to the cinema?										
<i>Those who go to the cinema and excluding those who mentioned Don't know, Don't do, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q28</i>										
Cineworld, Cardinal Park, Ipswich	65.7%	315	91.7%	152	44.9%	52	58.5%	61	53.5%	51
Film Theatre, Ipswich	0.5%	2	0.4%	1	0.0%	0	0.0%	0	1.6%	1
The Regal, Stowmarket	2.5%	12	0.0%	0	0.8%	1	10.8%	11	0.0%	0
The Palace, Felixstowe	3.1%	15	0.4%	1	12.2%	14	0.0%	0	0.0%	0
Riverside Centre, Woodbridge	9.7%	46	6.4%	11	22.7%	26	4.2%	4	5.3%	5
Aldeburgh Cinema, Aldeburgh	1.4%	7	0.0%	0	5.9%	7	0.0%	0	0.0%	0
Cineworld, Freeport Leisure, Braintree	1.3%	6	0.0%	0	0.0%	0	0.0%	0	6.5%	6
Odeon, Wherry Road, Norwich	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Picturehouse, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Vue, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odeon, Head Street, Colchester	5.3%	25	0.0%	0	0.0%	0	0.0%	0	26.5%	25
Flicks, Clacton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Electric Palace, Harwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Empire, Halstead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Film Theatre, Leiston	2.1%	10	0.0%	0	8.8%	10	0.0%	0	0.0%	0
Hollywood, Lowestoft	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Cineworld, Parkway, Bury St Edmunds	5.8%	28	0.0%	0	0.0%	0	21.9%	23	5.4%	5
Other - Camberly, Surrey	0.3%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Other - Cineworld, Bury St.Edmunds	0.3%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Other - Cineworld, Trafford Centre	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0
Other - Hadleigh	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Other - Huntington	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Other - Imax, London	0.3%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Other - Odeon, Canterbury	0.2%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Other - Odeon, Colchester	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Other - Oldbrough	0.3%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Other - Riverside Theatre, Woodbridge	0.2%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Other - Southampton	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Other - Vue, Castle Mall, Norwich	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		480		165		116		104		95
Sample:		471		180		150		96		45

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)						
Q29 Where did you or members of your household last go to a gym / healthclub?											
<i>Those who go to a gym / healthclub and excluding those who mentioned Don't know, Don't do, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q29</i>											
Gym & Trim, Cardinal Park, Ipswich	2.4%	5	3.1%	3	1.7%	1	0.0%	0	4.5%	2	
Fitness First, Russell Road, Ipswich	1.9%	4	3.0%	3	0.0%	0	0.0%	0	4.5%	2	
Crown Pools, Crown Street, Ipswich	8.8%	19	19.4%	17	1.8%	1	3.0%	1	0.0%	0	
YMCA (Ipswich), 38Westgate Street, Ipswich	0.6%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	
YMCA Training, 517 London Road, Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Ipswich Sports Club, Henley Road, Ipswich	1.3%	3	2.1%	2	0.0%	0	2.2%	1	0.0%	0	
Swallow Leisure (Ipswich), Belstead Road, Belstead, Ipswich	1.8%	4	3.0%	3	0.0%	0	2.8%	1	0.0%	0	
Copleston Centre, Copleston Road, Ipswich	0.4%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	
Gainsborough Sports Centre, Brazier's Wood Road, Ipswich	2.2%	5	5.5%	5	0.0%	0	0.0%	0	0.0%	0	
Whitton Sports & Community Centre, Whitton Church Lane, Ipswich	1.1%	2	2.8%	2	0.0%	0	0.0%	0	0.0%	0	
Next Generation Health Club, 11 The Havens, Ransomes Europark, Ipswich	2.2%	5	5.6%	5	0.0%	0	0.0%	0	0.0%	0	
Oaks Fitness, 47 Upper Orwell Street, Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Spirit Health & Fitness, London Road, Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Maidenhall Sports Centre, Maidenhall Approach, Ipswich	0.4%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	
Hotel Elizabeth Leisure Club, London Road, Copdock, Copdock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Hintlesham Hall Hotel Club, George Street, Hintlesham, Hintlesham	0.4%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	
Clarice House, Bramford Road, Bramford	7.0%	15	7.1%	6	0.0%	0	4.1%	2	20.5%	7	
Martlesham Leisure, Gloster Road, Martlesham Heath	1.8%	4	2.9%	3	2.7%	1	0.0%	0	0.0%	0	
Adrenaline Gym, Ipswich	0.4%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	
David Lloyd, Ransomes Europark, Ipswich	5.5%	12	10.1%	9	2.2%	1	1.2%	1	4.5%	2	
St Josephs College, Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Westbourne High School, Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Martlesham Leisure Club, Martlesham Heath, Martlesham Heath	1.7%	4	1.8%	2	4.4%	2	0.0%	0	0.0%	0	
Outside Ipswich	2.0%	4	1.7%	1	4.1%	2	1.6%	1	0.0%	0	
Other - Brackenbury Sports Centre, High Road West, Felixstowe	0.5%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	
Other - Busybodies, Causeway End, Station Road, Lawford, Manningtree	1.4%	3	0.0%	0	0.0%	0	0.0%	0	9.0%	3	
Other - Chantry High School, Stone Lodge Lane	0.4%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	
Other - Cowdray Centre, Mason Rd, Colchester	1.6%	3	0.0%	0	0.0%	0	0.0%	0	9.8%	3	
Other - Deben Swimming Pool, Station Road, Woodbridge	7.2%	15	5.6%	5	19.6%	10	2.2%	1	0.0%	0	

Ipswich Household Survey for Strategic Perspectives

Weighted:

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	Total		Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)	
Other - Felixstowe Leisure Centre, Undercliff Road West, Felixstowe	7.1%	15	1.9%	2	24.5%	12	0.0%	0	4.5%	2
Other - Fitness Express, Ufford Park, Scott Lane, Melton, Woodbridge	3.3%	7	1.2%	1	12.5%	6	0.0%	0	0.0%	0
Other - Formham Golf Club	0.5%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Other - Framlingham College, Framlingham	0.3%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Other - Greshams, Tuddenham Road, Ipswich	0.3%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Other - Gym, Rendlesham	0.3%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Other - Gymophobic, Princes Street, Ipswich	0.9%	2	2.1%	2	0.0%	0	0.0%	0	0.0%	0
Other - Hadleigh High Leisure Centre, Highlands Road, Hadleigh	1.5%	3	0.0%	0	0.0%	0	2.4%	1	5.9%	2
Other - Hospital Gym, Heath Road, Ipswich	0.3%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Other - Ipswich - Orwell Retail Park/Ranelagh Road	0.4%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Other - Ipswich Preparatory School, Ivory Street, Ipswich	0.4%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Other - Ipswich, Fore Street Baths, Fore Street	0.3%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Other - Kersey Mill Health & Fitness Club, Kersey Mill, Kersey	2.7%	6	0.0%	0	0.0%	0	13.0%	6	0.0%	0
Other - Kingfisher Leisure Centre, Station Road, Sudbury	4.8%	10	1.0%	1	1.7%	1	0.0%	0	24.8%	9
Other - LA Fitness, Moreton Hall Estate, Easlea Road, Bury St Edmunds	0.5%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Other - Leiston Leisure Centre, Red House Lane, Leiston	2.8%	6	0.0%	0	9.4%	5	0.0%	0	4.3%	1
Other - Mid Suffolk Leisure Centre, Gainsborough Road, Stowmarket	9.8%	21	0.0%	0	0.0%	0	46.8%	21	0.0%	0
Other - Moreton Hall Health Club, Mount Road, Bury St. Edmunds	1.1%	2	0.7%	1	0.0%	0	4.0%	2	0.0%	0
Other - Northgate Sports Centre, Sidegate Lane West, Ipswich	1.7%	4	4.1%	4	0.0%	0	0.0%	0	0.0%	0
Other - Ravenswood School, Ravenswood Avenue, Ipswich	0.4%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Other - Rosary Conservative Club, Bramford Road, Ipswich	0.4%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Other - Rushmere Indoor Bowls, Ipswich	0.4%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Other - St Johns CofE School, Victory Road, Ipswich	0.4%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Other - Stoke-by-Nayland Golf Club, Keeper's Lane, Leavenheath, Colchester	0.5%	1	0.0%	0	0.0%	0	0.0%	0	3.0%	1
Other - Stowmarket Health Centre, Violet Hill Road, Stowmarket	1.3%	3	0.0%	0	0.0%	0	6.3%	3	0.0%	0
Other - Stradbroke Swimming Pool, Wilby Road, Stradbroke, Diss	2.4%	5	0.0%	0	4.9%	2	6.2%	3	0.0%	0
Other - The Health Centre, University Of East Anglia, Earlham Road, Norwich	0.4%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Other - The Toning Studio, London Road, Halesworth, Waveney	0.6%	1	0.0%	0	2.7%	1	0.0%	0	0.0%	0
Other - Town Hall,	0.4%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0

Column %ges.

Ipswich Household Survey for Strategic Perspectives

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)
Saxmundham					
Other - Village Hall, Waldringfield	0.3%	1	0.0%	0	1.5%
Other - Woolverstone Hall School, Woolverstone	0.7%	2	0.0%	0	0.0%
Other	0.0%	0	0.0%	0	0.0%
Weighted base:	215		86	49	45
Sample:	213		96	64	34

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
Q30 Where did you or members of your household last go to a museum or place of historical interest?										
<i>Those who go to museums or places of historical interest and excluding those who mentioned Don't know, Don't do, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q30</i>										
Christchurch Mansion & Wolsey Art Gallery, Soane Street, Ipswich	10.2%	30	17.9%	20	12.4%	7	2.4%	2	2.7%	1
Town Hall Galleries, Cornhill, Ipswich	0.6%	2	0.7%	1	0.0%	0	1.5%	1	0.0%	0
John Russell Gallery, 4-6 Wherry Lane, Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich Transport Museum, Cobham Road, Ipswich	1.0%	3	1.0%	1	3.3%	2	0.0%	0	0.0%	0
Ipswich Museum, High Street, Ipswich	22.9%	68	37.8%	43	11.2%	6	16.1%	12	12.6%	7
Felixstowe Museum, Viewpoint Road, Felixstowe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Landguard Fort, Felixstowe, Felixstowe	0.6%	2	0.0%	0	3.5%	2	0.0%	0	0.0%	0
Martlesham Heath Control Tower, Off Parkers Place, Martlesham Heath	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodbridge Museum, 5 Market Hill, Martlesham Heath	1.4%	4	1.5%	2	1.7%	1	0.0%	0	2.8%	2
Museum of East Anglian Life, Crowe Street, Stowmarket	3.5%	10	0.0%	0	1.6%	1	10.8%	8	2.8%	2
Orford Castle, Aldeburgh	0.7%	2	0.5%	1	2.8%	2	0.0%	0	0.0%	0
St Edmundsbury Cathedral, Bury St Edmunds	2.2%	6	0.0%	0	1.5%	1	5.6%	4	2.8%	2
The Guildhall, Lavenham	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0
West Stow Anglo Saxon Village, West Stow	0.2%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Norwich Castle Museum and Gallery, Norwich	2.6%	8	0.8%	1	4.8%	3	5.8%	4	0.0%	0
Grimes Graves, Thetford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cressing Temple, Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Framlingham Castle, Framlingham	0.8%	2	0.8%	1	2.5%	1	0.0%	0	0.0%	0
Other - Alnwick Castle, Northumberland	0.3%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Other - Birmingham	0.2%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Other - Bournemouth	0.4%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Other - Bristol	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Other - Bury Centre	0.3%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Other - Bury St.Edmunds	0.3%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Other - Cambridge	1.2%	4	1.4%	2	0.0%	0	2.7%	2	0.0%	0
Other - Colchester Castle, Ryegate Road, Colchester	2.1%	6	0.0%	0	0.0%	0	4.8%	3	4.9%	3
Other - Cornwall	0.2%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Other - Derbyshire	0.5%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Dorset	0.3%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Other - Dover Castle, Dover	0.3%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Other - Durham City	0.6%	2	0.0%	0	0.0%	0	0.0%	0	3.1%	2
Other - FitzWilliam Museum, Cambridge	2.4%	7	2.4%	3	0.0%	0	3.3%	2	3.5%	2
Other - Gainsbrough	0.6%	2	0.0%	0	0.0%	0	0.0%	0	3.1%	2
Other - Great Yarmouth	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Other - Hampshire	0.2%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Other - Horingar	0.2%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Other - Iron Bridge	0.2%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Other - Julian Shrine, Norwich	0.2%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Other - Kent	0.5%	2	0.0%	0	0.0%	0	0.0%	0	2.8%	2
Other - Leeds	0.3%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Other - Leiston	0.2%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Other - Liverpool	0.6%	2	1.6%	2	0.0%	0	0.0%	0	0.0%	0
Other - London	30.1%	90	22.6%	26	43.7%	24	27.4%	20	35.7%	20
Other - Longmelford Hall, Longmelford	0.8%	2	0.0%	0	0.0%	0	0.0%	0	4.4%	2
Other - Lowestoft	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Other - Lyme Park, Cheshire	0.9%	3	0.0%	0	0.0%	0	3.7%	3	0.0%	0

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	Total		Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)	
Other - Manchester	1.2%	4	3.2%	4	0.0%	0	0.0%	0	0.0%	0
Other - National Motor Museum, Hampshire	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Other - Northumberland	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Other - Norwich Castle	1.0%	3	0.0%	0	0.0%	0	4.0%	3	0.0%	0
Other - Orkney	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Other - Oxford	0.3%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Other - Portsmouth	0.5%	2	0.0%	0	0.0%	0	2.1%	2	0.0%	0
Other - Preston Tower, Preston	1.2%	4	0.0%	0	0.0%	0	0.0%	0	6.3%	4
Other - Rochester	0.8%	2	0.0%	0	0.0%	0	0.0%	0	4.4%	2
Other - Scotland	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Other - Sutton Hoo, Woodbridge	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Other - Torquay	0.2%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Other - Warwick	1.2%	4	0.7%	1	0.0%	0	0.0%	0	4.9%	3
Other - York	0.7%	2	0.0%	0	1.2%	1	0.7%	1	1.8%	1
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		298		114		55		73		56
Sample:		294		126		72		66		30

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
Q31 Where did you or members of your household last go to a nightclub or musical venue?										
<i>Those who go to nightclubs or musical venues and excluding those who mentioned Don't know, Don't do, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q31</i>										
Corn Exchange, 3/5 Northgate Street, Ipswich	2.5%	3	3.8%	2	0.0%	0	5.5%	1	0.0%	0
Fire & Ice, West Leisure Terrace, Cardinal Park, Ipswich	0.7%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Liquid Envy, 127 Old Cattle Market, Ipswich	8.0%	9	11.0%	5	11.8%	2	6.8%	1	0.0%	0
Mojo, 32 Tacket Street, Ipswich	12.2%	13	21.5%	9	18.2%	4	0.0%	0	0.0%	0
Pals, 3 St. Helens Street, Ipswich	5.4%	6	7.7%	3	11.8%	2	0.0%	0	0.0%	0
PJ McGinty and Sons, King Street, Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Regent Theatre, Ipswich	9.4%	10	9.3%	4	11.2%	2	19.0%	4	0.0%	0
Seventy-Seven, 77 Fore Hamlet, Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Thomas Eldred, Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Aldeburgh	0.4%	0	0.0%	0	2.3%	0	0.0%	0	0.0%	0
Other - Baracuda, Cattle Market, Ipswich	1.7%	2	4.3%	2	0.0%	0	0.0%	0	0.0%	0
Other - Bedford	0.9%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0
Other - Bettys, Ipswich	1.6%	2	2.3%	1	3.5%	1	0.0%	0	0.0%	0
Other - Birmingham	0.6%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Brentwood	0.8%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Other - Bury St.Edmunds	2.0%	2	0.0%	0	0.0%	0	11.2%	2	0.0%	0
Other - Cambridge Arts Theatre, Cambridge	0.7%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Other - Christchurch Park, Soane Street, Ipswich	0.8%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0
Other - Colchester	9.2%	10	3.2%	1	0.0%	0	0.0%	0	36.0%	8
Other - Electric Palace, Harwich	1.5%	2	0.0%	0	0.0%	0	0.0%	0	6.6%	2
Other - Felixstowe	2.4%	3	3.2%	1	5.9%	1	0.0%	0	0.0%	0
Other - Foxhall Road, Ipswich	0.6%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Hadleigh	1.0%	1	0.0%	0	0.0%	0	0.0%	0	4.3%	1
Other - Hennan Park, Suffolk	0.6%	1	0.0%	0	3.0%	1	0.0%	0	0.0%	0
Other - Horrom	0.6%	1	0.0%	0	3.0%	1	0.0%	0	0.0%	0
Other - Ipswich	4.8%	5	10.5%	5	0.0%	0	2.8%	1	0.0%	0
Other - Levenham Church, Sudbury	2.3%	2	0.0%	0	0.0%	0	0.0%	0	10.4%	2
Other - London	4.9%	5	1.8%	1	0.0%	0	17.5%	3	4.3%	1
Other - Manor Ballroom, Ipswich	0.8%	1	0.0%	0	3.9%	1	0.0%	0	0.0%	0
Other - Martlesham	0.8%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Other - Nayland	6.8%	7	0.0%	0	0.0%	0	0.0%	0	31.0%	7
Other - Newmarket	1.0%	1	0.0%	0	0.0%	0	5.6%	1	0.0%	0
Other - Norwich	0.6%	1	0.0%	0	3.0%	1	0.0%	0	0.0%	0
Other - O2 Arena London	3.7%	4	1.4%	1	6.9%	1	10.0%	2	0.0%	0
Other - Snape	2.3%	2	0.0%	0	11.5%	2	0.0%	0	0.0%	0
Other - Southend	1.0%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0
Other - Stepford	0.6%	1	0.0%	0	0.0%	0	3.3%	1	0.0%	0
Other - Stretford	0.8%	1	0.0%	0	3.9%	1	0.0%	0	0.0%	0
Other - Sudbury	1.6%	2	0.0%	0	0.0%	0	0.0%	0	7.3%	2
Other - Suffolk	0.7%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Other - The Regal, Stowmarket	1.2%	1	0.0%	0	0.0%	0	6.8%	1	0.0%	0
Other - Thurswood	0.7%	1	0.0%	0	0.0%	0	3.7%	1	0.0%	0
Other - Trinity Park, Ipswich	0.6%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Voilethill Road, Stowmarket	1.4%	2	0.0%	0	0.0%	0	7.7%	2	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		107		43		21		19		24
Sample:		103		51		27		16		9

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
Q32 Where did you or members of your household last go to a pub/bar?										
<i>Those who go to pubs or bars and excluding those who mentioned Don't know, Don't do, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q32</i>										
Cardinal Park, Ipswich	2.7%	12	2.1%	3	1.9%	2	0.0%	0	8.2%	6
Ipswich Town Centre, Including St Nicholas Street, Ipswich	22.8%	99	48.8%	76	5.5%	6	13.4%	12	6.4%	5
Ipswich Waterfront, Ipswich	3.1%	14	5.8%	9	0.0%	0	4.1%	4	1.3%	1
Isaacs, Ipswich	0.5%	2	1.5%	2	0.0%	0	0.0%	0	0.0%	0
Pals, Ipswich	0.5%	2	0.0%	0	0.0%	0	0.0%	0	2.5%	2
The Dove, Ipswich	2.4%	10	6.6%	10	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
Other - Aldeburgh	0.3%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Other - Aldringham	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Other - Ardleigh	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Other - Bacton	0.6%	3	0.0%	0	0.0%	0	2.9%	3	0.0%	0
Other - Barham	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Other - Bedford	0.3%	1	0.6%	1	0.3%	0	0.0%	0	0.0%	0
Other - Blaxhall	0.3%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Other - Bramford	0.4%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0
Other - Brandeston	0.3%	1	0.0%	0	0.6%	1	0.8%	1	0.0%	0
Other - Brantham	0.4%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Other - Brickham	0.3%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Other - Brockdish	0.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Other - Bury St.Edmunds	1.8%	8	0.7%	1	0.0%	0	7.7%	7	0.0%	0
Other - California Social Club, Foxhall Road, Ipswich	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Canterbury	0.4%	2	0.0%	0	0.6%	1	1.1%	1	0.0%	0
Other - Claydon	0.6%	2	0.5%	1	1.1%	1	0.6%	1	0.0%	0
Other - Cock and Pie, Ipswich	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Other - Colchester	3.7%	16	0.0%	0	0.0%	0	0.0%	0	20.4%	16
Other - Cotton	0.6%	2	0.0%	0	0.0%	0	2.8%	2	0.0%	0
Other - Cretingham	0.1%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0
Other - Darlington	0.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Other - Debenham	0.6%	3	0.0%	0	0.0%	0	3.0%	3	0.0%	0
Other - Earls Stonham	0.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Other - Eastbridge	0.3%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Other - Easton	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Other - Elmswell	0.3%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Other - Eye	0.3%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Other - Felixstowe	7.8%	34	0.9%	1	29.0%	33	0.0%	0	0.0%	0
Other - Foxhall Road, Ipswich	0.3%	2	0.0%	0	1.3%	2	0.0%	0	0.0%	0
Other - Framlingham	0.7%	3	0.0%	0	2.6%	3	0.0%	0	0.0%	0
Other - Gainsbrough	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other - Great Blakenham	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Other - Great Briscip	0.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Other - Groton	0.7%	3	0.0%	0	0.0%	0	3.3%	3	0.0%	0
Other - Grundisburgh	0.4%	2	0.0%	0	1.4%	2	0.0%	0	0.0%	0
Other - Hadleigh	1.0%	4	0.0%	0	0.0%	0	0.0%	0	5.8%	4
Other - Halesworth	0.4%	2	0.0%	0	1.5%	2	0.0%	0	0.0%	0
Other - Harkstead	0.8%	4	0.0%	0	0.0%	0	0.0%	0	4.5%	4
Other - Harrogate	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Other - Hattingstone	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Other - Holbrook	0.7%	3	0.0%	0	0.0%	0	0.0%	0	4.0%	3
Other - Ingham	0.3%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Other - Ipswich	0.7%	3	1.1%	2	0.5%	1	0.6%	1	0.0%	0
Other - Ipswich - Golden Lion Wetherspoons, Cornhill	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Other - Ipswich East	0.5%	2	0.6%	1	1.0%	1	0.0%	0	0.0%	0
Other - Kesgrave	0.9%	4	1.0%	2	0.7%	1	0.0%	0	1.9%	1
Other - Kingfisher Leisure Centre, Station Road, Sudbury	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Other - Kirkby	1.3%	6	0.0%	0	0.0%	0	0.0%	0	7.2%	6
Other - Laxfield	0.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Other - Leiston	0.6%	3	0.0%	0	2.2%	3	0.0%	0	0.0%	0
Other - Levington	0.3%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Other - Little Glemham	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other - Little Waldingfield	0.4%	2	0.0%	0	0.0%	0	0.0%	0	2.2%	2

Ipswich Household Survey for Strategic Perspectives

Weighted:

February 2010

	Total		Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)	
Other - London	0.3%	1	0.6%	1	0.0%	0	0.6%	1	0.0%	0
Other - Martlesham	2.4%	10	5.2%	8	1.4%	2	0.7%	1	0.0%	0
Other - Maybush Public House, Cliff Road, Waldringfield	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Mellis	0.3%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Other - Melton	0.7%	3	0.0%	0	2.6%	3	0.0%	0	0.0%	0
Other - Middleton	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0
Other - Nacton	0.4%	2	0.4%	1	1.1%	1	0.0%	0	0.0%	0
Other - Needham Market	0.8%	3	0.0%	0	0.0%	0	3.8%	3	0.0%	0
Other - Newbourne	0.4%	2	0.6%	1	0.6%	1	0.0%	0	0.0%	0
Other - Norton	0.7%	3	0.0%	0	0.0%	0	3.6%	3	0.0%	0
Other - Norwich	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Other - Norwich Road, Ipswich	0.4%	2	1.1%	2	0.0%	0	0.0%	0	0.0%	0
Other - Orford	0.2%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Other - Otley	0.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Other - Pettistree	0.5%	2	0.0%	0	2.1%	2	0.0%	0	0.0%	0
Other - Polstead	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Other - Portsmouth	0.2%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Other - Rampant Horse Inn, Needham Market	0.3%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Other - Rankford	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0
Other - Red Lion, East Bergholt	0.5%	2	0.0%	0	0.0%	0	0.7%	1	1.9%	1
Other - Rushmere	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Other - Saxmundham	0.4%	2	0.0%	0	1.5%	2	0.0%	0	0.0%	0
Other - Shotley Gate	0.8%	4	0.0%	0	0.0%	0	0.0%	0	4.5%	4
Other - Sibton	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Other - Snape	0.7%	3	0.0%	0	2.6%	3	0.0%	0	0.0%	0
Other - Southwold	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Other - Spring Road, Ipswich	0.6%	3	1.7%	3	0.0%	0	0.0%	0	0.0%	0
Other - Sproughton Road, Ipswich	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Other - Stonham Aspal	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other - Stowmarket	5.0%	22	0.0%	0	0.0%	0	24.5%	22	0.0%	0
Other - Stratford St.Mary	0.9%	4	0.5%	1	0.0%	0	0.0%	0	3.8%	3
Other - Stutton	0.5%	2	0.5%	1	0.0%	0	0.0%	0	2.0%	2
Other - Sudbury	1.6%	7	0.0%	0	0.0%	0	0.0%	0	8.8%	7
Other - Tacket Street, Ipswich	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Other - Tattingstone	0.7%	3	0.5%	1	0.7%	1	0.0%	0	2.0%	2
Other - The Angel, Debenham	0.3%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Other - The Crown, Bramford	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Other - The Dolphin Inn, Peace Place, Thorpeness	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Other - The Duke of Malbrough, Somersham	0.2%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Other - The Fat Cat, Spring Road, Ipswich	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - The Feathers, Felixstowe	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Other - The Golden Hind, Nacton Road, Ipswich	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - The Greyhound, Henley Road, Ipswich	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Other - The Grosvenor, Ranelagh Road, Felixstowe	0.4%	2	0.0%	0	1.7%	2	0.0%	0	0.0%	0
Other - The Raven, Ravenswood, Ipswich	1.3%	6	3.6%	6	0.0%	0	0.0%	0	0.0%	0
Other - Thordon	0.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Other - Thornham	0.2%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Other - Thurston	0.8%	3	0.0%	0	0.0%	0	3.9%	3	0.0%	0
Other - Tomas Heldren, Castle Hill, Ipswich	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Other - Waldringfield	0.3%	1	0.4%	1	0.6%	1	0.0%	0	0.0%	0
Other - Waveney	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0
Other - West Mersea	0.8%	3	0.0%	0	0.0%	0	0.0%	0	4.3%	3
Other - Woodbridge	8.0%	35	7.6%	12	17.1%	19	1.2%	1	3.1%	2
Other - Woolpit	0.3%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0

Column %ges.

Ipswich Household Survey for Strategic Perspectives

Weighted:

February 2010

	Total		Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)	
Other - Wycombe Market	0.3%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Other - Yoxford	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Weighted base:		434		156		112		88		78
Sample:		425		166		139		83		37

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
Q33 Where did you or members of your household last go to a restaurant?										
<i>Those who go to restaurants and excluding those who mentioned Don't know, Don't do, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q33</i>										
Cardinal Park, Ipswich	6.2%	42	8.8%	22	3.9%	6	4.5%	7	6.0%	7
Ipswich Town Centre, including St Nicholas Street, Ipswich	24.0%	162	47.9%	118	4.2%	7	14.0%	21	12.9%	16
Ipswich Waterfront, Ipswich	6.0%	41	9.4%	23	4.0%	6	5.4%	8	2.6%	3
Bury St Edmunds	5.6%	38	0.0%	0	1.0%	2	21.1%	32	3.7%	4
Cambridge	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Chelmsford	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Colchester	3.5%	24	0.7%	2	0.0%	0	0.0%	0	18.2%	22
Diss	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Felixstowe	8.9%	60	4.8%	12	29.4%	46	1.7%	3	0.0%	0
Norwich	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Stowmarket	2.3%	16	0.0%	0	0.4%	1	10.0%	15	0.0%	0
Sudbury	1.3%	9	0.0%	0	0.0%	0	0.0%	0	7.1%	9
Woodbridge	7.3%	49	6.9%	17	18.3%	28	1.2%	2	1.6%	2
Other - Aldeburgh	0.8%	5	0.3%	1	3.0%	5	0.0%	0	0.0%	0
Other - Ardleigh	0.5%	3	0.0%	0	0.0%	0	0.0%	0	2.5%	3
Other - Arundel Way, Ipswich	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Assington	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Other - Bacton	0.2%	2	0.4%	1	0.0%	0	0.4%	1	0.0%	0
Other - Badingham	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Other - Bath	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Beccles	0.1%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0
Other - Birmingham	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Bramford	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Brandeston	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Other - Brantham	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Other - Bucklesham	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Canterbury	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other - Capel St.Mary	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	2
Other - Cardiff	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Other - Chelmsford	0.4%	3	0.0%	0	1.7%	3	0.0%	0	0.0%	0
Other - Claydon	1.0%	7	0.3%	1	0.0%	0	3.9%	6	0.0%	0
Other - Copdock	0.5%	3	1.4%	3	0.0%	0	0.0%	0	0.0%	0
Other - Corncraft, Monks Eleigh	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Other - Cotton	0.2%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Other - Coventry	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other - Debenham	0.3%	2	0.0%	0	0.0%	0	1.3%	2	0.0%	0
Other - Dedham	1.5%	10	0.3%	1	1.0%	2	0.0%	0	6.3%	8
Other - Dennington	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other - Derbyshire	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Other - Dunston	0.2%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Other - Earls Stonham	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Other - Euro Retail Park, Ipswich	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Eye	0.4%	3	0.0%	0	0.0%	0	2.0%	3	0.0%	0
Other - Famlingham	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Other - Felixstow Road, Ipswich	0.2%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Ford Green	0.1%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Other - Foxhall	0.2%	2	0.3%	1	0.5%	1	0.0%	0	0.0%	0
Other - Framlingham	0.8%	6	0.2%	1	2.7%	4	0.5%	1	0.0%	0
Other - Great Bricett	0.2%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Other - Grundisburgh	0.3%	2	0.0%	0	0.8%	1	0.6%	1	0.0%	0
Other - Hadleigh	1.6%	11	1.1%	3	0.0%	0	0.4%	1	6.3%	8
Other - Halesworth	0.1%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0
Other - Harkstead	0.5%	4	0.0%	0	0.0%	0	0.0%	0	2.9%	4
Other - Haughley	0.3%	2	0.0%	0	0.0%	0	1.2%	2	0.0%	0
Other - Hintlesham	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other - Holbrook	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Ingham	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other - Ipswich	0.5%	3	1.4%	3	0.0%	0	0.0%	0	0.0%	0
Other - Ipswich - Anglia Retail Park	0.2%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Kesgrave	1.1%	8	2.0%	5	0.8%	1	0.0%	0	1.2%	1
Other - Kessingland	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Other - Kettleborough	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Other - Lavenham	0.7%	5	0.0%	0	0.0%	0	3.1%	5	0.0%	0

Ipswich Household Survey for Strategic Perspectives

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February 2010

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
Other - Leiston	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Other - Levington	0.3%	2	0.3%	1	0.0%	0	0.0%	0	1.2%	1
Other - Lincolnshire	0.1%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Other - Little Bealings	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Little Glemham	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Other - London	2.0%	14	1.0%	2	1.9%	3	2.3%	3	4.1%	5
Other - Long Melford	1.1%	7	0.0%	0	0.0%	0	0.0%	0	6.0%	7
Other - Lowestoft	0.3%	2	0.0%	0	0.5%	1	0.7%	1	0.0%	0
Other - Luton	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Other - Manchester	0.1%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0
Other - Marlow	0.2%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Martlesham	0.5%	3	0.7%	2	0.7%	1	0.4%	1	0.0%	0
Other - Martlesham Heath	0.5%	3	0.0%	0	2.2%	3	0.0%	0	0.0%	0
Other - Maybush	0.5%	3	0.0%	0	0.5%	1	0.4%	1	1.4%	2
Other - Meltham	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other - Melton	0.6%	4	0.0%	0	2.7%	4	0.0%	0	0.0%	0
Other - Mistly, Essex	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	2
Other - Museum Street, Ipswich	0.2%	1	0.3%	1	0.5%	1	0.0%	0	0.0%	0
Other - Nacton	0.2%	2	0.3%	1	0.5%	1	0.0%	0	0.0%	0
Other - Nayland	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	2
Other - Needham Market	1.2%	8	0.0%	0	0.0%	0	5.2%	8	0.0%	0
Other - Newbourne	0.6%	4	0.2%	1	1.5%	2	0.9%	1	0.0%	0
Other - Northumberland	0.1%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Other - Norton	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other - Norwich	0.1%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Other - Nottingham	0.2%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Other - Orford	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Other - Patterswick	0.5%	3	0.0%	0	0.0%	0	0.0%	0	2.8%	3
Other - Pettistree	0.3%	2	0.0%	0	1.4%	2	0.0%	0	0.0%	0
Other - Polstead	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Other - Ravenswood, Ipswich	0.5%	4	1.5%	4	0.0%	0	0.0%	0	0.0%	0
Other - Saxmundham	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Other - Sherringham	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Other - Shotley Gate	0.5%	4	0.0%	0	0.0%	0	0.0%	0	2.9%	4
Other - Sibton	0.1%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Other - Sizewell	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Other - Snape	0.7%	5	0.0%	0	2.4%	4	0.6%	1	0.0%	0
Other - Sproughton	0.5%	3	0.3%	1	0.0%	0	1.6%	2	0.0%	0
Other - Sproughton Road, Ipswich	0.1%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Other - Stowmarket	0.1%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Other - Tattingstone	0.3%	2	0.3%	1	0.0%	0	0.0%	0	1.3%	2
Other - Thordon	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Other - Thurston	0.2%	1	0.0%	0	0.2%	0	0.7%	1	0.0%	0
Other - Tolstead	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Tunstall	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Other - Tuttenham	1.0%	7	1.1%	3	1.2%	2	1.6%	2	0.0%	0
Other - Waldringfield	0.8%	5	0.8%	2	0.8%	1	1.4%	2	0.0%	0
Other - Warwick	0.4%	3	0.0%	0	0.0%	0	0.0%	0	2.3%	3
Other - Westerfield	0.7%	4	1.5%	4	0.4%	1	0.0%	0	0.0%	0
Other - Woolpit	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other - Wycombe	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Wycombe Market	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Other - Yoxford	0.1%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	675		247		155		151		121	
Sample:	670		271		198		141		60	

Weighted:

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	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
Q34 Where did you or members of your household last go tenpin bowling?										
<i>Those who go tenpin bowling and excluding those who mentioned Don't know, Don't do, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q34</i>										
Solar Bowl, Sproughton Rd, Ipswich	41.5%	80	55.3%	36	9.4%	4	76.2%	31	20.6%	9
Kingpin, Gloster Road, Martlesham Heath, Ipswich	36.3%	70	36.8%	24	88.8%	40	7.8%	3	6.2%	3
Ten pin bowling, Colchester Strikes, Byford Road, Sudbury	12.5%	24	2.8%	2	0.0%	0	0.0%	0	54.0%	22
Bury Bowl, Eastgate Street, Bury St Edmunds	1.6%	3	1.4%	1	0.0%	0	5.0%	2	0.0%	0
Mega Bowl, Pilsworth, Bury St Edmunds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Great Yarmouth	0.6%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0
Other - Martlesham Heath	1.3%	2	1.6%	1	1.8%	1	1.3%	1	0.0%	0
Other - Martlesham Retail Park, Martlesham	0.4%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Norwich	0.7%	1	0.0%	0	0.0%	0	3.3%	1	0.0%	0
Other - Thetford	0.3%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Other - Winchester	0.8%	2	0.0%	0	0.0%	0	3.6%	2	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		193		65		46		41		41
Sample:		186		72		54		42		18

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
Q35 Where did you or members of your household last go to the theatre?										
<i>Those who go to the theatre and excluding those who mentioned Don't know, Don't do, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q35</i>										
Ipswich Regent, 3 St. Helens Street, Ipswich	16.0%	66	18.4%	26	10.6%	9	21.8%	20	11.6%	11
The New Wolsey Theatre, Civic Drive, Ipswich	27.4%	113	46.5%	65	16.4%	14	25.2%	23	11.1%	10
The Corn Exchange, King Street, Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dance East, Ipswich Waterfront, Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sir John Mills Theatre, Gatacre Road, Ipswich	2.1%	9	2.4%	3	1.8%	2	1.2%	1	2.8%	3
Sea Pavilion, Felixstowe, Felixstowe	4.0%	17	2.4%	3	11.8%	10	2.9%	3	0.0%	0
Regal Theatre, Stowmarket, Stowmarket	0.5%	2	0.0%	0	0.0%	0	2.2%	2	0.0%	0
The Quay Theatre, Sudbury	0.8%	3	0.0%	0	0.0%	0	0.0%	0	3.8%	3
Mercury Theatre, Colchester	6.6%	27	0.0%	0	0.9%	1	0.0%	0	28.9%	27
The Theatre Royal, Bury St Edmunds	3.3%	14	0.8%	1	1.9%	2	10.2%	9	1.6%	1
Theatre Royal, Norwich	1.5%	6	0.4%	1	2.4%	2	3.6%	3	0.0%	0
Seckford Theatre, Woodbridge	2.5%	10	0.5%	1	8.7%	8	2.0%	2	0.0%	0
The Wolsey Studio, St Georges Street, Ipswich	3.6%	15	6.3%	9	2.4%	2	2.7%	3	1.7%	2
Maddermarket Theatre, Norwich	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
London	25.5%	105	15.8%	22	29.8%	26	24.7%	23	36.8%	34
Other - Aldeburgh	0.3%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Other - Cambridge	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Other - Claydon	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Other - Colchester	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Other - Community Centre, Ipswich	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Debenham	0.3%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Other - Gaumont, Ipswich	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Other - Hornchurch, Essex	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Other - Ipswich	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Other - Leiston	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Other - Manchester	0.9%	4	2.6%	4	0.0%	0	0.0%	0	0.0%	0
Other - Manifest Theatre, Manningtree	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.7%	2
Other - Odeon, Ipswich	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Other - Riverside Theatre, Woodbridge	0.9%	4	0.0%	0	4.3%	4	0.0%	0	0.0%	0
Other - Star Theatre, Felixstowe	0.6%	3	0.0%	0	2.9%	3	0.0%	0	0.0%	0
Other - The Marina, Lowestoft	0.3%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Other - Woodbridge Theatre	0.5%	2	1.5%	2	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
Weighted base:		412		140		88		92		92
Sample:		409		159		115		88		47

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
Q36 Where did you or members of your household undertake the activity mentioned?										
<i>Those who undertake any other activity and excluding those who mentioned Don't know, Don't do, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q36</i>										
Cardinal Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich Town Centre	15.5%	18	25.8%	9	11.5%	3	7.8%	2	12.5%	3
Ipswich Waterfront	1.4%	2	4.3%	2	0.0%	0	0.0%	0	0.0%	0
Bury St Edmunds	1.8%	2	0.0%	0	0.0%	0	9.5%	2	0.0%	0
Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chelmsford	1.9%	2	2.5%	1	4.3%	1	0.0%	0	0.0%	0
Colchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Diss	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Felixstowe	8.5%	10	6.4%	2	25.2%	7	0.0%	0	0.0%	0
Norwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stowmarket	4.2%	5	0.0%	0	0.0%	0	22.0%	5	0.0%	0
Sudbury	1.8%	2	0.0%	0	1.2%	0	0.0%	0	6.4%	2
Woodbridge	8.0%	9	11.9%	4	16.9%	5	0.0%	0	0.0%	0
Other - Alton	2.3%	3	0.0%	0	2.2%	1	0.0%	0	7.3%	2
Other - Barham	0.5%	1	0.0%	0	0.0%	0	2.5%	1	0.0%	0
Other - Barking	1.2%	1	0.0%	0	0.0%	0	6.0%	1	0.0%	0
Other - Blaxhall	0.3%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0
Other - Bourne Hill, Wherstead	0.5%	1	0.0%	0	0.0%	0	2.5%	1	0.0%	0
Other - Bramford	0.7%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Burstall	1.0%	1	0.0%	0	0.0%	0	4.9%	1	0.0%	0
Other - Claydon	1.2%	1	2.2%	1	0.0%	0	2.5%	1	0.0%	0
Other - Crowfield	0.9%	1	0.0%	0	0.0%	0	4.5%	1	0.0%	0
Other - Darsham	0.9%	1	3.0%	1	0.0%	0	0.0%	0	0.0%	0
Other - Debenham	0.7%	1	0.0%	0	2.7%	1	0.0%	0	0.0%	0
Other - Denton	0.6%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0
Other - East Bergholt	1.3%	1	0.0%	0	0.0%	0	0.0%	0	5.5%	1
Other - Easton	0.8%	1	0.0%	0	3.2%	1	0.0%	0	0.0%	0
Other - Elmswell	1.0%	1	0.0%	0	0.0%	0	5.0%	1	0.0%	0
Other - Eye	1.8%	2	0.0%	0	0.0%	0	9.5%	2	0.0%	0
Other - Finn Valley	1.0%	1	0.0%	0	0.0%	0	4.9%	1	0.0%	0
Other - Gainsbrough Sports Centre	0.8%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0
Other - Great Blakenham	0.6%	1	0.0%	0	2.5%	1	0.0%	0	0.0%	0
Other - Hadleigh	1.8%	2	0.0%	0	0.0%	0	0.0%	0	7.6%	2
Other - Haughton	0.6%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Other - Henley Road, Ipswich	1.6%	2	5.2%	2	0.0%	0	0.0%	0	0.0%	0
Other - Hidden Valley, Ipswich	0.7%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Higham	0.9%	1	0.0%	0	3.7%	1	0.0%	0	0.0%	0
Other - Hintlesham Hall Hotel golf club	0.8%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0
Other - Hollow Trees, Semer, Ipswich	0.9%	1	3.0%	1	0.0%	0	0.0%	0	0.0%	0
Other - Ipswich - Orwell Retail Park/Ranelagh Road	0.5%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Other - Ipswich - Portman Road	0.7%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Leiston	1.3%	1	0.0%	0	4.9%	1	0.0%	0	0.0%	0
Other - London	0.5%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Other - Martlesham	1.3%	1	0.0%	0	0.0%	0	0.0%	0	5.5%	1
Other - Nayland	6.5%	7	0.0%	0	0.0%	0	0.0%	0	27.0%	7
Other - Needham Market	1.2%	1	0.0%	0	0.0%	0	6.4%	1	0.0%	0
Other - Newbourne	0.9%	1	3.0%	1	0.0%	0	0.0%	0	0.0%	0
Other - Newbourne Road, Ipswich	0.8%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0
Other - Newmarket	1.1%	1	0.0%	0	4.3%	1	0.0%	0	0.0%	0
Other - Northgate Sports Centre, Sidegate Lane West, Ipswich	0.5%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Other - Orford	0.6%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0
Other - Purdis Heath	0.7%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Reydon	1.4%	2	0.0%	0	0.0%	0	0.0%	0	5.7%	2
Other - Rushmere	0.7%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Sproughton	1.0%	1	0.0%	0	0.0%	0	4.9%	1	0.0%	0
Other - Stoke by Nayland	0.9%	1	0.0%	0	0.0%	0	0.0%	0	3.8%	1
Other - Stratford St.Mary	1.3%	1	0.0%	0	0.0%	0	0.0%	0	5.5%	1
Other - Sudbourne	0.6%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0
Other - Suffolk Yacht	0.9%	1	0.0%	0	0.0%	0	4.5%	1	0.0%	0

Ipswich Household Survey for Strategic Perspectives

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)	
Harbour, Levington									
Other - Thorpeness	1.3%	1	0.0%	0	5.0%	1	0.0%	0	0.0%
Other - Witnesham	0.5%	1	0.0%	0	0.0%	0	2.5%	1	0.0%
Other - Woodbridge	3.1%	4	0.0%	0	0.0%	0	0.0%	0	13.1%
Other - Woodgreen	0.7%	1	2.3%	1	0.0%	0	0.0%	0	0.0%
Other - Wrendlesham Forest	0.7%	1	2.2%	1	0.0%	0	0.0%	0	0.0%
Other - Wycombe Market	0.8%	1	2.6%	1	0.0%	0	0.0%	0	0.0%
Other - Yoxford	1.1%	1	0.0%	0	4.4%	1	0.0%	0	0.0%
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Weighted base:		113		35		29		22	
Sample:		111		41		36		22	

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
Q37 What improvements to Ipswich Town Centre, if any, would make you visit it more often than you currently do?										
Better disabled access	0.6%	6	0.4%	2	0.0%	0	2.2%	5	0.0%	0
Better public transport	1.3%	13	2.7%	10	0.5%	1	0.3%	1	0.8%	1
Better signposting	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better policing /safer	1.9%	19	2.4%	9	1.6%	4	0.9%	2	2.5%	5
Better shopping environment	0.6%	6	0.8%	3	0.0%	0	1.7%	4	0.0%	0
Better value for money / lower prices	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Cinema	0.4%	4	1.0%	4	0.3%	1	0.0%	0	0.0%	0
Cleaner streets	3.9%	39	5.1%	18	3.4%	8	3.0%	6	3.1%	6
Department Store	7.6%	76	10.3%	37	7.6%	18	4.2%	9	6.8%	13
Fewer traffic free pedestrian streets	0.2%	2	0.2%	1	0.5%	1	0.0%	0	0.0%	0
Improved public transport	0.7%	7	1.1%	4	0.5%	1	0.5%	1	0.5%	1
More frequent or different routes	0.4%	4	0.5%	2	1.0%	2	0.0%	0	0.0%	0
Cheaper public transport	0.6%	6	1.8%	6	0.0%	0	0.0%	0	0.0%	0
Additional park & ride facilities	0.5%	5	0.4%	1	0.9%	2	0.0%	0	0.8%	2
Cheaper park & ride facilities	0.9%	9	0.4%	2	1.3%	3	0.8%	2	1.2%	2
Larger shops	1.7%	17	2.7%	10	2.5%	6	0.0%	0	0.9%	2
New shopping centre	0.7%	7	0.8%	3	0.9%	2	1.0%	2	0.0%	0
Large food superstore	0.4%	4	1.2%	4	0.0%	0	0.0%	0	0.0%	0
More / better boutique shop offer	1.7%	17	1.8%	7	0.7%	2	2.5%	5	1.8%	4
More / better higher quality shop offer	8.4%	84	12.7%	45	6.5%	15	6.0%	13	5.8%	11
Shops and services open later in the evening	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Lower car parking charges	12.9%	129	12.3%	44	16.9%	39	13.6%	29	8.7%	17
More / better car parking	13.5%	135	14.1%	50	14.1%	33	18.5%	39	6.4%	13
More / better foodstores	0.5%	5	1.3%	5	0.0%	0	0.0%	0	0.0%	0
More fashion shops	3.8%	38	5.0%	18	2.4%	6	2.4%	5	4.8%	9
More smaller independent & specialist shops	8.6%	86	14.2%	51	3.3%	8	6.1%	13	7.4%	15
More traffic free pedestrianised streets	0.3%	3	0.4%	2	0.2%	1	0.6%	1	0.0%	0
More/better cafes	0.3%	3	0.4%	1	0.0%	0	0.8%	2	0.0%	0
More/better cultural facilities	0.2%	2	0.2%	1	0.0%	0	0.6%	1	0.0%	0
More/better entertainment facilities	0.9%	9	2.5%	9	0.0%	0	0.0%	0	0.0%	0
More/better events'	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
More better parks / green spaces	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
More/better public houses	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More/better restaurants	0.6%	6	1.3%	4	0.7%	2	0.0%	0	0.0%	0
More/better seats	0.6%	6	0.9%	3	0.3%	1	0.7%	1	0.5%	1
More/ better range of multiple retailers	5.8%	58	10.8%	39	3.1%	7	3.8%	8	1.8%	4
Nothing	44.3%	443	27.9%	99	50.3%	117	48.9%	105	61.9%	122
Do not visit Ipswich for leisure activities	1.4%	14	0.5%	2	2.1%	5	3.4%	7	0.0%	0
Better shopping environment - more public toilets	0.2%	2	0.2%	1	0.0%	0	0.6%	1	0.0%	0
Better shopping environment - smarten up the buildings / area in general	0.9%	9	0.6%	2	0.6%	1	2.7%	6	0.0%	0
Better provision for the disabled e.g. parking, toilets etc	0.3%	3	0.5%	2	0.7%	2	0.0%	0	0.0%	0
Better provision for the elderly	0.5%	5	0.7%	3	0.0%	0	0.0%	0	1.0%	2
Improve the roads	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less vacant stores	0.9%	9	1.2%	4	0.5%	1	0.5%	1	1.2%	2
More public toilets	0.3%	3	0.5%	2	0.2%	0	0.3%	1	0.0%	0
Relocate the market	0.4%	4	0.6%	2	0.0%	0	0.0%	0	0.8%	2
Other	3.2%	32	3.3%	12	3.0%	7	3.1%	7	3.3%	6
Weighted base:	1000		356		232		214		198	
Sample:	1000		400		300		200		100	

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
GEN Gender of respondent										
Male	28.4%	284	33.0%	117	24.1%	56	24.2%	52	29.7%	59
Female	71.6%	716	67.0%	239	75.9%	176	75.8%	162	70.3%	139
Weighted base:		1000		356		232		214		198
Sample:		1000		400		300		200		100

AGE Can I just ask, how old are you?

18-24	1.1%	11	1.4%	5	1.2%	3	1.4%	3	0.0%	0
25-34	2.8%	28	3.6%	13	1.8%	4	1.2%	3	4.3%	8
35-44	15.1%	151	17.9%	64	14.9%	35	18.7%	40	6.1%	12
45-54	25.4%	254	22.3%	79	25.6%	59	28.4%	61	27.4%	54
55-64	18.9%	189	16.1%	57	18.7%	44	20.0%	43	22.6%	45
65+	36.1%	361	37.6%	134	37.3%	87	29.8%	64	39.1%	77
(Refused)	0.7%	7	1.0%	3	0.5%	1	0.5%	1	0.5%	1
Weighted base:		1000		356		232		214		198
Sample:		1000		400		300		200		100

SEG Social Grading

A	4.8%	48	3.0%	11	5.1%	12	4.6%	10	7.7%	15
B	21.2%	212	23.5%	84	20.6%	48	18.2%	39	21.1%	42
C1	21.0%	210	21.6%	77	19.0%	44	23.2%	50	19.9%	39
C2	23.3%	233	24.5%	87	24.6%	57	24.8%	53	18.2%	36
D	5.9%	59	6.1%	22	5.9%	14	3.8%	8	7.8%	15
E	16.6%	166	14.7%	52	16.9%	39	17.3%	37	18.7%	37
(Refused)	7.2%	72	6.5%	23	7.9%	18	8.1%	17	6.5%	13
Weighted base:		1000		356		232		214		198
Sample:		1000		400		300		200		100

WOR If you are in employment, where do you work?

Excluding those who mentioned Don't know, Don't do, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at WOR

Ipswich	19.7%	189	36.7%	127	9.4%	20	10.8%	22	10.1%	19
Aldeburgh	0.2%	2	0.0%	0	0.9%	2	0.0%	0	0.0%	0
Braintree	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds	1.4%	13	0.2%	1	0.0%	0	4.3%	9	1.8%	3
Clacton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester	2.5%	24	0.2%	1	0.0%	0	0.5%	1	11.9%	23
Felixstowe	3.4%	33	1.1%	4	12.6%	27	0.7%	1	0.0%	0
Framlingham	0.2%	2	0.0%	0	0.9%	2	0.0%	0	0.0%	0
Halesworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leiston	0.4%	3	0.0%	0	1.5%	3	0.0%	0	0.0%	0
Lowestoft	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Manningtree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martlesham Heath	1.2%	11	1.5%	5	2.1%	5	0.8%	2	0.0%	0
Norwich	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Southwold	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Stowmarket	2.2%	21	0.2%	1	0.0%	0	9.9%	20	0.0%	0
Sudbury	0.8%	7	0.3%	1	0.0%	0	1.4%	3	1.8%	3
Woodbridge	1.2%	11	0.7%	3	4.1%	9	0.0%	0	0.0%	0
Hadleigh	0.7%	7	0.0%	0	0.0%	0	0.0%	0	3.5%	7
London	0.5%	5	0.5%	2	0.2%	0	1.2%	2	0.0%	0
Needham Market	0.9%	8	0.5%	2	0.0%	0	2.3%	5	1.0%	2
Saxmundham	0.6%	6	0.3%	1	2.2%	5	0.0%	0	0.0%	0
Suffolk	0.5%	5	1.2%	4	0.0%	0	0.3%	1	0.0%	0
Wattisham	0.4%	3	0.0%	0	0.0%	0	1.7%	3	0.0%	0
Wymondham	0.4%	3	0.0%	0	1.6%	3	0.0%	0	0.0%	0
Other	5.0%	47	2.0%	7	5.4%	12	11.8%	24	2.5%	5
(Work from home)	3.8%	36	1.7%	6	3.8%	8	2.8%	6	8.5%	16
(Not in employment)	53.9%	515	52.4%	182	54.4%	118	51.4%	104	58.9%	111
Weighted base:		956		347		217		202		189
Sample:		954		388		280		191		95

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
ADU How many adults aged 16 years and over, including yourself, live in your household?										
One	22.6%	226	27.1%	97	19.3%	45	18.5%	40	22.9%	45
Two	57.2%	572	56.2%	200	60.2%	140	56.1%	120	56.6%	112
Three	12.0%	120	11.3%	40	10.1%	23	16.1%	34	10.9%	22
Four or more	7.0%	70	4.3%	15	7.1%	16	9.3%	20	9.1%	18
(Refused)	1.3%	13	1.2%	4	3.3%	8	0.0%	0	0.5%	1
Weighted base:		1000		356		232		214		198
Sample:		1000		400		300		200		100

CHI How many children aged 15 years and under, live in your household?										
None	78.0%	780	77.1%	275	76.4%	177	76.5%	164	83.2%	165
One	7.9%	79	10.5%	37	7.6%	18	5.0%	11	7.0%	14
Two	9.8%	98	8.7%	31	8.8%	21	15.6%	33	6.8%	13
Three	1.9%	19	1.8%	6	2.6%	6	1.4%	3	1.7%	3
Four or more	1.0%	10	0.8%	3	1.2%	3	1.3%	3	0.9%	2
(Refused)	1.3%	13	1.2%	4	3.3%	8	0.3%	1	0.5%	1
Weighted base:		1000		356		232		214		198
Sample:		1000		400		300		200		100

CAR How many cars does your household own or have the use of?										
None	10.7%	107	17.0%	61	7.8%	18	5.8%	12	7.9%	16
One	48.0%	480	49.0%	174	45.3%	105	41.4%	89	56.6%	112
Two	30.0%	300	26.4%	94	34.6%	80	36.5%	78	23.9%	47
Three or more	9.6%	96	5.9%	21	9.6%	22	15.4%	33	10.0%	20
(Refused)	1.7%	17	1.7%	6	2.6%	6	0.8%	2	1.7%	3
Weighted base:		1000		356		232		214		198
Sample:		1000		400		300		200		100

FUT Would you be willing to be recontacted for future quality control purposes?										
Yes	68.7%	687	71.3%	254	68.4%	159	65.2%	140	68.4%	135
No	31.3%	313	28.7%	102	31.6%	73	34.8%	74	31.6%	62
Weighted base:		1000		356		232		214		198
Sample:		1000		400		300		200		100

ZON Survey Zone										
Zone 1	8.6%	86	24.1%	86	0.0%	0	0.0%	0	0.0%	0
Zone 2	7.8%	78	22.0%	78	0.0%	0	0.0%	0	0.0%	0
Zone 3	11.4%	114	32.1%	114	0.0%	0	0.0%	0	0.0%	0
Zone 4	7.8%	78	21.8%	78	0.0%	0	0.0%	0	0.0%	0
Zone 5	10.1%	101	0.0%	0	43.7%	101	0.0%	0	0.0%	0
Zone 6	7.0%	70	0.0%	0	30.0%	70	0.0%	0	0.0%	0
Zone 7	6.1%	61	0.0%	0	26.3%	61	0.0%	0	0.0%	0
Zone 8	7.6%	76	0.0%	0	0.0%	0	35.5%	76	0.0%	0
Zone 9	13.8%	138	0.0%	0	0.0%	0	64.5%	138	0.0%	0
Zone 10	19.8%	198	0.0%	0	0.0%	0	0.0%	0	100.0%	198
Weighted base:		1000		356		232		214		198
Sample:		1000		400		300		200		100

AREA Catchment Area										
Inner Catchment Area (ICA)	35.6%	356	100.0%	356	0.0%	0	0.0%	0	0.0%	0
Eastern Catchment Area (ECA)	23.2%	232	0.0%	0	100.0%	232	0.0%	0	0.0%	0
Northern Catchment Area (NCA)	21.4%	214	0.0%	0	0.0%	0	100.0%	214	0.0%	0
Southern Catchment Area (SCA)	19.8%	198	0.0%	0	0.0%	0	0.0%	0	100.0%	198
Weighted base:		1000		356		232		214		198
Sample:		1000		400		300		200		100

Ipswich Household Survey for Strategic Perspectives

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
SEC Postcode Sector										
CO10 0	3.3%	33	0.0%	0	0.0%	0	0.0%	0	16.5%	33
CO10 5	0.6%	6	0.0%	0	0.0%	0	0.0%	0	2.8%	6
CO11 1	1.4%	14	0.0%	0	0.0%	0	0.0%	0	7.1%	14
CO11 2	1.9%	19	0.0%	0	0.0%	0	0.0%	0	9.7%	19
CO4 5	2.4%	24	0.0%	0	0.0%	0	0.0%	0	11.9%	24
CO6 4	1.5%	15	0.0%	0	0.0%	0	0.0%	0	7.4%	15
CO6 5	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	2
CO7 6	1.5%	15	0.0%	0	0.0%	0	0.0%	0	7.5%	15
IP1 2	1.1%	11	3.1%	11	0.0%	0	0.0%	0	0.0%	0
IP1 3	0.8%	8	2.2%	8	0.0%	0	0.0%	0	0.0%	0
IP1 4	1.9%	19	5.4%	19	0.0%	0	0.0%	0	0.0%	0
IP1 5	2.0%	20	5.6%	20	0.0%	0	0.0%	0	0.0%	0
IP1 6	3.2%	32	8.9%	32	0.0%	0	0.0%	0	0.0%	0
IP10 0	0.8%	8	0.0%	0	3.3%	8	0.0%	0	0.0%	0
IP11 0	1.4%	14	0.0%	0	5.9%	14	0.0%	0	0.0%	0
IP11 2	2.3%	23	0.0%	0	9.7%	23	0.0%	0	0.0%	0
IP11 7	1.6%	16	0.0%	0	7.0%	16	0.0%	0	0.0%	0
IP11 9	2.3%	23	0.0%	0	10.1%	23	0.0%	0	0.0%	0
IP12 1	1.7%	17	0.0%	0	7.2%	17	0.0%	0	0.0%	0
IP12 2	1.1%	11	0.0%	0	4.6%	11	0.0%	0	0.0%	0
IP12 3	1.0%	10	0.0%	0	4.4%	10	0.0%	0	0.0%	0
IP12 4	1.8%	18	0.0%	0	7.8%	18	0.0%	0	0.0%	0
IP13 0	1.0%	10	0.0%	0	4.4%	10	0.0%	0	0.0%	0
IP13 6	1.1%	11	0.0%	0	4.9%	11	0.0%	0	0.0%	0
IP13 7	0.8%	8	0.0%	0	3.3%	8	0.0%	0	0.0%	0
IP13 8	0.5%	5	0.0%	0	2.3%	5	0.0%	0	0.0%	0
IP13 9	1.0%	10	0.0%	0	4.3%	10	0.0%	0	0.0%	0
IP14 1	2.3%	23	0.0%	0	0.0%	0	10.5%	23	0.0%	0
IP14 2	1.7%	17	0.0%	0	0.0%	0	7.9%	17	0.0%	0
IP14 3	1.1%	11	0.0%	0	0.0%	0	5.1%	11	0.0%	0
IP14 4	1.4%	14	0.0%	0	0.0%	0	6.6%	14	0.0%	0
IP14 5	1.3%	13	0.0%	0	0.0%	0	5.9%	13	0.0%	0
IP14 6	0.9%	9	0.0%	0	0.0%	0	4.3%	9	0.0%	0
IP15 5	0.7%	7	0.0%	0	3.1%	7	0.0%	0	0.0%	0
IP16 4	1.6%	16	0.0%	0	7.1%	16	0.0%	0	0.0%	0
IP17 1	1.4%	14	0.0%	0	6.1%	14	0.0%	0	0.0%	0
IP17 2	0.6%	6	0.0%	0	2.8%	6	0.0%	0	0.0%	0
IP17 3	0.5%	5	0.0%	0	2.1%	5	0.0%	0	0.0%	0
IP2 0	2.3%	23	6.4%	23	0.0%	0	0.0%	0	0.0%	0
IP2 8	1.5%	15	4.3%	15	0.0%	0	0.0%	0	0.0%	0
IP2 9	3.7%	37	10.3%	37	0.0%	0	0.0%	0	0.0%	0
IP23 7	1.0%	10	0.0%	0	0.0%	0	4.8%	10	0.0%	0
IP23 8	0.7%	7	0.0%	0	0.0%	0	3.1%	7	0.0%	0
IP3 0	2.0%	20	5.7%	20	0.0%	0	0.0%	0	0.0%	0
IP3 8	2.6%	26	7.3%	26	0.0%	0	0.0%	0	0.0%	0
IP3 9	2.4%	24	6.8%	24	0.0%	0	0.0%	0	0.0%	0
IP30 0	1.1%	11	0.0%	0	0.0%	0	5.1%	11	0.0%	0
IP30 9	2.2%	22	0.0%	0	0.0%	0	10.2%	22	0.0%	0
IP31 3	1.7%	17	0.0%	0	0.0%	0	7.8%	17	0.0%	0
IP4 1	0.7%	7	2.1%	7	0.0%	0	0.0%	0	0.0%	0
IP4 2	1.6%	16	4.5%	16	0.0%	0	0.0%	0	0.0%	0
IP4 3	1.3%	13	3.6%	13	0.0%	0	0.0%	0	0.0%	0
IP4 4	1.8%	18	5.1%	18	0.0%	0	0.0%	0	0.0%	0
IP4 5	3.0%	30	8.3%	30	0.0%	0	0.0%	0	0.0%	0
IP5 1	1.4%	14	3.9%	14	0.0%	0	0.0%	0	0.0%	0
IP5 2	1.4%	14	3.9%	14	0.0%	0	0.0%	0	0.0%	0
IP5 3	1.0%	10	2.8%	10	0.0%	0	0.0%	0	0.0%	0
IP6 0	1.3%	13	0.0%	0	0.0%	0	5.9%	13	0.0%	0
IP6 8	1.6%	16	0.0%	0	0.0%	0	7.4%	16	0.0%	0
IP6 9	1.1%	11	0.0%	0	0.0%	0	5.0%	11	0.0%	0
IP7 5	1.6%	16	0.0%	0	0.0%	0	0.0%	0	8.3%	16
IP7 6	1.0%	10	0.0%	0	0.0%	0	0.0%	0	5.0%	10
IP7 7	1.2%	12	0.0%	0	0.0%	0	5.5%	12	0.0%	0
IP8 3	1.6%	16	0.0%	0	0.0%	0	0.0%	0	8.0%	16
IP8 4	1.1%	11	0.0%	0	0.0%	0	5.0%	11	0.0%	0
IP9 1	1.1%	11	0.0%	0	0.0%	0	0.0%	0	5.4%	11
IP9 2	1.9%	19	0.0%	0	0.0%	0	0.0%	0	9.4%	19
Weighted base:		1000		356		232		214		198
Sample:		1000		400		300		200		100

Appendix 6:

Data Tabulations
By Area Rebase 2
(Weighted)

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
Q01 Where do you normally go for your household's main food and grocery shopping i.e. primarily bulk 'trolley' purchases?										
<i>Excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q01</i>										
Aldi, 14 Meredith Road	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Aldi, 201 Felixstowe Road	0.4%	4	1.2%	4	0.0%	0	0.0%	0	0.0%	0
Aldi, 3 Hines Road	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Asda, Stoke Park Drive	1.5%	14	3.7%	13	0.0%	0	0.0%	0	0.6%	1
Asda, Goddard Road, Ipswich	7.4%	69	10.8%	37	2.3%	5	11.5%	23	2.0%	4
Asian Food store, 73-75 Norwich Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Butchers and Fruits, 14 St Helen's Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Ravenswood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 65-67 Colchester Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op & Rushmere Post Office, 51-53 Woodbridge Road East	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 147 Fircroft Road	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 15 Garrick Way	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 15-25 Meredith Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 15-23 Ulster Avenue	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 283 Norwich Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 16 Norwich Road	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 245-253 Hawthorn Drive	0.2%	2	0.6%	2	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 196 Vernon Street	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 111-113 Cauldwell Hall Road	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 34-38 Foxhall Road	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 1 Hines Road	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 2-8 Selkirk Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 217-221 Clapgate Lane	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 64-66 Queen's Way	0.2%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 119-123 Penshurst Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 335-337 Woodbridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 61 Prince of Wales Drive	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 201 Bramford Lane	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore (LateShop), 310 Sheldrake Drive	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, 88 Bramford Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Global Fruits, 49 Butter Market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Go East, 2 Fore Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halal Connection, 3-3a Norwich Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 23-31 St Matthew's Street	0.3%	3	0.8%	3	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, 38-40 Upper Brook Street	1.0%	9	2.4%	8	0.0%	0	0.5%	1	0.0%	0
J Sainsbury, 40 Hadleigh Road, Ipswich	6.8%	63	12.5%	43	0.4%	1	3.7%	7	6.7%	12
Kerala Store, 71 St John's Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Ravenswood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Lidl, Handford Road	0.3%	3	0.5%	2	0.0%	0	0.7%	1	0.0%	0
M.R.S Food Store and Off Licence, 142 Felixstowe Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M.R.S Foodstore, 52 Woodbridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mamoudou, 37 Norwich Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencers, 16-26 Westgate Street	0.2%	2	0.0%	0	0.0%	0	0.7%	2	0.0%	0
McColls, 53 Stoke Park Drive	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mediterranean Foods, 3 Bramford Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Sproughton Road, Ipswich	9.7%	91	16.8%	58	2.8%	6	7.0%	14	7.2%	13
Napoli Deli, 67 Upper Orwell Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
National Groceries and Fruits, 31 Norwich Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premiere Stores, 17 Wherstead Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Procter's Sausages, 12 The Walk	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, 777-779 Woodbridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, 11 Reynolds Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Nacton Road	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express, St Matthews Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Duke Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express & Post Office, 651 Bramford Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Candy Box Off-Licence, 422 Woodbridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weigh 'n' Save, 69 Carr Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
World Food Store, 20 St Helen's Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Girling Street, SUDBURY	0.6%	5	0.0%	0	0.0%	0	0.0%	0	2.8%	5
Aldi, 6-10 Lime Kiln Lane, THETFORD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Turner Rise, COLCHESTER	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.9%	3
Asda, Wilkes Way, STOWMARKET	6.2%	58	0.2%	1	0.6%	1	27.5%	56	0.0%	0
Budgens, Bullock Fair Close, HARLESTON	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, St Andrews Street, MILDENHALL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, The Thoroughfare, WOODBRIDGE	0.3%	3	0.0%	0	1.5%	3	0.0%	0	0.0%	0
Iceland, George Road, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 5-6 Cornhill, BURY ST EDMUNDS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Waterglade Park, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, St Johns Walk Shopping Centre, COLCHESTER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Unit 7, Tollgate Centre, COLCHESTER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 50-60 Hamilton Way, FELIXSTOWE	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Iceland, Roachford Way, FRINTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Combs Lane, STOWMARKET	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 94-95 North Street, SUDBURY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Minstergate Street,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column % ges.

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THETFORD										
Iceland, The Newlands, WITHAM	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, High Street, ATTLEBOROUGH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, 1 Tofts Walk, BRAintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, Moreton Hall, BURY ST EDMUNDS	1.7%	16	0.0%	0	0.0%	0	7.9%	16	0.0%	0
J Sainsbury, 14 Priory Walk, COLCHESTER	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.9%	3
J Sainsbury, Stanway, COLCHESTER	0.9%	8	0.0%	0	0.0%	0	0.0%	0	4.6%	8
J Sainsbury, London Road, THETFORD	0.6%	5	0.5%	2	0.0%	0	0.0%	0	1.9%	4
J Sainsbury, Felixstowe Road, Warren Heath, WARREN HEATH	11.4%	106	20.6%	71	9.1%	19	0.8%	2	8.4%	15
Kwik Save, Minster Gate Street, THETFORD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, St Johns Walk, COLCHESTER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, FELIXSTOWE	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Lidl, Staple Tye, HARLOW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, 36 North Street, SUDBURY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, 23 Buttemarket, BURY ST EDMUNDS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, 35-39 Pier Avenue, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, 38 High Street, COLCHESTER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, 55 Hamilton Road, FELIXSTOWE	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Marks & Spencer, 82-84 London Road North, LOWESTOFT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, George Westwood Way, BECCLES	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Morrisons, Little Clacton, CLACTON ON SEA	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	2
Morrisons, Old Road, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, 146 Victoria Road, DISS	1.3%	12	0.0%	0	1.8%	4	4.3%	9	0.0%	0
Morrisons, Grange Farm Park, FELIXSTOWE	2.8%	26	0.0%	0	12.7%	26	0.0%	0	0.0%	0
Morrisons, Parkeston, HARWICH	0.7%	7	0.0%	0	0.0%	0	0.0%	0	3.9%	7
Morrisons, Gisleham, LOWESTOFT	0.2%	2	0.0%	0	0.9%	2	0.0%	0	0.0%	0
Morrisons, Braintree Road, WITHAM	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netto, 24 Highfields Road, WITHAM	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainbow, Gosford Road, BECCLES	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainbow, Ashburnham Way, CARLTON COLVILLE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainbow, 133 Victoria Road, DISS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainbow, Saxons Way, HALESWORTH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roys Wroxham, Risbygate Street, BURY ST EDMUNDS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roys Wroxham, Great Eastern Road, SUDBURY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solar Superstore, Hamilton Road, FELIXSTOWE	0.8%	8	0.0%	0	3.8%	8	0.0%	0	0.0%	0

Column % ges.

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Solar Superstore, Market Hill, FRAMLINGHAM	0.6%	6	0.0%	0	2.9%	6	0.0%	0	0.0%	0
Solar Superstore, Weavers Court, HALSTEAD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solar Superstore, Sizewell Road, LEISTON	1.0%	9	0.0%	0	4.5%	9	0.0%	0	0.0%	0
Somerfield, Market Square, BECCLES	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Somerfield, Rayne Road, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Mildenhall Road, BURY ST EDMUNDS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Clacton Hall, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, 39-43 High Street, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, 37-38 Mere Street, DISS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, 270 High Street, DOVERCOURT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, High Street, HALSTEAD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, 112 London Road, LOWESTOFT	0.1%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Somerfield, Church Street, SAXMUNDHAM	0.1%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Somerfield, 2 Market Place, SOUTHWOLD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, 100 East Street, SUDBURY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Great Notley, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Marks Gate, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Market Place, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, London Road, BRANDON	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	2
Tesco, St Saviours, BURY ST EDMUNDS	0.9%	8	0.0%	0	0.0%	0	3.9%	8	0.0%	0
Tesco, Greenstead Road, COLCHESTER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Highwoods Square, COLCHESTER	3.5%	33	0.0%	0	0.0%	0	0.0%	0	18.2%	33
Tesco, Victoria Road, DISS	0.4%	4	0.0%	0	0.5%	1	1.4%	3	0.0%	0
Tesco, Yarmouth Road, LOWESTOFT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Cedars Park, STOWMARKET	4.6%	43	0.0%	0	0.0%	0	21.0%	43	0.0%	0
Tesco, Springlands Way, SUDBURY	2.6%	25	0.0%	0	0.0%	0	0.9%	2	12.6%	23
Tesco, Kilverston, THETFORD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, 86 Church Road, TIPTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, The Grove Centre, WITHAM	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Horringer, BURY ST EDMUNDS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Lawson Place, BURY ST EDMUNDS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, MANNINGTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Copdock Interchange, Copdock	6.4%	60	11.4%	39	1.3%	3	1.3%	3	8.4%	15
Tesco Extra, Martlesham Heath, Martlesham Heath	12.3%	115	9.9%	34	36.9%	75	2.0%	4	0.9%	2
Tesco Metro, 28 Station Road, CLACTON ON SEA	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	2
Tesco Metro, 88 Hamilton	0.7%	6	0.0%	0	3.2%	6	0.0%	0	0.0%	0

Column %ges.

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Road, FELIXSTOWE										
Tesco Metro, 125-127 London Road, LOWESTOFT	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Grange Farm, Kesgrave	0.9%	9	2.5%	9	0.0%	0	0.0%	0	0.0%	0
Waitrose, Robert Bobby Way, BURY ST EDMUNDS	0.2%	2	0.0%	0	0.0%	0	0.9%	2	0.0%	0
Waitrose, Church Street, SAXMUNDHAM	1.0%	9	0.0%	0	4.4%	9	0.0%	0	0.0%	0
Waitrose, Station Road, SUDBURY	1.3%	12	0.0%	0	0.0%	0	0.0%	0	6.8%	12
Other Local Shops - Alder Carr Farm Shop, Creeting St Mary	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Other Local Shops- Bury St. Edmunds- Co-op, Woolpit, Bury St. Edmunds	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Other Local Shops - Co-op, Chancery Lane, Debenham	0.3%	3	0.0%	0	0.0%	0	1.3%	3	0.0%	0
Other Local Shops - Co-op, East Row, The Street, Holbrook	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	2
Other Local Shops - Co-op, Hamilton Road, Felixstowe	0.2%	2	0.0%	0	1.1%	2	0.0%	0	0.0%	0
Other Local Shops - Co-op, High Street, Aldeburgh	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Other Local Shops - Co-op, High Street, Hadleigh	0.8%	8	0.0%	0	0.0%	0	0.0%	0	4.2%	8
Other Local Shops - Co-op, High Street, Laxfield	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Other Local Shops - Co-op, Market Hill, Framlingham	0.3%	3	0.0%	0	1.4%	3	0.0%	0	0.0%	0
Other Local Shops - Co-op, Saxons Way, Halesworth	0.1%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Other Local Shops - Co-op, Sizewell Road, Leiston	0.5%	5	0.0%	0	2.4%	5	0.0%	0	0.0%	0
Other Local Shops - Co-op, The Street, Capel St Mary	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	2
Other Local Shops - Co-op, The Street, Holbrook	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	2
Other Local Shops - Lowestoft - Asda, Belvedere Road-Off Horn Hill, Lowestoft	0.2%	2	0.0%	0	0.9%	2	0.0%	0	0.0%	0
Other Local Shops - Lowestoft - Lidl, North Quay Retail Park, Peto Way, Lowestoft	0.1%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Other Local Shops - Manningtree - Co-op, Century House, Station Road, Manningtree	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.7%	3
Other Local Shops - Morrisons, Tower Road, Lowestoft	0.2%	2	0.0%	0	0.8%	2	0.0%	0	0.0%	0
Other Local Shops - Post Office, Barton Road, Thurston	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Other Local Shops - Priory, Nacton Road	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other Local Shops - Sudbury - Grange farm shop, Haskerton	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other Local Shops - Tesco, Northolk	0.2%	2	0.0%	0	0.0%	0	0.7%	2	0.0%	0
Other Local Shops - Tesco, Ropes Drive, Kesgrave	0.2%	2	0.6%	2	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
Weighted base:	932			344		204		203		181
Sample:	936			387		268		190		91

Column %ges.

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)
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Q02 What is the main reason you choose (store mentioned at Q01) to do your main food and grocery shopping?

Excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q02

Accessibility by public transport	0.9%	9	1.1%	4	1.6%	3	0.8%	2	0.0%	0
Choice / price of non- food goods (e.g. clothes, DVDs, etc)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choice of food goods available	5.0%	48	3.9%	14	9.8%	22	1.6%	3	5.1%	10
Clean shopping environment	0.2%	2	0.3%	1	0.0%	0	0.5%	1	0.0%	0
Clubcard / Rewards system	1.8%	18	1.8%	6	1.3%	3	1.5%	3	2.9%	5
Convenient to home	49.7%	482	47.1%	166	53.5%	119	49.5%	103	50.4%	94
Convenient to work	1.8%	17	2.1%	8	1.7%	4	2.2%	5	0.8%	2
Free car parking	1.3%	13	0.3%	1	2.3%	5	2.5%	5	0.8%	2
Good car parking provision	1.2%	12	0.3%	1	1.1%	2	2.3%	5	1.8%	3
Good shopping environment	0.2%	2	0.0%	0	0.0%	0	1.1%	2	0.0%	0
Low prices	11.9%	115	11.4%	40	11.5%	26	11.6%	24	13.3%	25
Part of shopping trip for non- food goods	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Preference for retailer	12.4%	120	16.5%	58	4.6%	10	11.9%	25	14.7%	28
Provision of leisure services nearby	0.3%	3	0.3%	1	0.0%	0	0.9%	2	0.0%	0
Provision of services nearby, such as banks and other financial services	0.4%	4	0.4%	1	0.6%	1	0.5%	1	0.0%	0
Quality of fresh food	5.2%	51	6.3%	22	4.9%	11	3.5%	7	5.7%	11
Safe (during the day)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Safe (during the evening /night time)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Use of cafe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Use of cash point / ATM	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Provision of petrol station / car wash	0.1%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0
Provision of self service tills	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Provision of delicatessen / bakery / fresh fish counter etc	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Convenient / easy	1.2%	11	0.7%	2	0.8%	2	2.7%	6	0.8%	2
Delivery offered	1.5%	14	1.2%	4	1.3%	3	1.6%	3	1.8%	3
Employees discount	1.4%	14	2.5%	9	0.0%	0	1.5%	3	0.9%	2
Friendly / helpful staff	0.2%	2	0.2%	1	0.7%	1	0.0%	0	0.0%	0
Good layout	0.6%	6	0.8%	3	1.1%	2	0.3%	1	0.0%	0
Habit / always gone there	0.7%	7	1.3%	5	0.5%	1	0.5%	1	0.0%	0
Provision for disabled people is good	0.3%	3	0.2%	1	0.3%	1	0.7%	2	0.0%	0
Other	1.4%	14	1.2%	4	2.2%	5	1.6%	3	0.8%	2
Weighted base:		970		352		223		208		187
Sample:		975		395		290		195		95

Q03 How do you normally travel to...[STORE/DESTINATION MENTIONED AT Q01]?

Excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q03

Car / van (as driver)	68.6%	646	63.0%	219	69.9%	147	71.3%	143	74.5%	137
Car / van (as passenger)	19.4%	183	18.1%	63	19.3%	41	21.1%	43	20.0%	37
Bus, minibus or coach	4.4%	42	8.2%	29	2.9%	6	2.6%	5	0.9%	2
Using park & ride facility	0.2%	2	0.0%	0	0.0%	0	0.7%	2	0.0%	0
Motorcycle, scooter or moped	0.1%	1	0.0%	0	0.3%	1	0.4%	1	0.0%	0
Walk	6.4%	60	9.8%	34	6.2%	13	3.3%	7	3.6%	7
Taxi	0.3%	3	0.4%	1	0.0%	0	0.0%	0	0.9%	2
Train	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.4%	4	0.2%	1	1.1%	2	0.5%	1	0.0%	0
Other	0.2%	1	0.2%	1	0.3%	1	0.0%	0	0.0%	0
Weighted base:		943		347		210		201		184
Sample:		945		391		274		188		92

Ipswich Household Survey for Strategic Perspectives

Weighted:

February 2010

	Total		Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)	
Q04 How often do you normally do your main food shopping at STORE/DESTINATION MENTIONED AT Q01?										
<i>Excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q04</i>										
More than once a week	6.6%	66	7.9%	28	8.8%	20	5.0%	11	3.5%	7
Once a week	66.4%	664	67.8%	242	57.7%	134	73.8%	158	65.7%	130
Once a fortnight	17.6%	176	14.7%	52	20.8%	48	13.0%	28	24.2%	48
Once a month	7.9%	79	9.1%	32	9.6%	22	7.0%	15	4.5%	9
Less often	0.5%	5	0.0%	0	1.4%	3	0.0%	0	1.0%	2
Varies	1.0%	10	0.5%	2	1.6%	4	1.2%	2	1.0%	2
Weighted base:		1000		356		232		214		198
Sample:		1000		400		300		200		100

	Total		Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)	
Q05 In addition to ...(STORE MENTIONED AT Q01), are there any other stores that you regularly use for your main-food shopping?										
<i>Excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q05</i>										
Aldi, 14 Meredith Road	0.3%	3	1.0%	3	0.0%	0	0.0%	0	0.0%	0
Aldi, 201 Felixstowe Road	0.7%	7	2.0%	7	0.0%	0	0.0%	0	0.0%	0
Aldi, 3 Hines Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Asda, Stoke Park Drive	1.4%	14	3.7%	13	0.0%	0	0.3%	1	0.0%	0
Asda, Goddard Road, Ipswich	4.2%	40	7.4%	26	2.4%	5	3.8%	8	0.8%	1
Asian Food store, 73-75 Norwich Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Butchers and Fruits, 14 St Helen's Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Ravenswood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op , 65-67 Colchester Road	0.3%	3	0.7%	3	0.0%	0	0.0%	0	0.0%	0
Co-op & Rushmere Post Office, 51-53 Woodbridge Road East	0.3%	3	0.6%	2	0.3%	1	0.0%	0	0.0%	0
Co-op Foodstore, 147 Fircroft Road	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 15 Garrick Way	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 15-25 Meredith Road	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 15-23 Ulster Avenue	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 283 Norwich Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 16 Norwich Road	0.2%	2	0.0%	0	0.0%	0	0.7%	2	0.0%	0
Co-op Foodstore, 245-253 Hawthorn Drive	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 196 Vernon Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 111-113 Caldwell Hall Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 34-38 Foxhall Road	0.3%	2	0.7%	2	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 1Hines Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 2-8 Selkirk Road	0.2%	2	0.6%	2	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 217-221 Clapgate Lane	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 64-66 Queen's Way	0.5%	5	1.5%	5	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 119-123 Penshurst Road	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 335-337 Woodbridge Road	0.4%	3	0.4%	1	0.9%	2	0.0%	0	0.0%	0
Co-op Foodstore, 61 Prince of Wales Drive	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore , 201 Bramford Lane	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore (LateShop), 310 Sheldrake Drive	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, 88 Bramford Road	0.2%	2	0.7%	2	0.0%	0	0.0%	0	0.0%	0
Global Fruits, 49 Butter Market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Go East , 2 Fore Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halal Connection, 3-3a Norwich Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 23-31 St Matthew's Street	0.4%	4	1.0%	4	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, 38-40 Upper Brook Street	1.8%	18	2.7%	9	0.3%	1	0.0%	0	3.9%	7
J Sainsbury, 40 Hadleigh Road, Ipswich	3.3%	31	4.1%	14	0.7%	2	5.2%	11	2.4%	5
Kerala Store, 71 St John's Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Ravenswood	0.4%	4	0.5%	2	0.3%	1	0.0%	0	0.8%	2

Ipswich Household Survey for Strategic Perspectives

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Lidl, Handford Road	0.6%	5	0.5%	2	0.2%	0	1.5%	3	0.0%	0
M.R.S Food Store and Off Licence, 142 Felixstowe Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M.R.S Foodstore, 52 Woodbridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mamoudou, 37 Norwich Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencers, 16-26 Westgate Street	1.7%	17	3.4%	12	0.4%	1	1.1%	2	0.8%	2
McColls, 53 Stoke Park Drive	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mediterranean Foods, 3 Bramford Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Sproughton Road, Ipswich	3.7%	35	5.4%	18	0.9%	2	5.2%	11	2.1%	4
Napoli Deli, 67 Upper Orwell Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
National Groceries and Fruits, 31 Norwich Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premiere Stores, 17 Wherstead Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Procter's Sausages, 12 The Walk	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, 777-779 Woodbridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, 11 Reynolds Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Nacton Road	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Express, St Matthews Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Duke Street	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express & Post Office, 651 Bramford Road	0.2%	2	0.7%	2	0.0%	0	0.0%	0	0.0%	0
The Candy Box Off-Licence, 422 Woodbridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weigh 'n' Save, 69 Carr Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
World Food Store, 20 St Helen's Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Girling Street, SUDBURY	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	2
Aldi, 6-10 Lime Kiln Lane, THETFORD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Turner Rise, COLCHESTER	2.0%	19	0.0%	0	0.0%	0	0.0%	0	10.1%	19
Asda, Wilkes Way, STOWMARKET	1.4%	14	0.0%	0	0.5%	1	5.9%	12	0.0%	0
Budgens, Bullock Fair Close, HARLESTON	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, St Andrews Street, MILDENHALL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, The Thoroughfare, WOODBIDGE	0.8%	8	0.0%	0	3.7%	8	0.0%	0	0.0%	0
Iceland, George Road, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 5-6 Cornhill, BURY ST EDMUNDS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Waterglade Park, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, St Johns Walk Shopping Centre, COLCHESTER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Unit 7, Tollgate Centre, COLCHESTER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 50-60 Hamilton Way, FELIXSTOWE	0.7%	7	0.6%	2	2.2%	5	0.0%	0	0.0%	0
Iceland, Roachford Way, FRINTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Combs Lane, STOWMARKET	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 94-95 North Street, SUDBURY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Minstergate Street,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column % ges.

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THETFORD									
Iceland, The Newlands, WITHAM	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
J Sainsbury, High Street, ATTLEBOROUGH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
J Sainsbury, 1 Tofts Walk, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
J Sainsbury, Moreton Hall, BURY ST EDMUNDS	1.4%	13	0.0%	0	0.0%	0	5.6%	12	0.9%
J Sainsbury, 14 Priory Walk, COLCHESTER	0.5%	5	0.0%	0	0.0%	0	0.0%	0	2.6%
J Sainsbury, Stanway, COLCHESTER	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.8%
J Sainsbury, London Road, THETFORD	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%
J Sainsbury, Felixstowe Road, Warren Heath, WARREN HEATH	5.8%	56	9.0%	31	7.9%	17	0.6%	1	3.5%
Kwik Save, Minster Gate Street, THETFORD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, St Johns Walk, COLCHESTER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, FELIXSTOWE	0.5%	5	0.0%	0	2.2%	5	0.0%	0	0.0%
Lidl, Staple Tye, HARLOW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, 36 North Street, SUDBURY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks & Spencer, 23 Buttemarket, BURY ST EDMUNDS	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%
Marks & Spencer, 35-39 Pier Avenue, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks & Spencer, 38 High Street, COLCHESTER	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%
Marks & Spencer, 55 Hamilton Road, FELIXSTOWE	0.4%	4	0.0%	0	2.0%	4	0.0%	0	0.0%
Marks & Spencer, 82-84 London Road North, LOWESTOFT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, George Westwood Way, BECCLES	0.1%	0	0.0%	0	0.2%	0	0.0%	0	0.0%
Morrisons, Little Clacton, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Old Road, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, 146 Victoria Road, DISS	0.8%	7	0.0%	0	0.5%	1	3.0%	6	0.0%
Morrisons, Grange Farm Park, FELIXSTOWE	0.8%	8	0.0%	0	3.7%	8	0.0%	0	0.0%
Morrisons, Parkeston, HARWICH	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.8%
Morrisons, Gisleham, LOWESTOFT	0.4%	4	0.0%	0	2.0%	4	0.0%	0	0.0%
Morrisons, Braintree Road, WITHAM	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Netto, 24 Highfields Road, WITHAM	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Rainbow, Gosford Road, BECCLES	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Rainbow, Ashburnham Way, CARLTON COLVILLE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Rainbow, 133 Victoria Road, DISS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Rainbow, Saxons Way, HALESWORTH	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%
Roys Wroxham, Risbygate Street, BURY ST EDMUNDS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Roys Wroxham, Great Eastern Road, SUDBURY	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.9%
Solar Superstore, Hamilton Road, FELIXSTOWE	0.7%	6	0.0%	0	3.0%	6	0.0%	0	0.0%

Column % ges.

Ipswich Household Survey for Strategic Perspectives

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
Solar Superstore, Market Hill, FRAMLINGHAM	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Solar Superstore, Weavers Court, HALSTEAD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solar Superstore, Sizewell Road, LEISTON	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Somerfield, Market Square, BECCLES	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Rayne Road, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Mildenhall Road, BURY ST EDMUNDS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Clacton Hall, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, 39-43 High Street, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, 37-38 Mere Street, DISS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, 270 High Street, DOVERCOURT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, High Street, HALSTEAD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, 112 London Road, LOWESTOFT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Church Street, SAXMUNDHAM	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, 2 Market Place, SOUTHWOLD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, 100 East Street, SUDBURY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Great Notley, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Marks Gate, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Market Place, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, London Road, BRANDON	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, St Saviours, BURY ST EDMUNDS	0.2%	2	0.0%	0	0.2%	0	0.9%	2	0.0%	0
Tesco, Greenstead Road, COLCHESTER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Highwoods Square, COLCHESTER	0.5%	5	0.0%	0	0.0%	0	0.0%	0	2.6%	5
Tesco, Victoria Road, DISS	0.1%	1	0.0%	0	0.3%	1	0.3%	1	0.0%	0
Tesco, Yarmouth Road, LOWESTOFT	0.1%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Tesco, Cedars Park, STOWMARKET	1.8%	17	0.0%	0	0.5%	1	7.7%	16	0.0%	0
Tesco, Springlands Way, SUDBURY	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.8%	3
Tesco, Kilverston, THETFORD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, 86 Church Road, TIPTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, The Grove Centre, WITHAM	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Horringer, BURY ST EDMUNDS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Lawson Place, BURY ST EDMUNDS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, MANNINGTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Copdock Interchange, Copdock	4.5%	43	6.0%	21	0.9%	2	2.6%	6	8.0%	15
Tesco Extra, Martlesham Heath, Martlesham Heath	3.9%	37	5.8%	20	8.1%	17	0.0%	0	0.0%	0
Tesco Metro, 28 Station Road, CLACTON ON SEA	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	2
Tesco Metro, 88 Hamilton	0.5%	5	0.0%	0	2.3%	5	0.0%	0	0.0%	0

Column %ges.

Ipswich Household Survey for Strategic Perspectives

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February 2010

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
Road, FELIXSTOWE										
Tesco Metro, 125-127 London Road, LOWESTOFT	0.1%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Tesco Metro, Grange Farm, Kesgrave	0.8%	7	2.2%	7	0.0%	0	0.0%	0	0.0%	0
Waitrose, Robert Bobby Way, BURY ST EDMUNDS	0.2%	2	0.0%	0	0.0%	0	1.1%	2	0.0%	0
Waitrose, Church Street, SAXMUNDHAM	0.6%	6	0.0%	0	2.9%	6	0.0%	0	0.0%	0
Waitrose, Station Road, SUDBURY	1.0%	10	0.0%	0	0.0%	0	1.4%	3	3.6%	7
Other - Local Shops, Orford	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Other Local Shops - Bury St. Edmunds - Asda, Western Way, Bury St Edmunds	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Other Local Shops - Bury St. Edmunds- Co-op, Ashfield Road, Elmswell, Bury St. Edmunds	0.3%	3	0.0%	0	0.0%	0	1.5%	3	0.0%	0
Other Local Shops - Colchester - Aldi, Magdalen Street, Colchester	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.8%	3
Other Local Shops - Co-op, Chancery Lane, Debenham	0.1%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0
Other Local Shops - Co-op, Hamilton Road, Felixstowe	0.2%	2	0.2%	1	0.5%	1	0.0%	0	0.0%	0
Other Local Shops - Co-op, High Street, Dedham	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.8%	3
Other Local Shops - Co-op, High Street, Hadleigh	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.6%	3
Other Local Shops - Co-op, High Street, Wickham Market	0.2%	2	0.0%	0	1.1%	2	0.0%	0	0.0%	0
Other Local Shops - Co-op, King William Street, Needham Market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Local Shops - Co-op, Riverside Avenue East, Station Road, Lawford, Manningtree	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.6%	3
Other Local Shops - Co-op, The Street, Bramford	0.2%	2	0.0%	0	0.0%	0	1.0%	2	0.0%	0
Other Local Shops - Co-op, The Street, Holbrook	0.5%	5	0.0%	0	0.0%	0	0.0%	0	2.4%	5
Other Local Shops - Local Shops, Birch Street, Nayland	0.8%	7	0.0%	0	0.0%	0	0.0%	0	3.8%	7
Other Local Shops - Local Shops, Bridge Street, Framlingham	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Other Local Shops - Local Shops, Church Road, Coddenham	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Other Local Shops - Local Shops, Tattlingstone	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	2
Other Local Shops - Local Shops, Warrick Avenue, Woodbridge	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Other Local Shops - Lowestoft - Asda, Belvedere Road-Off Horn Hill, Lowestoft	0.5%	5	0.0%	0	2.2%	5	0.0%	0	0.0%	0
Other Local Shops - Netto, Bentalls Complex, Colchester Road, Heybridge	0.2%	2	0.0%	0	0.0%	0	0.7%	2	0.0%	0
Other Local Shops - Newborne Farm Shop, Mill Road, Newbourne	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Other Local Shops - Spar,	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
Freehold Road										
Other Local Shops - Stowmarket - Co-op, Combs Lane, Combs Ford, Stowmarket	0.3%	3	0.0%	0	0.0%	0	1.3%	3	0.0%	0
Other Local Shops - Stowmarket - Lidl, Bury Road, Stowmarket	0.7%	7	0.0%	0	0.0%	0	3.2%	7	0.0%	0
Other Local Shops - Sudbury - Farmshop, Oldborough	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Other Local Shops - Sudbury - Grange farm shop, Haskerton	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Other Local Shops - Suffolk Food Hall, Wherstead Hall, Peppers Lane, Wherstead	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Other Local Shops - Waitrose, St Andrews Avenue, Colchester	0.5%	5	0.5%	2	0.0%	0	0.0%	0	1.8%	3
Other (Nowhere else)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	48.6%	467	46.2%	159	55.5%	119	48.6%	103	45.1%	86
Sample:	962		345		215		211		190	
	962		386		283		197		96	

Q06 How often do you normally do you visit the stores mentioned at Q5 previously?

Those who regularly visit other stores for their main food shopping and excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Ab

More than once a week	13.6%	71	13.6%	27	11.9%	13	9.1%	10	20.1%	21
Once a week	27.6%	145	35.2%	69	24.6%	27	30.0%	33	14.0%	15
Once a fortnight	18.3%	96	17.0%	33	19.7%	22	22.1%	25	15.4%	16
Once a month	27.3%	143	24.4%	48	27.6%	30	28.8%	32	31.0%	32
Less often	7.6%	40	6.5%	13	8.9%	10	4.5%	5	11.8%	12
Varies	5.4%	28	3.2%	6	7.3%	8	5.5%	6	7.7%	8
Weighted base:		523		197		110		111		105
Sample:		530		222		145		109		54

Q07 When you go shopping for main food goods, do you normally link this trip with another activity?

Yes – non-food shopping	12.3%	123	8.3%	30	16.6%	39	13.2%	28	13.2%	26
Yes – leisure activity	5.5%	55	2.7%	10	6.4%	15	6.4%	14	8.3%	16
Yes – travelling to / from work	3.4%	34	2.4%	9	2.6%	6	6.2%	13	3.0%	6
Yes – travelling to / from school / college	1.0%	10	0.2%	1	0.2%	1	1.5%	3	2.7%	5
Yes - other food shopping	2.5%	25	1.9%	7	3.1%	7	2.0%	4	3.4%	7
Yes – visiting services such as banks and other financial institutions	5.8%	58	1.5%	5	5.4%	13	8.6%	18	11.2%	22
Yes - petrol station / car wash	2.5%	25	3.9%	14	2.1%	5	2.0%	4	1.0%	2
Yes - recycling facilities	1.0%	10	1.6%	6	1.2%	3	0.5%	1	0.0%	0
Yes - childcare / nursery / after school activity	0.6%	6	1.2%	4	0.0%	0	0.5%	1	0.0%	0
No	66.6%	666	76.1%	271	60.4%	140	63.3%	135	60.4%	120
Yes - visit a friend / relative	1.4%	14	1.6%	6	1.9%	4	0.0%	0	1.9%	4
Yes - visit medical service such as doctors or dentists	0.7%	7	0.0%	0	1.8%	4	0.0%	0	1.4%	3
Yes - visit a personal service such as the library	0.8%	8	1.0%	4	1.6%	4	0.3%	1	0.0%	0
Yes - other	0.5%	5	0.0%	0	1.1%	3	0.5%	1	0.8%	1
Weighted base:		1000		356		232		214		198
Sample:		1000		400		300		200		100

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
Q08 Where do you buy non-food goods when it's linked to your main food shopping?										
<i>Those who link their main-food shopping trips with non-food shopping and excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or A</i>										
In-store	9.9%	12	21.2%	6	6.9%	3	5.9%	2	5.9%	1
Ipswich Town Centre	35.5%	42	43.8%	13	32.2%	12	21.4%	6	46.1%	12
Ipswich - Anglia Retail Park	2.0%	2	8.1%	2	0.0%	0	0.0%	0	0.0%	0
Ipswich - Martlesham Heath Retail Park	1.6%	2	0.0%	0	5.2%	2	0.0%	0	0.0%	0
Ipswich - Orwell Retail Park	0.8%	1	3.2%	1	0.0%	0	0.0%	0	0.0%	0
Ipswich - Ransomes Europark	0.5%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0
Ipswich - Suffolk Retail Park	0.8%	1	3.2%	1	0.0%	0	0.0%	0	0.0%	0
Ipswich - The Interchange Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich Smaller (District/Local) Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldeburgh	0.4%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0
Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds	4.0%	5	0.0%	0	0.0%	0	17.4%	5	0.0%	0
Clacton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester	4.1%	5	0.0%	0	0.0%	0	0.0%	0	19.2%	5
Felixstowe	6.1%	7	5.6%	2	10.0%	4	0.0%	0	7.9%	2
Framlingham	2.5%	3	0.0%	0	8.2%	3	0.0%	0	0.0%	0
Halesworth	0.9%	1	0.0%	0	2.8%	1	0.0%	0	0.0%	0
Leiston	0.9%	1	0.0%	0	3.0%	1	0.0%	0	0.0%	0
Lowestoft	1.8%	2	0.0%	0	5.6%	2	0.0%	0	0.0%	0
Manningtree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norwich	1.6%	2	6.5%	2	0.0%	0	0.0%	0	0.0%	0
Saxmundham	0.7%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0
Southwold	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stowmarket	12.7%	15	0.0%	0	5.2%	2	47.8%	13	0.0%	0
Sudbury	1.5%	2	0.0%	0	0.0%	0	0.0%	0	6.8%	2
Woodbridge	4.7%	6	2.7%	1	13.2%	5	0.0%	0	0.0%	0
Debenham	0.6%	1	0.0%	0	0.0%	0	2.5%	1	0.0%	0
Diss	2.4%	3	0.0%	0	4.2%	2	4.9%	1	0.0%	0
Kesgrave	0.9%	1	3.7%	1	0.0%	0	0.0%	0	0.0%	0
Warren Heath	3.0%	4	0.0%	0	0.0%	0	0.0%	0	14.0%	4
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		118		29		36		27		25
Sample:		119		33		53		21		12

Q09 Where do you go for leisure activities when it's linked to you main food shopping?

Those who link their main-food shopping trips with leisure activities and excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or

Ipswich Town Centre	35.5%	18	74.8%	7	36.7%	5	4.2%	1	36.5%	5
Cardinal Leisure Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldeburgh	1.0%	0	0.0%	0	3.6%	0	0.0%	0	0.0%	0
Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds	7.1%	4	0.0%	0	0.0%	0	27.2%	4	0.0%	0
Clacton	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
Felixstowe	15.9%	8	25.2%	2	23.2%	3	0.0%	0	17.6%	2
Halesworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leiston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lowestoft	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manningtree	6.3%	3	0.0%	0	0.0%	0	0.0%	0	22.3%	3
Norwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southwold	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sudbury	9.4%	5	0.0%	0	0.0%	0	22.5%	3	12.4%	2
Stowmarket	12.8%	6	0.0%	0	2.8%	0	46.1%	6	0.0%	0
Debenham	0.7%	0	0.0%	0	2.8%	0	0.0%	0	0.0%	0
Framlingham	1.9%	1	0.0%	0	7.0%	1	0.0%	0	0.0%	0
Holbrook	3.1%	2	0.0%	0	0.0%	0	0.0%	0	11.2%	2
Kesgrave	1.5%	1	0.0%	0	5.5%	1	0.0%	0	0.0%	0
Woodbridge	4.9%	2	0.0%	0	18.5%	2	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		50		10		13		13		14
Sample:		50		12		20		10		8

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Q10 Do you make separate small scale 'top-up' basket food shopping trips for small basic goods such as newspapers, bread, milk and tobacco products, in between your main food shopping trip?					
Yes	71.2% 712	73.3% 261	73.7% 171	69.2% 148	66.9% 132
No	28.8% 288	26.7% 95	26.3% 61	30.8% 66	33.1% 66
Weighted base:	1000	356	232	214	198
Sample:	1000	400	300	200	100

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
Q11 Where do you normally do most of your household's shopping for small scale 'top-up' basket food and convenience goods items (including newspapers, bread, milk and tobacco products)?										
<i>Those who do top up food shopping and excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q11</i>										
Aldi, 14 Meredith Road	0.4%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0
Aldi, 201 Felixstowe Road	0.8%	5	1.8%	4	0.7%	1	0.0%	0	0.0%	0
Aldi, 3 Hines Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Stoke Park Drive	1.6%	10	3.3%	8	0.0%	0	0.0%	0	1.9%	2
Asda, Goddard Road, Ipswich	1.5%	10	2.5%	6	0.0%	0	2.7%	4	0.0%	0
Asian Food store, 73-75 Norwich Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Butchers and Fruits, 14 St Helen's Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Ravenswood	0.9%	6	1.9%	4	0.0%	0	1.0%	1	0.0%	0
Co-op , 65-67 Colchester Road	0.7%	4	1.8%	4	0.0%	0	0.0%	0	0.0%	0
Co-op & Rushmere Post Office, 51-53 Woodbridge Road East	2.3%	15	4.4%	10	2.9%	4	0.0%	0	0.0%	0
Co-op Foodstore, 147 Fircroft Road	1.5%	9	3.4%	8	0.0%	0	0.7%	1	0.0%	0
Co-op Foodstore, 15 Garrick Way	0.4%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 15-25 Meredith Road	0.4%	3	1.1%	3	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 15-23 Ulster Avenue	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 283 Norwich Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 16 Norwich Road	1.1%	7	1.5%	4	0.0%	0	2.3%	3	0.0%	0
Co-op Foodstore, 245-253 Hawthorn Drive	1.4%	8	3.6%	8	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 196 Vernon Street	0.3%	2	0.8%	2	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 111-113 Cauldwell Hall Road	1.3%	8	3.3%	8	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 34-38 Foxhall Road	1.4%	9	3.6%	9	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 1Hines Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 2-8 Selkirk Road	0.4%	3	1.2%	3	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 217-221 Clapgate Lane	0.6%	3	1.5%	3	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 64-66 Queen's Way	0.6%	4	1.1%	3	0.7%	1	0.0%	0	0.0%	0
Co-op Foodstore, 119-123 Penshurst Road	1.1%	7	2.9%	7	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 335-337 Woodbridge Road	1.6%	10	1.7%	4	4.3%	6	0.0%	0	0.0%	0
Co-op Foodstore, 61 Prince of Wales Drive	0.7%	5	1.9%	5	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore , 201 Bramford Lane	0.2%	2	0.6%	2	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore (LateShop), 310 Sheldrake Drive	1.6%	10	3.5%	8	0.0%	0	0.0%	0	1.9%	2
Farmfoods, 88 Bramford Road	0.6%	4	1.3%	3	0.3%	0	0.0%	0	0.0%	0
Global Fruits, 49 Butter Market	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Go East , 2 Fore Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halal Connection, 3-3a Norwich Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 23-31 St Matthew's Street	0.2%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, 38-40 Upper Brook Street	1.8%	11	4.0%	10	0.2%	0	1.1%	2	0.0%	0
J Sainsbury, 40 Hadleigh Road, Ipswich	1.2%	8	2.8%	7	0.0%	0	0.8%	1	0.0%	0
Kerala Store, 71 St John's Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total		Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)	
Lidl, Ravenswood	0.3%	2	0.7%	2	0.0%	0	0.0%	0	0.0%	0
Lidl, Handford Road	0.3%	2	0.7%	2	0.0%	0	0.0%	0	0.0%	0
M.R.S Food Store and Off Licence, 142 Felixstowe Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M.R.S Foodstore, 52 Woodbridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mamoudou, 37 Norwich Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencers, 16-26 Westgate Street	1.9%	12	4.6%	11	0.5%	1	0.0%	0	0.0%	0
McColls, 53 Stoke Park Drive	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mediterranean Foods, 3 Bramford Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Sproughton Road, Ipswich	2.4%	15	4.1%	10	0.0%	0	2.3%	3	1.9%	2
Napoli Deli, 67 Upper Orwell Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
National Groceries and Fruits, 31 Norwich Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premiere Stores, 17 Wherstead Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Procter's Sausages, 12 The Walk	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, 777-779 Woodbridge Road	0.8%	5	1.4%	3	0.4%	1	1.0%	1	0.0%	0
Spar, 11 Reynolds Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Nacton Road	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express, St Matthews Street	0.3%	2	0.7%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Duke Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express & Post Office, 651 Bramford Road	1.1%	7	2.0%	5	0.0%	0	1.6%	2	0.0%	0
The Candy Box Off-Licence, 422 Woodbridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weigh 'n' Save, 69 Carr Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
World Food Store, 20 St Helen's Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Girling Street, SUDBURY	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	2
Aldi, 6-10 Lime Kiln Lane, THETFORD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Turner Rise, COLCHESTER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Wilkes Way, STOWMARKET	2.4%	15	0.0%	0	0.0%	0	10.9%	15	0.0%	0
Budgens, Bullock Fair Close, HARLESTON	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, St Andrews Street, MILDENHALL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, The Thoroughfare, WOODBIDGE	1.8%	11	0.0%	0	7.7%	11	0.0%	0	0.0%	0
Iceland, George Road, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 5-6 Cornhill, BURY ST EDMUNDS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Waterglade Park, CLAFTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, St Johns Walk Shopping Centre, COLCHESTER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Unit 7, Tollgate Centre, COLCHESTER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 50-60 Hamilton Way, FELIXSTOWE	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Iceland, Roachford Way, FRINTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Combs Lane, STOWMARKET	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 94-95 North Street, SUDBURY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

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Iceland, Minstergate Street, THETFORD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, The Newlands, WITHAM	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, High Street, ATTLEBOROUGH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, 1 Tofts Walk, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, Moreton Hall, BURY ST EDMUNDS	0.7%	4	0.0%	0	0.0%	0	3.2%	4	0.0%	0
J Sainsbury, 14 Priory Walk, COLCHESTER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, Stanway, COLCHESTER	0.5%	3	0.0%	0	0.0%	0	0.0%	0	3.2%	3
J Sainsbury, London Road, THETFORD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, Felixstowe Road, Warren Heath, WARREN HEATH	2.2%	14	4.6%	11	0.0%	0	0.0%	0	2.9%	3
Kwik Save, Minster Gate Street, THETFORD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, St Johns Walk, COLCHESTER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, FELIXSTOWE	0.2%	2	0.0%	0	1.0%	2	0.0%	0	0.0%	0
Lidl, Staple Tye, HARLOW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, 36 North Street, SUDBURY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, 23 Buttemarket, BURY ST EDMUNDS	0.3%	2	0.0%	0	0.0%	0	1.3%	2	0.0%	0
Marks & Spencer, 35-39 Pier Avenue, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, 38 High Street, COLCHESTER	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, 55 Hamilton Road, FELIXSTOWE	1.1%	7	0.0%	0	4.7%	7	0.0%	0	0.0%	0
Marks & Spencer, 82-84 London Road North, LOWESTOFT	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, George Westwood Way, BECCLES	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Little Clacton, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Old Road, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, 146 Victoria Road, DISS	0.6%	4	0.0%	0	0.0%	0	2.6%	4	0.0%	0
Morrisons, Grange Farm Park, FELIXSTOWE	1.3%	8	0.0%	0	5.7%	8	0.0%	0	0.0%	0
Morrisons, Parkeston, HARWICH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Gisleham, LOWESTOFT	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Morrisons, Braintree Road, WITHAM	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netto, 24 Highfields Road, WITHAM	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainbow, Gosford Road, BECCLES	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainbow, Ashburnham Way, CARLTON COLVILLE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainbow, 133 Victoria Road, DISS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainbow, Saxons Way, HALESWORTH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roys Wroxham, Risbygate Street, BURY ST EDMUNDS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roys Wroxham, Great Eastern Road, SUDBURY	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	2
Solar Superstore, Hamilton	1.1%	7	0.0%	0	4.9%	7	0.0%	0	0.0%	0

Column %ges.

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Road, FELIXSTOWE									
Solar Superstore, Market Hill, FRAMLINGHAM	1.4%	9	0.0%	0	6.0%	9	0.0%	0	0.0%
Solar Superstore, Weavers Court, HALSTEAD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Solar Superstore, Sizewell Road, LEISTON	1.7%	11	0.0%	0	7.3%	11	0.0%	0	0.0%
Somerfield, Market Square, BECCLES	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Somerfield, Rayne Road, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Somerfield, Mildenhall Road, BURY ST EDMUNDS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Somerfield, Clacton Hall, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Somerfield, 39-43 High Street, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Somerfield, 37-38 Mere Street, DISS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Somerfield, 270 High Street, DOVERCOURT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Somerfield, High Street, HALSTEAD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Somerfield, 112 London Road, LOWESTOFT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Somerfield, Church Street, SAXMUNDHAM	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Somerfield, 2 Market Place, SOUTHWOLD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Somerfield, 100 East Street, SUDBURY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Great Notley, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Marks Gate, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Market Place, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, London Road, BRANDON	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, St Saviours, BURY ST EDMUNDS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Greenstead Road, COLCHESTER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Highwoods Square, COLCHESTER	1.0%	6	0.0%	0	0.0%	0	0.0%	0	6.1%
Tesco, Victoria Road, DISS	0.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%
Tesco, Yarmouth Road, LOWESTOFT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Cedars Park, STOWMARKET	2.4%	15	0.0%	0	0.5%	1	10.7%	14	0.0%
Tesco, Springlands Way, SUDBURY	0.6%	3	0.0%	0	0.0%	0	0.0%	0	3.3%
Tesco, Kilverston, THETFORD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, 86 Church Road, TIPTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, The Grove Centre, WITHAM	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Horringer, BURY ST EDMUNDS	0.3%	2	0.0%	0	0.0%	0	1.5%	2	0.0%
Tesco Express, Lawson Place, BURY ST EDMUNDS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, High Street, MANNINGTREE	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.5%
Tesco Extra, Copdock Interchange, Copdock	1.8%	11	4.1%	10	0.0%	0	0.0%	0	1.5%
Tesco Extra, Martlesham Heath, Martlesham Heath	1.7%	11	1.9%	4	4.2%	6	0.0%	0	0.0%
Tesco Metro, 28 Station Road, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Column %ges.

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Tesco Metro, 88 Hamilton Road, FELIXSTOWE	1.7%	11	0.0%	0	7.2%	11	0.0%	0	0.0%	0
Tesco Metro, 125-127 London Road, LOWESTOFT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Grange Farm, Kesgrave	3.0%	19	8.0%	19	0.0%	0	0.0%	0	0.0%	0
Waitrose, Robert Bobby Way, BURY ST EDMUNDS	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Waitrose, Church Street, SAXMUNDHAM	2.0%	12	0.0%	0	8.5%	12	0.0%	0	0.0%	0
Waitrose, Station Road, SUDBURY	0.8%	5	0.0%	0	0.0%	0	0.0%	0	4.9%	5
Other - Felixstowe - Local Shops, Felixstowe	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other - Local Shops, Finningham Road, Old Newton	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Other - Local Shops, Grundisburgh	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Other - Local Shops, Haslington	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Other - Local Shops, Hemeston	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Other - Local Shops, High Street, Needham Market	0.6%	4	0.0%	0	0.0%	0	2.7%	4	0.0%	0
Other - Local Shops, Hollesley	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Other - Local Shops, Market Place, Bildeston	0.5%	3	0.0%	0	0.0%	0	2.2%	3	0.0%	0
Other - Local Shops, Orford	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other - Local Shops, Otley	0.2%	1	0.0%	0	0.2%	0	0.7%	1	0.0%	0
Other - Local Shops, Poplar Road, Great Cornard	0.6%	3	0.0%	0	0.0%	0	0.0%	0	3.3%	3
Other - Local Shops, Renolds Road	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Sudbury - Local Shops, Sudbury	0.6%	3	0.0%	0	0.0%	0	0.0%	0	3.3%	3
Other Local Shops - Bury St. Edmunds- Co-op, Acacia Court, Blenheim Close, Brantham	0.5%	3	0.0%	0	0.0%	0	0.0%	0	2.9%	3
Other Local Shops - Bury St. Edmunds- Co-op, Ashfield Road, Elmswell, Bury St. Edmunds	1.4%	9	0.0%	0	0.0%	0	6.4%	9	0.0%	0
Other Local Shops - Bury St. Edmunds- Greggs, Abbeygate Street, Bury St. Edmunds	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other Local Shops - Colchester - Budgens, The Street, East Bergholt	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Other Local Shops - Co-op, Barking Road, Needham Market	0.5%	3	0.0%	0	0.0%	0	2.2%	3	0.0%	0
Other Local Shops - Co-op, Broad Street, Eye	0.6%	4	0.0%	0	0.0%	0	1.6%	2	1.5%	2
Other Local Shops - Co-op, Chancery Lane, Debenham	1.1%	7	0.0%	0	0.6%	1	4.5%	6	0.0%	0
Other Local Shops - Co-op, Dales Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other Local Shops - Co-op, Hamilton Road, Felixstowe	0.7%	4	0.4%	1	2.5%	4	0.0%	0	0.0%	0
Other Local Shops - Co-op, High Street, Dedham	1.7%	11	0.0%	0	0.0%	0	1.0%	1	8.8%	9
Other Local Shops - Co-op, High Street, Hadleigh	1.8%	11	0.0%	0	0.0%	0	0.0%	0	10.5%	11
Other Local Shops - Co-op, High Street, Laxfield	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Other Local Shops - Co-op, High Street, Walton on the	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0

Column % ges.

Ipswich Household Survey for Strategic Perspectives

Weighted:

February 2010

	Total		Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)	
Naze										
Other Local Shops - Co-op, High Street, Wickham Market	1.1%	7	0.0%	0	4.5%	7	0.0%	0	0.0%	0
Other Local Shops - Co-op, King William Street, Needham Market	0.9%	6	0.0%	0	0.0%	0	4.4%	6	0.0%	0
Other Local Shops - Co-op, Market Hill, Framlingham	0.3%	2	0.0%	0	1.3%	2	0.0%	0	0.0%	0
Other Local Shops - Co-op, Norwich Road, Barham	0.8%	5	0.0%	0	0.0%	0	3.6%	5	0.0%	0
Other Local Shops - Co-op, Riverside Avenue East, Station Road, Lawford, Manningtree	0.7%	4	0.0%	0	0.0%	0	0.0%	0	4.1%	4
Other Local Shops - Co-op, Saxmundham Road, Aldeburgh	0.7%	4	0.0%	0	3.0%	4	0.0%	0	0.0%	0
Other Local Shops - Co-op, Sizewell Road, Leiston	0.6%	4	0.0%	0	2.7%	4	0.0%	0	0.0%	0
Other Local Shops - Co-op, The Drift, Great Cornard, Sudbury	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	2
Other Local Shops - Co-op, The Street, Bramford	0.5%	3	0.0%	0	0.0%	0	2.4%	3	0.0%	0
Other Local Shops - Co-op, The Street, Holbrook	1.6%	10	0.3%	1	0.0%	0	0.0%	0	8.8%	9
Other Local Shops - Co-op, The Street, Rickingham	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Other Local Shops - Co-op, The Street, Woolpit	0.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Other Local Shops - Costcutter, Walnut Tree Avenue, Rendlesham, Woodbridge	0.4%	3	0.0%	0	1.8%	3	0.0%	0	0.0%	0
Other Local Shops - Farmfoods Northern Road, Chilton Industrial Estate, Sudbury	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	2
Other Local Shops - Local Shops, Aldeburgh	0.1%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0
Other Local Shops - Local Shops, Beckton	0.5%	3	0.0%	0	0.0%	0	2.4%	3	0.0%	0
Other Local Shops - Local Shops, Birch Street, Nayland	1.2%	7	0.0%	0	0.0%	0	0.0%	0	6.9%	7
Other Local Shops - Local Shops, Brick Street, Nacton	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Other Local Shops - Local Shops, Brook Street	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other Local Shops - Local Shops, Cemetery Road	0.6%	4	1.5%	4	0.0%	0	0.0%	0	0.0%	0
Other Local Shops - Local Shops, Church Road, Coddenhams	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other Local Shops - Local Shops, Church Road, Eye	0.3%	2	0.0%	0	0.0%	0	1.6%	2	0.0%	0
Other Local Shops - Local Shops, Claydon	0.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Other Local Shops - Local Shops, Cliff Lane	0.3%	2	0.7%	2	0.0%	0	0.0%	0	0.0%	0
Other Local Shops - Local Shops, Dales Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other Local Shops - Local Shops, The High Street, Acton	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	2
Other Local Shops - Local Shops, The Street, Elmsett	0.4%	2	0.0%	0	0.0%	0	0.0%	0	2.3%	2
Other Local Shops - Local Shops, The Street, Hollisley	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Other Local Shops - Local Shops, The Street, Monks	0.5%	3	0.0%	0	0.0%	0	2.2%	3	0.0%	0

Column %ges.

Ipswich Household Survey for Strategic Perspectives

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
Elleigh										
Other Local Shops - Local Shops, Thorpness	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Other Local Shops - Local Shops, Valiant Road, Martlesham	0.8%	5	2.1%	5	0.0%	0	0.0%	0	0.0%	0
Other Local Shops - Local Shops, Warrington Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other Local Shops - Local Shops, Westford Road	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other Local Shops - Manningtree - Honeycroft Post Office, Waldegrave Way, Lawford, Manningtree	0.4%	3	0.0%	0	0.0%	0	0.0%	0	2.6%	3
Other Local Shops - Moss & Son the Bakers, New Street, Woodbridge	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Other Local Shops - Post Office, Barton Road, Thurston	0.6%	4	0.0%	0	0.0%	0	2.9%	4	0.0%	0
Other Local Shops - Premier Stores, Lindburgh Road	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other Local Shops - Premier Stores, The Street, Shotley	0.6%	4	0.0%	0	0.0%	0	0.0%	0	3.3%	4
Other Local Shops - Russells Farm, Lower Road, Falkenham	0.6%	4	0.0%	0	0.0%	0	0.0%	0	3.3%	4
Other Local Shops - Saxmundham - Horners, High Street, Yoxford, Saxmundham	0.5%	3	0.0%	0	2.3%	3	0.0%	0	0.0%	0
Other Local Shops - Solar Superstore, High Street, Aldeburgh	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Other Local Shops - Spar, High Road East, Felixstowe	0.3%	2	0.0%	0	1.5%	2	0.0%	0	0.0%	0
Other Local Shops - Stowmarket - Boots, Ipswich Street, Stowmarket	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Other Local Shops - Stowmarket - Co-op, Broomspath Road, Stowmarket	0.7%	4	0.0%	0	0.0%	0	3.1%	4	0.0%	0
Other Local Shops - Stowmarket - Greggs, Ipswich Street, Stowmarket	0.2%	2	0.0%	0	0.0%	0	1.1%	2	0.0%	0
Other Local Shops - Stowmarket - Lidl, Bury Road, Stowmarket	0.7%	5	0.0%	0	0.0%	0	3.4%	5	0.0%	0
Other Local Shops - The Cake Shop, Thoroughfare, Woodbridge	0.4%	3	0.0%	0	1.8%	3	0.0%	0	0.0%	0
Tesco Express, Nacton Road, Nacton Road District Centre	0.1%	1	0.3%	1	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
Weighted base:		624		236		147		135		106
Sample:		640		261		195		129		55

Ipswich Household Survey for Strategic Perspectives

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)
Q12 How often do you normally do your household's shopping for small scale 'top-up' basket food and convenience goods items (including newspapers, bread, milk and tobacco products)?					
<i>Those who do top up food shopping</i>					
Daily	7.0% 50	4.5% 12	6.5% 11	6.4% 9	13.5% 18
More than once a week	44.4% 316	49.3% 129	47.2% 81	38.7% 57	37.2% 49
Once a week	30.8% 219	30.2% 79	33.4% 57	33.0% 49	25.9% 34
Once a fortnight	8.3% 59	9.2% 24	3.2% 5	9.1% 13	12.0% 16
Once a month	2.2% 16	1.6% 4	3.0% 5	4.5% 7	0.0% 0
Less often	0.3% 2	0.3% 1	0.0% 0	0.7% 1	0.0% 0
Varies	7.1% 50	4.7% 12	6.8% 12	7.6% 11	11.4% 15
Weighted base:	712	261	171	148	132
Sample:	723	292	222	140	69

Q13 Of all the money you spend on food and household groceries, what share, as a % goes to your main food shopping?
Excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q13

0-10%	0.2% 2	0.5% 1	0.3% 1	0.0% 0	0.0% 0
11-20%	0.9% 8	2.6% 8	0.0% 0	0.0% 0	0.0% 0
21-30%	1.9% 17	2.8% 9	1.7% 3	0.8% 2	1.6% 3
31-40%	1.2% 11	1.5% 5	1.0% 2	1.3% 3	1.0% 2
41-50%	7.3% 65	7.6% 24	5.0% 10	3.4% 7	13.8% 24
51-60%	5.3% 47	3.4% 11	7.5% 15	5.0% 10	6.6% 12
61-70%	6.9% 62	7.9% 25	6.9% 14	9.1% 18	2.8% 5
71-80%	26.2% 234	28.4% 90	25.6% 52	24.2% 47	25.3% 44
81-90%	21.0% 187	23.2% 74	16.4% 33	21.0% 41	22.2% 39
91-100%	29.0% 258	22.0% 70	35.7% 73	35.3% 68	26.7% 47
<i>Mean:</i>	<i>77.3</i>	<i>74.6</i>	<i>79.2</i>	<i>80.8</i>	<i>76.2</i>
Weighted base:	891	317	204	194	175
Sample:	885	352	267	180	86

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
Q14 I would now like to ask you some questions about non-food shopping. In which location do you normally do most of your household's non-food shopping?										
<i>Excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q14</i>										
Ipswich Town Centre	56.8%	519	79.9%	271	42.4%	86	43.6%	83	43.6%	78
Ipswich - Anglia Retail Park	1.3%	12	2.6%	9	0.5%	1	1.1%	2	0.0%	0
Ipswich - Commercial Road Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Euro Retail Park	0.6%	5	1.3%	4	0.5%	1	0.0%	0	0.0%	0
Ipswich - Orwell Retail Park/Ranelagh Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Suffolk Retail Park	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Ipswich Smaller (District/Local) Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Copdock - Copdock Retail Park	0.8%	7	1.4%	5	0.0%	0	1.1%	2	0.0%	0
Martlesham Heath - Beardmore Retail Park	0.2%	2	0.0%	0	0.7%	2	0.0%	0	0.0%	0
Braintree - Braintree Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds - Robert Boby Way Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds - St Edmundsbury Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Valley Bridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Fiveways Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Colchester Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Colne View Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Tollgate Centre	0.7%	7	0.0%	0	0.0%	0	0.0%	0	3.8%	7
Lowestoft - Tower Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martlesham Heath - Martlesham Retail Park	0.9%	8	1.4%	5	1.8%	4	0.0%	0	0.0%	0
Newmarket - Studlands Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sudbury - Shawlands Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thetford - Forest Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldeburgh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Braintree	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Bury St. Edmunds	6.7%	61	0.4%	1	1.0%	2	27.6%	53	2.9%	5
Cambridge	0.1%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Clacton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester	4.9%	45	0.2%	1	0.0%	0	0.0%	0	24.6%	44
Felixstowe	5.9%	54	3.1%	10	20.0%	41	0.3%	1	1.4%	2
Framlingham	0.5%	5	0.0%	0	2.3%	5	0.0%	0	0.0%	0
Halesworth	0.1%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Leiston	0.5%	4	0.0%	0	2.1%	4	0.0%	0	0.0%	0
Lowestoft	0.9%	8	0.0%	0	4.2%	8	0.0%	0	0.0%	0
Manningtree	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.7%	3
Norwich	2.0%	19	2.5%	8	2.9%	6	2.2%	4	0.0%	0
Southwold	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stowmarket	4.2%	39	0.0%	0	0.5%	1	19.8%	38	0.0%	0
Sudbury	2.8%	25	0.2%	1	0.0%	0	0.9%	2	12.7%	23
Woodbridge	4.7%	43	1.6%	5	16.4%	33	0.5%	1	2.1%	4
Copdock - Copdock Retail Park	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Beccles	0.1%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Other - Debenham	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other - Diss	0.3%	3	0.0%	0	0.5%	1	1.1%	2	0.0%	0
Other - Dovecot	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.5%	3
Other - Eye	0.1%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Other - Hadleigh	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Other - Harlesden	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Other - J Sainsbury, Felixstowe Road, Warren Heath	0.8%	7	0.9%	3	0.5%	1	0.0%	0	2.0%	4
Other - London	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Martlesham	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0

Column %ges.

Ipswich Household Survey for Strategic Perspectives

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
Other - Smaller Centre - Brook Street	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Bury Road	0.1%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0
Other - Smaller Centre - Goddard Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Grange Farm	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Hadleigh Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Manningtree	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	2
Other - Smaller Centre - Nacton Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Ravenswood	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Varies	1.4%	13	1.7%	6	2.0%	4	0.3%	1	1.5%	3
Other - Warbleswick Centre	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Other - Whitehouse Centre	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Wycombe	0.1%	1	0.2%	1	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
Weighted base:	913		339		203		191		180	
Sample:	910		379		263		179		89	

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
Q15 Where do you normally do most of your household's shopping for (womens, mens, childrens and baby) clothing & footwear items?										
<i>Excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q15</i>										
Ipswich Town Centre	64.1%	568	87.7%	284	55.7%	109	49.9%	95	45.2%	80
Ipswich - Anglia Retail Park	0.2%	2	0.2%	1	0.0%	0	0.6%	1	0.0%	0
Ipswich - Anglia Retail Park - Mamas & Papas	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Commercial Road Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Euro Retail Park	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Ipswich - Euro Retail Park - JJB Sports	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Ipswich - Orwell Retail Park/Ranelagh Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Suffolk Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Suffolk Retail Park - Brantano	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich Smaller (District/Local) Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Copdock - Copdock Retail Park	0.3%	3	0.2%	1	1.2%	2	0.0%	0	0.0%	0
Copdock - Copdock Retail Park - Mothercare World	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martlesham Heath - Beardmore Retail Park	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Braintree - Braintree Retail Park	0.5%	5	0.5%	1	0.0%	0	0.0%	0	1.9%	3
Bury St. Edmunds - Robert Boby Way Retail Park	0.3%	3	0.0%	0	0.0%	0	0.5%	1	1.0%	2
Bury St. Edmunds - St Edmundsbury Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Valley Bridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Fiveways Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Colchester Retail Park	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.9%	3
Colchester - Colne View Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Tollgate Centre	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Lowestoft - Tower Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martlesham Heath - Martlesham Retail Park	0.2%	2	0.3%	1	0.3%	1	0.0%	0	0.0%	0
Newmarket - Studlands Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sudbury - Shawlands Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thetford - Forest Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldeburgh	0.1%	1	0.0%	0	0.2%	0	0.3%	1	0.0%	0
Braintree	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Bury St. Edmunds	5.4%	48	0.2%	1	0.3%	1	21.1%	40	3.5%	6
Cambridge	0.2%	2	0.6%	2	0.0%	0	0.0%	0	0.0%	0
Clacton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	2
Colchester	5.6%	49	0.0%	0	0.0%	0	0.0%	0	28.1%	49
Felixstowe	4.1%	36	1.4%	4	16.2%	32	0.0%	0	0.0%	0
Framlingham	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Halesworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leiston	0.2%	2	0.0%	0	0.9%	2	0.0%	0	0.0%	0
Lowestoft	1.1%	9	0.0%	0	4.8%	9	0.0%	0	0.0%	0
Manningtree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norwich	3.4%	31	2.7%	9	6.3%	12	3.9%	7	1.1%	2
Southwold	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stowmarket	3.6%	32	0.0%	0	0.2%	0	16.5%	31	0.0%	0
Sudbury	1.8%	16	0.2%	1	0.0%	0	0.9%	2	7.4%	13
Woodbridge	2.6%	23	1.4%	5	8.9%	17	0.5%	1	0.0%	0
Other - Beccles	0.1%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Other - Cambridge	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Diss	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Other - East Bergholt	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Other - Hadleigh	0.4%	4	0.0%	0	0.0%	0	0.0%	0	2.0%	4
Other - J Sainsbury, Felixstowe Road, Warren	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	2

Ipswich Household Survey for Strategic Perspectives

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
Heath										
Other - Lakeside Leisure Park, Saxmundham	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - London	0.6%	5	1.0%	3	0.0%	0	0.9%	2	0.0%	0
Other - Martlesham	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Other - Newmarket	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Other - Oxford Street, London	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Other - Smaller Centre - Goddard Road	0.4%	3	0.8%	3	0.0%	0	0.3%	1	0.0%	0
Other - Varies	2.7%	24	1.7%	5	1.9%	4	4.4%	8	3.5%	6
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		886		324		195		191		176
Sample:		882		363		254		178		87

Weighted:

February 2010

	Total		Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)	
Q16 Where do you normally do most of your household's shopping for furniture, carpets and other floor coverings (such as beds, sofas, tables, fitted carpets, screens, etc)?										
<i>Excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q16</i>										
Ipswich Town Centre	31.0%	200	44.4%	100	26.5%	40	22.1%	34	22.6%	26
Ipswich - Anglia Retail Park	6.5%	42	10.5%	24	1.3%	2	8.3%	13	3.0%	3
Ipswich - Anglia Retail Park - Carpet Right	1.7%	11	2.3%	5	0.4%	1	2.6%	4	1.3%	2
Ipswich - Anglia Retail Park - Klausner	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Ipswich - Commercial Road Retail Park	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Ipswich - Euro Retail Park	11.0%	71	17.8%	40	13.2%	20	1.5%	2	7.6%	9
Ipswich - Euro Retail Park - Carpetright	2.3%	15	3.4%	8	2.8%	4	0.9%	1	1.3%	2
Ipswich - Euro Retail Park - Harveys	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Ipswich - Euro Retail Park - Allied Carpets	0.3%	2	0.8%	2	0.0%	0	0.0%	0	0.0%	0
Ipswich - Euro Retail Park - Dreams Bed Superstore	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Euro Retail Park - SCS	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Ipswich - Orwell Retail Park/Ranelagh Road	0.8%	5	0.8%	2	0.5%	1	0.5%	1	1.7%	2
Ipswich - Orwell Retail Park/Ranelagh Road - Glasswells	2.8%	18	2.9%	7	6.5%	10	1.3%	2	0.0%	0
Ipswich - Suffolk Retail Park	0.5%	3	1.1%	3	0.4%	1	0.0%	0	0.0%	0
Ipswich Smaller (District/Local) Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Copdock - Copdock Retail Park	0.2%	2	0.4%	1	0.5%	1	0.0%	0	0.0%	0
Copdock - Copdock Retail Park - Multiyork	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martlesham Heath - Beardmore Retail Park	0.3%	2	0.0%	0	1.2%	2	0.0%	0	0.0%	0
Braintree - Braintree Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds - Robert Boby Way Retail Park	0.4%	3	0.0%	0	0.0%	0	0.6%	1	1.5%	2
Bury St. Edmunds - St Edmundsbury Retail Park	0.9%	6	0.0%	0	0.0%	0	2.8%	4	1.5%	2
Clacton - Valley Bridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Fiveways Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Colchester Retail Park	1.0%	6	0.0%	0	1.0%	1	0.0%	0	4.2%	5
Colchester - Colne View Retail Park	0.4%	3	0.0%	0	0.0%	0	0.0%	0	2.3%	3
Colchester - Tollgate Centre	1.2%	8	0.0%	0	0.0%	0	0.0%	0	6.7%	8
Lowestoft - Tower Retail Park	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Martlesham Heath - Martlesham Retail Park	1.0%	6	1.5%	3	1.9%	3	0.0%	0	0.0%	0
Newmarket - Studlands Retail Park	0.2%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Sudbury - Shawlands Retail Park	0.5%	3	0.0%	0	0.0%	0	0.0%	0	2.9%	3
Thetford - Forest Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldeburgh	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
Bury St. Edmunds	5.0%	32	0.5%	1	0.0%	0	17.9%	28	2.9%	3
Cambridge	1.0%	6	0.7%	2	0.5%	1	1.9%	3	0.9%	1
Clacton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester	4.3%	28	0.0%	0	0.6%	1	0.6%	1	22.0%	26
Felixstowe	3.7%	24	1.5%	3	13.4%	20	0.4%	1	0.0%	0
Framlingham	0.4%	3	0.0%	0	1.9%	3	0.0%	0	0.0%	0
Halesworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leiston	0.4%	3	0.0%	0	1.7%	3	0.0%	0	0.0%	0
Lowestoft	1.0%	7	0.0%	0	4.4%	7	0.0%	0	0.0%	0
Manningtree	0.4%	3	0.0%	0	0.0%	0	0.0%	0	2.3%	3

Column %ges.

Ipswich Household Survey for Strategic Perspectives

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
Norwich	2.0%	13	1.5%	3	2.5%	4	3.6%	6	0.0%	0
Southwold	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stowmarket	4.8%	31	0.0%	0	0.2%	0	20.1%	31	0.0%	0
Sudbury	1.1%	7	0.0%	0	0.0%	0	0.0%	0	5.9%	7
Woodbridge	3.3%	21	0.7%	2	11.5%	17	1.5%	2	0.0%	0
Other - Bramford	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other - Coome	0.2%	2	0.0%	0	0.0%	0	1.0%	2	0.0%	0
Other - Coventry City Centre	0.1%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Other - Diss	0.6%	4	0.0%	0	0.2%	0	2.1%	3	0.0%	0
Other - Eye	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Other - Hadleigh	1.0%	7	0.3%	1	0.0%	0	0.0%	0	5.1%	6
Other - Kesgrave	0.4%	2	0.3%	1	1.1%	2	0.0%	0	0.0%	0
Other - Lakeside Leisure Park, Saxmundham	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Other - London	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Martlesham	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Other - Melton	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other - Needham Market	0.5%	4	0.0%	0	0.2%	0	2.1%	3	0.0%	0
Other - Saxmundham	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Other - Smaller Centre - Bramford Road	0.3%	2	0.3%	1	0.0%	0	0.7%	1	0.0%	0
Other - Smaller Centre - Car Street	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Dales Road	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Derby Road	0.4%	3	1.2%	3	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - MFI, The Sandlings	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	2
Other - Thetford	0.2%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Other - Thurrock	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Other - Varies	3.5%	23	4.6%	10	1.1%	2	4.6%	7	2.9%	3
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		647		226		150		154		117
Sample:		642		244		196		143		59

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
Q17 Where do you normally do most of your household's shopping for hardware, DIY goods, decorating supplies and garden products (such as drills, lawn mowers, hammers, hedge cutters, garden tools, plants, shrubs etc)?										
<i>Excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q17</i>										
Ipswich Town Centre	6.8%	59	7.4%	22	6.5%	13	8.0%	15	4.8%	8
Ipswich - Anglia Retail Park	1.1%	10	1.6%	5	0.0%	0	1.1%	2	1.8%	3
Ipswich - Anglia Retail Park - B&Q	23.0%	198	31.9%	93	7.7%	16	38.6%	75	8.4%	14
Ipswich - Commercial Road Retail Park	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Ipswich - Euro Retail Park	1.8%	16	4.7%	14	0.9%	2	0.0%	0	0.0%	0
Ipswich - Euro Retail Park - B&Q	19.6%	168	32.1%	94	19.7%	40	5.1%	10	14.5%	25
Ipswich - Jewsons	0.3%	3	0.2%	1	0.3%	1	0.7%	1	0.0%	0
Ipswich - Orwell Retail Park/Ranelagh Road	0.3%	2	0.8%	2	0.0%	0	0.0%	0	0.0%	0
Ipswich - Orwell Retail Park/Ranelagh Road - Focus	2.1%	18	3.2%	9	2.6%	5	0.0%	0	1.8%	3
Ipswich - Suffolk Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Wickes, Crompton Road	0.2%	2	0.6%	2	0.0%	0	0.0%	0	0.0%	0
Ipswich - Topps Tiles, Commercial Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich Smaller (District/Local) Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Braintree - Braintree Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds - Easlea Road	0.3%	3	0.0%	0	0.0%	0	1.5%	3	0.0%	0
Bury St. Edmunds - Risbygate Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds - Robert Bobby Way Retail Park	1.1%	9	0.0%	0	0.0%	0	3.8%	7	1.0%	2
Bury St. Edmunds - St Edmundsbury Retail Park	0.7%	6	0.0%	0	0.0%	0	3.0%	6	0.0%	0
Clacton - Fiveways Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Valley Bridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Colchester Retail Park	0.7%	6	0.0%	0	0.0%	0	0.0%	0	3.6%	6
Colchester - Colne View Retail Park	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.6%	3
Colchester - St Andrew's Avenue	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Tollgate Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	2
Colchester - Turner Rise	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	2
Copdock - Copdock Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martlesham Heath - Beardmore Retail Park	6.1%	53	3.8%	11	20.3%	42	0.0%	0	0.0%	0
Newmarket - Studlands Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warren Heath - Homebase	2.8%	24	5.4%	16	2.4%	5	0.8%	2	0.9%	2
Aldeburgh	0.2%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds	2.8%	24	0.0%	0	0.0%	0	12.5%	24	0.0%	0
Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester	4.5%	39	0.0%	0	0.0%	0	0.0%	0	23.1%	39
Felixstowe	4.2%	37	0.2%	1	17.5%	36	0.0%	0	0.0%	0
Framlingham	1.2%	10	0.0%	0	4.3%	9	0.7%	1	0.0%	0
Halesworth	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Leiston	0.8%	7	0.0%	0	3.5%	7	0.0%	0	0.0%	0
Lowestoft	0.6%	5	0.0%	0	2.6%	5	0.0%	0	0.0%	0
Manningtree	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Norwich	0.1%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Southwold	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stowmarket	2.8%	24	0.0%	0	0.2%	0	12.2%	24	0.0%	0
Sudbury	4.0%	34	0.0%	0	0.0%	0	2.4%	5	17.6%	30
Woodbridge	1.7%	14	1.9%	6	3.8%	8	0.5%	1	0.0%	0
Other - Bacton	0.4%	3	0.0%	0	0.0%	0	1.7%	3	0.0%	0

Column %ges.

Ipswich Household Survey for Strategic Perspectives

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
Other - Beccles	0.1%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Other - Bressingham	0.1%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Other - Diss	0.5%	4	0.0%	0	0.7%	1	1.4%	3	0.0%	0
Other - Dovecot	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.6%	3
Other - East Bergholt	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Other - Gainsborough	0.2%	1	0.3%	1	0.3%	1	0.0%	0	0.0%	0
Other - Hadleigh	2.7%	23	0.0%	0	0.0%	0	0.0%	0	13.9%	23
Other - J Sainsbury, Felixstowe Road, Warren Heath	0.3%	2	0.5%	1	0.4%	1	0.0%	0	0.0%	0
Other - Kesgrave	1.1%	10	2.8%	8	0.7%	1	0.0%	0	0.0%	0
Other - Martlesham	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Other - Melford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	2
Other - Needham Market	0.6%	5	0.3%	1	0.0%	0	2.3%	4	0.0%	0
Other - Rushmere	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Other - Saxmundham	0.3%	3	0.0%	0	1.4%	3	0.0%	0	0.0%	0
Other - Smaller Centre - London Road	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Whitehouse Retail Park	0.1%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Other - Varies	1.7%	15	2.0%	6	1.1%	2	2.9%	6	0.6%	1
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		860		292		205		194		169
Sample:		855		325		266		181		83

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
Q18 Where do you normally do most of your shopping for audio visual, photographic, computer items (such as stereos, radios, TVs, software, cameras, telephones, CDs & DVDs etc)?										
<i>Excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q18</i>										
Ipswich Town Centre	21.1%	129	32.4%	70	16.1%	24	11.8%	17	17.5%	18
Ipswich - Anglia Retail Park	4.1%	25	5.7%	12	1.9%	3	5.8%	8	1.9%	2
Ipswich - Anglia Retail Park - Comet	9.0%	55	11.4%	25	3.6%	5	15.4%	22	2.9%	3
Ipswich - Commercial Road Retail Park	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	2
Ipswich - Euro Retail Park	3.8%	23	7.3%	16	1.7%	3	3.4%	5	0.0%	0
Ipswich - Euro Retail Park - Hughes	4.5%	28	7.4%	16	5.6%	8	2.5%	3	0.0%	0
Ipswich - Orwell Retail Park/Ranelagh Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Suffolk Retail Park	0.7%	4	0.4%	1	0.4%	1	0.5%	1	1.9%	2
Ipswich Smaller (District/Local) Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Copdock - Copdock Retail Park	5.1%	31	7.3%	16	1.7%	3	2.9%	4	8.2%	8
Copdock - Copdock Retail Park - Currys	4.9%	30	7.3%	16	5.0%	7	0.0%	0	6.4%	7
Copdock - Copdock Retail Park - PC World	3.7%	23	6.3%	14	3.3%	5	1.4%	2	2.4%	2
Martlesham Heath - Beardmore Retail Park	3.1%	19	2.3%	5	9.0%	13	0.5%	1	0.0%	0
Braintree - Braintree Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds - Robert Bobby Way Retail Park	1.7%	10	0.0%	0	0.0%	0	6.1%	9	1.7%	2
Bury St. Edmunds - St Edmundsbury Retail Park	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Clacton - Valley Bridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Fiveways Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Colchester Retail Park	0.7%	4	0.0%	0	0.0%	0	0.0%	0	4.1%	4
Colchester - Colne View Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Tollgate Centre	3.7%	22	0.0%	0	0.0%	0	0.0%	0	21.5%	22
Lowestoft - Tower Retail Park	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Martlesham Heath - Martlesham Retail Park	6.7%	41	6.6%	14	15.4%	23	0.0%	0	3.4%	4
Newmarket - Studlands Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sudbury - Shawlands Retail Park	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.7%	2
Thetford - Forest Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldeburgh	0.1%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0
Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds	2.6%	16	0.0%	0	0.0%	0	11.3%	16	0.0%	0
Cambridge	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Clacton	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	2
Colchester	1.0%	6	0.0%	0	0.0%	0	0.0%	0	5.8%	6
Felixstowe	3.4%	21	0.0%	0	13.9%	21	0.0%	0	0.0%	0
Framlingham	0.1%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Halesworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leiston	1.3%	8	0.0%	0	5.4%	8	0.0%	0	0.0%	0
Lowestoft	0.5%	3	0.0%	0	2.0%	3	0.0%	0	0.0%	0
Manningtree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norwich	0.9%	6	0.0%	0	1.7%	3	2.1%	3	0.0%	0
Southwold	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Stowmarket	6.2%	38	0.0%	0	0.0%	0	26.8%	38	0.0%	0
Sudbury	1.6%	10	0.0%	0	0.0%	0	0.0%	0	9.3%	10
Woodbridge	1.2%	8	0.0%	0	5.1%	8	0.0%	0	0.0%	0
Other - Abroad	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Other - Bacton	0.2%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Other - Diss	0.9%	5	0.0%	0	0.8%	1	2.9%	4	0.0%	0
Other - Gisleigham	0.2%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Other - Hadleigh	0.3%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Other - Harlesden	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0

Column %ges.

Ipswich Household Survey for Strategic Perspectives

Weighted:

February 2010

	Total		Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)	
Other - Harwich	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Other - J Sainsbury, Felixstowe Road, Warren Heath	0.4%	2	0.5%	1	0.0%	0	0.7%	1	0.0%	0
Other - London	0.3%	2	0.4%	1	0.9%	1	0.0%	0	0.0%	0
Other - Manchester	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Saxmundham	0.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Other - Smaller Centre - Dales Road	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Diss	0.1%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Felixstowe Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Foxhall Road	0.3%	2	0.4%	1	0.0%	0	0.7%	1	0.0%	0
Other - Smaller Centre - Tavern Street	0.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Other - Stanstead Airport	0.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Other - Varies	2.9%	18	3.5%	8	2.8%	4	1.2%	2	4.2%	4
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		611		217		149		141		104
Sample:		624		248		191		131		54

Weighted:

February 2010

	Total		Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)	
Q19 Where do you normally do most of your household's shopping for small domestic electrical appliances (such as irons, kettles, fans, coffee makers, food mixers etc)?										
<i>Excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q19</i>										
Ipswich Town Centre	23.0%	191	42.6%	122	6.6%	14	9.9%	17	22.8%	38
Ipswich - Anglia Retail Park	3.7%	31	5.8%	17	1.0%	2	6.3%	11	0.9%	2
Ipswich - Anglia Retail Park - Comet	5.2%	43	7.4%	21	0.8%	2	9.9%	17	1.8%	3
Ipswich - Commercial Road Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Euro Retail Park	1.8%	15	4.3%	12	0.6%	1	0.0%	0	0.9%	2
Ipswich - Euro Retail Park - Hughes	1.4%	12	2.9%	8	0.4%	1	0.4%	1	1.2%	2
Ipswich - Orwell Retail Park/Ranelagh Road	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Ipswich - Suffolk Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Suffolk Retail Park - Argos Extra	1.7%	14	1.8%	5	0.9%	2	0.3%	1	3.8%	6
Ipswich Smaller (District/Local) Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Copdock - Copdock Retail Park	4.8%	39	8.4%	24	1.1%	2	2.8%	5	4.9%	8
Copdock - Copdock Retail Park - Currys	2.9%	24	3.6%	10	3.7%	8	0.6%	1	3.1%	5
Martlesham Heath - Beardmore Retail Park	3.0%	25	1.3%	4	10.4%	21	0.0%	0	0.0%	0
Braintree - Braintree Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds - Robert Boby Way Retail Park	0.3%	3	0.0%	0	0.0%	0	1.6%	3	0.0%	0
Bury St. Edmunds - St Edmundsbury Retail Park	0.2%	2	0.0%	0	0.0%	0	1.1%	2	0.0%	0
Clacton - Valley Bridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Fiveways Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Colchester Retail Park	0.5%	4	0.0%	0	0.0%	0	0.0%	0	2.5%	4
Colchester - Colne View Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Tollgate Centre	2.1%	17	0.0%	0	0.0%	0	0.0%	0	10.3%	17
Lowestoft - Tower Retail Park	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Martlesham Heath - Martlesham Retail Park	7.0%	58	7.2%	21	18.4%	37	0.0%	0	0.0%	0
Newmarket - Studlands Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sudbury - Shawlands Retail Park	0.6%	5	0.0%	0	0.0%	0	0.0%	0	3.1%	5
Thetford - Forest Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldeburgh	0.5%	4	0.0%	0	2.0%	4	0.0%	0	0.0%	0
Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds	3.6%	30	0.0%	0	0.0%	0	17.3%	30	0.0%	0
Cambridge	0.2%	2	0.3%	1	0.4%	1	0.0%	0	0.0%	0
Clacton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	2
Colchester	2.4%	20	0.0%	0	0.0%	0	0.0%	0	11.9%	20
Felixstowe	6.9%	57	0.4%	1	27.3%	56	0.4%	1	0.0%	0
Framlingham	0.9%	8	0.0%	0	3.7%	8	0.0%	0	0.0%	0
Halesworth	0.1%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Leiston	1.7%	14	0.0%	0	6.9%	14	0.0%	0	0.0%	0
Lowestoft	0.3%	3	0.0%	0	1.3%	3	0.0%	0	0.0%	0
Manningtree	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.8%	3
Norwich	0.7%	6	0.9%	3	1.1%	2	0.4%	1	0.0%	0
Southwold	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stowmarket	8.0%	66	0.0%	0	0.2%	0	38.3%	66	0.0%	0
Sudbury	2.1%	17	0.0%	0	0.0%	0	0.0%	0	10.3%	17
Woodbridge	1.6%	13	0.3%	1	6.0%	12	0.0%	0	0.0%	0
Other - Bacton	0.2%	2	0.0%	0	0.0%	0	1.1%	2	0.0%	0
Other - Brandon	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	2
Other - Diss	1.0%	8	0.0%	0	0.5%	1	4.1%	7	0.0%	0
Other - Dovecot	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.7%	3
Other - Hadleigh	1.6%	13	0.0%	0	0.0%	0	0.0%	0	8.1%	13
Other - High Woods	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1

Column %ges.

Ipswich Household Survey for Strategic Perspectives

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
Other - J Sainsbury, Felixstowe Road, Warren Heath	2.4%	20	3.8%	11	1.1%	2	0.0%	0	4.0%	7
Other - Kesgrave	0.5%	4	0.9%	3	0.7%	2	0.0%	0	0.0%	0
Other - London	0.2%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Other - Saxmundham	0.4%	3	0.0%	0	1.6%	3	0.0%	0	0.0%	0
Other - Smaller Centre - Felixstowe Road	0.7%	6	2.1%	6	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Goddard Road	0.7%	6	1.8%	5	0.0%	0	0.3%	1	0.0%	0
Other - Smaller Centre - Ranelagh Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Sproughton Road	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Tavern Street	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Other - Smaller Centre - Vauxhall Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Warwick Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Varies	3.0%	25	2.3%	7	2.0%	4	4.5%	8	3.7%	6
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		829		287		204		172		166
Sample:		828		318		262		165		83

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
Q20 Where do you normally do most of your household's shopping for large domestic electrical appliances (such as fridges, washing machines, cookers, vacuum cleaners etc)?										
<i>Excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q20</i>										
Ipswich Town Centre	16.0%	118	25.6%	67	10.9%	19	12.3%	21	8.3%	11
Ipswich - Anglia Retail Park	5.2%	38	7.3%	19	0.5%	1	8.0%	14	3.4%	5
Ipswich - Anglia Retail Park - Comet	12.8%	95	17.8%	47	5.7%	10	19.8%	33	3.4%	5
Ipswich - Commercial Road Retail Park	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	2
Ipswich - Euro Retail Park	4.0%	29	8.5%	22	3.8%	7	0.3%	1	0.0%	0
Ipswich - Euro Retail Park - Hughes	3.5%	26	4.6%	12	2.7%	5	1.7%	3	4.9%	7
Ipswich - Orwell Retail Park/Ranelagh Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Ipswich - Suffolk Retail Park	0.2%	2	0.3%	1	0.0%	0	0.6%	1	0.0%	0
Ipswich - Suffolk Retail Park - Argos Extra	0.4%	3	0.6%	2	0.0%	0	0.0%	0	1.2%	2
Ipswich Smaller (District/Local) Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Copdock - Copdock Retail Park	3.0%	22	2.5%	7	0.7%	1	2.4%	4	7.5%	10
Copdock - Copdock Retail Park - Currys	9.6%	71	11.7%	31	9.3%	16	3.8%	6	13.3%	18
Martlesham Heath - Beardmore Retail Park	4.7%	35	4.0%	11	13.9%	24	0.0%	0	0.0%	0
Braintree - Braintree Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds - Robert Boby Way Retail Park	0.7%	5	0.0%	0	0.0%	0	2.9%	5	0.0%	0
Bury St. Edmunds - St Edmundsbury Retail Park	0.2%	2	0.0%	0	0.0%	0	1.0%	2	0.0%	0
Clacton - Valley Bridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Fiveways Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Colchester Retail Park	0.9%	7	0.0%	0	0.0%	0	0.0%	0	4.9%	7
Colchester - Colne View Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Tollgate Centre	2.1%	16	0.0%	0	0.0%	0	0.0%	0	11.6%	16
Lowestoft - Tower Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martlesham Heath - Martlesham Retail Park	8.3%	61	10.6%	28	17.8%	31	1.5%	2	0.0%	0
Newmarket - Studlands Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sudbury - Shawlands Retail Park	0.7%	5	0.0%	0	0.0%	0	0.0%	0	3.9%	5
Thetford - Forest Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldeburgh	0.2%	2	0.0%	0	1.0%	2	0.0%	0	0.0%	0
Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds	2.9%	21	0.0%	0	0.0%	0	11.8%	20	1.3%	2
Cambridge	0.7%	5	0.0%	0	0.0%	0	2.4%	4	0.8%	1
Clacton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	2
Colchester	2.2%	16	0.3%	1	0.0%	0	0.0%	0	11.5%	15
Felixstowe	2.9%	21	0.0%	0	12.4%	21	0.0%	0	0.0%	0
Framlingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halesworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leiston	1.0%	7	0.0%	0	4.1%	7	0.0%	0	0.0%	0
Lowestoft	0.5%	4	0.0%	0	2.0%	4	0.0%	0	0.0%	0
Manningtree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norwich	1.0%	7	1.0%	3	2.1%	4	0.4%	1	0.0%	0
Southwold	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Stowmarket	5.2%	39	0.0%	0	0.0%	0	23.0%	39	0.0%	0
Sudbury	1.2%	9	0.0%	0	0.0%	0	0.0%	0	6.4%	9
Woodbridge	0.9%	7	0.0%	0	3.8%	7	0.0%	0	0.0%	0
Other - Bacton	0.3%	2	0.0%	0	0.0%	0	1.4%	2	0.0%	0
Other - Diss	1.0%	7	0.0%	0	0.8%	1	3.4%	6	0.0%	0
Other - Dovecot	0.4%	3	0.0%	0	0.0%	0	0.0%	0	2.0%	3
Other - Finningham	0.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Other - Hadleigh	1.5%	11	0.0%	0	0.0%	0	0.0%	0	8.5%	11
Other - London	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0

Column %ges.

Ipswich Household Survey for Strategic Perspectives

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
Other - Saxmundham	0.7%	5	0.0%	0	3.1%	5	0.0%	0	0.0%	0
Other - Smaller Centre - Foxhall Road	0.3%	2	0.9%	2	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Norwich Road	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Queensway	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Ransomes Retail Park	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Tavern Street	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Other - Smaller Centre - Vauxhall Road	0.3%	2	0.8%	2	0.0%	0	0.0%	0	0.0%	0
Other - Varies	3.1%	23	2.2%	6	4.3%	7	2.0%	3	4.9%	7
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	738		263		173		168		134	
Sample:	727		289		218		153		67	

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
Q21 Where do you normally do most of your household's shopping for chemist and medical goods, cosmetics and other beauty products (such as medicines, vitamins, glasses, contact lenses etc)?										
<i>Excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q21</i>										
Ipswich Town Centre	32.8%	303	66.5%	213	9.3%	20	13.2%	26	23.7%	44
Ipswich - Anglia Retail Park	1.0%	9	1.1%	4	0.0%	0	2.8%	6	0.0%	0
Ipswich - Commercial Road Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Euro Retail Park	0.2%	1	0.2%	1	0.3%	1	0.0%	0	0.0%	0
Ipswich - Orwell Retail Park/Ranelagh Road	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Ipswich - Suffolk Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich Smaller (District/Local) Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Copdock - Copdock Retail Park	2.0%	19	3.0%	10	0.0%	0	0.8%	2	4.1%	8
Martlesham Heath - Beardmore Retail Park	1.3%	12	0.5%	2	4.6%	10	0.0%	0	0.0%	0
Braintree - Braintree Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds - Robert Bobby Way Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds - St Edmundsbury Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Valley Bridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Fiveways Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Colchester Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Colne View Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Tollgate Centre	0.7%	7	0.0%	0	0.0%	0	0.0%	0	3.7%	7
Lowestoft - Tower Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martlesham Heath - Martlesham Retail Park	3.1%	29	4.4%	14	6.4%	14	0.5%	1	0.0%	0
Newmarket - Studlands Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sudbury - Shawlands Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thetford - Forest Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldeburgh	0.7%	6	0.0%	0	2.8%	6	0.0%	0	0.0%	0
Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds	2.9%	27	0.0%	0	0.0%	0	13.5%	27	0.0%	0
Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester	3.4%	31	0.0%	0	0.0%	0	0.0%	0	16.9%	31
Felixstowe	6.7%	62	0.3%	1	27.8%	61	0.0%	0	0.0%	0
Framlingham	1.1%	10	0.0%	0	4.8%	10	0.0%	0	0.0%	0
Halesworth	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Leiston	1.8%	16	0.0%	0	7.6%	16	0.0%	0	0.0%	0
Lowestoft	0.3%	3	0.3%	1	1.0%	2	0.0%	0	0.0%	0
Manningtree	1.9%	17	0.0%	0	0.0%	0	0.0%	0	9.3%	17
Norwich	0.4%	4	0.2%	1	0.5%	1	0.9%	2	0.0%	0
Southwold	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stowmarket	9.7%	89	0.0%	0	0.2%	0	44.3%	89	0.0%	0
Sudbury	3.8%	35	0.0%	0	0.0%	0	0.9%	2	18.0%	33
Woodbridge	5.4%	50	1.1%	3	20.8%	45	0.5%	1	0.0%	0
Other - Belstead Hills	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Bildestone	0.3%	3	0.0%	0	0.0%	0	1.5%	3	0.0%	0
Other - Brandon	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	2
Other - Claydon	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Other - Debenham	0.7%	6	0.0%	0	0.0%	0	2.4%	5	0.8%	1
Other - Dedham	0.9%	8	0.0%	0	0.0%	0	0.0%	0	4.3%	8
Other - Diss	1.3%	12	0.0%	0	1.5%	3	4.2%	8	0.0%	0
Other - Dovecot	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.5%	3
Other - East Bergholt	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.6%	3
Other - Eye	0.3%	3	0.0%	0	0.0%	0	1.4%	3	0.0%	0
Other - Felixstowe	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Other - Fircroft	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Gainsborough	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Other - Great Cornard	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	2

Column %ges.

Ipswich Household Survey for Strategic Perspectives

Weighted:

February 2010

	Total		Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)	
Other - Hadleigh	1.9%	17	0.3%	1	0.0%	0	0.0%	0	9.0%	17
Other - Holbrook	0.3%	2	0.3%	1	0.0%	0	0.0%	0	0.8%	2
Other - J Sainsbury, Felixstowe Road, Warren Heath	2.7%	25	4.5%	14	1.7%	4	0.0%	0	3.6%	7
Other - Kesgrave	1.0%	10	3.0%	10	0.0%	0	0.0%	0	0.0%	0
Other - London	0.2%	2	0.6%	2	0.0%	0	0.0%	0	0.0%	0
Other - Manningtree	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	2
Other - Martlesham	0.4%	4	0.3%	1	1.3%	3	0.0%	0	0.0%	0
Other - Needham Market	0.9%	8	0.0%	0	0.0%	0	4.0%	8	0.0%	0
Other - Norwich Road, Setford	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other - Orford	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Other - Salisbury	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other - Saxmundham	0.9%	9	0.0%	0	3.9%	9	0.0%	0	0.0%	0
Other - Smaller Centre - Allenbrook Green	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Belstead	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Blandford Road	0.2%	2	0.6%	2	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Bramford	0.6%	5	0.0%	0	0.0%	0	2.7%	5	0.0%	0
Other - Smaller Centre - Bury Road	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Ellenbrook Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Felixstowe Road	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Fircroft Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Foxhall Road	0.6%	5	1.7%	5	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Goddard Road	0.4%	3	0.8%	2	0.0%	0	0.5%	1	0.0%	0
Other - Smaller Centre - Hawthorn Drive	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - London Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Meredith Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Nacton Road	0.4%	3	1.1%	3	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Norwich Road	0.2%	2	0.6%	2	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Queensway	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Ravenswood	0.3%	3	1.0%	3	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Reynolds Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Sproughton Road	0.2%	2	0.7%	2	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Stoke Park	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Woodbridge Road	0.2%	2	0.7%	2	0.0%	0	0.0%	0	0.0%	0
Other - Varies	1.0%	10	1.6%	5	1.7%	4	0.3%	1	0.0%	0
Other - Woolpit	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Other - Wycombe	1.0%	9	0.0%	0	0.0%	0	4.5%	9	0.0%	0
Other - Wycombe Market	0.5%	5	0.5%	2	1.4%	3	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		923		319		218		201		185
Sample:		917		356		283		185		93

	Total		Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)	
Q22 Where do you do most of your household's shopping for games & toys, hobby items; sport and camping goods; and musical instruments?										
<i>Excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q22</i>										
Ipswich Town Centre	42.5%	201	61.0%	106	39.2%	41	28.5%	28	27.1%	27
Ipswich - Anglia Retail Park	0.9%	4	0.5%	1	0.0%	0	1.4%	1	2.0%	2
Ipswich - Commercial Road Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Euro Retail Park	0.9%	4	1.4%	3	0.7%	1	1.0%	1	0.0%	0
Ipswich - Euro Retail Park - JJB Sports	3.6%	17	6.4%	11	2.8%	3	1.0%	1	2.0%	2
Ipswich - Orwell Retail Park/Ranelagh Road	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Ipswich - Suffolk Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Suffolk Retail Park - Argos Extra	1.1%	5	1.4%	2	0.6%	1	0.0%	0	2.0%	2
Ipswich Smaller (District/Local) Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Copdock - Copdock Retail Park	1.8%	9	3.3%	6	1.7%	2	0.0%	0	1.0%	1
Copdock - Copdock Retail Park - Toys R Us	11.5%	55	16.4%	28	7.0%	7	12.7%	12	6.7%	7
Martlesham Heath - Beardmore Retail Park	0.7%	3	0.0%	0	3.3%	3	0.0%	0	0.0%	0
Braintree - Braintree Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds - Robert Bobby Way Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds - St Edmundsbury Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Valley Bridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Fiveways Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Colchester Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Colne View Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Tollgate Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lowestoft - Tower Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martlesham Heath - Martlesham Retail Park	0.7%	4	1.0%	2	1.8%	2	0.0%	0	0.0%	0
Newmarket - Studlands Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sudbury - Shawlands Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thetford - Forest Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldeburgh	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
Bury St. Edmunds	4.3%	20	0.0%	0	0.6%	1	17.4%	17	2.8%	3
Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	2
Colchester	7.2%	34	0.6%	1	2.0%	2	0.0%	0	31.1%	31
Felixstowe	3.3%	16	0.8%	1	13.3%	14	0.7%	1	0.0%	0
Framlingham	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Halesworth	0.6%	3	0.0%	0	2.6%	3	0.0%	0	0.0%	0
Leiston	0.3%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Lowestoft	0.6%	3	0.0%	0	2.6%	3	0.0%	0	0.0%	0
Manningtree	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Norwich	1.3%	6	1.4%	2	2.3%	2	1.5%	1	0.0%	0
Southwold	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stowmarket	6.1%	29	0.4%	1	0.3%	0	28.9%	28	0.0%	0
Sudbury	2.5%	12	0.0%	0	0.0%	0	1.4%	1	10.4%	10
Woodbridge	2.0%	9	0.0%	0	9.1%	9	0.0%	0	0.0%	0
Other - Abroad	0.2%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Bournebridge	0.3%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Other - Diss	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Other - Hadleigh	1.7%	8	0.5%	1	0.0%	0	0.0%	0	7.0%	7
Other - J Sainsbury, Felixstowe Road, Warren Heath	1.1%	5	0.8%	1	2.2%	2	0.0%	0	1.6%	2
Other - Kesgrave	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0

Ipswich Household Survey for Strategic Perspectives

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
Other - London	0.2%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Martlesham	0.4%	2	0.6%	1	0.6%	1	0.0%	0	0.0%	0
Other - Varies	2.9%	14	2.5%	4	1.4%	2	4.6%	4	3.4%	3
Other - Worsted	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Other - Wycombe	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	474		174		104		97		99	
Sample:	451		186		126		92		47	

	Total		Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)	
Q23 Where do you do most of your household's shopping for pets & pet related products?										
<i>Excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q23</i>										
Ipswich Town Centre	18.4%	91	34.6%	54	7.5%	9	8.0%	9	17.4%	19
Ipswich - Anglia Retail Park	1.4%	7	2.6%	4	0.0%	0	2.6%	3	0.0%	0
Ipswich - Commercial Road Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Euro Retail Park	0.3%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Ipswich - Orwell Retail Park/Ranelagh Road	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Ipswich - Orwell Retail Park/Ranelagh Road - Pets @ Home	11.1%	54	21.2%	33	0.8%	1	7.8%	9	10.8%	12
Ipswich - Suffolk Retail Park	0.3%	2	1.1%	2	0.0%	0	0.0%	0	0.0%	0
Ipswich Smaller (District/Local) Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Copdock - Copdock Retail Park	2.8%	14	4.1%	6	0.0%	0	3.5%	4	3.3%	4
Martlesham Heath - Beardmore Retail Park	3.2%	16	1.6%	2	11.2%	13	0.0%	0	0.0%	0
Braintree - Braintree Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds - Robert Boby Way Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds - St Edmundsbury Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Valley Bridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Fiveways Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Colchester Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Colne View Retail Park	1.6%	8	0.0%	0	0.0%	0	0.0%	0	7.1%	8
Colchester - Tollgate Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lowestoft - Tower Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martlesham Heath - Martlesham Retail Park	8.8%	43	10.7%	17	21.1%	25	1.8%	2	0.0%	0
Newmarket - Studlands Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sudbury - Shawlands Retail Park	1.6%	8	0.0%	0	0.0%	0	2.6%	3	4.8%	5
Thetford - Forest Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldeburgh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Braintree	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds	2.5%	12	0.0%	0	0.0%	0	11.2%	12	0.0%	0
Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester	3.5%	17	0.0%	0	0.0%	0	0.0%	0	15.7%	17
Felixstowe	4.9%	24	1.1%	2	19.2%	22	0.0%	0	0.0%	0
Framlingham	1.5%	7	0.0%	0	6.3%	7	0.0%	0	0.0%	0
Halesworth	0.5%	3	0.0%	0	2.2%	3	0.0%	0	0.0%	0
Leiston	1.3%	6	0.0%	0	5.5%	6	0.0%	0	0.0%	0
Lowestoft	0.3%	2	0.0%	0	1.4%	2	0.0%	0	0.0%	0
Manningtree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southwold	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stowmarket	9.1%	45	0.0%	0	0.3%	0	40.1%	44	0.0%	0
Sudbury	4.3%	21	0.0%	0	0.0%	0	1.6%	2	17.9%	19
Woodbridge	1.8%	9	1.1%	2	5.3%	6	0.9%	1	0.0%	0
Other - Brandon	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.8%	2
Other - Capel St.Mary	0.8%	4	0.5%	1	0.0%	0	0.0%	0	2.9%	3
Other - Catterwade	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Other - Debenham	0.3%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Other - Diss	1.3%	6	0.0%	0	1.0%	1	4.5%	5	0.0%	0
Other - Earls Stonham	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Other - Elmswell	1.1%	5	0.0%	0	0.0%	0	4.8%	5	0.0%	0
Other - Eye	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other - Grange Farm Park, Felixstowe	0.6%	3	0.0%	0	2.3%	3	0.0%	0	0.0%	0
Other - Hadleigh	0.6%	3	0.0%	0	0.0%	0	0.0%	0	2.8%	3
Other - Harwich	0.6%	3	0.0%	0	0.0%	0	0.0%	0	2.5%	3

Ipswich Household Survey for Strategic Perspectives

Weighted:

February 2010

	Total		Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)	
Other - Highwoods	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Other - Holbrook	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	2
Other - J Sainsbury, Felixstowe Road, Warren Heath	3.1%	15	7.3%	11	2.2%	3	0.0%	0	1.4%	2
Other - Kesgrave	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Other - Manningtree	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	2
Other - Marlow	0.2%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Other - Martlesham	1.2%	6	1.2%	2	3.6%	4	0.0%	0	0.0%	0
Other - Middleton	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0
Other - Needham Market	0.4%	2	0.0%	0	0.0%	0	1.9%	2	0.0%	0
Other - Norwich Road, Setford	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Other - Old Newton	0.3%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Other - Salisbury	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Other - Saxmundham	1.1%	5	0.0%	0	4.6%	5	0.0%	0	0.0%	0
Other - Smaller Centre - Budbridge Road	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Bury Road	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Carsrey Road	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Clapgate Lane	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Derby Road	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Foxhall Road	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Gainsborough	0.3%	2	1.1%	2	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Goddard Road	1.2%	6	2.8%	4	0.0%	0	1.5%	2	0.0%	0
Other - Smaller Centre - Marlow Road	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Sproughton Road	0.5%	3	1.7%	3	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Woodbridge Road	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Other - Theberton	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other - Thurstone	0.2%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Other - Varies	2.1%	10	1.2%	2	1.1%	1	0.9%	1	5.9%	6
Other - Westleton	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0
Other - Whitehouse Centre	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Other - Woolpit	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Other - Wycombe Market	0.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		492		156		117		111		108
Sample:		481		175		152		100		54

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
Q24 Where do you do most of your household's shopping for all other non-food goods including books; jewellery and watches; china, glassware; recreational and luxury goods?										
<i>Excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q24</i>										
Ipswich Town Centre	56.8%	333	87.2%	179	39.2%	57	40.9%	53	41.8%	44
Ipswich - Anglia Retail Park	0.5%	3	0.8%	2	0.0%	0	1.0%	1	0.0%	0
Ipswich - Commercial Road Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Euro Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Orwell Retail Park/Ranelagh Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Suffolk Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Suffolk Retail Park - Dunelm Mill	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.9%	2
Ipswich - Suffolk Retail Park - Range	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Suffolk Retail Park - Argos Extra	1.1%	6	1.6%	3	0.8%	1	0.0%	0	1.6%	2
Ipswich Smaller (District/Local) Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Copdock - Copdock Retail Park	0.3%	2	0.8%	2	0.0%	0	0.0%	0	0.0%	0
Martlesham Heath - Beardmore Retail Park	0.4%	3	0.0%	0	1.8%	3	0.0%	0	0.0%	0
Braintree - Braintree Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds - Robert Bobby Way Retail Park	0.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Bury St. Edmunds - St Edmundsbury Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Valley Bridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Fiveways Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Colchester Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Colne View Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Tollgate Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lowestoft - Tower Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martlesham Heath - Martlesham Retail Park	0.5%	3	0.4%	1	1.6%	2	0.0%	0	0.0%	0
Newmarket - Studlands Retail Park	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Sudbury - Shawlands Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thetford - Forest Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldeburgh	0.4%	3	0.0%	0	1.8%	3	0.0%	0	0.0%	0
Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds	4.5%	26	0.4%	1	0.4%	1	19.3%	25	0.0%	0
Cambridge	0.6%	4	1.3%	3	0.0%	0	0.8%	1	0.0%	0
Clacton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester	4.8%	28	0.0%	0	0.0%	0	0.0%	0	26.5%	28
Felixstowe	5.7%	33	0.3%	1	22.6%	33	0.0%	0	0.0%	0
Framlingham	0.5%	3	0.0%	0	2.1%	3	0.0%	0	0.0%	0
Halesworth	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Leiston	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Lowestoft	0.7%	4	0.0%	0	2.9%	4	0.0%	0	0.0%	0
Manningtree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norwich	1.8%	10	1.3%	3	4.0%	6	1.6%	2	0.0%	0
Southwold	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stowmarket	6.3%	37	0.0%	0	0.6%	1	27.6%	36	0.0%	0
Sudbury	2.8%	17	0.0%	0	0.0%	0	1.4%	2	13.9%	15
Woodbridge	4.7%	28	0.9%	2	15.1%	22	1.5%	2	1.9%	2
Other - Abroad	0.4%	2	0.4%	1	0.0%	0	0.0%	0	1.5%	2
Other - Beccles	0.1%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0
Other - Brantham	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	2
Other - Diss	0.2%	1	0.0%	0	0.5%	1	0.6%	1	0.0%	0
Other - Harwich	0.5%	3	0.0%	0	0.0%	0	0.0%	0	2.6%	3
Other - Highwoods	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Other - J Sainsbury, Felixstowe Road, Warren	0.4%	3	0.0%	0	0.7%	1	0.0%	0	1.5%	2

Column % ges.

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
Heath										
Other - London	0.5%	3	0.4%	1	0.9%	1	0.8%	1	0.0%	0
Other - Norwich	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Other - Orford	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other - Saxmundham	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Other - Varies	3.4%	20	3.9%	8	2.4%	3	3.2%	4	4.1%	4
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	586		205		145		130		106	
Sample:	595		234		187		118		56	

Q25 When you do your household's non-food shopping, how do you usually travel?

Excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q25

Car / van (as driver)	57.2%	541	42.5%	144	57.4%	124	69.6%	144	69.9%	129
Car / van (as passenger)	13.7%	130	11.0%	37	17.2%	37	15.8%	33	12.4%	23
Bus, minibus or coach	15.0%	142	26.6%	90	7.9%	17	9.8%	20	7.7%	14
Using park & ride facility	4.5%	42	1.4%	5	8.6%	19	3.6%	7	6.2%	11
Motorcycle, scooter or moped	0.2%	2	0.2%	1	0.0%	0	0.6%	1	0.0%	0
Walk	8.2%	77	16.1%	55	7.4%	16	0.7%	2	2.9%	5
Taxi	0.5%	5	0.9%	3	0.0%	0	0.0%	0	0.9%	2
Train	0.2%	2	0.2%	1	0.4%	1	0.0%	0	0.0%	0
Bicycle	0.5%	5	0.8%	3	0.8%	2	0.0%	0	0.0%	0
Other	0.2%	1	0.2%	1	0.3%	1	0.0%	0	0.0%	0
Weighted base:	946		338		215		207		185	
Sample:	945		379		281		194		91	

Q26A How often do you and your family visit the following leisure attractions? Bingo

Excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q26A

Once a week	66.4%	32	57.5%	16	90.3%	8	59.8%	4	82.2%	5
Once a fortnight	6.8%	3	12.0%	3	0.0%	0	0.0%	0	0.0%	0
Once a month	10.0%	5	13.9%	4	0.0%	0	0.0%	0	17.8%	1
Once every two months	11.3%	5	13.5%	4	0.0%	0	25.9%	2	0.0%	0
Once every six months	5.5%	3	3.2%	1	9.7%	1	14.3%	1	0.0%	0
Once a year	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	48		28		8		7		6	
Sample:	54		34		10		7		3	

Q26B How often do you and your family visit the following leisure attractions? Cinema

Excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q26B

Once a week	4.9%	23	8.9%	15	2.9%	3	1.9%	2	3.7%	3
Once a fortnight	7.3%	35	7.6%	13	8.1%	9	9.2%	10	3.8%	4
Once a month	28.5%	134	24.5%	40	21.9%	24	31.7%	33	39.6%	37
Once every two months	29.4%	139	29.8%	49	34.7%	38	32.0%	33	19.6%	18
Once every six months	19.7%	93	21.7%	36	22.8%	25	16.4%	17	16.4%	15
Once a year	10.2%	48	7.5%	12	9.7%	11	8.8%	9	16.9%	16
Weighted base:	472		164		110		104		94	
Sample:	462		179		143		96		44	

Q26C How often do you and your family visit the following leisure attractions? Gym/ health club

Excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q26C

Once a week	79.1%	186	80.6%	73	72.7%	40	78.2%	36	85.0%	37
Once a fortnight	3.8%	9	3.3%	3	4.0%	2	8.0%	4	0.0%	0
Once a month	8.4%	20	10.5%	10	11.5%	6	8.2%	4	0.0%	0
Once every two months	4.1%	10	3.3%	3	7.5%	4	5.6%	3	0.0%	0
Once every six months	4.3%	10	2.3%	2	3.0%	2	0.0%	0	15.0%	6
Once a year	0.3%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Weighted base:	236		91		55		46		43	
Sample:	231		102		72		36		21	

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)
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Q26D How often do you and your family visit the following leisure attractions? Museum or place of historical interest

Excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q26D

Once a week	0.8%	3	1.1%	1	1.3%	1	0.7%	1	0.0%	0
Once a fortnight	1.9%	7	1.5%	2	1.6%	1	2.6%	2	2.3%	2
Once a month	11.5%	41	8.4%	11	12.9%	9	11.9%	10	15.7%	10
Once every two months	25.2%	89	30.5%	40	26.2%	18	18.7%	16	22.2%	15
Once every six months	36.5%	129	38.9%	51	30.1%	21	42.8%	37	29.8%	20
Once a year	24.1%	85	19.6%	26	28.0%	19	23.3%	20	30.1%	20
Weighted base:		355		132		69		88		66
Sample:		346		147		86		81		32

Q26E How often do you and your family visit the following leisure attractions? Nightclub or musical venue

Excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q26E

Once a week	5.6%	7	11.7%	5	0.0%	0	5.8%	1	0.0%	0
Once a fortnight	7.7%	9	11.4%	5	3.6%	1	6.1%	1	6.4%	2
Once a month	25.1%	29	32.1%	14	20.6%	5	11.3%	3	29.2%	8
Once every two months	24.7%	29	18.0%	8	38.9%	9	7.2%	2	38.8%	10
Once every six months	22.8%	27	12.5%	6	25.5%	6	51.7%	12	13.0%	3
Once a year	14.1%	16	14.3%	6	11.4%	3	17.9%	4	12.6%	3
Weighted base:		117		44		23		23		27
Sample:		111		53		28		19		11

Q26F How often do you and your family visit the following leisure attractions? Pub/bar

Excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q26F

Once a week	36.3%	168	38.5%	63	38.7%	46	28.8%	28	37.2%	31
Once a fortnight	18.4%	85	19.7%	32	15.9%	19	22.5%	22	14.8%	12
Once a month	28.2%	131	19.6%	32	26.3%	31	35.5%	35	39.3%	33
Once every two months	11.0%	51	17.9%	29	10.8%	13	7.0%	7	2.4%	2
Once every six months	3.8%	18	2.9%	5	6.6%	8	4.2%	4	1.2%	1
Once a year	2.3%	11	1.5%	2	1.7%	2	1.9%	2	5.1%	4
Weighted base:		462		163		118		98		83
Sample:		456		175		146		95		40

Q26G How often do you and your family visit the following leisure attractions? Restaurant

Excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q26G

Once a week	15.2%	107	14.8%	37	19.4%	31	13.4%	21	12.9%	17
Once a fortnight	20.2%	143	19.1%	49	18.1%	29	28.0%	44	15.6%	21
Once a month	34.8%	246	32.1%	82	37.8%	60	29.6%	47	42.7%	57
Once every two months	18.6%	131	23.0%	58	17.1%	27	16.8%	27	14.0%	19
Once every six months	9.5%	67	9.0%	23	5.7%	9	11.8%	19	12.3%	17
Once a year	1.7%	12	2.1%	5	1.9%	3	0.3%	1	2.5%	3
Weighted base:		705		254		160		158		134
Sample:		699		281		206		146		66

Q26H How often do you and your family visit the following leisure attractions? Tenpin bowling

Excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q26H

Once a week	6.7%	13	7.3%	5	1.4%	1	1.3%	1	16.2%	7
Once a fortnight	0.8%	2	0.0%	0	2.3%	1	1.3%	1	0.0%	0
Once a month	8.9%	18	12.4%	8	5.2%	2	4.7%	2	11.3%	5
Once every two months	20.7%	41	11.5%	8	25.7%	12	28.2%	12	22.2%	10
Once every six months	34.6%	69	42.9%	28	34.7%	16	33.6%	14	23.2%	10
Once a year	28.3%	56	25.9%	17	30.7%	14	30.9%	13	27.0%	12
Weighted base:		199		66		46		42		45
Sample:		190		72		56		42		20

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)
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Q26I How often do you and your family visit the following leisure attractions? Theatre

Excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q26I

Once a week	0.9%	4	1.8%	3	1.2%	1	0.0%	0	0.0%	0
Once a fortnight	0.4%	2	0.4%	1	1.3%	1	0.0%	0	0.0%	0
Once a month	9.3%	39	7.9%	12	11.0%	10	8.4%	8	10.6%	10
Once every two months	29.1%	123	31.4%	46	32.8%	29	28.8%	28	22.3%	21
Once every six months	39.0%	165	36.8%	54	33.3%	29	40.9%	40	45.7%	42
Once a year	21.4%	91	21.7%	32	20.4%	18	21.8%	21	21.4%	20
Weighted base:		424		146		88		98		93
Sample:		420		167		114		91		48

Q26J How often do you and your family visit the following leisure attractions? Other activity mentioned

Excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q26J

Once a week	70.5%	82	70.9%	30	64.2%	17	73.7%	17	73.4%	19
Once a fortnight	16.6%	19	14.1%	6	16.5%	4	9.8%	2	26.6%	7
Once a month	9.6%	11	13.3%	6	7.3%	2	16.5%	4	0.0%	0
Once every two months	2.7%	3	1.7%	1	9.6%	2	0.0%	0	0.0%	0
Once every six months	0.5%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0
Once a year	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		116		42		26		23		26
Sample:		112		45		33		23		11

Q27 Where did you or members of your household last go to play bingo?

Those who play bingo and excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q27

Mecca Bingo, Lloyds Avenue, Ipswich	28.7%	14	29.3%	8	18.5%	2	33.6%	2	34.4%	2
Gala Bingo, 3 Ranelagh Road, Ipswich	27.3%	14	41.1%	12	12.7%	1	10.6%	1	0.0%	0
Anglia Weekly Bingo, Peshurst Road, Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bingo Hall, Ranelagh Road, Ipswich	2.7%	1	0.0%	0	0.0%	0	19.3%	1	0.0%	0
Gala Bingo, 129 Pier Avenue, Clacton On Sea	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winners Bingo, 4 Hatter Street, Bury St Edmunds	1.4%	1	0.0%	0	0.0%	0	10.2%	1	0.0%	0
Palace Bingo, Crescent Road, Felixstowe	13.3%	7	5.0%	1	48.9%	4	15.7%	1	0.0%	0
Gala Bingo, 48 Osborne Street, Colchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Beacon Bingo, Battery Green, Lowestoft	1.7%	1	0.0%	0	9.9%	1	0.0%	0	0.0%	0
Other - British Legion, Bramford	8.4%	4	5.0%	1	0.0%	0	0.0%	0	47.8%	3
Other - Community Centre, Eye	1.5%	1	0.0%	0	0.0%	0	10.6%	1	0.0%	0
Other - Conservative Club, Clapgate Lane, Ipswich	1.7%	1	2.9%	1	0.0%	0	0.0%	0	0.0%	0
Other - Fairfield Road, Aldburgh	1.0%	0	0.0%	0	5.7%	0	0.0%	0	0.0%	0
Other - Golden Hines, Knackton Road, Ipswich	1.8%	1	3.1%	1	0.0%	0	0.0%	0	0.0%	0
Other - Hadleigh High School	2.1%	1	0.0%	0	0.0%	0	0.0%	0	17.8%	1
Other - Kirkby Street, Ipswich	1.2%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0
Other - Labour Club, Landseer Road, Gainsborough	3.5%	2	6.1%	2	0.0%	0	0.0%	0	0.0%	0
Other - Whitehouse Community Centre, Ipswich	3.1%	2	5.4%	2	0.0%	0	0.0%	0	0.0%	0
Other - Wycombe Market	0.7%	0	0.0%	0	4.3%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		50		29		8		7		6
Sample:		55		35		10		7		3

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
Q28 Where did you or members of your household last go to the cinema?										
<i>Those who go to the cinema and excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q28</i>										
Cineworld, Cardinal Park, Ipswich	65.7%	315	91.7%	152	44.9%	52	58.5%	61	53.5%	51
Film Theatre, Ipswich	0.5%	2	0.4%	1	0.0%	0	0.0%	0	1.6%	1
The Regal, Stowmarket	2.5%	12	0.0%	0	0.8%	1	10.8%	11	0.0%	0
The Palace, Felixstowe	3.1%	15	0.4%	1	12.2%	14	0.0%	0	0.0%	0
Riverside Centre, Woodbridge	9.7%	46	6.4%	11	22.7%	26	4.2%	4	5.3%	5
Aldeburgh Cinema, Aldeburgh	1.4%	7	0.0%	0	5.9%	7	0.0%	0	0.0%	0
Cineworld, Freeport Leisure, Braintree	1.3%	6	0.0%	0	0.0%	0	0.0%	0	6.5%	6
Odeon, Wherry Road, Norwich	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Picturehouse, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Vue, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odeon, Head Street, Colchester	5.3%	25	0.0%	0	0.0%	0	0.0%	0	26.5%	25
Flicks, Clacton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Electric Palace, Harwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Empire, Halstead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Film Theatre, Leiston	2.1%	10	0.0%	0	8.8%	10	0.0%	0	0.0%	0
Hollywood, Lowestoft	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Cineworld, Parkway, Bury St Edmunds	5.8%	28	0.0%	0	0.0%	0	21.9%	23	5.4%	5
Other - Camberly, Surrey	0.3%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Other - Cineworld, Bury St.Edmunds	0.3%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Other - Cineworld, Trafford Centre	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0
Other - Hadleigh	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Other - Huntington	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Other - Imax, London	0.3%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Other - Odeon, Canterbury	0.2%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Other - Odeon, Colchester	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Other - Oldbrough	0.3%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Other - Riverside Theatre, Woodbridge	0.2%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Other - Southampton	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Other - Vue, Castle Mall, Norwich	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		480		165		116		104		95
Sample:		471		180		150		96		45

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
Q29 Where did you or members of your household last go to a gym / healthclub?										
<i>Those who go to a gym / healthclub and excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q29</i>										
Gym & Trim, Cardinal Park, Ipswich	2.4%	5	3.1%	3	1.7%	1	0.0%	0	4.5%	2
Fitness First, Russell Road, Ipswich	1.9%	4	3.0%	3	0.0%	0	0.0%	0	4.5%	2
Crown Pools, Crown Street, Ipswich	8.8%	19	19.4%	17	1.8%	1	3.0%	1	0.0%	0
YMCA (Ipswich), 38Westgate Street, Ipswich	0.6%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0
YMCA Training, 517 London Road, Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich Sports Club, Henley Road, Ipswich	1.3%	3	2.1%	2	0.0%	0	2.2%	1	0.0%	0
Swallow Leisure (Ipswich), Belstead Road, Belstead, Ipswich	1.8%	4	3.0%	3	0.0%	0	2.8%	1	0.0%	0
Copleston Centre, Copleston Road, Ipswich	0.4%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Gainsborough Sports Centre, Brazier's Wood Road, Ipswich	2.2%	5	5.5%	5	0.0%	0	0.0%	0	0.0%	0
Whitton Sports & Community Centre, Whitton Church Lane, Ipswich	1.1%	2	2.8%	2	0.0%	0	0.0%	0	0.0%	0
Next Generation Health Club, 11 The Havens, Ransomes Europark, Ipswich	2.2%	5	5.6%	5	0.0%	0	0.0%	0	0.0%	0
Oaks Fitness, 47 Upper Orwell Street, Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spirit Health & Fitness, London Road, Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maidenhall Sports Centre, Maidenhall Approach, Ipswich	0.4%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Hotel Elizabeth Leisure Club, London Road, Copdock, Copdock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hintlesham Hall Hotel Club, George Street, Hintlesham, Hintlesham	0.4%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Clarice House, Bramford Road, Bramford	7.0%	15	7.1%	6	0.0%	0	4.1%	2	20.5%	7
Martlesham Leisure, Gloster Road, Martlesham Heath	1.8%	4	2.9%	3	2.7%	1	0.0%	0	0.0%	0
Adrenaline Gym, Ipswich	0.4%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0
David Lloyd, Ransomes Europark, Ipswich	5.5%	12	10.1%	9	2.2%	1	1.2%	1	4.5%	2
St Josephs College, Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westbourne High School, Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martlesham Leisure Club, Martlesham Heath, Martlesham Heath	1.7%	4	1.8%	2	4.4%	2	0.0%	0	0.0%	0
Outside Ipswich	2.0%	4	1.7%	1	4.1%	2	1.6%	1	0.0%	0
Other - Brackenbury Sports Centre, High Road West, Felixstowe	0.5%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0
Other - Busybodies, Causeway End, Station Road, Lawford, Manningtree	1.4%	3	0.0%	0	0.0%	0	0.0%	0	9.0%	3
Other - Chantry High School, Stone Lodge Lane	0.4%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Other - Cowdray Centre, Mason Rd, Colchester	1.6%	3	0.0%	0	0.0%	0	0.0%	0	9.8%	3
Other - Deben Swimming Pool, Station Road, Woodbridge	7.2%	15	5.6%	5	19.6%	10	2.2%	1	0.0%	0

Column % ges.

Ipswich Household Survey for Strategic Perspectives

Weighted:

February 2010

	Total		Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)	
Other - Felixstowe Leisure Centre, Undercliff Road West, Felixstowe	7.1%	15	1.9%	2	24.5%	12	0.0%	0	4.5%	2
Other - Fitness Express, Ufford Park, Scott Lane, Melton, Woodbridge	3.3%	7	1.2%	1	12.5%	6	0.0%	0	0.0%	0
Other - Formham Golf Club	0.5%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Other - Framlingham College, Framlingham	0.3%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Other - Greshams, Tuddenham Road, Ipswich	0.3%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Other - Gym, Rendlesham	0.3%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Other - Gymophobic, Princes Street, Ipswich	0.9%	2	2.1%	2	0.0%	0	0.0%	0	0.0%	0
Other - Hadleigh High Leisure Centre, Highlands Road, Hadleigh	1.5%	3	0.0%	0	0.0%	0	2.4%	1	5.9%	2
Other - Hospital Gym, Heath Road, Ipswich	0.3%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Other - Ipswich - Orwell Retail Park/Ranelagh Road	0.4%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Other - Ipswich Preparatory School, Ivory Street, Ipswich	0.4%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Other - Ipswich, Fore Street Baths, Fore Street	0.3%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Other - Kersey Mill Health & Fitness Club, Kersey Mill, Kersey	2.7%	6	0.0%	0	0.0%	0	13.0%	6	0.0%	0
Other - Kingfisher Leisure Centre, Station Road, Sudbury	4.8%	10	1.0%	1	1.7%	1	0.0%	0	24.8%	9
Other - LA Fitness, Moreton Hall Estate, Easlea Road, Bury St Edmunds	0.5%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Other - Leiston Leisure Centre, Red House Lane, Leiston	2.8%	6	0.0%	0	9.4%	5	0.0%	0	4.3%	1
Other - Mid Suffolk Leisure Centre, Gainsborough Road, Stowmarket	9.8%	21	0.0%	0	0.0%	0	46.8%	21	0.0%	0
Other - Moreton Hall Health Club, Mount Road, Bury St. Edmunds	1.1%	2	0.7%	1	0.0%	0	4.0%	2	0.0%	0
Other - Northgate Sports Centre, Sidegate Lane West, Ipswich	1.7%	4	4.1%	4	0.0%	0	0.0%	0	0.0%	0
Other - Ravenswood School, Ravenswood Avenue, Ipswich	0.4%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Other - Rosary Conservative Club, Bramford Road, Ipswich	0.4%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Other - Rushmere Indoor Bowls, Ipswich	0.4%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Other - St Johns CofE School, Victory Road, Ipswich	0.4%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Other - Stoke-by-Nayland Golf Club, Keeper's Lane, Leavenheath, Colchester	0.5%	1	0.0%	0	0.0%	0	0.0%	0	3.0%	1
Other - Stowmarket Health Centre, Violet Hill Road, Stowmarket	1.3%	3	0.0%	0	0.0%	0	6.3%	3	0.0%	0
Other - Stradbroke Swimming Pool, Wilby Road, Stradbroke, Diss	2.4%	5	0.0%	0	4.9%	2	6.2%	3	0.0%	0
Other - The Health Centre, University Of East Anglia, Earlham Road, Norwich	0.4%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Other - The Toning Studio, London Road, Halesworth, Waveney	0.6%	1	0.0%	0	2.7%	1	0.0%	0	0.0%	0
Other - Town Hall,	0.4%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0

Column % ges.

Ipswich Household Survey for Strategic Perspectives

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)
Saxmundham					
Other - Village Hall, Waldringfield	0.3%	1	0.0%	0	1.5%
Other - Woolverstone Hall School, Woolverstone	0.7%	2	0.0%	0	0.0%
Other	0.0%	0	0.0%	0	0.0%
Weighted base:	215		86	49	45
Sample:	213		96	64	34

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
Q30 Where did you or members of your household last go to a museum or place of historical interest?										
<i>Those who go to museums or places of historical interest and excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q30</i>										
Christchurch Mansion & Wolsey Art Gallery, Soane Street, Ipswich	10.2%	30	17.9%	20	12.4%	7	2.4%	2	2.7%	1
Town Hall Galleries, Cornhill, Ipswich	0.6%	2	0.7%	1	0.0%	0	1.5%	1	0.0%	0
John Russell Gallery, 4-6 Wherry Lane, Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich Transport Museum, Cobham Road, Ipswich	1.0%	3	1.0%	1	3.3%	2	0.0%	0	0.0%	0
Ipswich Museum, High Street, Ipswich	22.9%	68	37.8%	43	11.2%	6	16.1%	12	12.6%	7
Felixstowe Museum, Viewpoint Road, Felixstowe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Landguard Fort, Felixstowe, Felixstowe	0.6%	2	0.0%	0	3.5%	2	0.0%	0	0.0%	0
Martlesham Heath Control Tower, Off Parkers Place, Martlesham Heath	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodbridge Museum, 5 Market Hill , Martlesham Heath	1.4%	4	1.5%	2	1.7%	1	0.0%	0	2.8%	2
Museum of East Anglian Life, Crowe Street , Stowmarket	3.5%	10	0.0%	0	1.6%	1	10.8%	8	2.8%	2
Orford Castle, Aldeburgh	0.7%	2	0.5%	1	2.8%	2	0.0%	0	0.0%	0
St Edmundsbury Cathedral, Bury St Edmunds	2.2%	6	0.0%	0	1.5%	1	5.6%	4	2.8%	2
The Guildhall, Lavenham	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0
West Stow Anglo Saxon Village, West Stow	0.2%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Norwich Castle Museum and Gallery, Norwich	2.6%	8	0.8%	1	4.8%	3	5.8%	4	0.0%	0
Grimes Graves, Thetford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cressing Temple, Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Framlingham Castle, Framlingham	0.8%	2	0.8%	1	2.5%	1	0.0%	0	0.0%	0
Other - Alnwick Castle, Northumberland	0.3%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Other - Birmingham	0.2%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Other - Bournemouth	0.4%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Other - Bristol	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Other - Bury Centre	0.3%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Other - Bury St.Edmunds	0.3%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Other - Cambridge	1.2%	4	1.4%	2	0.0%	0	2.7%	2	0.0%	0
Other - Colchester Castle, Ryegate Road, Colchester	2.1%	6	0.0%	0	0.0%	0	4.8%	3	4.9%	3
Other - Cornwall	0.2%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Other - Derbyshire	0.5%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Dorset	0.3%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Other - Dover Castle, Dover	0.3%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Other - Durham City	0.6%	2	0.0%	0	0.0%	0	0.0%	0	3.1%	2
Other - FitzWilliam Museum, Cambridge	2.4%	7	2.4%	3	0.0%	0	3.3%	2	3.5%	2
Other - Gainsbrough	0.6%	2	0.0%	0	0.0%	0	0.0%	0	3.1%	2
Other - Great Yarmouth	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Other - Hampshire	0.2%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Other - Horingar	0.2%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Other - Iron Bridge	0.2%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Other - Julian Shrine, Norwich	0.2%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Other - Kent	0.5%	2	0.0%	0	0.0%	0	0.0%	0	2.8%	2
Other - Leeds	0.3%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Other - Leiston	0.2%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Other - Liverpool	0.6%	2	1.6%	2	0.0%	0	0.0%	0	0.0%	0
Other - London	30.1%	90	22.6%	26	43.7%	24	27.4%	20	35.7%	20
Other - Longmelford Hall, Longmelford	0.8%	2	0.0%	0	0.0%	0	0.0%	0	4.4%	2
Other - Lowestoft	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Other - Lyme Park, Cheshire	0.9%	3	0.0%	0	0.0%	0	3.7%	3	0.0%	0

Column %ges.

Ipswich Household Survey for Strategic Perspectives

Weighted:

February 2010

	Total		Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)	
Other - Manchester	1.2%	4	3.2%	4	0.0%	0	0.0%	0	0.0%	0
Other - National Motor Museum, Hampshire	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Other - Northumberland	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Other - Norwich Castle	1.0%	3	0.0%	0	0.0%	0	4.0%	3	0.0%	0
Other - Orkney	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Other - Oxford	0.3%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Other - Portsmouth	0.5%	2	0.0%	0	0.0%	0	2.1%	2	0.0%	0
Other - Preston Tower, Preston	1.2%	4	0.0%	0	0.0%	0	0.0%	0	6.3%	4
Other - Rochester	0.8%	2	0.0%	0	0.0%	0	0.0%	0	4.4%	2
Other - Scotland	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Other - Sutton Hoo, Woodbridge	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Other - Torquay	0.2%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Other - Warwick	1.2%	4	0.7%	1	0.0%	0	0.0%	0	4.9%	3
Other - York	0.7%	2	0.0%	0	1.2%	1	0.7%	1	1.8%	1
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		298		114		55		73		56
Sample:		294		126		72		66		30

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
Q31 Where did you or members of your household last go to a nightclub or musical venue?										
<i>Those who go to nightclubs or musical venues and excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q31</i>										
Corn Exchange, 3/5 Northgate Street, Ipswich	2.5%	3	3.8%	2	0.0%	0	5.5%	1	0.0%	0
Fire & Ice, West Leisure Terrace, Cardinal Park, Ipswich	0.7%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Liquid Envy, 127 Old Cattle Market, Ipswich	8.0%	9	11.0%	5	11.8%	2	6.8%	1	0.0%	0
Mojo, 32 Tacket Street, Ipswich	12.2%	13	21.5%	9	18.2%	4	0.0%	0	0.0%	0
Pals, 3 St. Helens Street, Ipswich	5.4%	6	7.7%	3	11.8%	2	0.0%	0	0.0%	0
PJ McGinty and Sons, King Street, Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Regent Theatre, Ipswich	9.4%	10	9.3%	4	11.2%	2	19.0%	4	0.0%	0
Seventy-Seven, 77 Fore Hamlet, Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Thomas Eldred, Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Aldeburgh	0.4%	0	0.0%	0	2.3%	0	0.0%	0	0.0%	0
Other - Baracuda, Cattle Market, Ipswich	1.7%	2	4.3%	2	0.0%	0	0.0%	0	0.0%	0
Other - Bedford	0.9%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0
Other - Bettys, Ipswich	1.6%	2	2.3%	1	3.5%	1	0.0%	0	0.0%	0
Other - Birmingham	0.6%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Brentwood	0.8%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Other - Bury St.Edmunds	2.0%	2	0.0%	0	0.0%	0	11.2%	2	0.0%	0
Other - Cambridge Arts Theatre, Cambridge	0.7%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Other - Christchurch Park, Soane Street, Ipswich	0.8%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0
Other - Colchester	9.2%	10	3.2%	1	0.0%	0	0.0%	0	36.0%	8
Other - Electric Palace, Harwich	1.5%	2	0.0%	0	0.0%	0	0.0%	0	6.6%	2
Other - Felixstowe	2.4%	3	3.2%	1	5.9%	1	0.0%	0	0.0%	0
Other - Foxhall Road, Ipswich	0.6%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Hadleigh	1.0%	1	0.0%	0	0.0%	0	0.0%	0	4.3%	1
Other - Hennan Park, Suffolk	0.6%	1	0.0%	0	3.0%	1	0.0%	0	0.0%	0
Other - Horrom	0.6%	1	0.0%	0	3.0%	1	0.0%	0	0.0%	0
Other - Ipswich	4.8%	5	10.5%	5	0.0%	0	2.8%	1	0.0%	0
Other - Levenham Church, Sudbury	2.3%	2	0.0%	0	0.0%	0	0.0%	0	10.4%	2
Other - London	4.9%	5	1.8%	1	0.0%	0	17.5%	3	4.3%	1
Other - Manor Ballroom, Ipswich	0.8%	1	0.0%	0	3.9%	1	0.0%	0	0.0%	0
Other - Martlesham	0.8%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Other - Nayland	6.8%	7	0.0%	0	0.0%	0	0.0%	0	31.0%	7
Other - Newmarket	1.0%	1	0.0%	0	0.0%	0	5.6%	1	0.0%	0
Other - Norwich	0.6%	1	0.0%	0	3.0%	1	0.0%	0	0.0%	0
Other - O2 Arena London	3.7%	4	1.4%	1	6.9%	1	10.0%	2	0.0%	0
Other - Snape	2.3%	2	0.0%	0	11.5%	2	0.0%	0	0.0%	0
Other - Southend	1.0%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0
Other - Stepford	0.6%	1	0.0%	0	0.0%	0	3.3%	1	0.0%	0
Other - Stretford	0.8%	1	0.0%	0	3.9%	1	0.0%	0	0.0%	0
Other - Sudbury	1.6%	2	0.0%	0	0.0%	0	0.0%	0	7.3%	2
Other - Suffolk	0.7%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Other - The Regal, Stowmarket	1.2%	1	0.0%	0	0.0%	0	6.8%	1	0.0%	0
Other - Thurswood	0.7%	1	0.0%	0	0.0%	0	3.7%	1	0.0%	0
Other - Trinity Park, Ipswich	0.6%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Voilethill Road, Stowmarket	1.4%	2	0.0%	0	0.0%	0	7.7%	2	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		107		43		21		19		24
Sample:		103		51		27		16		9

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
Q32 Where did you or members of your household last go to a pub/bar?										
<i>Those who go to pubs or bars and excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q32</i>										
Cardinal Park, Ipswich	2.7%	12	2.1%	3	1.9%	2	0.0%	0	8.2%	6
Ipswich Town Centre, Including St Nicholas Street, Ipswich	22.8%	99	48.8%	76	5.5%	6	13.4%	12	6.4%	5
Ipswich Waterfront, Ipswich	3.1%	14	5.8%	9	0.0%	0	4.1%	4	1.3%	1
Isaacs, Ipswich	0.5%	2	1.5%	2	0.0%	0	0.0%	0	0.0%	0
Pals, Ipswich	0.5%	2	0.0%	0	0.0%	0	0.0%	0	2.5%	2
The Dove, Ipswich	2.4%	10	6.6%	10	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
Other - Aldeburgh	0.3%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Other - Aldringham	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Other - Ardleigh	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Other - Bacton	0.6%	3	0.0%	0	0.0%	0	2.9%	3	0.0%	0
Other - Barham	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Other - Bedford	0.3%	1	0.6%	1	0.3%	0	0.0%	0	0.0%	0
Other - Blaxhall	0.3%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Other - Bramford	0.4%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0
Other - Brandeston	0.3%	1	0.0%	0	0.6%	1	0.8%	1	0.0%	0
Other - Brantham	0.4%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Other - Brickham	0.3%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Other - Brockdish	0.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Other - Bury St.Edmunds	1.8%	8	0.7%	1	0.0%	0	7.7%	7	0.0%	0
Other - California Social Club, Foxhall Road, Ipswich	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Canterbury	0.4%	2	0.0%	0	0.6%	1	1.1%	1	0.0%	0
Other - Claydon	0.6%	2	0.5%	1	1.1%	1	0.6%	1	0.0%	0
Other - Cock and Pie, Ipswich	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Other - Colchester	3.7%	16	0.0%	0	0.0%	0	0.0%	0	20.4%	16
Other - Cotton	0.6%	2	0.0%	0	0.0%	0	2.8%	2	0.0%	0
Other - Cretingham	0.1%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0
Other - Darlington	0.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Other - Debenham	0.6%	3	0.0%	0	0.0%	0	3.0%	3	0.0%	0
Other - Earls Stonham	0.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Other - Eastbridge	0.3%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Other - Easton	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Other - Elmswell	0.3%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Other - Eye	0.3%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Other - Felixstowe	7.8%	34	0.9%	1	29.0%	33	0.0%	0	0.0%	0
Other - Foxhall Road, Ipswich	0.3%	2	0.0%	0	1.3%	2	0.0%	0	0.0%	0
Other - Framlingham	0.7%	3	0.0%	0	2.6%	3	0.0%	0	0.0%	0
Other - Gainsbrough	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other - Great Blakenham	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Other - Great Briscip	0.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Other - Groton	0.7%	3	0.0%	0	0.0%	0	3.3%	3	0.0%	0
Other - Grundisburgh	0.4%	2	0.0%	0	1.4%	2	0.0%	0	0.0%	0
Other - Hadleigh	1.0%	4	0.0%	0	0.0%	0	0.0%	0	5.8%	4
Other - Halesworth	0.4%	2	0.0%	0	1.5%	2	0.0%	0	0.0%	0
Other - Harkstead	0.8%	4	0.0%	0	0.0%	0	0.0%	0	4.5%	4
Other - Harrogate	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Other - Hattingstone	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Other - Holbrook	0.7%	3	0.0%	0	0.0%	0	0.0%	0	4.0%	3
Other - Ingham	0.3%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Other - Ipswich	0.7%	3	1.1%	2	0.5%	1	0.6%	1	0.0%	0
Other - Ipswich - Golden Lion Wetherspoons, Cornhill	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Other - Ipswich East	0.5%	2	0.6%	1	1.0%	1	0.0%	0	0.0%	0
Other - Kesgrave	0.9%	4	1.0%	2	0.7%	1	0.0%	0	1.9%	1
Other - Kingfisher Leisure Centre, Station Road, Sudbury	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Other - Kirkby	1.3%	6	0.0%	0	0.0%	0	0.0%	0	7.2%	6
Other - Laxfield	0.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Other - Leiston	0.6%	3	0.0%	0	2.2%	3	0.0%	0	0.0%	0
Other - Levington	0.3%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Other - Little Glemham	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other - Little Waldingfield	0.4%	2	0.0%	0	0.0%	0	0.0%	0	2.2%	2

Ipswich Household Survey for Strategic Perspectives

Weighted:

February 2010

	Total		Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)	
Other - London	0.3%	1	0.6%	1	0.0%	0	0.6%	1	0.0%	0
Other - Martlesham	2.4%	10	5.2%	8	1.4%	2	0.7%	1	0.0%	0
Other - Maybush Public House, Cliff Road, Waldringfield	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Mellis	0.3%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Other - Melton	0.7%	3	0.0%	0	2.6%	3	0.0%	0	0.0%	0
Other - Middleton	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0
Other - Nacton	0.4%	2	0.4%	1	1.1%	1	0.0%	0	0.0%	0
Other - Needham Market	0.8%	3	0.0%	0	0.0%	0	3.8%	3	0.0%	0
Other - Newbourne	0.4%	2	0.6%	1	0.6%	1	0.0%	0	0.0%	0
Other - Norton	0.7%	3	0.0%	0	0.0%	0	3.6%	3	0.0%	0
Other - Norwich	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Other - Norwich Road, Ipswich	0.4%	2	1.1%	2	0.0%	0	0.0%	0	0.0%	0
Other - Orford	0.2%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Other - Otley	0.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Other - Pettistree	0.5%	2	0.0%	0	2.1%	2	0.0%	0	0.0%	0
Other - Polstead	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Other - Portsmouth	0.2%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Other - Rampant Horse Inn, Needham Market	0.3%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Other - Rankford	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0
Other - Red Lion, East Bergholt	0.5%	2	0.0%	0	0.0%	0	0.7%	1	1.9%	1
Other - Rushmere	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Other - Saxmundham	0.4%	2	0.0%	0	1.5%	2	0.0%	0	0.0%	0
Other - Shotley Gate	0.8%	4	0.0%	0	0.0%	0	0.0%	0	4.5%	4
Other - Sibton	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Other - Snape	0.7%	3	0.0%	0	2.6%	3	0.0%	0	0.0%	0
Other - Southwold	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Other - Spring Road, Ipswich	0.6%	3	1.7%	3	0.0%	0	0.0%	0	0.0%	0
Other - Sproughton Road, Ipswich	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Other - Stonham Aspal	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other - Stowmarket	5.0%	22	0.0%	0	0.0%	0	24.5%	22	0.0%	0
Other - Stratford St.Mary	0.9%	4	0.5%	1	0.0%	0	0.0%	0	3.8%	3
Other - Stutton	0.5%	2	0.5%	1	0.0%	0	0.0%	0	2.0%	2
Other - Sudbury	1.6%	7	0.0%	0	0.0%	0	0.0%	0	8.8%	7
Other - Tacket Street, Ipswich	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Other - Tattingstone	0.7%	3	0.5%	1	0.7%	1	0.0%	0	2.0%	2
Other - The Angel, Debenham	0.3%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Other - The Crown, Bramford	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Other - The Dolphin Inn, Peace Place, Thorpeness	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Other - The Duke of Malbrough, Somersham	0.2%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Other - The Fat Cat, Spring Road, Ipswich	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - The Feathers, Felixstowe	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Other - The Golden Hind, Nacton Road, Ipswich	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - The Greyhound, Henley Road, Ipswich	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Other - The Grosvenor, Ranelagh Road, Felixstowe	0.4%	2	0.0%	0	1.7%	2	0.0%	0	0.0%	0
Other - The Raven, Ravenswood, Ipswich	1.3%	6	3.6%	6	0.0%	0	0.0%	0	0.0%	0
Other - Thordon	0.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Other - Thornham	0.2%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Other - Thurston	0.8%	3	0.0%	0	0.0%	0	3.9%	3	0.0%	0
Other - Tomas Heldren, Castle Hill, Ipswich	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Other - Waldringfield	0.3%	1	0.4%	1	0.6%	1	0.0%	0	0.0%	0
Other - Waveney	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0
Other - West Mersea	0.8%	3	0.0%	0	0.0%	0	0.0%	0	4.3%	3
Other - Woodbridge	8.0%	35	7.6%	12	17.1%	19	1.2%	1	3.1%	2
Other - Woolpit	0.3%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0

Column % ges.

Ipswich Household Survey for Strategic Perspectives

Weighted:

February 2010

	Total		Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)	
Other - Wycombe Market	0.3%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Other - Yoxford	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Weighted base:		434		156		112		88		78
Sample:		425		166		139		83		37

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
Q33 Where did you or members of your household last go to a restaurant?										
<i>Those who go to restaurants and excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q33</i>										
Cardinal Park, Ipswich	6.2%	42	8.8%	22	3.9%	6	4.5%	7	6.0%	7
Ipswich Town Centre, including St Nicholas Street, Ipswich	24.0%	162	47.9%	118	4.2%	7	14.0%	21	12.9%	16
Ipswich Waterfront, Ipswich	6.0%	41	9.4%	23	4.0%	6	5.4%	8	2.6%	3
Bury St Edmunds	5.6%	38	0.0%	0	1.0%	2	21.1%	32	3.7%	4
Cambridge	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Chelmsford	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Colchester	3.5%	24	0.7%	2	0.0%	0	0.0%	0	18.2%	22
Diss	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Felixstowe	8.9%	60	4.8%	12	29.4%	46	1.7%	3	0.0%	0
Norwich	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Stowmarket	2.3%	16	0.0%	0	0.4%	1	10.0%	15	0.0%	0
Sudbury	1.3%	9	0.0%	0	0.0%	0	0.0%	0	7.1%	9
Woodbridge	7.3%	49	6.9%	17	18.3%	28	1.2%	2	1.6%	2
Other - Aldeburgh	0.8%	5	0.3%	1	3.0%	5	0.0%	0	0.0%	0
Other - Ardleigh	0.5%	3	0.0%	0	0.0%	0	0.0%	0	2.5%	3
Other - Arundel Way, Ipswich	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Assington	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Other - Bacton	0.2%	2	0.4%	1	0.0%	0	0.4%	1	0.0%	0
Other - Badingham	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Other - Bath	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Beccles	0.1%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0
Other - Birmingham	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Bramford	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Brandeston	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Other - Brantham	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Other - Bucklesham	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Canterbury	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other - Capel St.Mary	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	2
Other - Cardiff	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Other - Chelmsford	0.4%	3	0.0%	0	1.7%	3	0.0%	0	0.0%	0
Other - Claydon	1.0%	7	0.3%	1	0.0%	0	3.9%	6	0.0%	0
Other - Copdock	0.5%	3	1.4%	3	0.0%	0	0.0%	0	0.0%	0
Other - Corncraft, Monks Eleigh	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Other - Cotton	0.2%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Other - Coventry	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other - Debenham	0.3%	2	0.0%	0	0.0%	0	1.3%	2	0.0%	0
Other - Dedham	1.5%	10	0.3%	1	1.0%	2	0.0%	0	6.3%	8
Other - Dennington	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other - Derbyshire	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Other - Dunston	0.2%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Other - Earls Stonham	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Other - Euro Retail Park, Ipswich	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Eye	0.4%	3	0.0%	0	0.0%	0	2.0%	3	0.0%	0
Other - Famlingham	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Other - Felixstow Road, Ipswich	0.2%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Ford Green	0.1%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Other - Foxhall	0.2%	2	0.3%	1	0.5%	1	0.0%	0	0.0%	0
Other - Framlingham	0.8%	6	0.2%	1	2.7%	4	0.5%	1	0.0%	0
Other - Great Bricett	0.2%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Other - Grundisburgh	0.3%	2	0.0%	0	0.8%	1	0.6%	1	0.0%	0
Other - Hadleigh	1.6%	11	1.1%	3	0.0%	0	0.4%	1	6.3%	8
Other - Halesworth	0.1%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0
Other - Harkstead	0.5%	4	0.0%	0	0.0%	0	0.0%	0	2.9%	4
Other - Haughley	0.3%	2	0.0%	0	0.0%	0	1.2%	2	0.0%	0
Other - Hintlesham	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other - Holbrook	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Ingham	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other - Ipswich	0.5%	3	1.4%	3	0.0%	0	0.0%	0	0.0%	0
Other - Ipswich - Anglia Retail Park	0.2%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Kesgrave	1.1%	8	2.0%	5	0.8%	1	0.0%	0	1.2%	1
Other - Kessingland	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Other - Kettleborough	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Other - Lavenham	0.7%	5	0.0%	0	0.0%	0	3.1%	5	0.0%	0

Ipswich Household Survey for Strategic Perspectives

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
Other - Leiston	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Other - Levington	0.3%	2	0.3%	1	0.0%	0	0.0%	0	1.2%	1
Other - Lincolnshire	0.1%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Other - Little Bealings	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Little Glemham	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Other - London	2.0%	14	1.0%	2	1.9%	3	2.3%	3	4.1%	5
Other - Long Melford	1.1%	7	0.0%	0	0.0%	0	0.0%	0	6.0%	7
Other - Lowestoft	0.3%	2	0.0%	0	0.5%	1	0.7%	1	0.0%	0
Other - Luton	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Other - Manchester	0.1%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0
Other - Marlow	0.2%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Martlesham	0.5%	3	0.7%	2	0.7%	1	0.4%	1	0.0%	0
Other - Martlesham Heath	0.5%	3	0.0%	0	2.2%	3	0.0%	0	0.0%	0
Other - Maybush	0.5%	3	0.0%	0	0.5%	1	0.4%	1	1.4%	2
Other - Meltham	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other - Melton	0.6%	4	0.0%	0	2.7%	4	0.0%	0	0.0%	0
Other - Mistly, Essex	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	2
Other - Museum Street, Ipswich	0.2%	1	0.3%	1	0.5%	1	0.0%	0	0.0%	0
Other - Nacton	0.2%	2	0.3%	1	0.5%	1	0.0%	0	0.0%	0
Other - Nayland	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	2
Other - Needham Market	1.2%	8	0.0%	0	0.0%	0	5.2%	8	0.0%	0
Other - Newbourne	0.6%	4	0.2%	1	1.5%	2	0.9%	1	0.0%	0
Other - Northumberland	0.1%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Other - Norton	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other - Norwich	0.1%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Other - Nottingham	0.2%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Other - Orford	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Other - Patterswick	0.5%	3	0.0%	0	0.0%	0	0.0%	0	2.8%	3
Other - Pettistree	0.3%	2	0.0%	0	1.4%	2	0.0%	0	0.0%	0
Other - Polstead	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Other - Ravenswood, Ipswich	0.5%	4	1.5%	4	0.0%	0	0.0%	0	0.0%	0
Other - Saxmundham	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Other - Sherringham	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Other - Shotley Gate	0.5%	4	0.0%	0	0.0%	0	0.0%	0	2.9%	4
Other - Sibton	0.1%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Other - Sizewell	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Other - Snape	0.7%	5	0.0%	0	2.4%	4	0.6%	1	0.0%	0
Other - Sproughton	0.5%	3	0.3%	1	0.0%	0	1.6%	2	0.0%	0
Other - Sproughton Road, Ipswich	0.1%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Other - Stowmarket	0.1%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Other - Tattingstone	0.3%	2	0.3%	1	0.0%	0	0.0%	0	1.3%	2
Other - Thordon	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Other - Thurston	0.2%	1	0.0%	0	0.2%	0	0.7%	1	0.0%	0
Other - Tolstead	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Tunstall	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Other - Tuttenham	1.0%	7	1.1%	3	1.2%	2	1.6%	2	0.0%	0
Other - Waldringfield	0.8%	5	0.8%	2	0.8%	1	1.4%	2	0.0%	0
Other - Warwick	0.4%	3	0.0%	0	0.0%	0	0.0%	0	2.3%	3
Other - Westerfield	0.7%	4	1.5%	4	0.4%	1	0.0%	0	0.0%	0
Other - Woolpit	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other - Wycombe	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Wycombe Market	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Other - Yoxford	0.1%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	675		247		155		151		121	
Sample:	670		271		198		141		60	

Ipswich Household Survey for Strategic Perspectives

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
Q34 Where did you or members of your household last go tenpin bowling?										
<i>Those who go tenpin bowling and excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q34</i>										
Solar Bowl, Sproughton Rd, Ipswich	41.5%	80	55.3%	36	9.4%	4	76.2%	31	20.6%	9
Kingpin, Gloster Road, Martlesham Heath, Ipswich	36.3%	70	36.8%	24	88.8%	40	7.8%	3	6.2%	3
Ten pin bowling, Colchester Strikes, Byford Road, Sudbury	12.5%	24	2.8%	2	0.0%	0	0.0%	0	54.0%	22
Bury Bowl, Eastgate Street, Bury St Edmunds	4.1%	8	0.0%	0	0.0%	0	0.0%	0	19.2%	8
Mega Bowl, Pilsworth, Bury St Edmunds	1.6%	3	1.4%	1	0.0%	0	5.0%	2	0.0%	0
Other - Great Yarmouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Martlesham Heath	0.6%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0
Other - Martlesham Retail Park, Martlesham	1.3%	2	1.6%	1	1.8%	1	1.3%	1	0.0%	0
Other - Norwich	0.4%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Thetford	0.7%	1	0.0%	0	0.0%	0	3.3%	1	0.0%	0
Other - Winchester	0.3%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Other	0.8%	2	0.0%	0	0.0%	0	3.6%	2	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		193		65		46		41		41
Sample:		186		72		54		42		18

Ipswich Household Survey for Strategic Perspectives

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
Q35 Where did you or members of your household last go to the theatre?										
<i>Those who go to the theatre and excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q35</i>										
Ipswich Regent, 3 St. Helens Street, Ipswich	16.0%	66	18.4%	26	10.6%	9	21.8%	20	11.6%	11
The New Wolsey Theatre, Civic Drive, Ipswich	27.4%	113	46.5%	65	16.4%	14	25.2%	23	11.1%	10
The Corn Exchange, King Street, Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dance East, Ipswich Waterfront, Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sir John Mills Theatre, Gatacre Road, Ipswich	2.1%	9	2.4%	3	1.8%	2	1.2%	1	2.8%	3
Sea Pavilion, Felixstowe, Felixstowe	4.0%	17	2.4%	3	11.8%	10	2.9%	3	0.0%	0
Regal Theatre, Stowmarket, Stowmarket	0.5%	2	0.0%	0	0.0%	0	2.2%	2	0.0%	0
The Quay Theatre, Sudbury	0.8%	3	0.0%	0	0.0%	0	0.0%	0	3.8%	3
Mercury Theatre, Colchester	6.6%	27	0.0%	0	0.9%	1	0.0%	0	28.9%	27
The Theatre Royal, Bury St Edmunds	3.3%	14	0.8%	1	1.9%	2	10.2%	9	1.6%	1
Theatre Royal, Norwich	1.5%	6	0.4%	1	2.4%	2	3.6%	3	0.0%	0
Seckford Theatre, Woodbridge	2.5%	10	0.5%	1	8.7%	8	2.0%	2	0.0%	0
The Wolsey Studio, St Georges Street, Ipswich	3.6%	15	6.3%	9	2.4%	2	2.7%	3	1.7%	2
Maddermarket Theatre, Norwich	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
London	25.5%	105	15.8%	22	29.8%	26	24.7%	23	36.8%	34
Other - Aldeburgh	0.3%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Other - Cambridge	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Other - Claydon	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Other - Colchester	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Other - Community Centre, Ipswich	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Debenham	0.3%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Other - Gaumont, Ipswich	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Other - Hornchurch, Essex	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Other - Ipswich	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Other - Leiston	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Other - Manchester	0.9%	4	2.6%	4	0.0%	0	0.0%	0	0.0%	0
Other - Manifest Theatre, Manningtree	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.7%	2
Other - Odeon, Ipswich	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Other - Riverside Theatre, Woodbridge	0.9%	4	0.0%	0	4.3%	4	0.0%	0	0.0%	0
Other - Star Theatre, Felixstowe	0.6%	3	0.0%	0	2.9%	3	0.0%	0	0.0%	0
Other - The Marina, Lowestoft	0.3%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Other - Woodbridge Theatre	0.5%	2	1.5%	2	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
Weighted base:		412		140		88		92		92
Sample:		409		159		115		88		47

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
Q36 Where did you or members of your household undertake the activity mentioned?										
<i>Those who undertake any other activity and excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q36</i>										
Cardinal Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich Town Centre	15.5%	18	25.8%	9	11.5%	3	7.8%	2	12.5%	3
Ipswich Waterfront	1.4%	2	4.3%	2	0.0%	0	0.0%	0	0.0%	0
Bury St Edmunds	1.8%	2	0.0%	0	0.0%	0	9.5%	2	0.0%	0
Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chelmsford	1.9%	2	2.5%	1	4.3%	1	0.0%	0	0.0%	0
Colchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Diss	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Felixstowe	8.5%	10	6.4%	2	25.2%	7	0.0%	0	0.0%	0
Norwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stowmarket	4.2%	5	0.0%	0	0.0%	0	22.0%	5	0.0%	0
Sudbury	1.8%	2	0.0%	0	1.2%	0	0.0%	0	6.4%	2
Woodbridge	8.0%	9	11.9%	4	16.9%	5	0.0%	0	0.0%	0
Other - Alton	2.3%	3	0.0%	0	2.2%	1	0.0%	0	7.3%	2
Other - Barham	0.5%	1	0.0%	0	0.0%	0	2.5%	1	0.0%	0
Other - Barking	1.2%	1	0.0%	0	0.0%	0	6.0%	1	0.0%	0
Other - Blaxhall	0.3%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0
Other - Bourne Hill, Wherstead	0.5%	1	0.0%	0	0.0%	0	2.5%	1	0.0%	0
Other - Bramford	0.7%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Burstall	1.0%	1	0.0%	0	0.0%	0	4.9%	1	0.0%	0
Other - Claydon	1.2%	1	2.2%	1	0.0%	0	2.5%	1	0.0%	0
Other - Crowfield	0.9%	1	0.0%	0	0.0%	0	4.5%	1	0.0%	0
Other - Darsham	0.9%	1	3.0%	1	0.0%	0	0.0%	0	0.0%	0
Other - Debenham	0.7%	1	0.0%	0	2.7%	1	0.0%	0	0.0%	0
Other - Denton	0.6%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0
Other - East Bergholt	1.3%	1	0.0%	0	0.0%	0	0.0%	0	5.5%	1
Other - Easton	0.8%	1	0.0%	0	3.2%	1	0.0%	0	0.0%	0
Other - Elmswell	1.0%	1	0.0%	0	0.0%	0	5.0%	1	0.0%	0
Other - Eye	1.8%	2	0.0%	0	0.0%	0	9.5%	2	0.0%	0
Other - Finn Valley	1.0%	1	0.0%	0	0.0%	0	4.9%	1	0.0%	0
Other - Gainsbrough Sports Centre	0.8%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0
Other - Great Blakenham	0.6%	1	0.0%	0	2.5%	1	0.0%	0	0.0%	0
Other - Hadleigh	1.8%	2	0.0%	0	0.0%	0	0.0%	0	7.6%	2
Other - Haughton	0.6%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Other - Henley Road, Ipswich	1.6%	2	5.2%	2	0.0%	0	0.0%	0	0.0%	0
Other - Hidden Valley, Ipswich	0.7%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Higham	0.9%	1	0.0%	0	3.7%	1	0.0%	0	0.0%	0
Other - Hintlesham Hall Hotel golf club	0.8%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0
Other - Hollow Trees, Semer, Ipswich	0.9%	1	3.0%	1	0.0%	0	0.0%	0	0.0%	0
Other - Ipswich - Orwell Retail Park/Ranelagh Road	0.5%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Other - Ipswich - Portman Road	0.7%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Leiston	1.3%	1	0.0%	0	4.9%	1	0.0%	0	0.0%	0
Other - London	0.5%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Other - Martlesham	1.3%	1	0.0%	0	0.0%	0	0.0%	0	5.5%	1
Other - Nayland	6.5%	7	0.0%	0	0.0%	0	0.0%	0	27.0%	7
Other - Needham Market	1.2%	1	0.0%	0	0.0%	0	6.4%	1	0.0%	0
Other - Newbourne	0.9%	1	3.0%	1	0.0%	0	0.0%	0	0.0%	0
Other - Newbourne Road, Ipswich	0.8%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0
Other - Newmarket	1.1%	1	0.0%	0	4.3%	1	0.0%	0	0.0%	0
Other - Northgate Sports Centre, Sidegate Lane West, Ipswich	0.5%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Other - Orford	0.6%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0
Other - Purdis Heath	0.7%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Reydon	1.4%	2	0.0%	0	0.0%	0	0.0%	0	5.7%	2
Other - Rushmere	0.7%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Sproughton	1.0%	1	0.0%	0	0.0%	0	4.9%	1	0.0%	0
Other - Stoke by Nayland	0.9%	1	0.0%	0	0.0%	0	0.0%	0	3.8%	1
Other - Stratford St.Mary	1.3%	1	0.0%	0	0.0%	0	0.0%	0	5.5%	1
Other - Sudbourne	0.6%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0
Other - Suffolk Yacht	0.9%	1	0.0%	0	0.0%	0	4.5%	1	0.0%	0

Ipswich Household Survey for Strategic Perspectives

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)	
Harbour, Levington									
Other - Thorpeness	1.3%	1	0.0%	0	5.0%	1	0.0%	0	0.0%
Other - Witnesham	0.5%	1	0.0%	0	0.0%	0	2.5%	1	0.0%
Other - Woodbridge	3.1%	4	0.0%	0	0.0%	0	0.0%	0	13.1%
Other - Woodgreen	0.7%	1	2.3%	1	0.0%	0	0.0%	0	0.0%
Other - Wrendlesham Forest	0.7%	1	2.2%	1	0.0%	0	0.0%	0	0.0%
Other - Wycombe Market	0.8%	1	2.6%	1	0.0%	0	0.0%	0	0.0%
Other - Yoxford	1.1%	1	0.0%	0	4.4%	1	0.0%	0	0.0%
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Weighted base:		113		35		29		22	
Sample:		111		41		36		22	

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
Q37 What improvements to Ipswich Town Centre, if any, would make you visit it more often than you currently do?										
Better disabled access	0.6%	6	0.4%	2	0.0%	0	2.2%	5	0.0%	0
Better public transport	1.3%	13	2.7%	10	0.5%	1	0.3%	1	0.8%	1
Better signposting	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better policing /safer	1.9%	19	2.4%	9	1.6%	4	0.9%	2	2.5%	5
Better shopping environment	0.6%	6	0.8%	3	0.0%	0	1.7%	4	0.0%	0
Better value for money / lower prices	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Cinema	0.4%	4	1.0%	4	0.3%	1	0.0%	0	0.0%	0
Cleaner streets	3.9%	39	5.1%	18	3.4%	8	3.0%	6	3.1%	6
Department Store	7.6%	76	10.3%	37	7.6%	18	4.2%	9	6.8%	13
Fewer traffic free pedestrian streets	0.2%	2	0.2%	1	0.5%	1	0.0%	0	0.0%	0
Improved public transport	0.7%	7	1.1%	4	0.5%	1	0.5%	1	0.5%	1
More frequent or different routes	0.4%	4	0.5%	2	1.0%	2	0.0%	0	0.0%	0
Cheaper public transport	0.6%	6	1.8%	6	0.0%	0	0.0%	0	0.0%	0
Additional park & ride facilities	0.5%	5	0.4%	1	0.9%	2	0.0%	0	0.8%	2
Cheaper park & ride facilities	0.9%	9	0.4%	2	1.3%	3	0.8%	2	1.2%	2
Larger shops	1.7%	17	2.7%	10	2.5%	6	0.0%	0	0.9%	2
New shopping centre	0.7%	7	0.8%	3	0.9%	2	1.0%	2	0.0%	0
Large food superstore	0.4%	4	1.2%	4	0.0%	0	0.0%	0	0.0%	0
More / better boutique shop offer	1.7%	17	1.8%	7	0.7%	2	2.5%	5	1.8%	4
More / better higher quality shop offer	8.4%	84	12.7%	45	6.5%	15	6.0%	13	5.8%	11
Shops and services open later in the evening	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Lower car parking charges	12.9%	129	12.3%	44	16.9%	39	13.6%	29	8.7%	17
More / better car parking	13.5%	135	14.1%	50	14.1%	33	18.5%	39	6.4%	13
More / better foodstores	0.5%	5	1.3%	5	0.0%	0	0.0%	0	0.0%	0
More fashion shops	3.8%	38	5.0%	18	2.4%	6	2.4%	5	4.8%	9
More smaller independent & specialist shops	8.6%	86	14.2%	51	3.3%	8	6.1%	13	7.4%	15
More traffic free pedestrianised streets	0.3%	3	0.4%	2	0.2%	1	0.6%	1	0.0%	0
More/better cafes	0.3%	3	0.4%	1	0.0%	0	0.8%	2	0.0%	0
More/better cultural facilities	0.2%	2	0.2%	1	0.0%	0	0.6%	1	0.0%	0
More/better entertainment facilities	0.9%	9	2.5%	9	0.0%	0	0.0%	0	0.0%	0
More/better events'	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
More better parks / green spaces	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
More/better public houses	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More/better restaurants	0.6%	6	1.3%	4	0.7%	2	0.0%	0	0.0%	0
More/better seats	0.6%	6	0.9%	3	0.3%	1	0.7%	1	0.5%	1
More/ better range of multiple retailers	5.8%	58	10.8%	39	3.1%	7	3.8%	8	1.8%	4
Nothing	44.3%	443	27.9%	99	50.3%	117	48.9%	105	61.9%	122
Do not visit Ipswich for leisure activities	1.4%	14	0.5%	2	2.1%	5	3.4%	7	0.0%	0
Better shopping environment - more public toilets	0.2%	2	0.2%	1	0.0%	0	0.6%	1	0.0%	0
Better shopping environment - smarten up the buildings / area in general	0.9%	9	0.6%	2	0.6%	1	2.7%	6	0.0%	0
Better provision for the disabled e.g. parking, toilets etc	0.3%	3	0.5%	2	0.7%	2	0.0%	0	0.0%	0
Better provision for the elderly	0.5%	5	0.7%	3	0.0%	0	0.0%	0	1.0%	2
Improve the roads	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less vacant stores	0.9%	9	1.2%	4	0.5%	1	0.5%	1	1.2%	2
More public toilets	0.3%	3	0.5%	2	0.2%	0	0.3%	1	0.0%	0
Relocate the market	0.4%	4	0.6%	2	0.0%	0	0.0%	0	0.8%	2
Other	3.2%	32	3.3%	12	3.0%	7	3.1%	7	3.3%	6
Weighted base:	1000		356		232		214		198	
Sample:	1000		400		300		200		100	

Column % ges.

Ipswich Household Survey for Strategic Perspectives

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
GEN Gender of respondent										
Male	28.4%	284	33.0%	117	24.1%	56	24.2%	52	29.7%	59
Female	71.6%	716	67.0%	239	75.9%	176	75.8%	162	70.3%	139
Weighted base:		1000		356		232		214		198
Sample:		1000		400		300		200		100

AGE Can I just ask, how old are you?

18-24	1.1%	11	1.4%	5	1.2%	3	1.4%	3	0.0%	0
25-34	2.8%	28	3.6%	13	1.8%	4	1.2%	3	4.3%	8
35-44	15.1%	151	17.9%	64	14.9%	35	18.7%	40	6.1%	12
45-54	25.4%	254	22.3%	79	25.6%	59	28.4%	61	27.4%	54
55-64	18.9%	189	16.1%	57	18.7%	44	20.0%	43	22.6%	45
65+	36.1%	361	37.6%	134	37.3%	87	29.8%	64	39.1%	77
(Refused)	0.7%	7	1.0%	3	0.5%	1	0.5%	1	0.5%	1
Weighted base:		1000		356		232		214		198
Sample:		1000		400		300		200		100

SEG Social Grading

A	4.8%	48	3.0%	11	5.1%	12	4.6%	10	7.7%	15
B	21.2%	212	23.5%	84	20.6%	48	18.2%	39	21.1%	42
C1	21.0%	210	21.6%	77	19.0%	44	23.2%	50	19.9%	39
C2	23.3%	233	24.5%	87	24.6%	57	24.8%	53	18.2%	36
D	5.9%	59	6.1%	22	5.9%	14	3.8%	8	7.8%	15
E	16.6%	166	14.7%	52	16.9%	39	17.3%	37	18.7%	37
(Refused)	7.2%	72	6.5%	23	7.9%	18	8.1%	17	6.5%	13
Weighted base:		1000		356		232		214		198
Sample:		1000		400		300		200		100

WOR If you are in employment, where do you work?

Excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at WOR

Ipswich	19.7%	189	36.7%	127	9.4%	20	10.8%	22	10.1%	19
Aldeburgh	0.2%	2	0.0%	0	0.9%	2	0.0%	0	0.0%	0
Braintree	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds	1.4%	13	0.2%	1	0.0%	0	4.3%	9	1.8%	3
Clacton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester	2.5%	24	0.2%	1	0.0%	0	0.5%	1	11.9%	23
Felixstowe	3.4%	33	1.1%	4	12.6%	27	0.7%	1	0.0%	0
Framlingham	0.2%	2	0.0%	0	0.9%	2	0.0%	0	0.0%	0
Halesworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leiston	0.4%	3	0.0%	0	1.5%	3	0.0%	0	0.0%	0
Lowestoft	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Manningtree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martlesham Heath	1.2%	11	1.5%	5	2.1%	5	0.8%	2	0.0%	0
Norwich	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Southwold	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Stowmarket	2.2%	21	0.2%	1	0.0%	0	9.9%	20	0.0%	0
Sudbury	0.8%	7	0.3%	1	0.0%	0	1.4%	3	1.8%	3
Woodbridge	1.2%	11	0.7%	3	4.1%	9	0.0%	0	0.0%	0
Hadleigh	0.7%	7	0.0%	0	0.0%	0	0.0%	0	3.5%	7
London	0.5%	5	0.5%	2	0.2%	0	1.2%	2	0.0%	0
Needham Market	0.9%	8	0.5%	2	0.0%	0	2.3%	5	1.0%	2
Saxmundham	0.6%	6	0.3%	1	2.2%	5	0.0%	0	0.0%	0
Suffolk	0.5%	5	1.2%	4	0.0%	0	0.3%	1	0.0%	0
Wattisham	0.4%	3	0.0%	0	0.0%	0	1.7%	3	0.0%	0
Wycombe Market	0.4%	3	0.0%	0	1.6%	3	0.0%	0	0.0%	0
Other	5.0%	47	2.0%	7	5.4%	12	11.8%	24	2.5%	5
(Work from home)	3.8%	36	1.7%	6	3.8%	8	2.8%	6	8.5%	16
(Not in employment)	53.9%	515	52.4%	182	54.4%	118	51.4%	104	58.9%	111
Weighted base:		956		347		217		202		189
Sample:		954		388		280		191		95

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
ADU How many adults aged 16 years and over, including yourself, live in your household?										
One	22.6%	226	27.1%	97	19.3%	45	18.5%	40	22.9%	45
Two	57.2%	572	56.2%	200	60.2%	140	56.1%	120	56.6%	112
Three	12.0%	120	11.3%	40	10.1%	23	16.1%	34	10.9%	22
Four or more	7.0%	70	4.3%	15	7.1%	16	9.3%	20	9.1%	18
(Refused)	1.3%	13	1.2%	4	3.3%	8	0.0%	0	0.5%	1
Weighted base:		1000		356		232		214		198
Sample:		1000		400		300		200		100

CHI How many children aged 15 years and under, live in your household?										
None	78.0%	780	77.1%	275	76.4%	177	76.5%	164	83.2%	165
One	7.9%	79	10.5%	37	7.6%	18	5.0%	11	7.0%	14
Two	9.8%	98	8.7%	31	8.8%	21	15.6%	33	6.8%	13
Three	1.9%	19	1.8%	6	2.6%	6	1.4%	3	1.7%	3
Four or more	1.0%	10	0.8%	3	1.2%	3	1.3%	3	0.9%	2
(Refused)	1.3%	13	1.2%	4	3.3%	8	0.3%	1	0.5%	1
Weighted base:		1000		356		232		214		198
Sample:		1000		400		300		200		100

CAR How many cars does your household own or have the use of?										
None	10.7%	107	17.0%	61	7.8%	18	5.8%	12	7.9%	16
One	48.0%	480	49.0%	174	45.3%	105	41.4%	89	56.6%	112
Two	30.0%	300	26.4%	94	34.6%	80	36.5%	78	23.9%	47
Three or more	9.6%	96	5.9%	21	9.6%	22	15.4%	33	10.0%	20
(Refused)	1.7%	17	1.7%	6	2.6%	6	0.8%	2	1.7%	3
Weighted base:		1000		356		232		214		198
Sample:		1000		400		300		200		100

FUT Would you be willing to be recontacted for future quality control purposes?										
Yes	68.7%	687	71.3%	254	68.4%	159	65.2%	140	68.4%	135
No	31.3%	313	28.7%	102	31.6%	73	34.8%	74	31.6%	62
Weighted base:		1000		356		232		214		198
Sample:		1000		400		300		200		100

ZON Survey Zone										
Zone 1	8.6%	86	24.1%	86	0.0%	0	0.0%	0	0.0%	0
Zone 2	7.8%	78	22.0%	78	0.0%	0	0.0%	0	0.0%	0
Zone 3	11.4%	114	32.1%	114	0.0%	0	0.0%	0	0.0%	0
Zone 4	7.8%	78	21.8%	78	0.0%	0	0.0%	0	0.0%	0
Zone 5	10.1%	101	0.0%	0	43.7%	101	0.0%	0	0.0%	0
Zone 6	7.0%	70	0.0%	0	30.0%	70	0.0%	0	0.0%	0
Zone 7	6.1%	61	0.0%	0	26.3%	61	0.0%	0	0.0%	0
Zone 8	7.6%	76	0.0%	0	0.0%	0	35.5%	76	0.0%	0
Zone 9	13.8%	138	0.0%	0	0.0%	0	64.5%	138	0.0%	0
Zone 10	19.8%	198	0.0%	0	0.0%	0	0.0%	0	100.0%	198
Weighted base:		1000		356		232		214		198
Sample:		1000		400		300		200		100

AREA Catchment Area										
Inner Catchment Area (ICA)	35.6%	356	100.0%	356	0.0%	0	0.0%	0	0.0%	0
Eastern Catchment Area (ECA)	23.2%	232	0.0%	0	100.0%	232	0.0%	0	0.0%	0
Northern Catchment Area (NCA)	21.4%	214	0.0%	0	0.0%	0	100.0%	214	0.0%	0
Southern Catchment Area (SCA)	19.8%	198	0.0%	0	0.0%	0	0.0%	0	100.0%	198
Weighted base:		1000		356		232		214		198
Sample:		1000		400		300		200		100

Ipswich Household Survey for Strategic Perspectives

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
SEC Postcode Sector										
CO10 0	3.3%	33	0.0%	0	0.0%	0	0.0%	0	16.5%	33
CO10 5	0.6%	6	0.0%	0	0.0%	0	0.0%	0	2.8%	6
CO11 1	1.4%	14	0.0%	0	0.0%	0	0.0%	0	7.1%	14
CO11 2	1.9%	19	0.0%	0	0.0%	0	0.0%	0	9.7%	19
CO4 5	2.4%	24	0.0%	0	0.0%	0	0.0%	0	11.9%	24
CO6 4	1.5%	15	0.0%	0	0.0%	0	0.0%	0	7.4%	15
CO6 5	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	2
CO7 6	1.5%	15	0.0%	0	0.0%	0	0.0%	0	7.5%	15
IP1 2	1.1%	11	3.1%	11	0.0%	0	0.0%	0	0.0%	0
IP1 3	0.8%	8	2.2%	8	0.0%	0	0.0%	0	0.0%	0
IP1 4	1.9%	19	5.4%	19	0.0%	0	0.0%	0	0.0%	0
IP1 5	2.0%	20	5.6%	20	0.0%	0	0.0%	0	0.0%	0
IP1 6	3.2%	32	8.9%	32	0.0%	0	0.0%	0	0.0%	0
IP10 0	0.8%	8	0.0%	0	3.3%	8	0.0%	0	0.0%	0
IP11 0	1.4%	14	0.0%	0	5.9%	14	0.0%	0	0.0%	0
IP11 2	2.3%	23	0.0%	0	9.7%	23	0.0%	0	0.0%	0
IP11 7	1.6%	16	0.0%	0	7.0%	16	0.0%	0	0.0%	0
IP11 9	2.3%	23	0.0%	0	10.1%	23	0.0%	0	0.0%	0
IP12 1	1.7%	17	0.0%	0	7.2%	17	0.0%	0	0.0%	0
IP12 2	1.1%	11	0.0%	0	4.6%	11	0.0%	0	0.0%	0
IP12 3	1.0%	10	0.0%	0	4.4%	10	0.0%	0	0.0%	0
IP12 4	1.8%	18	0.0%	0	7.8%	18	0.0%	0	0.0%	0
IP13 0	1.0%	10	0.0%	0	4.4%	10	0.0%	0	0.0%	0
IP13 6	1.1%	11	0.0%	0	4.9%	11	0.0%	0	0.0%	0
IP13 7	0.8%	8	0.0%	0	3.3%	8	0.0%	0	0.0%	0
IP13 8	0.5%	5	0.0%	0	2.3%	5	0.0%	0	0.0%	0
IP13 9	1.0%	10	0.0%	0	4.3%	10	0.0%	0	0.0%	0
IP14 1	2.3%	23	0.0%	0	0.0%	0	10.5%	23	0.0%	0
IP14 2	1.7%	17	0.0%	0	0.0%	0	7.9%	17	0.0%	0
IP14 3	1.1%	11	0.0%	0	0.0%	0	5.1%	11	0.0%	0
IP14 4	1.4%	14	0.0%	0	0.0%	0	6.6%	14	0.0%	0
IP14 5	1.3%	13	0.0%	0	0.0%	0	5.9%	13	0.0%	0
IP14 6	0.9%	9	0.0%	0	0.0%	0	4.3%	9	0.0%	0
IP15 5	0.7%	7	0.0%	0	3.1%	7	0.0%	0	0.0%	0
IP16 4	1.6%	16	0.0%	0	7.1%	16	0.0%	0	0.0%	0
IP17 1	1.4%	14	0.0%	0	6.1%	14	0.0%	0	0.0%	0
IP17 2	0.6%	6	0.0%	0	2.8%	6	0.0%	0	0.0%	0
IP17 3	0.5%	5	0.0%	0	2.1%	5	0.0%	0	0.0%	0
IP2 0	2.3%	23	6.4%	23	0.0%	0	0.0%	0	0.0%	0
IP2 8	1.5%	15	4.3%	15	0.0%	0	0.0%	0	0.0%	0
IP2 9	3.7%	37	10.3%	37	0.0%	0	0.0%	0	0.0%	0
IP23 7	1.0%	10	0.0%	0	0.0%	0	4.8%	10	0.0%	0
IP23 8	0.7%	7	0.0%	0	0.0%	0	3.1%	7	0.0%	0
IP3 0	2.0%	20	5.7%	20	0.0%	0	0.0%	0	0.0%	0
IP3 8	2.6%	26	7.3%	26	0.0%	0	0.0%	0	0.0%	0
IP3 9	2.4%	24	6.8%	24	0.0%	0	0.0%	0	0.0%	0
IP30 0	1.1%	11	0.0%	0	0.0%	0	5.1%	11	0.0%	0
IP30 9	2.2%	22	0.0%	0	0.0%	0	10.2%	22	0.0%	0
IP31 3	1.7%	17	0.0%	0	0.0%	0	7.8%	17	0.0%	0
IP4 1	0.7%	7	2.1%	7	0.0%	0	0.0%	0	0.0%	0
IP4 2	1.6%	16	4.5%	16	0.0%	0	0.0%	0	0.0%	0
IP4 3	1.3%	13	3.6%	13	0.0%	0	0.0%	0	0.0%	0
IP4 4	1.8%	18	5.1%	18	0.0%	0	0.0%	0	0.0%	0
IP4 5	3.0%	30	8.3%	30	0.0%	0	0.0%	0	0.0%	0
IP5 1	1.4%	14	3.9%	14	0.0%	0	0.0%	0	0.0%	0
IP5 2	1.4%	14	3.9%	14	0.0%	0	0.0%	0	0.0%	0
IP5 3	1.0%	10	2.8%	10	0.0%	0	0.0%	0	0.0%	0
IP6 0	1.3%	13	0.0%	0	0.0%	0	5.9%	13	0.0%	0
IP6 8	1.6%	16	0.0%	0	0.0%	0	7.4%	16	0.0%	0
IP6 9	1.1%	11	0.0%	0	0.0%	0	5.0%	11	0.0%	0
IP7 5	1.6%	16	0.0%	0	0.0%	0	0.0%	0	8.3%	16
IP7 6	1.0%	10	0.0%	0	0.0%	0	0.0%	0	5.0%	10
IP7 7	1.2%	12	0.0%	0	0.0%	0	5.5%	12	0.0%	0
IP8 3	1.6%	16	0.0%	0	0.0%	0	0.0%	0	8.0%	16
IP8 4	1.1%	11	0.0%	0	0.0%	0	5.0%	11	0.0%	0
IP9 1	1.1%	11	0.0%	0	0.0%	0	0.0%	0	5.4%	11
IP9 2	1.9%	19	0.0%	0	0.0%	0	0.0%	0	9.4%	19
Weighted base:		1000		356		232		214		198
Sample:		1000		400		300		200		100

Appendix 7:

Other Responses – Summary Counts

**Ipswich Household Survey
for Strategic Perspectives
'Other' Responses**

Q02	What is the main reason you choose (store mentioned at Q01) to do your main food and grocery shopping?	
	Good value for money	2
	It's a food only store, doesn't sell clothes, electronics etc	2
	Lack of choice	2
	Nice quiet store	2
	I like to support local businesses	2
	Family nearby	1
	In store cafe	1
	Range of special offers	1
	Total	13
Q03	How do you normally travel to... [STORE/DESTINATION MENTIONED AT Q01]?	
	Mobility scooter	2
	Total	2
Q07	When you go shopping for main food goods, do you normally link this trip with another activity?	
	Get petrol	2
	Browsing	1
	Church	1
	Going out on my boat	1
	Total	5
Q25	When you do your household's non-food shopping, how do you usually travel?	
	Mobility scooter	2
	Total	2

Q37 What improvements to Ipswich Town Centre, if any, would make you visit it more often than you currently do?

Better shopping environment

If it was quieter	2
Better shoe stores	1
Customer service in shops needs to be improved	1
Main shopping street covered over (for winter shopping)	1
Shopping map of Ipswich	1

Total 6

Other

Better layout	2
Better maintenance of the old, historic buildings	2
Better traffic flow around the town	2
Better quality roads	2
Easier access generally	2
Fewer tourists	2
Fewer youths hanging about the town	2
Ice rink	2
More cyclist friendly	2
More play areas for children	2
Better swimming facilities	1
Less fast food stalls on the street	1
Less people trying to get you to signup	1
Less phone shops and more clothing stores for children in their teens	1
Make the centre more car friendly	1
More live music events	1
More outdoor eating and drinking facilities	1
More town centre disabled parking	1
Quality clothing for smaller sized ladies	1
Refurbish and reopen the multi-storey car park	1

Total 30

WOR If you are in employment, where do you work?

Claydon	2
Diss	2
Eye	2
Holbrook	2
Orford	2
Thetford	2
Thurston	2
Warren Heath	2
Yoxford	2
Bacton	1
Benhall	1
Blakenham	1
Blaxhall	1
Brantham	1
Bromley	1
Cambridge	1
Conrad	1
Copley	1
Coventry	1
Debenham	1
Dorking	1
Earls Stonham	1
East Anglia	1
Elmswell	1
Grundisburgh	1
Kent	1
Kesgrave	1
Laxfield	1
Levington	1
Luton	1
Mendlesham	1
Nacton	1
Newmarket	1
Norton	1
Otley	1
Parham	1
Snape	1
Somersham	1
Stowupland	1
Thames valley	1
Waveny	1
Welwyn	1
Wherstead	1
Woodbridge	1
Total	53

Appendix 8:

Weightings

Postal Sector	Population *	Interviews Achieved	Weighting
IP1 2	4302	11	0.9997
IP2 0	8951	32	0.715
IP2 8	5952	17	0.895
IP2 9	14360	40	0.9177
IP1 3	2995	10	0.7656
IP1 4	7465	25	0.7633
IP1 5	7813	26	0.7681
IP1 6	12378	39	0.8113
IP4 2	6264	9	1.7791
IP4 3	5044	14	0.921
IP4 4	7069	25	0.7228
IP4 5	11598	28	1.0588
IP5 1	5410	4	3.4572
IP5 2	5479	18	0.7781
IP5 3	3843	2	4.9117
IP3 0	7876	23	0.8753
IP3 8	10207	44	0.593
IP3 9	9407	29	0.8292
IP4 1	2890	4	1.8468
IP10 0	2967	7	1.0835
IP11 0	5315	11	1.2351
IP11 2	8813	15	1.5018
IP11 7	6381	20	0.8156
IP11 9	9160	22	1.0643
IP12 4	7040	25	0.7198
IP12 2	4182	16	0.6681
IP12 3	4034	8	1.289
IP15 5	2793	15	0.476
IP16 4	6405	26	0.6297
IP17 1	5509	17	0.8284
IP17 2	2500	8	0.7988
IP17 3	1862	10	0.476
IP12 1	6497	21	0.7908
IP13 0	3967	11	0.9219
IP13 6	4412	21	0.537
IP13 7	2967	21	0.3612
IP13 8	2096	10	0.5358

IP13 9	3913	16	0.6251
IP14 4	5492	22	0.6381
IP14 5	4897	18	0.6954
IP14 6	3618	7	1.3212
IP23 7	3976	14	0.726
IP23 8	2618	5	1.3384
IP6 0	4918	23	0.5466
IP6 9	4209	11	0.9781
IP14 1	8829	15	1.5046
IP14 2	6590	12	1.4038
IP14 3	4252	4	2.7172
IP30 0	4242	6	1.8072
IP30 9	8536	20	1.091
IP31 3	6563	17	0.9868
IP6 8	6183	12	1.3171
IP7 7	4577	4	2.9249
IP8 4	4202	10	1.0741
CO10 0	12782	19	1.7196
CO10 5	2194	1	5.6083
CO11 1	5461	9	1.551
CO11 2	7513	7	2.7435
CO4 5	9234	7	3.372
CO6 4	5712	2	7.3005
CO6 5	808	2	1.0327
CO7 6	5834	10	1.4913
IP7 5	6403	16	1.023
IP7 6	3837	4	2.452
IP8 3	6184	8	1.9759
IP9 1	4143	3	3.5301
IP9 2	7285	12	1.5518

* Source: Census 2001

Appendix 9:

Sample Questionnaire

Job No. 120210

Ipswich Household Survey

Good morning / afternoon / evening, my name is from NEMS Market Research, an independent market research company. We are conducting a short survey into the shopping behaviour of people in the area on behalf of Ipswich Borough Council to help improve the retail and leisure provision in the area. Do you have a few minutes to answer some questions?

QA Are you the person responsible for main food shopping in your household?

Yes
No

IF 'YES' – CONTINUE INTERVIEW.
IF 'NO' – ASK - COULD I SPEAK TO THE PERSON WHO IS RESPONSIBLE FOR MOST OF THE SHOPPING, IF NOT AVAILABLE THANK AND CLOSE INTERVIEW

PC Can I just ask you to confirm your postcode please?

1 Postcode (PLEASE WRITE IN)

Q01 Where do you normally go for your household's main food and grocery shopping i.e. primarily bulk 'trolley' purchases?

DO NOT READ OUT. ONE ANSWER ONLY
IF OTHER, PLEASE SPECIFY THE FOOD STORE NAME, ROAD/STREET NAME AND AREA e.g. ASDA, GODDARD ROAD, IPSWICH

Inside Borough

001 Aldi, 14 Meredith Road
002 Aldi, 201 Felixstowe Road
003 Aldi, 3 Hines Road
004 Asda, Stoke Park Drive
005 Asda, Goddard Road, Ipswich
006 Asian Food store, 73-75 Norwich Road
007 Butchers and Fruits, 14 St Helen's Street
008 Co-op, Ravenswood
009 Co-op , 65-67 Colchester Road
010 Co-op & Rushmere Post Office, 51-53 Woodbridge Road East
011 Co-op Foodstore, 147 Fircroft Road
012 Co-op Foodstore, 15 Garrick Way
013 Co-op Foodstore, 15-25 Meredith Road
014 Co-op Foodstore, 15-23 Ulster Avenue
015 Co-op Foodstore, 283 Norwich Road
016 Co-op Foodstore, 16 Norwich Road
017 Co-op Foodstore, 245-253 Hawthorn Drive
018 Co-op Foodstore, 196 Vernon Street
019 Co-op Foodstore, 111-113 Cauldwell Hall Road
020 Co-op Foodstore, 34-38 Foxhall Road
021 Co-op Foodstore, 1Hines Road
022 Co-op Foodstore, 2-8 Selkirk Road
023 Co-op Foodstore, 217-221 Clapgate Lane
024 Co-op Foodstore, 64-66 Queen's Way
025 Co-op Foodstore, 119-123 Penshurst Road
026 Co-op Foodstore, 335-337 Woodbridge Road
027 Co-op Foodstore, 61 Prince of Wales Drive
028 Co-op Foodstore , 201 Bramford Lane
029 Co-op Foodstore (LateShop), 310 Sheldrake Drive
030 Farmfoods, 88 Bramford Road
031 Global Fruits, 49 Butter Market
032 Go East , 2 Fore Street
033 Halal Connection, 3-3a Norwich Road
034 Iceland, 23-31 St Matthew's Street
035 J Sainsbury, 38-40 Upper Brook Street
036 J Sainsbury, 40 Hadleigh Road, Ipswich
037 Kerala Store, 71 St John's Road
038 Lidl, Ravenswood
039 Lidl, Handford Road
040 M.R.S Food Store and Off Licence, 142 Felixstowe Road
041 M.R.S Foodstore, 52 Woodbridge Road
042 Mamoudou, 37 Norwich Road
043 Marks and Spencers, 16-26 Westgate Street
044 McColls, 53 Stoke Park Drive
045 Mediterranean Foods, 3 Bramford Road
046 Morrisons, Sproughton Road, Ipswich
047 Napoli Deli, 67 Upper Orwell Street
048 National Groceries and Fruits, 31 Norwich Road
049 Premiere Stores, 17 Wherstead Road
050 Procter's Sausages, 12 The Walk
051 Spar, 777-779 Woodbridge Road
052 Spar, 11 Reynolds Road
053 Tesco Express, Nacton Road
054 Tesco Express, St Matthews Street
055 Tesco Express, Duke Street
056 Tesco Express & Post Office, 651 Bramford Road
057 The Candy Box Off-Licence, 422 Woodbridge Road
058 Weigh 'n' Save, 69 Carr Street
059 World Food Store, 20 St Helen's Street

Outside Borough

060	Aldi, Girling Street, SUDBURY
061	Aldi, 6-10 Lime Kiln Lane, THETFORD
062	Asda, Turner Rise, COLCHESTER
063	Asda, Wilkes Way, STOWMARKET
064	Budgens, Bullock Fair Close, HARLESTON
065	Budgens, St Andrews Street, MILDENHALL
066	Budgens, The Thoroughfare, WOODBRIDGE
067	Iceland, George Road, BRAINTREE
068	Iceland, 5-6 Cornhill, BURY ST EDMUNDS
069	Iceland, Waterglade Park, CLACTON ON SEA
070	Iceland, St Johns Walk Shopping Centre, COLCHESTER
071	Iceland, Unit 7, Tollgate Centre, COLCHESTER
072	Iceland, 50-60 Hamilton Way, FELIXSTOWE
073	Iceland, Roachford Way, FRINTON ON SEA
074	Iceland, Combs Lane, STOWMARKET
075	Iceland, 94-95 North Street, SUDBURY
076	Iceland, Minstergate Street, THETFORD
077	Iceland, The Newlands, WITHAM
078	J Sainsbury, High Street, ATTLEBOROUGH
079	J Sainsbury, 1 Tofts Walk, BRAINTREE
080	J Sainsbury, Moreton Hall, BURY ST EDMUNDS
081	J Sainsbury, 14 Priory Walk, COLCHESTER
082	J Sainsbury, Stanway, COLCHESTER
083	J Sainsbury, London Road, THETFORD
084	J Sainsbury, Felixstowe Road, Warren Heath, WARREN HEATH
085	Kwik Save, Minster Gate Street, THETFORD
086	Lidl, St Johns Walk, COLCHESTER
087	Lidl, FELIXSTOWE
088	Lidl, Staple Tye, HARLOW
089	Lidl, 36 North Street, SUDBURY
090	Marks & Spencer, 23 Buttemarket, BURY ST EDMUNDS
091	Marks & Spencer, 35-39 Pier Avenue, CLACTON ON SEA
092	Marks & Spencer, 38 High Street, COLCHESTER
093	Marks & Spencer, 55 Hamilton Road, FELIXSTOWE
094	Marks & Spencer, 82-84 London Road North, LOWESTOFT
095	Morrisons, George Westwood Way, BECCLES
096	Morrisons, Little Clacton, CLACTON ON SEA
097	Morrisons, Old Road, CLACTON ON SEA
098	Morrisons, 146 Victoria Road, DISS
099	Morrisons, Grange Farm Park, FELIXSTOWE
100	Morrisons, Parkeston, HARWICH
101	Morrisons, Gisleham, LOWESTOFT
102	Morrisons, Braintree Road, WITHAM
103	Netto, 24 Highfields Road, WITHAM
104	Rainbow, Gosford Road, BECCLES
105	Rainbow, Ashburnham Way, CARLTON COLVILLE
106	Rainbow, 133 Victoria Road, DISS
107	Rainbow, Saxons Way, HALESWORTH
108	Roys Wroxham, Risbygate Street, BURY ST EDMUNDS
109	Roys Wroxham, Great Eastern Road, SUDBURY
110	Solar Superstore, Hamilton Road, FELIXSTOWE
111	Solar Superstore, Market Hill, FRAMLINGHAM
112	Solar Superstore, Weavers Court, HALSTEAD
113	Solar Superstore, Sizewell Road, LEISTON
114	Somerfield, Market Square, BECCLES
115	Somerfield, Rayne Road, BRAINTREE
116	Somerfield, Mildenhall Road, BURY ST EDMUNDS
117	Somerfield, Clacton Hall, CLACTON ON SEA
118	Somerfield, 39-43 High Street, CLACTON ON SEA
119	Somerfield, 37-38 Mere Street, DISS
120	Somerfield, 270 High Street, DOVERCOURT
121	Somerfield, High Street, HALSTEAD
122	Somerfield, 112 London Road, LOWESTOFT
123	Somerfield, Church Street, SAXMUNDHAM
124	Somerfield, 2 Market Place, SOUTHWOLD
125	Somerfield, 100 East Street, SUDBURY
126	Tesco, Great Notley, BRAINTREE
127	Tesco, Marks Gate, BRAINTREE
128	Tesco, Market Place, BRAINTREE
129	Tesco, London Road, BRANDON
130	Tesco, St Saviours, BURY ST EDMUNDS
131	Tesco, Greenstead Road, COLCHESTER
132	Tesco, Highwoods Square, COLCHESTER
133	Tesco, Victoria Road, DISS
134	Tesco, Yarmouth Road, LOWESTOFT
135	Tesco, Cedars Park, STOWMARKET
136	Tesco, Springlands Way, SUDBURY
137	Tesco, Kilverston, THETFORD
138	Tesco, 86 Church Road, TIPTREE
139	Tesco, The Grove Centre, WITHAM
140	Tesco Express, Horringer, BURY ST EDMUNDS
141	Tesco Express, Lawson Place, BURY ST EDMUNDS
142	Tesco Express, High Street, MANNINGTREE
143	Tesco Extra, Copdock Interchange, Copdock
144	Tesco Extra, Martlesham Heath, Martlesham Heath
145	Tesco Metro, 28 Station Road, CLACTON ON SEA
146	Tesco Metro, 88 Hamilton Road, FELIXSTOWE
147	Tesco Metro, 125-127 London Road, LOWESTOFT
148	Tesco Metro, Grange Farm, Kesgrave
149	Waitrose, Robert Bobby Way, BURY ST EDMUNDS
150	Waitrose, Church Street, SAXMUNDHAM

- 151 Waitrose, Station Road, SUDBURY
- 152 Internet / Mail Order (PLEASE WRITE IN)
- 153 Other (PLEASE WRITE IN)
- 154 (Don't know / varies)

Q02 What is the main reason you choose (store mentioned at Q01) to do your main food and grocery shopping?
DO NOT READ OUT. ONE ANSWER ONLY

- 1 Accessibility by public transport
- 2 Choice / price of non- food goods (e.g. clothes, DVDs, etc)
- 3 Choice of food goods available
- 4 Clean shopping environment
- 5 Clubcard / Rewards system
- 6 Convenient to home
- 7 Convenient to work
- 8 Free car parking
- 9 Good car parking provision
- A Good shopping environment
- B Low prices
- C Part of shopping trip for non-food goods
- D Preference for retailer
- E Provision of leisure services nearby
- F Provision of services nearby, such as banks and other financial services
- G Quality of fresh food
- H Safe (during the day)
- I Safe (during the evening /night time)
- J Use of cafe
- K Use of cash point / ATM
- L Provision of petrol station / car wash
- M Provision of self service tills
- N Provision of delicatessen / bakery / fresh fish counter etc
- O (Don't know / varies)
- P Other (PLEASE WRITE IN)

Q03 How do you normally travel to...[STORE/DESTINATION MENTIONED AT Q01]?

DO NOT READ OUT. ONE ANSWER ONLY

- 1 Car / van (as driver)
- 2 Car / van (as passenger)
- 3 Bus, minibus or coach
- 4 Using park & ride facility
- 5 Motorcycle, scooter or moped
- 6 Walk
- 7 Taxi
- 8 Train
- 9 Bicycle
- A Other (PLEASE WRITE IN)
- B (Don't know / varies)
- C Not applicable / goods delivered

Q04 How often do you normally do your main food shopping at

STORE/DESTINATION MENTIONED AT Q01?
DO NOT READ OUT. ONE ANSWER ONLY

- 1 More than once a week
- 2 Once a week
- 3 Once a fortnight
- 4 Once a month
- 5 Less often
- 6 Varies
- 7 (Don't know)

Q05 In addition to ...(STORE MENTIONED AT Q01), are there any other stores that you regularly use for your main-food shopping?

DO NOT READ OUT. CAN BE MULTICODED

IF OTHER, PLEASE SPECIFY THE FOOD STORE NAME, ROAD/STREET NAME AND AREA e.g. ASDA, GODDARD ROAD, IPSWICH

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- 008 Co-op, Ravenswood
- 009 Co-op , 65-67 Colchester Road
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- 014 Co-op Foodstore, 15-23 Ulster Avenue
- 015 Co-op Foodstore, 283 Norwich Road
- 016 Co-op Foodstore, 16 Norwich Road
- 017 Co-op Foodstore, 245-253 Hawthorn Drive
- 018 Co-op Foodstore, 196 Vernon Street
- 019 Co-op Foodstore, 111-113 Cauldwell Hall Road
- 020 Co-op Foodstore, 34-38 Foxhall Road
- 021 Co-op Foodstore, 1Hines Road
- 022 Co-op Foodstore, 2-8 Selkirk Road
- 023 Co-op Foodstore, 217-221 Clapgate Lane
- 024 Co-op Foodstore, 64-66 Queen's Way
- 025 Co-op Foodstore, 119-123 Penshurst Road
- 026 Co-op Foodstore, 335-337 Woodbridge Road
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- 028 Co-op Foodstore , 201 Bramford Lane
- 029 Co-op Foodstore (LateShop), 310 Sheldrake Drive
- 030 Farmfoods, 88 Bramford Road
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- 032 Go East , 2 Fore Street
- 033 Halal Connection, 3-3a Norwich Road
- 034 Iceland, 23-31 St Matthew's Street
- 035 J Sainsbury, 38-40 Upper Brook Street
- 036 J Sainsbury, 40 Hadleigh Road, Ipswich
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- 038 Lidl, Ravenswood
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- 040 M.R.S Food Store and Off Licence, 142 Felixstowe Road
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- 042 Mamoudou, 37 Norwich Road
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- 052 Spar, 11 Reynolds Road
- 053 Tesco Express, Nacton Road
- 054 Tesco Express, St Matthews Street
- 055 Tesco Express, Duke Street
- 056 Tesco Express & Post Office, 651 Bramford Road
- 057 The Candy Box Off-Licence, 422 Woodbridge Road
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- 059 World Food Store, 20 St Helen's Street

Outside Borough

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- 061 Aldi, 6-10 Lime Kiln Lane, THETFORD
- 062 Asda, Turner Rise, COLCHESTER
- 063 Asda, Wilkes Way, STOWMARKET
- 064 Budgens, Bullock Fair Close, HARLESTON
- 065 Budgens, St Andrews Street, MILDENHALL
- 066 Budgens, The Thoroughfare, WOODBRIDGE
- 067 Iceland, George Road, BRAINTREE
- 068 Iceland, 5-6 Cornhill, BURY ST EDMUNDS
- 069 Iceland, Waterglade Park, CLACTON ON SEA
- 070 Iceland, St Johns Walk Shopping Centre, COLCHESTER
- 071 Iceland, Unit 7, Tollgate Centre, COLCHESTER
- 072 Iceland, 50-60 Hamilton Way, FELIXSTOWE
- 073 Iceland, Roachford Way, FRINTON ON SEA
- 074 Iceland, Combs Lane, STOWMARKET
- 075 Iceland, 94-95 North Street, SUDBURY
- 076 Iceland, Minstergate Street, THETFORD
- 077 Iceland, The Newlands, WITHAM
- 078 J Sainsbury, High Street, ATTLEBOROUGH
- 079 J Sainsbury, 1 Tofts Walk, BRAINTREE

- 080 J Sainsbury, Moreton Hall, BURY ST EDMUNDS
081 J Sainsbury, 14 Priory Walk, COLCHESTER
082 J Sainsbury, Stanway, COLCHESTER
083 J Sainsbury, London Road, THETFORD
084 J Sainsbury, Felixstowe Road, Warren Heath, WARREN HEATH
085 Kwik Save, Minster Gate Street, THETFORD
086 Lidl, St Johns Walk, COLCHESTER
087 Lidl, FELIXSTOWE
088 Lidl, Staple Tye, HARLOW
089 Lidl, 36 North Street, SUDBURY
090 Marks & Spencer, 23 Buttemarket, BURY ST EDMUNDS
091 Marks & Spencer, 35-39 Pier Avenue, CLACTON ON SEA
092 Marks & Spencer, 38 High Street, COLCHESTER
093 Marks & Spencer, 55 Hamilton Road, FELIXSTOWE
094 Marks & Spencer, 82-84 London Road North, LOWESTOFT
095 Morrisons, George Westwood Way, BECCLES
096 Morrisons, Little Clacton, CLACTON ON SEA
097 Morrisons, Old Road, CLACTON ON SEA
098 Morrisons, 146 Victoria Road, DISS
099 Morrisons, Grange Farm Park, FELIXSTOWE
100 Morrisons, Parkeston, HARWICH
101 Morrisons, Gisleham, LOWESTOFT
102 Morrisons, Braintree Road, WITHAM
103 Netto, 24 Highfields Road, WITHAM
104 Rainbow, Gosford Road, BECCLES
105 Rainbow, Ashburnham Way, CARLTON COLVILLE
106 Rainbow, 133 Victoria Road, DISS
107 Rainbow, Saxons Way, HALESWORTH
108 Roys Wroxham, Risbygate Street, BURY ST EDMUNDS
109 Roys Wroxham, Great Eastern Road, SUDBURY
110 Solar Superstore, Hamilton Road, FELIXSTOWE
111 Solar Superstore, Market Hill, FRAMLINGHAM
112 Solar Superstore, Weavers Court, HALSTEAD
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122 Somerfield, 112 London Road, LOWESTOFT
123 Somerfield, Church Street, SAXMUNDHAM
124 Somerfield, 2 Market Place, SOUTHWOLD
125 Somerfield, 100 East Street, SUDBURY
126 Tesco, Great Notley, BRAINTREE
127 Tesco, Marks Gate, BRAINTREE
128 Tesco, Market Place, BRAINTREE
129 Tesco, London Road, BRANDON
130 Tesco, St Saviours, BURY ST EDMUNDS
131 Tesco, Greenstead Road, COLCHESTER
132 Tesco, Highwoods Square, COLCHESTER
133 Tesco, Victoria Road, DISS
134 Tesco, Yarmouth Road, LOWESTOFT
135 Tesco, Cedars Park, STOWMARKET
136 Tesco, Springlands Way, SUDBURY
137 Tesco, Kilverston, THETFORD
138 Tesco, 86 Church Road, TIPTREE
139 Tesco, The Grove Centre, WITHAM
140 Tesco Express, Horringer, BURY ST EDMUNDS
141 Tesco Express, Lawson Place, BURY ST EDMUNDS
142 Tesco Express, High Street, MANNINGTREE
143 Tesco Extra, Copdock Interchange, Copdock
144 Tesco Extra, Martlesham Heath, Martlesham Heath
145 Tesco Metro, 28 Station Road, CLACTON ON SEA
146 Tesco Metro, 88 Hamilton Road, FELIXSTOWE
147 Tesco Metro, 125-127 London Road, LOWESTOFT
148 Tesco Metro, Grange Farm, Kesgrave
149 Waitrose, Robert Bobby Way, BURY ST EDMUNDS
150 Waitrose, Church Street, SAXMUNDHAM
151 Waitrose, Station Road, SUDBURY
152 Internet / Mail Order (PLEASE WRITE IN)
153 Other (PLEASE WRITE IN)
154 (Don't know / varies)
155 (Nowhere else) GO TO Q07

Q06 How often do you normally do you visit the stores mentioned at Q5 previously?

DO NOT READ OUT. ONE ANSWER ONLY

- 1 More than once a week
2 Once a week
3 Once a fortnight
4 Once a month
5 Less often
6 Varies
7 (Don't know)

Q07 When you go shopping for main food goods, do you normally link this trip with another activity?

DO NOT READ OUT. CAN BE MULTICODED

- | | | |
|---|--|-----------|
| 1 | Yes – non-food shopping | GO TO Q08 |
| 2 | Yes – leisure activity | GO TO Q09 |
| 3 | Yes – travelling to / from work | GO TO Q10 |
| 4 | Yes – travelling to / from school / college | GO TO Q10 |
| 5 | Yes - other food shopping | GO TO Q10 |
| 6 | Yes – visiting services such as banks and other financial institutions | GO TO Q10 |
| 7 | Yes - petrol station / car wash | GO TO Q10 |
| 8 | Yes - recycling facilities | GO TO Q10 |
| 9 | Yes - childcare / nursery / after school activity | GO TO Q10 |
| A | Yes - other (PLEASE WRITE IN) | GO TO Q10 |
| B | No | GO TO Q10 |
| C | (Don't know / varies) | GO TO Q10 |

Q08

Where do you buy non-food goods when it's linked to your main food shopping?

DO NOT READ OUT. ONE ANSWER ONLY

- | | |
|---|---|
| 1 | In-store |
| 2 | Ipswich Town Centre |
| 3 | Ipswich - Anglia Retail Park |
| 4 | Ipswich - Martlesham Heath Retail Park |
| 5 | Ipswich - Orwell Retail Park |
| 6 | Ipswich - Ransomes Europark |
| 7 | Ipswich - Suffolk Retail Park |
| 8 | Ipswich - The Interchange Retail Park |
| 9 | Ipswich Smaller (District/Local) Centre (PLEASE WRITE IN) |
| A | Aldeburgh |
| B | Braintree |
| C | Bury St. Edmunds |
| D | Clacton |
| E | Colchester |
| F | Felixstowe |
| G | Framlingham |
| H | Halesworth |
| I | Leiston |
| J | Lowestoft |
| K | Manningtree |
| L | Norwich |
| M | Saxmundham |
| N | Southwold |
| O | Stowmarket |
| P | Sudbury |
| Q | Woodbridge |
| R | Other (PLEASE WRITE IN) |
| S | (Don't know / can't remember) |

Q09 Where do you go for leisure activities when it's linked to you main food shopping?

DO NOT READ OUT. ONE ANSWER ONLY

- | | |
|---|-------------------------------|
| 1 | Ipswich Town Centre |
| 2 | Cardinal Leisure Park |
| 3 | Aldeburgh |
| 4 | Braintree |
| 5 | Bury St. Edmunds |
| 6 | Clacton |
| 7 | Colchester |
| 8 | Felixstowe |
| 9 | Halesworth |
| A | Leiston |
| B | Lowestoft |
| C | Manningtree |
| D | Norwich |
| E | Southwold |
| F | Sudbury |
| G | Stowmarket |
| H | Other (PLEASE WRITE IN) |
| I | (Don't know / can't remember) |

Q10 Do you make separate small scale 'top-up' basket food shopping trips for small basic goods such as newspapers, bread, milk and tobacco products, in between your main food shopping trip?

DO NOT READ OUT. ONE ANSWER ONLY

- | | | |
|---|-----|-----------|
| 1 | Yes | GO TO Q11 |
| 2 | No | GO TO Q13 |

Q11 Where do you normally do most of your household's shopping for small scale 'top-up' basket food and convenience goods items (including newspapers, bread, milk and tobacco products)?

DO NOT READ OUT. ONE ANSWER ONLY

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- 065 Budgens, St Andrews Street, MILDENHALL
- 066 Budgens, The Thoroughfare, WOODBRIDGE
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- 068 Iceland, 5-6 Cornhill, BURY ST EDMUNDS
- 069 Iceland, Waterglade Park, CLACTON ON SEA
- 070 Iceland, St Johns Walk Shopping Centre, COLCHESTER
- 071 Iceland, Unit 7, Tollgate Centre, COLCHESTER
- 072 Iceland, 50-60 Hamilton Way, FELIXSTOWE
- 073 Iceland, Roachford Way, FRINTON ON SEA
- 074 Iceland, Combs Lane, STOWMARKET
- 075 Iceland, 94-95 North Street, SUDBURY
- 076 Iceland, Minstergate Street, THETFORD
- 077 Iceland, The Newlands, WITHAM
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- 079 J Sainsbury, 1 Tofts Walk, BRAINTREE

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081 J Sainsbury, 14 Priory Walk, COLCHESTER
082 J Sainsbury, Stanway, COLCHESTER
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086 Lidl, St Johns Walk, COLCHESTER
087 Lidl, FELIXSTOWE
088 Lidl, Staple Tye, HARLOW
089 Lidl, 36 North Street, SUDBURY
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091 Marks & Spencer, 35-39 Pier Avenue, CLACTON ON SEA
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093 Marks & Spencer, 55 Hamilton Road, FELIXSTOWE
094 Marks & Spencer, 82-84 London Road North, LOWESTOFT
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096 Morrisons, Little Clacton, CLACTON ON SEA
097 Morrisons, Old Road, CLACTON ON SEA
098 Morrisons, 146 Victoria Road, DISS
099 Morrisons, Grange Farm Park, FELIXSTOWE
100 Morrisons, Parkeston, HARWICH
101 Morrisons, Gisleham, LOWESTOFT
102 Morrisons, Braintree Road, WITHAM
103 Netto, 24 Highfields Road, WITHAM
104 Rainbow, Gosford Road, BECCLES
105 Rainbow, Ashburnham Way, CARLTON COLVILLE
106 Rainbow, 133 Victoria Road, DISS
107 Rainbow, Saxons Way, HALESWORTH
108 Roys Wroxham, Risbygate Street, BURY ST EDMUNDS
109 Roys Wroxham, Great Eastern Road, SUDBURY
110 Solar Superstore, Hamilton Road, FELIXSTOWE
111 Solar Superstore, Market Hill, FRAMLINGHAM
112 Solar Superstore, Weavers Court, HALSTEAD
113 Solar Superstore, Sizewell Road, LEISTON
114 Somerfield, Market Square, BECCLES
115 Somerfield, Rayne Road, BRAINTREE
116 Somerfield, Mildenhall Road, BURY ST EDMUNDS
117 Somerfield, Clacton Hall, CLACTON ON SEA
118 Somerfield, 39-43 High Street, CLACTON ON SEA
119 Somerfield, 37-38 Mere Street, DISS
120 Somerfield, 270 High Street, DOVERCOURT
121 Somerfield, High Street, HALSTEAD
122 Somerfield, 112 London Road, LOWESTOFT
123 Somerfield, Church Street, SAXMUNDHAM
124 Somerfield, 2 Market Place, SOUTHWOLD
125 Somerfield, 100 East Street, SUDBURY
126 Tesco, Great Notley, BRAINTREE
127 Tesco, Marks Gate, BRAINTREE
128 Tesco, Market Place, BRAINTREE
129 Tesco, London Road, BRANDON
130 Tesco, St Saviours, BURY ST EDMUNDS
131 Tesco, Greenstead Road, COLCHESTER
132 Tesco, Highwoods Square, COLCHESTER
133 Tesco, Victoria Road, DISS
134 Tesco, Yarmouth Road, LOWESTOFT
135 Tesco, Cedars Park, STOWMARKET
136 Tesco, Springlands Way, SUDBURY
137 Tesco, Kilverston, THETFORD
138 Tesco, 86 Church Road, TIPTREE
139 Tesco, The Grove Centre, WITHAM
140 Tesco Express, Horringer, BURY ST EDMUNDS
141 Tesco Express, Lawson Place, BURY ST EDMUNDS
142 Tesco Express, High Street, MANNINGTREE
143 Tesco Extra, Copdock Interchange, Copdock
144 Tesco Extra, Martlesham Heath, Martlesham Heath
145 Tesco Metro, 28 Station Road, CLACTON ON SEA
146 Tesco Metro, 88 Hamilton Road, FELIXSTOWE
147 Tesco Metro, 125-127 London Road, LOWESTOFT
148 Tesco Metro, Grange Farm, Kesgrave
149 Waitrose, Robert Bobby Way, BURY ST EDMUNDS
150 Waitrose, Church Street, SAXMUNDHAM
151 Waitrose, Station Road, SUDBURY
152 Internet / Mail Order (PLEASE WRITE IN)
153 Other (PLEASE WRITE IN)
154 (Don't know / varies)

Q12 How often do you normally do your household's shopping for small scale 'top-up' basket food and convenience goods items (including newspapers, bread, milk and tobacco products)?
DO NOT READ OUT. ONE ANSWER ONLY

1 Daily
2 More than once a week
3 Once a week
4 Once a fortnight
5 Once a month
6 Less often
7 Varies

Q13 Of all the money you spend on food and household groceries, what share, as a % goes to your main food shopping?

DO NOT READ OUT. ONE ANSWER ONLY

- 1 0-10%
- 2 11-20%
- 3 21-30%
- 4 31-40%
- 5 41-50%
- 6 51-60%
- 7 61-70%
- 8 71-80%
- 9 81-90%
- A 91-100%
- B (Don't know / varies)

Q14 I would now like to ask you some questions about non-food shopping. In which location do you normally do most of your household's non-food shopping?

DO NOT READ OUT. ONE ANSWER ONLY

INTERVIEWERS PLEASE PROBE FULLY FOR A STORE NAME, ROAD, LOCATION (TOWN OR OUT OF CENTRE) AND TYPE RESPONSE UNDER 'OTHER'

IF 'OTHER' NOTE WHETHER TOWN CENTRE, RETAIL PARK OR STORE (including road name, location)

If internet, specify retailer under other, e.g 'Internet - Amazon'

- 1 Ipswich Town Centre
- 2 Ipswich - Anglia Retail Park
- 3 Ipswich - Commercial Road Retail Park
- 4 Ipswich - Euro Retail Park
- 5 Ipswich - Orwell Retail Park/Ranelagh Road
- 6 Ipswich - Suffolk Retail Park
- 7 Ipswich Smaller (District/Local) Centre (PLEASE WRITE IN)
- 8 Copdock - Copdock Retail Park
- 9 Martlesham Heath - Beardmore Retail Park
- A Braintree - Braintree Retail Park
- B Bury St. Edmunds - Robert Boby Way Retail Park
- C Bury St. Edmunds - St Edmundsbury Retail Park
- D Clacton - Valley Bridge Road
- E Clacton - Fiveways Retail Park
- F Colchester - Colchester Retail Park
- G Colchester - Colne View Retail Park
- H Colchester - Tollgate Centre
- I Lowestoft - Tower Retail Park
- J Martlesham Heath - Martlesham Retail Park
- K Newmarket - Studlands Retail Park
- L Sudbury - Shawlands Retail Park
- M Thetford - Forest Retail Park
- N Aldeburgh
- O Braintree
- P Bury St. Edmunds
- Q Cambridge
- R Clacton
- S Colchester
- T Felixstowe
- U Framlingham
- V Halesworth
- W Leiston
- X Lowestoft
- Y Manningtree
- Z Norwich
- a Southwold
- b Stowmarket
- c Sudbury
- d Woodbridge
- e Catalogue / Mail order
- f Internet (PLEASE WRITE IN)
- g Other (PLEASE WRITE IN)
- h (Don't know / can't remember)
- i (Do not do non-food shopping)

Q15 Where do you normally do most of your household's shopping for (womens, mens, childrens and baby) clothing & footwear items?

DO NOT READ OUT. ONE ANSWER ONLY

INTERVIEWERS PLEASE PROBE FULLY FOR A STORE NAME, ROAD, LOCATION (TOWN OR OUT OF CENTRE) AND TYPE RESPONSE UNDER 'OTHER'

IF 'OTHER' NOTE WHETHER TOWN CENTRE, RETAIL PARK OR STORE (including road name, location)

If internet, specify retailer under other, e.g 'Internet - Amazon'

- 1 Ipswich Town Centre
- 2 Ipswich - Anglia Retail Park
- 3 Ipswich - Anglia Retail Park - Mamas & Papas
- 4 Ipswich - Commercial Road Retail Park
- 5 Ipswich - Euro Retail Park
- 6 Ipswich - Euro Retail Park - JJB Sports
- 7 Ipswich - Orwell Retail Park/Ranelagh Road
- 8 Ipswich - Suffolk Retail Park
- 9 Ipswich - Suffolk Retail Park - Brantano
- A Ipswich Smaller (District/Local) Centre (PLEASE WRITE IN)
- B Copdock - Copdock Retail Park
- C Copdock - Copdock Retail Park - Mothercare World
- D Martlesham Heath - Beardmore Retail Park
- E Braintree - Braintree Retail Park
- F Bury St. Edmunds - Robert Boby Way Retail Park
- G Bury St. Edmunds - St Edmundsbury Retail Park
- H Clacton - Valley Bridge Road
- I Clacton - Fiveways Retail Park
- J Colchester - Colchester Retail Park
- K Colchester - Colne View Retail Park
- L Colchester - Tollgate Centre
- M Lowestoft - Tower Retail Park
- N Martlesham Heath - Martlesham Retail Park
- O Newmarket - Studlands Retail Park
- P Sudbury - Shawlands Retail Park
- Q Thetford - Forest Retail Park
- R Aldeburgh
- S Braintree
- T Bury St. Edmunds
- U Cambridge
- V Clacton
- W Colchester
- X Felixstowe
- Y Framlingham
- Z Halesworth
- a Leiston
- b Lowestoft
- c Manningtree
- d Norwich
- e Southwold
- f Stowmarket
- g Sudbury
- h Woodbridge
- i Catalogue / Mail order
- j Internet (PLEASE WRITE IN)
- k Other (PLEASE WRITE IN)
- l (Don't know / can't remember)
- m (Do not do non-food shopping)

Q16 Where do you normally do most of your household's shopping for furniture, carpets and other floor coverings (such as beds, sofas, tables, fitted carpets, screens, etc)?

DO NOT READ OUT. ONE ANSWER ONLY

INTERVIEWERS PLEASE PROBE FULLY FOR A STORE NAME, ROAD, LOCATION (TOWN OR OUT OF CENTRE) AND TYPE RESPONSE UNDER 'OTHER'

IF 'OTHER' NOTE WHETHER TOWN CENTRE, RETAIL PARK OR STORE (including road name, location)

If internet, specify retailer under other, e.g 'Internet - Amazon'

- 1 Ipswich Town Centre
- 2 Ipswich - Anglia Retail Park
- 3 Ipswich - Anglia Retail Park - Carpet Right
- 4 Ipswich - Anglia Retail Park - Klausner
- 5 Ipswich - Commercial Road Retail Park
- 6 Ipswich - Euro Retail Park
- 7 Ipswich - Euro Retail Park - Carpetright
- 8 Ipswich - Euro Retail Park - Harveys
- 9 Ipswich - Euro Retail Park - Allied Carpets
- A Ipswich - Euro Retail Park - Dreams Bed Superstore
- B Ipswich - Euro Retail Park - SCS
- C Ipswich - Orwell Retail Park/Ranelagh Road
- D Ipswich - Orwell Retail Park/Ranelagh Road - Glasswells
- E Ipswich - Suffolk Retail Park
- F Ipswich Smaller (District/Local) Centre (PLEASE WRITE IN)
- G Copdock - Copdock Retail Park
- H Copdock - Copdock Retail Park - Multiyork
- I Martlesham Heath - Beardmore Retail Park
- J Braintree - Braintree Retail Park
- K Bury St. Edmunds - Robert Boby Way Retail Park
- L Bury St. Edmunds - St Edmundsbury Retail Park
- M Clacton - Valley Bridge Road
- N Clacton - Fiveways Retail Park
- O Colchester - Colchester Retail Park
- P Colchester - Colne View Retail Park
- Q Colchester - Tollgate Centre
- R Lowestoft - Tower Retail Park
- S Martlesham Heath - Martlesham Retail Park
- T Newmarket - Studlands Retail Park
- U Sudbury - Shawlands Retail Park
- V Thetford - Forest Retail Park
- W Aldeburgh
- X Braintree
- Y Bury St. Edmunds
- Z Cambridge
- a Clacton
- b Colchester
- c Felixstowe
- d Framlingham
- e Halesworth
- f Leiston
- g Lowestoft
- h Manningtree
- i Norwich
- j Southwold
- k Stowmarket
- l Sudbury
- m Woodbridge
- n Catalogue / Mail order
- o Internet (PLEASE WRITE IN)
- p Other (PLEASE WRITE IN)
- q (Don't know / can't remember)
- r (Do not do non-food shopping)

Q17

Where do you normally do most of your household's shopping for hardware, DIY goods, decorating supplies and garden products (such as drills, lawn mowers, hammers, hedge cutters, garden tools, plants, shrubs etc)?
DO NOT READ OUT. ONE ANSWER ONLY

INTERVIEWERS PLEASE PROBE FULLY FOR A STORE NAME, ROAD, LOCATION (TOWN OR OUT OF CENTRE) AND TYPE RESPONSE UNDER 'OTHER'
IF 'OTHER' NOTE WHETHER TOWN CENTRE, RETAIL PARK OR STORE (including road name, location)
If internet, specify retailer under other, e.g 'Internet - Amazon'

- 1 Ipswich Town Centre
- 2 Ipswich - Anglia Retail Park
- 3 Ipswich - Anglia Retail Park - B&Q
- 4 Ipswich - Commercial Road Retail Park
- 5 Ipswich - Euro Retail Park
- 6 Ipswich - Euro Retail Park - B&Q
- 7 Ipswich - Jewsons
- 8 Ipswich - Orwell Retail Park/Ranelagh Road
- 9 Ipswich - Orwell Retail Park/Ranelagh Road - Focus
- A Ipswich - Suffolk Retail Park
- B Ipswich - Wickes, Crompton Road
- C Ipswich - Topps Tiles, Commercial Road
- D Ipswich Smaller (District/Local) Centre (PLEASE WRITE IN)
- E Braintree - Braintree Retail Park
- F Bury St. Edmunds - Easlea Road
- G Bury St. Edmunds - Risbygate Street
- H Bury St. Edmunds - Robert Bobby Way Retail Park
- I Bury St. Edmunds - St Edmundsbury Retail Park
- J Clacton - Fiveways Retail Park
- K Clacton - Valley Bridge Road
- L Colchester - Colchester Retail Park
- M Colchester - Colne View Retail Park
- N Colchester - St Andrew's Avenue
- O Colchester - Tollgate Centre
- P Colchester - Turner Rise
- Q Copdock - Copdock Retail Park
- R Martlesham Heath - Beardmore Retail Park
- S Newmarket - Studlands Retail Park
- T Warren Heath - Homebase
- U Aldeburgh
- V Braintree
- W Bury St. Edmunds
- X Cambridge
- Y Clacton
- Z Colchester
- a Felixstowe
- b Framlingham
- c Halesworth
- d Leiston
- e Lowestoft
- f Manningtree
- g Norwich
- h Southwold
- i Stowmarket
- j Sudbury
- k Woodbridge
- l Catalogue / Mail order
- m Internet (PLEASE WRITE IN)
- n Other (PLEASE WRITE IN)
- o (Don't know / can't remember)
- p (Do not do non-food shopping)

Q18 Where do you normally do most of your shopping for audio visual, photographic, computer items (such as stereos, radios, TVs, software, cameras, telephones, CDs & DVDs etc)?

DO NOT READ OUT. ONE ANSWER ONLY

INTERVIEWERS PLEASE PROBE FULLY FOR A STORE NAME, ROAD, LOCATION (TOWN OR OUT OF CENTRE) AND TYPE RESPONSE UNDER 'OTHER'

IF 'OTHER' NOTE WHETHER TOWN CENTRE, RETAIL PARK OR STORE (including road name, location)

If internet, specify retailer under other, e.g 'Internet - Amazon'

- 1 Ipswich Town Centre
- 2 Ipswich - Anglia Retail Park
- 3 Ipswich - Anglia Retail Park - Comet
- 4 Ipswich - Commercial Road Retail Park
- 5 Ipswich - Euro Retail Park
- 6 Ipswich - Euro Retail Park - Hughes
- 7 Ipswich - Orwell Retail Park/Ranelagh Road
- 8 Ipswich - Suffolk Retail Park
- 9 Ipswich Smaller (District/Local) Centre (PLEASE WRITE IN)
- A Copdock - Copdock Retail Park
- B Copdock - Copdock Retail Park - Currys
- C Copdock - Copdock Retail Park - PC World
- D Martlesham Heath - Beardmore Retail Park
- E Braintree - Braintree Retail Park
- F Bury St. Edmunds - Robert Bobby Way Retail Park
- G Bury St. Edmunds - St Edmundsbury Retail Park
- H Clacton - Valley Bridge Road
- I Clacton - Fiveways Retail Park
- J Colchester - Colchester Retail Park
- K Colchester - Colne View Retail Park
- L Colchester - Tollgate Centre
- M Lowestoft - Tower Retail Park
- N Martlesham Heath - Martlesham Retail Park
- O Newmarket - Studlands Retail Park
- P Sudbury - Shawlands Retail Park
- Q Thetford - Forest Retail Park
- R Aldeburgh
- S Braintree
- T Bury St. Edmunds
- U Cambridge
- V Clacton
- W Colchester
- X Felixstowe
- Y Framlingham
- Z Halesworth
- a Leiston
- b Lowestoft
- c Manningtree
- d Norwich
- e Southwold
- f Stowmarket
- g Sudbury
- h Woodbridge
- i Catalogue / Mail order
- j Internet (PLEASE WRITE IN)
- k Other (PLEASE WRITE IN)
- l (Don't know / can't remember)
- m (Do not do non-food shopping)

Q19 Where do you normally do most of your household's shopping for small domestic electrical appliances (such as irons, kettles, fans, coffee makers, food mixers etc)?

DO NOT READ OUT. ONE ANSWER ONLY

INTERVIEWERS PLEASE PROBE FULLY FOR A STORE NAME, ROAD, LOCATION (TOWN OR OUT OF CENTRE) AND TYPE RESPONSE UNDER 'OTHER'

IF 'OTHER' NOTE WHETHER TOWN CENTRE, RETAIL PARK OR STORE (including road name, location)

If internet, specify retailer under other, e.g 'Internet - Amazon'

- 1 Ipswich Town Centre
- 2 Ipswich - Anglia Retail Park
- 3 Ipswich - Anglia Retail Park - Comet
- 4 Ipswich - Commercial Road Retail Park
- 5 Ipswich - Euro Retail Park
- 6 Ipswich - Euro Retail Park - Hughes
- 7 Ipswich - Orwell Retail Park/Ranelagh Road
- 8 Ipswich - Suffolk Retail Park
- 9 Ipswich - Suffolk Retail Park - Argos Extra
- A Ipswich Smaller (District/Local) Centre (PLEASE WRITE IN)
- B Copdock - Copdock Retail Park
- C Copdock - Copdock Retail Park - Currys
- D Martlesham Heath - Beardmore Retail Park
- E Braintree - Braintree Retail Park
- F Bury St. Edmunds - Robert Bobby Way Retail Park
- G Bury St. Edmunds - St Edmundsbury Retail Park
- H Clacton - Valley Bridge Road
- I Clacton - Fiveways Retail Park
- J Colchester - Colchester Retail Park
- K Colchester - Colne View Retail Park
- L Colchester - Tollgate Centre
- M Lowestoft - Tower Retail Park
- N Martlesham Heath - Martlesham Retail Park
- O Newmarket - Studlands Retail Park
- P Sudbury - Shawlands Retail Park
- Q Thetford - Forest Retail Park
- R Aldeburgh
- S Braintree
- T Bury St. Edmunds
- U Cambridge
- V Clacton
- W Colchester
- X Felixstowe
- Y Framlingham
- Z Halesworth
- a Leiston
- b Lowestoft
- c Manningtree
- d Norwich
- e Southwold
- f Stowmarket
- g Sudbury
- h Woodbridge
- i Catalogue / Mail order
- j Internet (PLEASE WRITE IN)
- k Other (PLEASE WRITE IN)
- l (Don't know / can't remember)
- m (Do not do non-food shopping)

Q20 Where do you normally do most of your household's shopping for large domestic electrical appliances (such as fridges, washing machines, cookers, vacuum cleaners etc)?

DO NOT READ OUT. ONE ANSWER ONLY

INTERVIEWERS PLEASE PROBE FULLY FOR A STORE NAME, ROAD, LOCATION (TOWN OR OUT OF CENTRE) AND TYPE RESPONSE UNDER 'OTHER'

IF 'OTHER' NOTE WHETHER TOWN CENTRE, RETAIL PARK OR STORE (including road name, location)

If internet, specify retailer under other, e.g 'Internet - Amazon'

- 1 Ipswich Town Centre
- 2 Ipswich - Anglia Retail Park
- 3 Ipswich - Anglia Retail Park - Comet
- 4 Ipswich - Commercial Road Retail Park
- 5 Ipswich - Euro Retail Park
- 6 Ipswich - Euro Retail Park - Hughes
- 7 Ipswich - Orwell Retail Park/Ranelagh Road
- 8 Ipswich - Suffolk Retail Park
- 9 Ipswich - Suffolk Retail Park - Argos Extra
- A Ipswich Smaller (District/Local) Centre (PLEASE WRITE IN)
- B Copdock - Copdock Retail Park
- C Copdock - Copdock Retail Park - Currys
- D Martlesham Heath - Beardmore Retail Park
- E Braintree - Braintree Retail Park
- F Bury St. Edmunds - Robert Bobby Way Retail Park
- G Bury St. Edmunds - St Edmundsbury Retail Park
- H Clacton - Valley Bridge Road
- I Clacton - Fiveways Retail Park
- J Colchester - Colchester Retail Park
- K Colchester - Colne View Retail Park
- L Colchester - Tollgate Centre
- M Lowestoft - Tower Retail Park
- N Martlesham Heath - Martlesham Retail Park
- O Newmarket - Studlands Retail Park
- P Sudbury - Shawlands Retail Park
- Q Thetford - Forest Retail Park
- R Aldeburgh
- S Braintree
- T Bury St. Edmunds
- U Cambridge
- V Clacton
- W Colchester
- X Felixstowe
- Y Framlingham
- Z Halesworth
- a Leiston
- b Lowestoft
- c Manningtree
- d Norwich
- e Southwold
- f Stowmarket
- g Sudbury
- h Woodbridge
- i Catalogue / Mail order
- j Internet (PLEASE WRITE IN)
- k Other (PLEASE WRITE IN)
- l (Don't know / can't remember)
- m (Do not do non-food shopping)

Q21 Where do you normally do most of your household's shopping for chemist and medical goods, cosmetics and other beauty products (such as medicines, vitamins, glasses, contact lenses etc)?
DO NOT READ OUT. ONE ANSWER ONLY

INTERVIEWERS PLEASE PROBE FULLY FOR A STORE NAME, ROAD, LOCATION (TOWN OR OUT OF CENTRE) AND TYPE RESPONSE UNDER 'OTHER'
IF 'OTHER' NOTE WHETHER TOWN CENTRE, RETAIL PARK OR STORE (including road name, location)
If internet, specify retailer under other, e.g 'Internet - Amazon'

- 1 Ipswich Town Centre
- 2 Ipswich - Anglia Retail Park
- 3 Ipswich - Commercial Road Retail Park
- 4 Ipswich - Euro Retail Park
- 5 Ipswich - Orwell Retail Park/Ranelagh Road
- 6 Ipswich - Suffolk Retail Park
- 7 Ipswich Smaller (District/Local) Centre (PLEASE WRITE IN)
- 8 Copdock - Copdock Retail Park
- 9 Martlesham Heath - Beardmore Retail Park
- A Braintree - Braintree Retail Park
- B Bury St. Edmunds - Robert Bobby Way Retail Park
- C Bury St. Edmunds - St Edmundsbury Retail Park
- D Clacton - Valley Bridge Road
- E Clacton - Fiveways Retail Park
- F Colchester - Colchester Retail Park
- G Colchester - Colne View Retail Park
- H Colchester - Tollgate Centre
- I Lowestoft - Tower Retail Park
- J Martlesham Heath - Martlesham Retail Park
- K Newmarket - Studlands Retail Park
- L Sudbury - Shawlands Retail Park
- M Thetford - Forest Retail Park
- N Aldeburgh
- O Braintree
- P Bury St. Edmunds
- Q Cambridge
- R Clacton
- S Colchester
- T Felixstowe
- U Framlingham
- V Halesworth
- W Leiston
- X Lowestoft
- Y Manningtree
- Z Norwich
- a Southwold
- b Stowmarket
- c Sudbury
- d Woodbridge
- e Catalogue / Mail order
- f Internet (PLEASE WRITE IN)
- g Other (PLEASE WRITE IN)
- h (Don't know / can't remember)
- i (Do not do non-food shopping)

Q22 Where do you do most of your household's shopping for games & toys, hobby items; sport and camping goods; and musical instruments?

DO NOT READ OUT. ONE ANSWER ONLY

INTERVIEWERS PLEASE PROBE FULLY FOR A STORE NAME, ROAD, LOCATION (TOWN OR OUT OF CENTRE) AND TYPE RESPONSE UNDER 'OTHER'

IF 'OTHER' NOTE WHETHER TOWN CENTRE, RETAIL PARK OR STORE (including road name, location)

If internet, specify retailer under other, e.g 'Internet - Amazon'

- 1 Ipswich Town Centre
- 2 Ipswich - Anglia Retail Park
- 3 Ipswich - Commercial Road Retail Park
- 4 Ipswich - Euro Retail Park
- 5 Ipswich - Euro Retail Park - JJB Sports
- 6 Ipswich - Orwell Retail Park/Ranelagh Road
- 7 Ipswich - Suffolk Retail Park
- 8 Ipswich - Suffolk Retail Park - Argos Extra
- 9 Ipswich Smaller (District/Local) Centre (PLEASE WRITE IN)
- A Copdock - Copdock Retail Park
- B Copdock - Copdock Retail Park - Toys R Us
- C Martlesham Heath - Beardmore Retail Park
- D Braintree - Braintree Retail Park
- E Bury St. Edmunds - Robert Bobby Way Retail Park
- F Bury St. Edmunds - St Edmundsbury Retail Park
- G Clacton - Valley Bridge Road
- H Clacton - Fiveways Retail Park
- I Colchester - Colchester Retail Park
- J Colchester - Colne View Retail Park
- K Colchester - Tollgate Centre
- L Lowestoft - Tower Retail Park
- M Martlesham Heath - Martlesham Retail Park
- N Newmarket - Studlands Retail Park
- O Sudbury - Shawlands Retail Park
- P Thetford - Forest Retail Park
- Q Aldeburgh
- R Braintree
- S Bury St. Edmunds
- T Cambridge
- U Clacton
- V Colchester
- W Felixstowe
- X Framlingham
- Y Halesworth
- Z Leiston
- a Lowestoft
- b Manningtree
- c Norwich
- d Southwold
- e Stowmarket
- f Sudbury
- g Woodbridge
- h Catalogue / Mail order
- i Internet (PLEASE WRITE IN)
- j Other (PLEASE WRITE IN)
- k (Don't know / can't remember)
- l (Do not do non-food shopping)

Q23 Where do you do most of your household's shopping for pets & pet related products?

DO NOT READ OUT. ONE ANSWER ONLY

INTERVIEWERS PLEASE PROBE FULLY FOR A STORE NAME, ROAD, LOCATION (TOWN OR OUT OF CENTRE) AND TYPE RESPONSE UNDER 'OTHER'

IF 'OTHER' NOTE WHETHER TOWN CENTRE, RETAIL PARK OR STORE (including road name, location)

If internet, specify retailer under other, e.g 'Internet - Amazon'

- 1 Ipswich Town Centre
- 2 Ipswich - Anglia Retail Park
- 3 Ipswich - Commercial Road Retail Park
- 4 Ipswich - Euro Retail Park
- 5 Ipswich - Orwell Retail Park/Ranelagh Road
- 6 Ipswich - Orwell Retail Park/Ranelagh Road - Pets @ Home
- 7 Ipswich - Suffolk Retail Park
- 8 Ipswich Smaller (District/Local) Centre (PLEASE WRITE IN)
- 9 Copdock - Copdock Retail Park
- A Martlesham Heath - Beardmore Retail Park
- B Braintree - Braintree Retail Park
- C Bury St. Edmunds - Robert Bobby Way Retail Park
- D Bury St. Edmunds - St Edmundsbury Retail Park
- E Clacton - Valley Bridge Road
- F Clacton - Fiveways Retail Park
- G Colchester - Colchester Retail Park
- H Colchester - Colne View Retail Park
- I Colchester - Tollgate Centre
- J Lowestoft - Tower Retail Park
- K Martlesham Heath - Martlesham Retail Park
- L Newmarket - Studlands Retail Park
- M Sudbury - Shawlands Retail Park
- N Thetford - Forest Retail Park
- O Aldeburgh
- P Braintree
- Q Bury St. Edmunds
- R Cambridge
- S Clacton
- T Colchester
- U Felixstowe
- V Framlingham
- W Halesworth
- X Leiston
- Y Lowestoft
- Z Manningtree
- a Norwich
- b Southwold
- c Stowmarket
- d Sudbury
- e Woodbridge
- f Catalogue / Mail order
- g Internet (PLEASE WRITE IN)
- h Other (PLEASE WRITE IN)
- i (Don't know / can't remember)
- j (Do not do non-food shopping)

Q24 Where do you do most of your household's shopping for all other non-food goods including books; jewellery and watches; china, glassware; recreational and luxury goods?

DO NOT READ OUT. ONE ANSWER ONLY

- 1 Ipswich Town Centre
- 2 Ipswich - Anglia Retail Park
- 3 Ipswich - Commercial Road Retail Park
- 4 Ipswich - Euro Retail Park
- 5 Ipswich - Orwell Retail Park/Ranelagh Road
- 6 Ipswich - Suffolk Retail Park
- 7 Ipswich - Suffolk Retail Park - Dunelm Mill
- 8 Ipswich - Suffolk Retail Park - Range
- 9 Ipswich - Suffolk Retail Park - Argos Extra
- A Ipswich Smaller (District/Local) Centre (PLEASE WRITE IN)
- B Copdock - Copdock Retail Park
- C Martlesham Heath - Beardmore Retail Park
- D Braintree - Braintree Retail Park
- E Bury St. Edmunds - Robert Boby Way Retail Park
- F Bury St. Edmunds - St Edmundsbury Retail Park
- G Clacton - Valley Bridge Road
- H Clacton - Fiveways Retail Park
- I Colchester - Colchester Retail Park
- J Colchester - Colne View Retail Park
- K Colchester - Tollgate Centre
- L Lowestoft - Tower Retail Park
- M Martlesham Heath - Martlesham Retail Park
- N Newmarket - Studlands Retail Park
- O Sudbury - Shawlands Retail Park
- P Thetford - Forest Retail Park
- Q Aldeburgh
- R Braintree
- S Bury St. Edmunds
- T Cambridge
- U Clacton
- V Colchester
- W Felixstowe
- X Framlingham
- Y Halesworth
- Z Leiston
- a Lowestoft
- b Manningtree
- c Norwich
- d Southwold
- e Stowmarket
- f Sudbury
- g Woodbridge
- h Catalogue / Mail order
- i Internet (PLEASE WRITE IN)
- j Other (PLEASE WRITE IN)
- k (Don't know / can't remember)
- l (Do not do non-food shopping)

Q25 When you do your household's non-food shopping, how do you usually travel?

DO NOT READ OUT. ONE ANSWER ONLY

- 1 Car / van (as driver)
- 2 Car / van (as passenger)
- 3 Bus, minibus or coach
- 4 Using park & ride facility
- 5 Motorcycle, scooter or moped
- 6 Walk
- 7 Taxi
- 8 Train
- 9 Bicycle
- A Other (PLEASE WRITE IN)
- B (Don't know / varies)
- C Not applicable / goods delivered

I would now like to ask you about some leisure activities. How often do you and your family visit the following leisure attractions?

Q26 READ OUT. ONE ANSWER PER ACTIVITY

Once a week, Once a fortnight, Once a month, Once every two months, Once every six months, Once a year, Don't go, (Don't know / varies)

- | | | |
|---|--|--|
| 1 | Bingo | If not "Don't go" or "(Don't know / Varies)" GO TO Q27 |
| 2 | Cinema | If not "Don't go" or "(Don't know / Varies)" GO TO Q28 |
| 3 | Gym / Healthclub / Swimming | If not "Don't go" or "(Don't know / Varies)" GO TO Q29 |
| 4 | Museum or place of historical interest | If not "Don't go" or "(Don't know / Varies)" GO TO Q30 |
| 5 | Nightclub / Musical venue | If not "Don't go" or "(Don't know / Varies)" GO TO Q31 |
| 6 | Pub/ Bar | If not "Don't go" or "(Don't know / Varies)" GO TO Q32 |
| 7 | Restaurant | If not "Don't go" or "(Don't know / Varies)" GO TO Q33 |
| 8 | Tenpin bowling | If not "Don't go" or "(Don't know / Varies)" GO TO Q34 |
| 9 | Theatre | If not "Don't go" or "(Don't know / Varies)" GO TO Q35 |
| A | Other Activity (PLEASE WRITE IN) | If not "Don't go" or "(Don't know / Varies)" GO TO Q36 |

Q27 Where did you or members of your household last go to play bingo?

DO NOT READ OUT. ONE ANSWER ONLY
If OTHER or RESPONDENTS STATES A PARTICULAR FACILITY, please specify the
NAME, RETAIL PARK / ROAD NAME AND AREA

- 1 Mecca Bingo, Lloyds Avenue, Ipswich
- 2 Gala Bingo, 3 Ranelagh Road, Ipswich
- 3 Anglia Weekly Bingo, Penschurst Road, Ipswich
- 4 Bingo Hall, Ranelagh Road, Ipswich
- 5 Gala Bingo, 129 Pier Avenue, Clacton On Sea
- 6 Winners Bingo, 4 Hatter Street, Bury St Edmunds
- 7 Palace Bingo, Crescent Road, Felixstowe
- 8 Gala Bingo, 48 Osborne Street, Colchester
- 9 Other (PLEASE WRITE IN)

Q28 Where did you or members of your household last go to the cinema?

DO NOT READ OUT. ONE ANSWER ONLY
If OTHER or RESPONDENTS STATES A PARTICULAR FACILITY, please specify the
NAME, RETAIL PARK / ROAD NAME AND AREA

- 1 Cineworld, Cardinal Park, Ipswich
- 2 Film Theatre, Ipswich
- 3 The Regal, Stowmarket
- 4 The Palace, Felixstowe
- 5 Riverside Centre, Woodbridge
- 6 Aldeburgh Cinema, Aldeburgh
- 7 Cineworld, Freeport Leisure, Braintree
- 8 Odeon, Wherry Road, Norwich
- 9 Picturehouse, Cambridge
- A Vue, Cambridge
- B Odeon, Head Street, Colchester
- C Flicks, Clacton
- D Electric Palace, Harwich
- E Empire, Halstead
- F Film Theatre, Leiston
- G Hollywood, Lowestoft
- H Cineworld, Parkway, Bury St Edmunds
- I Other (PLEASE WRITE IN)

Q29

Where did you or members of your household last go to a gym / healthclub?

DO NOT READ OUT. ONE ANSWER ONLY
If OTHER or RESPONDENTS STATES A PARTICULAR FACILITY, please specify the
NAME, RETAIL PARK / ROAD NAME AND AREA

- 1 Gym & Trim, Cardinal Park, Ipswich
- 2 Fitness First, Russell Road, Ipswich
- 3 Crown Pools, Crown Street, Ipswich
- 4 YMCA (Ipswich), 38 Westgate Street, Ipswich
- 5 YMCA Training, 517 London Road, Ipswich
- 6 Ipswich Sports Club, Henley Road, Ipswich
- 7 Swallow Leisure (Ipswich), Belstead Road, Belstead, Ipswich
- 8 Copleston Centre, Copleston Road, Ipswich
- 9 Gainsborough Sports Centre, Brazier's Wood Road, Ipswich
- A Whitton Sports & Community Centre, Whitton Church Lane, Ipswich
- B Next Generation Health Club, 11 The Havens, Ransomes Europark, Ipswich
- C Oaks Fitness, 47 Upper Orwell Street, Ipswich
- D Spirit Health & Fitness, London Road, Ipswich
- E Maidenhall Sports Centre, Maidenhall Approach, Ipswich
- F Hotel Elizabeth Leisure Club, London Road, Copdock, Copdock
- G Hintlesham Hall Hotel Club, George Street, Hintlesham, Hintlesham
- H Clarice House, Bramford Road, Bramford
- I Martlesham Leisure, Gloster Road, Martlesham Heath
- J Adrenaline Gym, Ipswich
- K David Lloyd, Ransomes Europark, Ipswich
- L St Josephs College, Ipswich
- M Westbourne High School, Ipswich
- N Martlesham Leisure Club, Martlesham Heath, Martlesham Heath
- O Outside Ipswich
- P Other (PLEASE WRITE IN)

Q30 Where did you or members of your household last go to a museum or place of historical interest?

DO NOT READ OUT. ONE ANSWER ONLY

If OTHER or RESPONDENTS STATES A PARTICULAR FACILITY, please specify the NAME, RETAIL PARK / ROAD NAME AND AREA

- 1 Christchurch Mansion & Wolsey Art Gallery, Soane Street, Ipswich
- 2 Town Hall Galleries, Cornhill, Ipswich
- 3 John Russell Gallery, 4-6 Wherry Lane, Ipswich
- 4 Ipswich Transport Museum, Cobham Road, Ipswich
- 5 Ipswich Museum, High Street, Ipswich
- 6 Felixstowe Museum, Viewpoint Road, Felixstowe
- 7 Landguard Fort, Felixstowe, Felixstowe
- 8 Martlesham Heath Control Tower, Off Parkers Place, Martlesham Heath
- 9 Woodbridge Museum, 5 Market Hill , Martlesham Heath
- A Museum of East Anglian Life, Crowe Street , Stowmarket
- B Orford Castle, , Aldeburgh
- C St Edmundsbury Cathedral, , Bury St Edmunds
- D The Guildhall, , Lavenham
- E West Stow Anglo Saxon Village, , West Stow
- F Norwich Castle Museum and Gallery, , Norwich
- G Grimes Graves, , Thetford
- H Crossing Temple, , Braintree
- I Framlingham Castle, , Framlingham
- J Other (PLEASE WRITE IN)

Q31 Where did you or members of your household last go to a nightclub or musical venue?

DO NOT READ OUT. ONE ANSWER ONLY

If OTHER or RESPONDENTS STATES A PARTICULAR FACILITY, please specify the NAME, RETAIL PARK / ROAD NAME AND AREA

- 1 Corn Exchange, 3/5 Northgate Street, Ipswich
- 2 Fire & Ice, West Leisure Terrace, Cardinal Park, Ipswich
- 3 Liquid Envy, 127 Old Cattle Market, Ipswich
- 4 Mojo, 32 Tacket Street, Ipswich
- 5 Pals, 3 St. Helens Street, Ipswich
- 6 PJ McGinty and Sons, King Street, Ipswich
- 7 Regent Theatre, Ipswich
- 8 Seventy-Seven, 77 Fore Hamlet, Ipswich
- 9 The Thomas Eldred, Ipswich
- A Other (PLEASE WRITE IN)

Q32 Where did you or members of your household last go to a pub/bar?

DO NOT READ OUT. ONE ANSWER ONLY

If OTHER or RESPONDENTS STATES A PARTICULAR FACILITY, please specify the NAME, RETAIL PARK / ROAD NAME AND AREA

- 1 Cardinal Park, , Ipswich
- 2 Ipswich Town Centre, Including St Nicholas Street, Ipswich
- 3 Ipswich Waterfront, Ipswich
- 4 Isaacs, Ipswich
- 5 Pals, Ipswich
- 6 The Dove, Ipswich
- 7 Other (PLEASE WRITE IN)

Q33 Where did you or members of your household last go to a restaurant?

DO NOT READ OUT. ONE ANSWER ONLY

If OTHER or RESPONDENTS STATES A PARTICULAR FACILITY, please specify the NAME, RETAIL PARK / ROAD NAME AND AREA

- 1 Cardinal Park, Ipswich
- 2 Ipswich Town Centre, including St Nicholas Street, Ipswich
- 3 Ipswich Waterfront, Ipswich
- 4 Bury St Edmunds
- 5 Cambridge
- 6 Chelmsford
- 7 Colchester
- 8 Diss
- 9 Felixstowe
- A Norwich
- B Stowmarket
- C Sudbury
- D Woodbridge
- E Other (PLEASE WRITE IN)

Q34 Where did you or members of your household last go tenpin bowling?

DO NOT READ OUT. ONE ANSWER ONLY

If OTHER or RESPONDENTS STATES A PARTICULAR FACILITY, please specify the NAME, RETAIL PARK / ROAD NAME AND AREA

- 1 Solar Bowl, Sproughton Rd, Ipswich
- 2 Kingpin, Gloster Road, Martlesham Heath, Ipswich
- 3 Ten pin bowling, Colchester
- 4 Strikes, Byford Road, Sudbury
- 5 Bury Bowl, Eastgate Street, Bury St Edmunds
- 6 Mega Bowl, Pilsworth, Bury St Edmunds
- 7 Other (PLEASE WRITE IN)

Q35 Where did you or members of your household last go to the theatre?

DO NOT READ OUT. ONE ANSWER ONLY

If OTHER or RESPONDENTS STATES A PARTICULAR FACILITY, please specify the NAME, RETAIL PARK / ROAD NAME AND AREA

- 1 Ipswich Regent, 3 St. Helens Street, Ipswich
- 2 The New Wolsey Theatre, Civic Drive, Ipswich
- 3 The Corn Exchange, King Street, Ipswich
- 4 Dance East, Ipswich Waterfront, Ipswich
- 5 Sir John Mills Theatre, Gatacre Road, Ipswich
- 6 Sea Pavilion, Felixstowe, Felixstowe
- 7 Regal Theatre, Stowmarket, Stowmarket
- 8 The Quay Theatre, Sudbury
- 9 Mercury Theatre, Colchester
- A The Theatre Royal, Bury St Edmunds
- B Theatre Royal, Norwich
- C Seckford Theatre, Woodbridge
- D The Wolsey Studio, St Georges Street, Ipswich
- E Maddermarket Theatre, Norwich
- F London
- G Other (PLEASE WRITE IN)

Q36 Where did you or members of your household undertake the activity mentioned?

(INTERVIEWERS PLEASE REFER TO Q26 - OTHER ACTIVITY)

DO NOT READ OUT. ONE ANSWER ONLY

Please specify the NAME, RETAIL PARK / ROAD NAME AND AREA

- 1 Cardinal Park
- 2 Ipswich Town Centre
- 3 Ipswich Waterfront
- 4 Bury St Edmunds
- 5 Cambridge
- 6 Chelmsford
- 7 Colchester
- 8 Diss
- 9 Felixstowe
- A Norwich
- B Stowmarket
- C Sudbury
- D Woodbridge
- E Other (PLEASE WRITE IN)

Q37 What improvements to Ipswich Town Centre, if any, would make you visit it more often than you currently do?

DO NOT READ OUT. CAN BE MULTICODED. CODE NO MORE THAN THREE RESPONSES.

- 1 Better disabled access
- 2 Better public transport
- 3 Better signposting
- 4 Better policing /safer
- 5 Better shopping environment (PLEASE WRITE IN)
- 6 Better value for money / lower prices
- 7 Cinema
- 8 Cleaner streets
- 9 Department Store
- A Fewer traffic free pedestrian streets
- B Improved public transport
- C More frequent or different routes
- D Cheaper public transport
- E Additional park & ride facilities
- F Cheaper park & ride facilities
- G Larger shops
- H New shopping centre
- I Large food superstore
- J More / better boutique shop offer
- K More / better higher quality shop offer
- L Shops and services open later in the evening
- M Lower car parking charges
- N More / better car parking
- O More / better foodstores
- P More fashion shops
- Q More smaller independent & specialist shops
- R More traffic free pedestrianised streets
- S More/better cafes
- T More/better cultural facilities
- U More/better entertainment facilities
- V More/better events'
- W More better parks / green spaces
- X More/better public houses
- Y More/better restaurants
- Z More/better seats
- a More/ better range of multiple retailers
- b Nothing
- c Do not visit Ipswich for leisure activities
- d Other (PLEASE WRITE IN)

Finally, I would like to ask you a few questions about yourself and your household. These are for survey control purposes only and the results will not be released identifying you by name.

GEN Gender of respondent
CODE FROM OBSERVATION

- 1 Male
- 2 Female

AGE Can I just ask, how old are you?
DO NOT READ OUT. ONE ANSWER ONLY

- 1 18-24
- 2 25-34
- 3 35-44
- 4 45-54
- 5 55-64
- 6 65+
- 7 (Refused)

OCC What is the occupation of the chief wage earner of the household?
DO NOT READ OUT. ONE ANSWER ONLY

- 1 Occupation (PLEASE WRITE IN)
- 2 Basic state pension ONLY
- 3 (Refused)

WORK If you are in employment, where do you work?
DO NOT READ OUT. ONE ANSWER ONLY

- 1 Ipswich
- 2 Aldeburgh
- 3 Braintree
- 4 Bury St. Edmunds
- 5 Clacton
- 6 Colchester
- 7 Felixstowe
- 8 Framlingham
- 9 Halesworth
- A Leiston
- B Lowestoft
- C Manningtree
- D Martlesham Heath
- E Norwich
- F Southwold
- G Stowmarket
- H Sudbury
- I Woodbridge
- J Other (PLEASE WRITE IN)
- K (Don't know / can't remember)

ADU How many adults aged 16 years and over, including yourself, live in your household?
DO NOT READ OUT. ONE ANSWER ONLY

- 1 One
- 2 Two
- 3 Three
- 4 Four or more
- 5 (Refused)

CHI How many children aged 15 years and under, live in your household?
DO NOT READ OUT. ONE ANSWER ONLY

- 1 None
- 2 One
- 3 Two
- 4 Three
- 5 Four or more
- 6 (Refused)

CAR How many cars does your household own or have the use of?
DO NOT READ OUT. ONE ANSWER ONLY

- 1 None
- 2 One
- 3 Two
- 4 Three or more
- 5 (Refused)

FUT Would you be willing to be recontacted for future quality control purposes?
DO NOT READ OUT. ONE ANSWER ONLY

- 1 Yes
- 2 No

Thank & close

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
Q01 Where do you normally go for your household's main food and grocery shopping i.e. primarily bulk 'trolley' purchases?										
<i>Excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q01</i>										
Aldi, 14 Meredith Road	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Aldi, 201 Felixstowe Road	0.4%	4	1.2%	4	0.0%	0	0.0%	0	0.0%	0
Aldi, 3 Hines Road	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Asda, Stoke Park Drive	1.5%	14	3.7%	13	0.0%	0	0.0%	0	0.6%	1
Asda, Goddard Road, Ipswich	7.4%	69	10.8%	37	2.3%	5	11.5%	23	2.0%	4
Asian Food store, 73-75 Norwich Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Butchers and Fruits, 14 St Helen's Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Ravenswood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op , 65-67 Colchester Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op & Rushmere Post Office, 51-53 Woodbridge Road East	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 147 Fircroft Road	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 15 Garrick Way	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 15-25 Meredith Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 15-23 Ulster Avenue	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 283 Norwich Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 16 Norwich Road	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 245-253 Hawthorn Drive	0.2%	2	0.6%	2	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 196 Vernon Street	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 111-113 Cauldwell Hall Road	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 34-38 Foxhall Road	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 1 Hines Road	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 2-8 Selkirk Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 217-221 Clapgate Lane	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 64-66 Queen's Way	0.2%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 119-123 Penshurst Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 335-337 Woodbridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 61 Prince of Wales Drive	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 201 Bramford Lane	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore (LateShop), 310 Sheldrake Drive	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, 88 Bramford Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Global Fruits, 49 Butter Market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Go East , 2 Fore Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halal Connection, 3-3a Norwich Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 23-31 St Matthew's Street	0.3%	3	0.8%	3	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, 38-40 Upper Brook Street	1.0%	9	2.4%	8	0.0%	0	0.5%	1	0.0%	0
J Sainsbury, 40 Hadleigh Road, Ipswich	6.8%	63	12.5%	43	0.4%	1	3.7%	7	6.7%	12
Kerala Store, 71 St John's Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Ravenswood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
Lidl, Handford Road	0.3%	3	0.5%	2	0.0%	0	0.7%	1	0.0%	0
M.R.S Food Store and Off Licence, 142 Felixstowe Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M.R.S Foodstore, 52 Woodbridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mamoudou, 37 Norwich Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencers, 16-26 Westgate Street	0.2%	2	0.0%	0	0.0%	0	0.7%	2	0.0%	0
McColls, 53 Stoke Park Drive	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mediterranean Foods, 3 Bramford Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Sproughton Road, Ipswich	9.7%	91	16.8%	58	2.8%	6	7.0%	14	7.2%	13
Napoli Deli, 67 Upper Orwell Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
National Groceries and Fruits, 31 Norwich Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premiere Stores, 17 Wherstead Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Procter's Sausages, 12 The Walk	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, 777-779 Woodbridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, 11 Reynolds Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Nacton Road	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express, St Matthews Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Duke Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express & Post Office, 651 Bramford Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Candy Box Off-Licence, 422 Woodbridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weigh 'n' Save, 69 Carr Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
World Food Store, 20 St Helen's Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Girling Street, SUDBURY	0.6%	5	0.0%	0	0.0%	0	0.0%	0	2.8%	5
Aldi, 6-10 Lime Kiln Lane, THETFORD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Turner Rise, COLCHESTER	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.9%	3
Asda, Wilkes Way, STOWMARKET	6.2%	58	0.2%	1	0.6%	1	27.5%	56	0.0%	0
Budgens, Bullock Fair Close, HARLESTON	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, St Andrews Street, MILDENHALL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, The Thoroughfare, WOODBRIDGE	0.3%	3	0.0%	0	1.5%	3	0.0%	0	0.0%	0
Iceland, George Road, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 5-6 Cornhill, BURY ST EDMUNDS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Waterglade Park, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, St Johns Walk Shopping Centre, COLCHESTER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Unit 7, Tollgate Centre, COLCHESTER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 50-60 Hamilton Way, FELIXSTOWE	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Iceland, Roachford Way, FRINTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Combs Lane, STOWMARKET	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 94-95 North Street, SUDBURY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Minstergate Street,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column % ges.

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
THETFORD										
Iceland, The Newlands, WITHAM	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, High Street, ATTLEBOROUGH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, 1 Tofts Walk, BRAintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, Moreton Hall, BURY ST EDMUNDS	1.7%	16	0.0%	0	0.0%	0	7.9%	16	0.0%	0
J Sainsbury, 14 Priory Walk, COLCHESTER	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.9%	3
J Sainsbury, Stanway, COLCHESTER	0.9%	8	0.0%	0	0.0%	0	0.0%	0	4.6%	8
J Sainsbury, London Road, THETFORD	0.6%	5	0.5%	2	0.0%	0	0.0%	0	1.9%	4
J Sainsbury, Felixstowe Road, Warren Heath, WARREN HEATH	11.4%	106	20.6%	71	9.1%	19	0.8%	2	8.4%	15
Kwik Save, Minster Gate Street, THETFORD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, St Johns Walk, COLCHESTER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, FELIXSTOWE	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Lidl, Staple Tye, HARLOW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, 36 North Street, SUDBURY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, 23 Buttemarket, BURY ST EDMUNDS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, 35-39 Pier Avenue, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, 38 High Street, COLCHESTER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, 55 Hamilton Road, FELIXSTOWE	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Marks & Spencer, 82-84 London Road North, LOWESTOFT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, George Westwood Way, BECCLES	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Morrisons, Little Clacton, CLACTON ON SEA	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	2
Morrisons, Old Road, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, 146 Victoria Road, DISS	1.3%	12	0.0%	0	1.8%	4	4.3%	9	0.0%	0
Morrisons, Grange Farm Park, FELIXSTOWE	2.8%	26	0.0%	0	12.7%	26	0.0%	0	0.0%	0
Morrisons, Parkeston, HARWICH	0.7%	7	0.0%	0	0.0%	0	0.0%	0	3.9%	7
Morrisons, Gisleham, LOWESTOFT	0.2%	2	0.0%	0	0.9%	2	0.0%	0	0.0%	0
Morrisons, Braintree Road, WITHAM	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netto, 24 Highfields Road, WITHAM	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainbow, Gosford Road, BECCLES	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainbow, Ashburnham Way, CARLTON COLVILLE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainbow, 133 Victoria Road, DISS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainbow, Saxons Way, HALESWORTH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roys Wroxham, Risbygate Street, BURY ST EDMUNDS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roys Wroxham, Great Eastern Road, SUDBURY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solar Superstore, Hamilton Road, FELIXSTOWE	0.8%	8	0.0%	0	3.8%	8	0.0%	0	0.0%	0

Column %ges.

Weighted:

February 2010

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Solar Superstore, Market Hill, FRAMLINGHAM	0.6%	6	0.0%	0	2.9%	6	0.0%	0	0.0%	0
Solar Superstore, Weavers Court, HALSTEAD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solar Superstore, Sizewell Road, LEISTON	1.0%	9	0.0%	0	4.5%	9	0.0%	0	0.0%	0
Somerfield, Market Square, BECCLES	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Somerfield, Rayne Road, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Mildenhall Road, BURY ST EDMUNDS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Clacton Hall, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, 39-43 High Street, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, 37-38 Mere Street, DISS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, 270 High Street, DOVERCOURT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, High Street, HALSTEAD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, 112 London Road, LOWESTOFT	0.1%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Somerfield, Church Street, SAXMUNDHAM	0.1%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Somerfield, 2 Market Place, SOUTHWOLD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, 100 East Street, SUDBURY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Great Notley, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Marks Gate, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Market Place, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, London Road, BRANDON	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	2
Tesco, St Saviours, BURY ST EDMUNDS	0.9%	8	0.0%	0	0.0%	0	3.9%	8	0.0%	0
Tesco, Greenstead Road, COLCHESTER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Highwoods Square, COLCHESTER	3.5%	33	0.0%	0	0.0%	0	0.0%	0	18.2%	33
Tesco, Victoria Road, DISS	0.4%	4	0.0%	0	0.5%	1	1.4%	3	0.0%	0
Tesco, Yarmouth Road, LOWESTOFT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Cedars Park, STOWMARKET	4.6%	43	0.0%	0	0.0%	0	21.0%	43	0.0%	0
Tesco, Springlands Way, SUDBURY	2.6%	25	0.0%	0	0.0%	0	0.9%	2	12.6%	23
Tesco, Kilverston, THETFORD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, 86 Church Road, TIPTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, The Grove Centre, WITHAM	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Horringer, BURY ST EDMUNDS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Lawson Place, BURY ST EDMUNDS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, MANNINGTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Copdock Interchange, Copdock	6.4%	60	11.4%	39	1.3%	3	1.3%	3	8.4%	15
Tesco Extra, Martlesham Heath, Martlesham Heath	12.3%	115	9.9%	34	36.9%	75	2.0%	4	0.9%	2
Tesco Metro, 28 Station Road, CLACTON ON SEA	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	2
Tesco Metro, 88 Hamilton	0.7%	6	0.0%	0	3.2%	6	0.0%	0	0.0%	0

Column %ges.

Ipswich Household Survey for Strategic Perspectives

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
Road, FELIXSTOWE										
Tesco Metro, 125-127 London Road, LOWESTOFT	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Grange Farm, Kesgrave	0.9%	9	2.5%	9	0.0%	0	0.0%	0	0.0%	0
Waitrose, Robert Boby Way, BURY ST EDMUNDS	0.2%	2	0.0%	0	0.0%	0	0.9%	2	0.0%	0
Waitrose, Church Street, SAXMUNDHAM	1.0%	9	0.0%	0	4.4%	9	0.0%	0	0.0%	0
Waitrose, Station Road, SUDBURY	1.3%	12	0.0%	0	0.0%	0	0.0%	0	6.8%	12
Other Local Shops - Alder Carr Farm Shop, Creeting St Mary	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Other Local Shops- Bury St. Edmunds- Co-op, Woolpit, Bury St. Edmunds	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Other Local Shops - Co-op, Chancery Lane, Debenham	0.3%	3	0.0%	0	0.0%	0	1.3%	3	0.0%	0
Other Local Shops - Co-op, East Row, The Street, Holbrook	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	2
Other Local Shops - Co-op, Hamilton Road, Felixstowe	0.2%	2	0.0%	0	1.1%	2	0.0%	0	0.0%	0
Other Local Shops - Co-op, High Street, Aldeburgh	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Other Local Shops - Co-op, High Street, Hadleigh	0.8%	8	0.0%	0	0.0%	0	0.0%	0	4.2%	8
Other Local Shops - Co-op, High Street, Laxfield	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Other Local Shops - Co-op, Market Hill, Framlingham	0.3%	3	0.0%	0	1.4%	3	0.0%	0	0.0%	0
Other Local Shops - Co-op, Saxons Way, Halesworth	0.1%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Other Local Shops - Co-op, Sizewell Road, Leiston	0.5%	5	0.0%	0	2.4%	5	0.0%	0	0.0%	0
Other Local Shops - Co-op, The Street, Capel St Mary	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	2
Other Local Shops - Co-op, The Street, Holbrook	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	2
Other Local Shops - Lowestoft - Asda, Belvedere Road-Off Horn Hill, Lowestoft	0.2%	2	0.0%	0	0.9%	2	0.0%	0	0.0%	0
Other Local Shops - Lowestoft - Lidl, North Quay Retail Park, Peto Way, Lowestoft	0.1%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Other Local Shops - Manningtree - Co-op, Century House, Station Road, Manningtree	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.7%	3
Other Local Shops - Morrisons, Tower Road, Lowestoft	0.2%	2	0.0%	0	0.8%	2	0.0%	0	0.0%	0
Other Local Shops - Post Office, Barton Road, Thurston	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Other Local Shops - Priory, Nacton Road	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other Local Shops - Sudbury - Grange farm shop, Haskerton	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other Local Shops - Tesco, Northolk	0.2%	2	0.0%	0	0.0%	0	0.7%	2	0.0%	0
Other Local Shops - Tesco, Ropes Drive, Kesgrave	0.2%	2	0.6%	2	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
Weighted base:	932			344		204		203		181
Sample:	936			387		268		190		91

Column %ges.

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)
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Q02 What is the main reason you choose (store mentioned at Q01) to do your main food and grocery shopping?

Excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q02

Accessibility by public transport	0.9%	9	1.1%	4	1.6%	3	0.8%	2	0.0%	0
Choice / price of non- food goods (e.g. clothes, DVDs, etc)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choice of food goods available	5.0%	48	3.9%	14	9.8%	22	1.6%	3	5.1%	10
Clean shopping environment	0.2%	2	0.3%	1	0.0%	0	0.5%	1	0.0%	0
Clubcard / Rewards system	1.8%	18	1.8%	6	1.3%	3	1.5%	3	2.9%	5
Convenient to home	49.7%	482	47.1%	166	53.5%	119	49.5%	103	50.4%	94
Convenient to work	1.8%	17	2.1%	8	1.7%	4	2.2%	5	0.8%	2
Free car parking	1.3%	13	0.3%	1	2.3%	5	2.5%	5	0.8%	2
Good car parking provision	1.2%	12	0.3%	1	1.1%	2	2.3%	5	1.8%	3
Good shopping environment	0.2%	2	0.0%	0	0.0%	0	1.1%	2	0.0%	0
Low prices	11.9%	115	11.4%	40	11.5%	26	11.6%	24	13.3%	25
Part of shopping trip for non- food goods	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Preference for retailer	12.4%	120	16.5%	58	4.6%	10	11.9%	25	14.7%	28
Provision of leisure services nearby	0.3%	3	0.3%	1	0.0%	0	0.9%	2	0.0%	0
Provision of services nearby, such as banks and other financial services	0.4%	4	0.4%	1	0.6%	1	0.5%	1	0.0%	0
Quality of fresh food	5.2%	51	6.3%	22	4.9%	11	3.5%	7	5.7%	11
Safe (during the day)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Safe (during the evening /night time)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Use of cafe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Use of cash point / ATM	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Provision of petrol station / car wash	0.1%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0
Provision of self service tills	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Provision of delicatessen / bakery / fresh fish counter etc	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Convenient / easy	1.2%	11	0.7%	2	0.8%	2	2.7%	6	0.8%	2
Delivery offered	1.5%	14	1.2%	4	1.3%	3	1.6%	3	1.8%	3
Employees discount	1.4%	14	2.5%	9	0.0%	0	1.5%	3	0.9%	2
Friendly / helpful staff	0.2%	2	0.2%	1	0.7%	1	0.0%	0	0.0%	0
Good layout	0.6%	6	0.8%	3	1.1%	2	0.3%	1	0.0%	0
Habit / always gone there	0.7%	7	1.3%	5	0.5%	1	0.5%	1	0.0%	0
Provision for disabled people is good	0.3%	3	0.2%	1	0.3%	1	0.7%	2	0.0%	0
Other	1.4%	14	1.2%	4	2.2%	5	1.6%	3	0.8%	2
Weighted base:		970		352		223		208		187
Sample:		975		395		290		195		95

Q03 How do you normally travel to...[STORE/DESTINATION MENTIONED AT Q01]?

Excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q03

Car / van (as driver)	68.6%	646	63.0%	219	69.9%	147	71.3%	143	74.5%	137
Car / van (as passenger)	19.4%	183	18.1%	63	19.3%	41	21.1%	43	20.0%	37
Bus, minibus or coach	4.4%	42	8.2%	29	2.9%	6	2.6%	5	0.9%	2
Using park & ride facility	0.2%	2	0.0%	0	0.0%	0	0.7%	2	0.0%	0
Motorcycle, scooter or moped	0.1%	1	0.0%	0	0.3%	1	0.4%	1	0.0%	0
Walk	6.4%	60	9.8%	34	6.2%	13	3.3%	7	3.6%	7
Taxi	0.3%	3	0.4%	1	0.0%	0	0.0%	0	0.9%	2
Train	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.4%	4	0.2%	1	1.1%	2	0.5%	1	0.0%	0
Other	0.2%	1	0.2%	1	0.3%	1	0.0%	0	0.0%	0
Weighted base:		943		347		210		201		184
Sample:		945		391		274		188		92

Ipswich Household Survey for Strategic Perspectives

Weighted:

February 2010

	Total		Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)	
Q04 How often do you normally do your main food shopping at STORE/DESTINATION MENTIONED AT Q01?										
<i>Excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q04</i>										
More than once a week	6.6%	66	7.9%	28	8.8%	20	5.0%	11	3.5%	7
Once a week	66.4%	664	67.8%	242	57.7%	134	73.8%	158	65.7%	130
Once a fortnight	17.6%	176	14.7%	52	20.8%	48	13.0%	28	24.2%	48
Once a month	7.9%	79	9.1%	32	9.6%	22	7.0%	15	4.5%	9
Less often	0.5%	5	0.0%	0	1.4%	3	0.0%	0	1.0%	2
Varies	1.0%	10	0.5%	2	1.6%	4	1.2%	2	1.0%	2
Weighted base:		1000		356		232		214		198
Sample:		1000		400		300		200		100

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
Q05 In addition to ...(STORE MENTIONED AT Q01), are there any other stores that you regularly use for your main-food shopping?										
<i>Excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q05</i>										
Aldi, 14 Meredith Road	0.3%	3	1.0%	3	0.0%	0	0.0%	0	0.0%	0
Aldi, 201 Felixstowe Road	0.7%	7	2.0%	7	0.0%	0	0.0%	0	0.0%	0
Aldi, 3 Hines Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Asda, Stoke Park Drive	1.4%	14	3.7%	13	0.0%	0	0.3%	1	0.0%	0
Asda, Goddard Road, Ipswich	4.2%	40	7.4%	26	2.4%	5	3.8%	8	0.8%	1
Asian Food store, 73-75 Norwich Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Butchers and Fruits, 14 St Helen's Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Ravenswood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op , 65-67 Colchester Road	0.3%	3	0.7%	3	0.0%	0	0.0%	0	0.0%	0
Co-op & Rushmere Post Office, 51-53 Woodbridge Road East	0.3%	3	0.6%	2	0.3%	1	0.0%	0	0.0%	0
Co-op Foodstore, 147 Fircroft Road	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 15 Garrick Way	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 15-25 Meredith Road	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 15-23 Ulster Avenue	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 283 Norwich Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 16 Norwich Road	0.2%	2	0.0%	0	0.0%	0	0.7%	2	0.0%	0
Co-op Foodstore, 245-253 Hawthorn Drive	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 196 Vernon Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 111-113 Caldwell Hall Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 34-38 Foxhall Road	0.3%	2	0.7%	2	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 1Hines Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 2-8 Selkirk Road	0.2%	2	0.6%	2	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 217-221 Clapgate Lane	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 64-66 Queen's Way	0.5%	5	1.5%	5	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 119-123 Penshurst Road	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 335-337 Woodbridge Road	0.4%	3	0.4%	1	0.9%	2	0.0%	0	0.0%	0
Co-op Foodstore, 61 Prince of Wales Drive	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore , 201 Bramford Lane	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore (LateShop), 310 Sheldrake Drive	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, 88 Bramford Road	0.2%	2	0.7%	2	0.0%	0	0.0%	0	0.0%	0
Global Fruits, 49 Butter Market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Go East , 2 Fore Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halal Connection, 3-3a Norwich Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 23-31 St Matthew's Street	0.4%	4	1.0%	4	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, 38-40 Upper Brook Street	1.8%	18	2.7%	9	0.3%	1	0.0%	0	3.9%	7
J Sainsbury, 40 Hadleigh Road, Ipswich	3.3%	31	4.1%	14	0.7%	2	5.2%	11	2.4%	5
Kerala Store, 71 St John's Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Ravenswood	0.4%	4	0.5%	2	0.3%	1	0.0%	0	0.8%	2

Ipswich Household Survey for Strategic Perspectives

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Lidl, Handford Road	0.6%	5	0.5%	2	0.2%	0	1.5%	3	0.0%	0
M.R.S Food Store and Off Licence, 142 Felixstowe Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M.R.S Foodstore, 52 Woodbridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mamoudou, 37 Norwich Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencers, 16-26 Westgate Street	1.7%	17	3.4%	12	0.4%	1	1.1%	2	0.8%	2
McColls, 53 Stoke Park Drive	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mediterranean Foods, 3 Bramford Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Sproughton Road, Ipswich	3.7%	35	5.4%	18	0.9%	2	5.2%	11	2.1%	4
Napoli Deli, 67 Upper Orwell Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
National Groceries and Fruits, 31 Norwich Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premiere Stores, 17 Wherstead Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Procter's Sausages, 12 The Walk	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, 777-779 Woodbridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, 11 Reynolds Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Nacton Road	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Express, St Matthews Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Duke Street	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express & Post Office, 651 Bramford Road	0.2%	2	0.7%	2	0.0%	0	0.0%	0	0.0%	0
The Candy Box Off-Licence, 422 Woodbridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weigh 'n' Save, 69 Carr Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
World Food Store, 20 St Helen's Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Girling Street, SUDBURY	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	2
Aldi, 6-10 Lime Kiln Lane, THETFORD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Turner Rise, COLCHESTER	2.0%	19	0.0%	0	0.0%	0	0.0%	0	10.1%	19
Asda, Wilkes Way, STOWMARKET	1.4%	14	0.0%	0	0.5%	1	5.9%	12	0.0%	0
Budgens, Bullock Fair Close, HARLESTON	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, St Andrews Street, MILDENHALL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, The Thoroughfare, WOODBIDGE	0.8%	8	0.0%	0	3.7%	8	0.0%	0	0.0%	0
Iceland, George Road, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 5-6 Cornhill, BURY ST EDMUNDS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Waterglade Park, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, St Johns Walk Shopping Centre, COLCHESTER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Unit 7, Tollgate Centre, COLCHESTER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 50-60 Hamilton Way, FELIXSTOWE	0.7%	7	0.6%	2	2.2%	5	0.0%	0	0.0%	0
Iceland, Roachford Way, FRINTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Combs Lane, STOWMARKET	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 94-95 North Street, SUDBURY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Minstergate Street,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column % ges.

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THETFORD									
Iceland, The Newlands, WITHAM	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
J Sainsbury, High Street, ATTLEBOROUGH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
J Sainsbury, 1 Tofts Walk, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
J Sainsbury, Moreton Hall, BURY ST EDMUNDS	1.4%	13	0.0%	0	0.0%	0	5.6%	12	0.9%
J Sainsbury, 14 Priory Walk, COLCHESTER	0.5%	5	0.0%	0	0.0%	0	0.0%	0	2.6%
J Sainsbury, Stanway, COLCHESTER	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.8%
J Sainsbury, London Road, THETFORD	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%
J Sainsbury, Felixstowe Road, Warren Heath, WARREN HEATH	5.8%	56	9.0%	31	7.9%	17	0.6%	1	3.5%
Kwik Save, Minster Gate Street, THETFORD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, St Johns Walk, COLCHESTER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, FELIXSTOWE	0.5%	5	0.0%	0	2.2%	5	0.0%	0	0.0%
Lidl, Staple Tye, HARLOW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, 36 North Street, SUDBURY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks & Spencer, 23 Buttemarket, BURY ST EDMUNDS	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%
Marks & Spencer, 35-39 Pier Avenue, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks & Spencer, 38 High Street, COLCHESTER	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%
Marks & Spencer, 55 Hamilton Road, FELIXSTOWE	0.4%	4	0.0%	0	2.0%	4	0.0%	0	0.0%
Marks & Spencer, 82-84 London Road North, LOWESTOFT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, George Westwood Way, BECCLES	0.1%	0	0.0%	0	0.2%	0	0.0%	0	0.0%
Morrisons, Little Clacton, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Old Road, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, 146 Victoria Road, DISS	0.8%	7	0.0%	0	0.5%	1	3.0%	6	0.0%
Morrisons, Grange Farm Park, FELIXSTOWE	0.8%	8	0.0%	0	3.7%	8	0.0%	0	0.0%
Morrisons, Parkeston, HARWICH	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.8%
Morrisons, Gisleham, LOWESTOFT	0.4%	4	0.0%	0	2.0%	4	0.0%	0	0.0%
Morrisons, Braintree Road, WITHAM	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Netto, 24 Highfields Road, WITHAM	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Rainbow, Gosford Road, BECCLES	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Rainbow, Ashburnham Way, CARLTON COLVILLE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Rainbow, 133 Victoria Road, DISS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Rainbow, Saxons Way, HALESWORTH	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%
Roys Wroxham, Risbygate Street, BURY ST EDMUNDS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Roys Wroxham, Great Eastern Road, SUDBURY	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.9%
Solar Superstore, Hamilton Road, FELIXSTOWE	0.7%	6	0.0%	0	3.0%	6	0.0%	0	0.0%

Column % ges.

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Solar Superstore, Market Hill, FRAMLINGHAM	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Solar Superstore, Weavers Court, HALSTEAD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solar Superstore, Sizewell Road, LEISTON	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Somerfield, Market Square, BECCLES	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Rayne Road, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Mildenhall Road, BURY ST EDMUNDS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Clacton Hall, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, 39-43 High Street, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, 37-38 Mere Street, DISS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, 270 High Street, DOVERCOURT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, High Street, HALSTEAD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, 112 London Road, LOWESTOFT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Church Street, SAXMUNDHAM	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, 2 Market Place, SOUTHWOLD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, 100 East Street, SUDBURY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Great Notley, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Marks Gate, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Market Place, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, London Road, BRANDON	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, St Saviours, BURY ST EDMUNDS	0.2%	2	0.0%	0	0.2%	0	0.9%	2	0.0%	0
Tesco, Greenstead Road, COLCHESTER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Highwoods Square, COLCHESTER	0.5%	5	0.0%	0	0.0%	0	0.0%	0	2.6%	5
Tesco, Victoria Road, DISS	0.1%	1	0.0%	0	0.3%	1	0.3%	1	0.0%	0
Tesco, Yarmouth Road, LOWESTOFT	0.1%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Tesco, Cedars Park, STOWMARKET	1.8%	17	0.0%	0	0.5%	1	7.7%	16	0.0%	0
Tesco, Springlands Way, SUDBURY	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.8%	3
Tesco, Kilverston, THETFORD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, 86 Church Road, TIPTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, The Grove Centre, WITHAM	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Horringer, BURY ST EDMUNDS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Lawson Place, BURY ST EDMUNDS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, MANNINGTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Copdock Interchange, Copdock	4.5%	43	6.0%	21	0.9%	2	2.6%	6	8.0%	15
Tesco Extra, Martlesham Heath, Martlesham Heath	3.9%	37	5.8%	20	8.1%	17	0.0%	0	0.0%	0
Tesco Metro, 28 Station Road, CLACTON ON SEA	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	2
Tesco Metro, 88 Hamilton	0.5%	5	0.0%	0	2.3%	5	0.0%	0	0.0%	0

Column %ges.

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Road, FELIXSTOWE										
Tesco Metro, 125-127 London Road, LOWESTOFT	0.1%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Tesco Metro, Grange Farm, Kesgrave	0.8%	7	2.2%	7	0.0%	0	0.0%	0	0.0%	0
Waitrose, Robert Bobby Way, BURY ST EDMUNDS	0.2%	2	0.0%	0	0.0%	0	1.1%	2	0.0%	0
Waitrose, Church Street, SAXMUNDHAM	0.6%	6	0.0%	0	2.9%	6	0.0%	0	0.0%	0
Waitrose, Station Road, SUDBURY	1.0%	10	0.0%	0	0.0%	0	1.4%	3	3.6%	7
Other - Local Shops, Orford	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Other Local Shops - Bury St. Edmunds - Asda, Western Way, Bury St Edmunds	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Other Local Shops - Bury St. Edmunds- Co-op, Ashfield Road, Elmswell, Bury St. Edmunds	0.3%	3	0.0%	0	0.0%	0	1.5%	3	0.0%	0
Other Local Shops - Colchester - Aldi, Magdalen Street, Colchester	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.8%	3
Other Local Shops - Co-op, Chancery Lane, Debenham	0.1%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0
Other Local Shops - Co-op, Hamilton Road, Felixstowe	0.2%	2	0.2%	1	0.5%	1	0.0%	0	0.0%	0
Other Local Shops - Co-op, High Street, Dedham	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.8%	3
Other Local Shops - Co-op, High Street, Hadleigh	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.6%	3
Other Local Shops - Co-op, High Street, Wickham Market	0.2%	2	0.0%	0	1.1%	2	0.0%	0	0.0%	0
Other Local Shops - Co-op, King William Street, Needham Market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Local Shops - Co-op, Riverside Avenue East, Station Road, Lawford, Manningtree	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.6%	3
Other Local Shops - Co-op, The Street, Bramford	0.2%	2	0.0%	0	0.0%	0	1.0%	2	0.0%	0
Other Local Shops - Co-op, The Street, Holbrook	0.5%	5	0.0%	0	0.0%	0	0.0%	0	2.4%	5
Other Local Shops - Local Shops, Birch Street, Nayland	0.8%	7	0.0%	0	0.0%	0	0.0%	0	3.8%	7
Other Local Shops - Local Shops, Bridge Street, Framlingham	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Other Local Shops - Local Shops, Church Road, Coddenham	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Other Local Shops - Local Shops, Tattlingstone	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	2
Other Local Shops - Local Shops, Warrick Avenue, Woodbridge	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Other Local Shops - Lowestoft - Asda, Belvedere Road-Off Horn Hill, Lowestoft	0.5%	5	0.0%	0	2.2%	5	0.0%	0	0.0%	0
Other Local Shops - Netto, Bentalls Complex, Colchester Road, Heybridge	0.2%	2	0.0%	0	0.0%	0	0.7%	2	0.0%	0
Other Local Shops - Newborne Farm Shop, Mill Road, Newbourne	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Other Local Shops - Spar,	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Weighted:

February 2010

	Total		Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)				
Freehold Road										
Other Local Shops - Stowmarket - Co-op, Combs Lane, Combs Ford, Stowmarket	0.3%	3	0.0%	0	0.0%	0	1.3%	3	0.0%	0
Other Local Shops - Stowmarket - Lidl, Bury Road, Stowmarket	0.7%	7	0.0%	0	0.0%	0	3.2%	7	0.0%	0
Other Local Shops - Sudbury - Farmshop, Oldborough	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Other Local Shops - Sudbury - Grange farm shop, Haskerton	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Other Local Shops - Suffolk Food Hall, Wherstead Hall, Peppers Lane, Wherstead	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Other Local Shops - Waitrose, St Andrews Avenue, Colchester	0.5%	5	0.5%	2	0.0%	0	0.0%	0	1.8%	3
Other (Nowhere else)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	48.6%	467	46.2%	159	55.5%	119	48.6%	103	45.1%	86
Weighted base:		962		345		215		211		190
Sample:		962		386		283		197		96

Q06 How often do you normally do you visit the stores mentioned at Q5 previously?

Those who regularly visit other stores for their main food shopping and excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Ab

More than once a week	13.6%	71	13.6%	27	11.9%	13	9.1%	10	20.1%	21
Once a week	27.6%	145	35.2%	69	24.6%	27	30.0%	33	14.0%	15
Once a fortnight	18.3%	96	17.0%	33	19.7%	22	22.1%	25	15.4%	16
Once a month	27.3%	143	24.4%	48	27.6%	30	28.8%	32	31.0%	32
Less often	7.6%	40	6.5%	13	8.9%	10	4.5%	5	11.8%	12
Varies	5.4%	28	3.2%	6	7.3%	8	5.5%	6	7.7%	8
Weighted base:		523		197		110		111		105
Sample:		530		222		145		109		54

Q07 When you go shopping for main food goods, do you normally link this trip with another activity?

Yes – non-food shopping	12.3%	123	8.3%	30	16.6%	39	13.2%	28	13.2%	26
Yes – leisure activity	5.5%	55	2.7%	10	6.4%	15	6.4%	14	8.3%	16
Yes – travelling to / from work	3.4%	34	2.4%	9	2.6%	6	6.2%	13	3.0%	6
Yes – travelling to / from school / college	1.0%	10	0.2%	1	0.2%	1	1.5%	3	2.7%	5
Yes - other food shopping	2.5%	25	1.9%	7	3.1%	7	2.0%	4	3.4%	7
Yes – visiting services such as banks and other financial institutions	5.8%	58	1.5%	5	5.4%	13	8.6%	18	11.2%	22
Yes - petrol station / car wash	2.5%	25	3.9%	14	2.1%	5	2.0%	4	1.0%	2
Yes - recycling facilities	1.0%	10	1.6%	6	1.2%	3	0.5%	1	0.0%	0
Yes - childcare / nursery / after school activity	0.6%	6	1.2%	4	0.0%	0	0.5%	1	0.0%	0
No	66.6%	666	76.1%	271	60.4%	140	63.3%	135	60.4%	120
Yes - visit a friend / relative	1.4%	14	1.6%	6	1.9%	4	0.0%	0	1.9%	4
Yes - visit medical service such as doctors or dentists	0.7%	7	0.0%	0	1.8%	4	0.0%	0	1.4%	3
Yes - visit a personal service such as the library	0.8%	8	1.0%	4	1.6%	4	0.3%	1	0.0%	0
Yes - other	0.5%	5	0.0%	0	1.1%	3	0.5%	1	0.8%	1
Weighted base:		1000		356		232		214		198
Sample:		1000		400		300		200		100

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
Q08 Where do you buy non-food goods when it's linked to your main food shopping?										
<i>Those who link their main-food shopping trips with non-food shopping and excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or A</i>										
In-store	9.9%	12	21.2%	6	6.9%	3	5.9%	2	5.9%	1
Ipswich Town Centre	35.5%	42	43.8%	13	32.2%	12	21.4%	6	46.1%	12
Ipswich - Anglia Retail Park	2.0%	2	8.1%	2	0.0%	0	0.0%	0	0.0%	0
Ipswich - Martlesham Heath Retail Park	1.6%	2	0.0%	0	5.2%	2	0.0%	0	0.0%	0
Ipswich - Orwell Retail Park	0.8%	1	3.2%	1	0.0%	0	0.0%	0	0.0%	0
Ipswich - Ransomes Europark	0.5%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0
Ipswich - Suffolk Retail Park	0.8%	1	3.2%	1	0.0%	0	0.0%	0	0.0%	0
Ipswich - The Interchange Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich Smaller (District/Local) Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldeburgh	0.4%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0
Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds	4.0%	5	0.0%	0	0.0%	0	17.4%	5	0.0%	0
Clacton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester	4.1%	5	0.0%	0	0.0%	0	0.0%	0	19.2%	5
Felixstowe	6.1%	7	5.6%	2	10.0%	4	0.0%	0	7.9%	2
Framlingham	2.5%	3	0.0%	0	8.2%	3	0.0%	0	0.0%	0
Halesworth	0.9%	1	0.0%	0	2.8%	1	0.0%	0	0.0%	0
Leiston	0.9%	1	0.0%	0	3.0%	1	0.0%	0	0.0%	0
Lowestoft	1.8%	2	0.0%	0	5.6%	2	0.0%	0	0.0%	0
Manningtree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norwich	1.6%	2	6.5%	2	0.0%	0	0.0%	0	0.0%	0
Saxmundham	0.7%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0
Southwold	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stowmarket	12.7%	15	0.0%	0	5.2%	2	47.8%	13	0.0%	0
Sudbury	1.5%	2	0.0%	0	0.0%	0	0.0%	0	6.8%	2
Woodbridge	4.7%	6	2.7%	1	13.2%	5	0.0%	0	0.0%	0
Debenham	0.6%	1	0.0%	0	0.0%	0	2.5%	1	0.0%	0
Diss	2.4%	3	0.0%	0	4.2%	2	4.9%	1	0.0%	0
Kesgrave	0.9%	1	3.7%	1	0.0%	0	0.0%	0	0.0%	0
Warren Heath	3.0%	4	0.0%	0	0.0%	0	0.0%	0	14.0%	4
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		118		29		36		27		25
Sample:		119		33		53		21		12

Q09 Where do you go for leisure activities when it's linked to you main food shopping?

Those who link their main-food shopping trips with leisure activities and excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or

Ipswich Town Centre	35.5%	18	74.8%	7	36.7%	5	4.2%	1	36.5%	5
Cardinal Leisure Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldeburgh	1.0%	0	0.0%	0	3.6%	0	0.0%	0	0.0%	0
Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds	7.1%	4	0.0%	0	0.0%	0	27.2%	4	0.0%	0
Clacton	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
Felixstowe	15.9%	8	25.2%	2	23.2%	3	0.0%	0	17.6%	2
Halesworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leiston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lowestoft	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manningtree	6.3%	3	0.0%	0	0.0%	0	0.0%	0	22.3%	3
Norwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southwold	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sudbury	9.4%	5	0.0%	0	0.0%	0	22.5%	3	12.4%	2
Stowmarket	12.8%	6	0.0%	0	2.8%	0	46.1%	6	0.0%	0
Debenham	0.7%	0	0.0%	0	2.8%	0	0.0%	0	0.0%	0
Framlingham	1.9%	1	0.0%	0	7.0%	1	0.0%	0	0.0%	0
Holbrook	3.1%	2	0.0%	0	0.0%	0	0.0%	0	11.2%	2
Kesgrave	1.5%	1	0.0%	0	5.5%	1	0.0%	0	0.0%	0
Woodbridge	4.9%	2	0.0%	0	18.5%	2	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		50		10		13		13		14
Sample:		50		12		20		10		8

Ipswich Household Survey for Strategic Perspectives

Weighted:

February 2010

	Total		Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)	
Q10 Do you make separate small scale 'top-up' basket food shopping trips for small basic goods such as newspapers, bread, milk and tobacco products, in between your main food shopping trip?										
Yes	71.2%	712	73.3%	261	73.7%	171	69.2%	148	66.9%	132
No	28.8%	288	26.7%	95	26.3%	61	30.8%	66	33.1%	66
Weighted base:		1000		356		232		214		198
Sample:		1000		400		300		200		100

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
Q11 Where do you normally do most of your household's shopping for small scale 'top-up' basket food and convenience goods items (including newspapers, bread, milk and tobacco products)?										
<i>Those who do top up food shopping and excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q11</i>										
Aldi, 14 Meredith Road	0.4%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0
Aldi, 201 Felixstowe Road	0.8%	5	1.8%	4	0.7%	1	0.0%	0	0.0%	0
Aldi, 3 Hines Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Stoke Park Drive	1.6%	10	3.3%	8	0.0%	0	0.0%	0	1.9%	2
Asda, Goddard Road, Ipswich	1.5%	10	2.5%	6	0.0%	0	2.7%	4	0.0%	0
Asian Food store, 73-75 Norwich Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Butchers and Fruits, 14 St Helen's Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Ravenswood	0.9%	6	1.9%	4	0.0%	0	1.0%	1	0.0%	0
Co-op , 65-67 Colchester Road	0.7%	4	1.8%	4	0.0%	0	0.0%	0	0.0%	0
Co-op & Rushmere Post Office, 51-53 Woodbridge Road East	2.3%	15	4.4%	10	2.9%	4	0.0%	0	0.0%	0
Co-op Foodstore, 147 Fircroft Road	1.5%	9	3.4%	8	0.0%	0	0.7%	1	0.0%	0
Co-op Foodstore, 15 Garrick Way	0.4%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 15-25 Meredith Road	0.4%	3	1.1%	3	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 15-23 Ulster Avenue	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 283 Norwich Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 16 Norwich Road	1.1%	7	1.5%	4	0.0%	0	2.3%	3	0.0%	0
Co-op Foodstore, 245-253 Hawthorn Drive	1.4%	8	3.6%	8	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 196 Vernon Street	0.3%	2	0.8%	2	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 111-113 Cauldwell Hall Road	1.3%	8	3.3%	8	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 34-38 Foxhall Road	1.4%	9	3.6%	9	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 1Hines Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 2-8 Selkirk Road	0.4%	3	1.2%	3	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 217-221 Clapgate Lane	0.6%	3	1.5%	3	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 64-66 Queen's Way	0.6%	4	1.1%	3	0.7%	1	0.0%	0	0.0%	0
Co-op Foodstore, 119-123 Penshurst Road	1.1%	7	2.9%	7	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, 335-337 Woodbridge Road	1.6%	10	1.7%	4	4.3%	6	0.0%	0	0.0%	0
Co-op Foodstore, 61 Prince of Wales Drive	0.7%	5	1.9%	5	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore , 201 Bramford Lane	0.2%	2	0.6%	2	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore (LateShop), 310 Sheldrake Drive	1.6%	10	3.5%	8	0.0%	0	0.0%	0	1.9%	2
Farmfoods, 88 Bramford Road	0.6%	4	1.3%	3	0.3%	0	0.0%	0	0.0%	0
Global Fruits, 49 Butter Market	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Go East , 2 Fore Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halal Connection, 3-3a Norwich Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 23-31 St Matthew's Street	0.2%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, 38-40 Upper Brook Street	1.8%	11	4.0%	10	0.2%	0	1.1%	2	0.0%	0
J Sainsbury, 40 Hadleigh Road, Ipswich	1.2%	8	2.8%	7	0.0%	0	0.8%	1	0.0%	0
Kerala Store, 71 St John's Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Ipswich Household Survey for Strategic Perspectives

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
Lidl, Ravenswood	0.3%	2	0.7%	2	0.0%	0	0.0%	0	0.0%	0
Lidl, Handford Road	0.3%	2	0.7%	2	0.0%	0	0.0%	0	0.0%	0
M.R.S Food Store and Off Licence, 142 Felixstowe Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M.R.S Foodstore, 52 Woodbridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mamoudou, 37 Norwich Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencers, 16-26 Westgate Street	1.9%	12	4.6%	11	0.5%	1	0.0%	0	0.0%	0
McColls, 53 Stoke Park Drive	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mediterranean Foods, 3 Bramford Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Sproughton Road, Ipswich	2.4%	15	4.1%	10	0.0%	0	2.3%	3	1.9%	2
Napoli Deli, 67 Upper Orwell Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
National Groceries and Fruits, 31 Norwich Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premiere Stores, 17 Wherstead Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Procter's Sausages, 12 The Walk	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, 777-779 Woodbridge Road	0.8%	5	1.4%	3	0.4%	1	1.0%	1	0.0%	0
Spar, 11 Reynolds Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Nacton Road	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express, St Matthews Street	0.3%	2	0.7%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Duke Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express & Post Office, 651 Bramford Road	1.1%	7	2.0%	5	0.0%	0	1.6%	2	0.0%	0
The Candy Box Off-Licence, 422 Woodbridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weigh 'n' Save, 69 Carr Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
World Food Store, 20 St Helen's Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Girling Street, SUDBURY	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	2
Aldi, 6-10 Lime Kiln Lane, THETFORD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Turner Rise, COLCHESTER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Wilkes Way, STOWMARKET	2.4%	15	0.0%	0	0.0%	0	10.9%	15	0.0%	0
Budgens, Bullock Fair Close, HARLESTON	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, St Andrews Street, MILDENHALL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, The Thoroughfare, WOODBRIDGE	1.8%	11	0.0%	0	7.7%	11	0.0%	0	0.0%	0
Iceland, George Road, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 5-6 Cornhill, BURY ST EDMUNDS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Waterglade Park, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, St Johns Walk Shopping Centre, COLCHESTER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Unit 7, Tollgate Centre, COLCHESTER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 50-60 Hamilton Way, FELIXSTOWE	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Iceland, Roachford Way, FRINTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Combs Lane, STOWMARKET	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 94-95 North Street, SUDBURY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Ipswich Household Survey for Strategic Perspectives

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
Iceland, Minstergate Street, THETFORD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, The Newlands, WITHAM	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, High Street, ATTLEBOROUGH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, 1 Tofts Walk, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, Moreton Hall, BURY ST EDMUNDS	0.7%	4	0.0%	0	0.0%	0	3.2%	4	0.0%	0
J Sainsbury, 14 Priory Walk, COLCHESTER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, Stanway, COLCHESTER	0.5%	3	0.0%	0	0.0%	0	0.0%	0	3.2%	3
J Sainsbury, London Road, THETFORD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, Felixstowe Road, Warren Heath, WARREN HEATH	2.2%	14	4.6%	11	0.0%	0	0.0%	0	2.9%	3
Kwik Save, Minster Gate Street, THETFORD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, St Johns Walk, COLCHESTER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, FELIXSTOWE	0.2%	2	0.0%	0	1.0%	2	0.0%	0	0.0%	0
Lidl, Staple Tye, HARLOW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, 36 North Street, SUDBURY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, 23 Buttemarket, BURY ST EDMUNDS	0.3%	2	0.0%	0	0.0%	0	1.3%	2	0.0%	0
Marks & Spencer, 35-39 Pier Avenue, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, 38 High Street, COLCHESTER	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, 55 Hamilton Road, FELIXSTOWE	1.1%	7	0.0%	0	4.7%	7	0.0%	0	0.0%	0
Marks & Spencer, 82-84 London Road North, LOWESTOFT	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, George Westwood Way, BECCLES	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Little Clacton, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Old Road, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, 146 Victoria Road, DISS	0.6%	4	0.0%	0	0.0%	0	2.6%	4	0.0%	0
Morrisons, Grange Farm Park, FELIXSTOWE	1.3%	8	0.0%	0	5.7%	8	0.0%	0	0.0%	0
Morrisons, Parkeston, HARWICH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Gisleham, LOWESTOFT	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Morrisons, Braintree Road, WITHAM	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netto, 24 Highfields Road, WITHAM	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainbow, Gosford Road, BECCLES	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainbow, Ashburnham Way, CARLTON COLVILLE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainbow, 133 Victoria Road, DISS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainbow, Saxons Way, HALESWORTH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roys Wroxham, Risbygate Street, BURY ST EDMUNDS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roys Wroxham, Great Eastern Road, SUDBURY	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	2
Solar Superstore, Hamilton	1.1%	7	0.0%	0	4.9%	7	0.0%	0	0.0%	0

Column %ges.

Ipswich Household Survey for Strategic Perspectives

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February 2010

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Road, FELIXSTOWE									
Solar Superstore, Market Hill, FRAMLINGHAM	1.4%	9	0.0%	0	6.0%	9	0.0%	0	0.0%
Solar Superstore, Weavers Court, HALSTEAD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Solar Superstore, Sizewell Road, LEISTON	1.7%	11	0.0%	0	7.3%	11	0.0%	0	0.0%
Somerfield, Market Square, BECCLES	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Somerfield, Rayne Road, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Somerfield, Mildenhall Road, BURY ST EDMUNDS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Somerfield, Clacton Hall, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Somerfield, 39-43 High Street, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Somerfield, 37-38 Mere Street, DISS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Somerfield, 270 High Street, DOVERCOURT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Somerfield, High Street, HALSTEAD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Somerfield, 112 London Road, LOWESTOFT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Somerfield, Church Street, SAXMUNDHAM	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Somerfield, 2 Market Place, SOUTHWOLD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Somerfield, 100 East Street, SUDBURY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Great Notley, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Marks Gate, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Market Place, BRAINTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, London Road, BRANDON	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, St Saviours, BURY ST EDMUNDS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Greenstead Road, COLCHESTER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Highwoods Square, COLCHESTER	1.0%	6	0.0%	0	0.0%	0	0.0%	0	6.1%
Tesco, Victoria Road, DISS	0.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%
Tesco, Yarmouth Road, LOWESTOFT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Cedars Park, STOWMARKET	2.4%	15	0.0%	0	0.5%	1	10.7%	14	0.0%
Tesco, Springlands Way, SUDBURY	0.6%	3	0.0%	0	0.0%	0	0.0%	0	3.3%
Tesco, Kilverston, THETFORD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, 86 Church Road, TIPTREE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, The Grove Centre, WITHAM	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Horringer, BURY ST EDMUNDS	0.3%	2	0.0%	0	0.0%	0	1.5%	2	0.0%
Tesco Express, Lawson Place, BURY ST EDMUNDS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, High Street, MANNINGTREE	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.5%
Tesco Extra, Copdock Interchange, Copdock	1.8%	11	4.1%	10	0.0%	0	0.0%	0	1.5%
Tesco Extra, Martlesham Heath, Martlesham Heath	1.7%	11	1.9%	4	4.2%	6	0.0%	0	0.0%
Tesco Metro, 28 Station Road, CLACTON ON SEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Column %ges.

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Tesco Metro, 88 Hamilton Road, FELIXSTOWE	1.7%	11	0.0%	0	7.2%	11	0.0%	0	0.0%	0
Tesco Metro, 125-127 London Road, LOWESTOFT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Grange Farm, Kesgrave	3.0%	19	8.0%	19	0.0%	0	0.0%	0	0.0%	0
Waitrose, Robert Bobby Way, BURY ST EDMUNDS	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Waitrose, Church Street, SAXMUNDHAM	2.0%	12	0.0%	0	8.5%	12	0.0%	0	0.0%	0
Waitrose, Station Road, SUDBURY	0.8%	5	0.0%	0	0.0%	0	0.0%	0	4.9%	5
Other - Felixstowe - Local Shops, Felixstowe	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other - Local Shops, Finningham Road, Old Newton	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Other - Local Shops, Grundisburgh	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Other - Local Shops, Haslington	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Other - Local Shops, Hemeston	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Other - Local Shops, High Street, Needham Market	0.6%	4	0.0%	0	0.0%	0	2.7%	4	0.0%	0
Other - Local Shops, Hollesley	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Other - Local Shops, Market Place, Bildeston	0.5%	3	0.0%	0	0.0%	0	2.2%	3	0.0%	0
Other - Local Shops, Orford	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other - Local Shops, Otley	0.2%	1	0.0%	0	0.2%	0	0.7%	1	0.0%	0
Other - Local Shops, Poplar Road, Great Cornard	0.6%	3	0.0%	0	0.0%	0	0.0%	0	3.3%	3
Other - Local Shops, Renolds Road	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Sudbury - Local Shops, Sudbury	0.6%	3	0.0%	0	0.0%	0	0.0%	0	3.3%	3
Other Local Shops - Bury St. Edmunds- Co-op, Acacia Court, Blenheim Close, Brantham	0.5%	3	0.0%	0	0.0%	0	0.0%	0	2.9%	3
Other Local Shops - Bury St. Edmunds- Co-op, Ashfield Road, Elmswell, Bury St. Edmunds	1.4%	9	0.0%	0	0.0%	0	6.4%	9	0.0%	0
Other Local Shops - Bury St. Edmunds- Greggs, Abbeygate Street, Bury St. Edmunds	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other Local Shops - Colchester - Budgens, The Street, East Bergholt	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Other Local Shops - Co-op, Barking Road, Needham Market	0.5%	3	0.0%	0	0.0%	0	2.2%	3	0.0%	0
Other Local Shops - Co-op, Broad Street, Eye	0.6%	4	0.0%	0	0.0%	0	1.6%	2	1.5%	2
Other Local Shops - Co-op, Chancery Lane, Debenham	1.1%	7	0.0%	0	0.6%	1	4.5%	6	0.0%	0
Other Local Shops - Co-op, Dales Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other Local Shops - Co-op, Hamilton Road, Felixstowe	0.7%	4	0.4%	1	2.5%	4	0.0%	0	0.0%	0
Other Local Shops - Co-op, High Street, Dedham	1.7%	11	0.0%	0	0.0%	0	1.0%	1	8.8%	9
Other Local Shops - Co-op, High Street, Hadleigh	1.8%	11	0.0%	0	0.0%	0	0.0%	0	10.5%	11
Other Local Shops - Co-op, High Street, Laxfield	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Other Local Shops - Co-op, High Street, Walton on the	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0

Column % ges.

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Naze										
Other Local Shops - Co-op, High Street, Wickham Market	1.1%	7	0.0%	0	4.5%	7	0.0%	0	0.0%	0
Other Local Shops - Co-op, King William Street, Needham Market	0.9%	6	0.0%	0	0.0%	0	4.4%	6	0.0%	0
Other Local Shops - Co-op, Market Hill, Framlingham	0.3%	2	0.0%	0	1.3%	2	0.0%	0	0.0%	0
Other Local Shops - Co-op, Norwich Road, Barham	0.8%	5	0.0%	0	0.0%	0	3.6%	5	0.0%	0
Other Local Shops - Co-op, Riverside Avenue East, Station Road, Lawford, Manningtree	0.7%	4	0.0%	0	0.0%	0	0.0%	0	4.1%	4
Other Local Shops - Co-op, Saxmundham Road, Aldeburgh	0.7%	4	0.0%	0	3.0%	4	0.0%	0	0.0%	0
Other Local Shops - Co-op, Sizewell Road, Leiston	0.6%	4	0.0%	0	2.7%	4	0.0%	0	0.0%	0
Other Local Shops - Co-op, The Drift, Great Cornard, Sudbury	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	2
Other Local Shops - Co-op, The Street, Bramford	0.5%	3	0.0%	0	0.0%	0	2.4%	3	0.0%	0
Other Local Shops - Co-op, The Street, Holbrook	1.6%	10	0.3%	1	0.0%	0	0.0%	0	8.8%	9
Other Local Shops - Co-op, The Street, Rickingham	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Other Local Shops - Co-op, The Street, Woolpit	0.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Other Local Shops - Costcutter, Walnut Tree Avenue, Rendlesham, Woodbridge	0.4%	3	0.0%	0	1.8%	3	0.0%	0	0.0%	0
Other Local Shops - Farmfoods Northern Road, Chilton Industrial Estate, Sudbury	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	2
Other Local Shops - Local Shops, Aldeburgh	0.1%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0
Other Local Shops - Local Shops, Beckton	0.5%	3	0.0%	0	0.0%	0	2.4%	3	0.0%	0
Other Local Shops - Local Shops, Birch Street, Nayland	1.2%	7	0.0%	0	0.0%	0	0.0%	0	6.9%	7
Other Local Shops - Local Shops, Brick Street, Nacton	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Other Local Shops - Local Shops, Brook Street	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other Local Shops - Local Shops, Cemetery Road	0.6%	4	1.5%	4	0.0%	0	0.0%	0	0.0%	0
Other Local Shops - Local Shops, Church Road, Coddenhams	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other Local Shops - Local Shops, Church Road, Eye	0.3%	2	0.0%	0	0.0%	0	1.6%	2	0.0%	0
Other Local Shops - Local Shops, Claydon	0.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Other Local Shops - Local Shops, Cliff Lane	0.3%	2	0.7%	2	0.0%	0	0.0%	0	0.0%	0
Other Local Shops - Local Shops, Dales Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other Local Shops - Local Shops, The High Street, Acton	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	2
Other Local Shops - Local Shops, The Street, Elmsett	0.4%	2	0.0%	0	0.0%	0	0.0%	0	2.3%	2
Other Local Shops - Local Shops, The Street, Hollisley	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Other Local Shops - Local Shops, The Street, Monks	0.5%	3	0.0%	0	0.0%	0	2.2%	3	0.0%	0

Column %ges.

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Elleigh										
Other Local Shops - Local Shops, Thorpness	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Other Local Shops - Local Shops, Valiant Road, Martlesham	0.8%	5	2.1%	5	0.0%	0	0.0%	0	0.0%	0
Other Local Shops - Local Shops, Warrington Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other Local Shops - Local Shops, Westford Road	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other Local Shops - Manningtree - Honeycroft Post Office, Waldegrave Way, Lawford, Manningtree	0.4%	3	0.0%	0	0.0%	0	0.0%	0	2.6%	3
Other Local Shops - Moss & Son the Bakers, New Street, Woodbridge	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Other Local Shops - Post Office, Barton Road, Thurston	0.6%	4	0.0%	0	0.0%	0	2.9%	4	0.0%	0
Other Local Shops - Premier Stores, Lindburgh Road	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other Local Shops - Premier Stores, The Street, Shotley	0.6%	4	0.0%	0	0.0%	0	0.0%	0	3.3%	4
Other Local Shops - Russells Farm, Lower Road, Falkenham	0.6%	4	0.0%	0	0.0%	0	0.0%	0	3.3%	4
Other Local Shops - Saxmundham - Horners, High Street, Yoxford, Saxmundham	0.5%	3	0.0%	0	2.3%	3	0.0%	0	0.0%	0
Other Local Shops - Solar Superstore, High Street, Aldeburgh	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Other Local Shops - Spar, High Road East, Felixstowe	0.3%	2	0.0%	0	1.5%	2	0.0%	0	0.0%	0
Other Local Shops - Stowmarket - Boots, Ipswich Street, Stowmarket	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Other Local Shops - Stowmarket - Co-op, Broomspath Road, Stowmarket	0.7%	4	0.0%	0	0.0%	0	3.1%	4	0.0%	0
Other Local Shops - Stowmarket - Greggs, Ipswich Street, Stowmarket	0.2%	2	0.0%	0	0.0%	0	1.1%	2	0.0%	0
Other Local Shops - Stowmarket - Lidl, Bury Road, Stowmarket	0.7%	5	0.0%	0	0.0%	0	3.4%	5	0.0%	0
Other Local Shops - The Cake Shop, Thoroughfare, Woodbridge	0.4%	3	0.0%	0	1.8%	3	0.0%	0	0.0%	0
Tesco Express, Nacton Road, Nacton Road District Centre	0.1%	1	0.3%	1	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
Weighted base:		624		236		147		135		106
Sample:		640		261		195		129		55

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)
Q12 How often do you normally do your household's shopping for small scale 'top-up' basket food and convenience goods items (including newspapers, bread, milk and tobacco products)?					
<i>Those who do top up food shopping</i>					
Daily	7.0% 50	4.5% 12	6.5% 11	6.4% 9	13.5% 18
More than once a week	44.4% 316	49.3% 129	47.2% 81	38.7% 57	37.2% 49
Once a week	30.8% 219	30.2% 79	33.4% 57	33.0% 49	25.9% 34
Once a fortnight	8.3% 59	9.2% 24	3.2% 5	9.1% 13	12.0% 16
Once a month	2.2% 16	1.6% 4	3.0% 5	4.5% 7	0.0% 0
Less often	0.3% 2	0.3% 1	0.0% 0	0.7% 1	0.0% 0
Varies	7.1% 50	4.7% 12	6.8% 12	7.6% 11	11.4% 15
Weighted base:	712	261	171	148	132
Sample:	723	292	222	140	69

Q13 Of all the money you spend on food and household groceries, what share, as a % goes to your main food shopping?
Excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q13

0-10%	0.2% 2	0.5% 1	0.3% 1	0.0% 0	0.0% 0
11-20%	0.9% 8	2.6% 8	0.0% 0	0.0% 0	0.0% 0
21-30%	1.9% 17	2.8% 9	1.7% 3	0.8% 2	1.6% 3
31-40%	1.2% 11	1.5% 5	1.0% 2	1.3% 3	1.0% 2
41-50%	7.3% 65	7.6% 24	5.0% 10	3.4% 7	13.8% 24
51-60%	5.3% 47	3.4% 11	7.5% 15	5.0% 10	6.6% 12
61-70%	6.9% 62	7.9% 25	6.9% 14	9.1% 18	2.8% 5
71-80%	26.2% 234	28.4% 90	25.6% 52	24.2% 47	25.3% 44
81-90%	21.0% 187	23.2% 74	16.4% 33	21.0% 41	22.2% 39
91-100%	29.0% 258	22.0% 70	35.7% 73	35.3% 68	26.7% 47
<i>Mean:</i>	<i>77.3</i>	<i>74.6</i>	<i>79.2</i>	<i>80.8</i>	<i>76.2</i>
Weighted base:	891	317	204	194	175
Sample:	885	352	267	180	86

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
Q14 I would now like to ask you some questions about non-food shopping. In which location do you normally do most of your household's non-food shopping?										
<i>Excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q14</i>										
Ipswich Town Centre	56.8%	519	79.9%	271	42.4%	86	43.6%	83	43.6%	78
Ipswich - Anglia Retail Park	1.3%	12	2.6%	9	0.5%	1	1.1%	2	0.0%	0
Ipswich - Commercial Road Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Euro Retail Park	0.6%	5	1.3%	4	0.5%	1	0.0%	0	0.0%	0
Ipswich - Orwell Retail Park/Ranelagh Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Suffolk Retail Park	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Ipswich Smaller (District/Local) Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Copdock - Copdock Retail Park	0.8%	7	1.4%	5	0.0%	0	1.1%	2	0.0%	0
Martlesham Heath - Beardmore Retail Park	0.2%	2	0.0%	0	0.7%	2	0.0%	0	0.0%	0
Braintree - Braintree Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds - Robert Boby Way Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds - St Edmundsbury Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Valley Bridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Fiveways Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Colchester Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Colne View Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Tollgate Centre	0.7%	7	0.0%	0	0.0%	0	0.0%	0	3.8%	7
Lowestoft - Tower Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martlesham Heath - Martlesham Retail Park	0.9%	8	1.4%	5	1.8%	4	0.0%	0	0.0%	0
Newmarket - Studlands Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sudbury - Shawlands Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thetford - Forest Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldeburgh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Braintree	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Bury St. Edmunds	6.7%	61	0.4%	1	1.0%	2	27.6%	53	2.9%	5
Cambridge	0.1%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Clacton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester	4.9%	45	0.2%	1	0.0%	0	0.0%	0	24.6%	44
Felixstowe	5.9%	54	3.1%	10	20.0%	41	0.3%	1	1.4%	2
Framlingham	0.5%	5	0.0%	0	2.3%	5	0.0%	0	0.0%	0
Halesworth	0.1%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Leiston	0.5%	4	0.0%	0	2.1%	4	0.0%	0	0.0%	0
Lowestoft	0.9%	8	0.0%	0	4.2%	8	0.0%	0	0.0%	0
Manningtree	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.7%	3
Norwich	2.0%	19	2.5%	8	2.9%	6	2.2%	4	0.0%	0
Southwold	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stowmarket	4.2%	39	0.0%	0	0.5%	1	19.8%	38	0.0%	0
Sudbury	2.8%	25	0.2%	1	0.0%	0	0.9%	2	12.7%	23
Woodbridge	4.7%	43	1.6%	5	16.4%	33	0.5%	1	2.1%	4
Copdock - Copdock Retail Park	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Beccles	0.1%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Other - Debenham	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other - Diss	0.3%	3	0.0%	0	0.5%	1	1.1%	2	0.0%	0
Other - Dovecot	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.5%	3
Other - Eye	0.1%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Other - Hadleigh	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Other - Harlesden	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Other - J Sainsbury, Felixstowe Road, Warren Heath	0.8%	7	0.9%	3	0.5%	1	0.0%	0	2.0%	4
Other - London	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Martlesham	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0

Ipswich Household Survey for Strategic Perspectives

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
Other - Smaller Centre - Brook Street	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Bury Road	0.1%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0
Other - Smaller Centre - Goddard Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Grange Farm	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Hadleigh Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Manningtree	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	2
Other - Smaller Centre - Nacton Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Ravenswood	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Varies	1.4%	13	1.7%	6	2.0%	4	0.3%	1	1.5%	3
Other - Warbleswick Centre	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Other - Whitehouse Centre	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Wycombe	0.1%	1	0.2%	1	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
Weighted base:	913		339		203		191		180	
Sample:	910		379		263		179		89	

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
Q15 Where do you normally do most of your household's shopping for (womens, mens, childrens and baby) clothing & footwear items?										
<i>Excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q15</i>										
Ipswich Town Centre	64.1%	568	87.7%	284	55.7%	109	49.9%	95	45.2%	80
Ipswich - Anglia Retail Park	0.2%	2	0.2%	1	0.0%	0	0.6%	1	0.0%	0
Ipswich - Anglia Retail Park - Mamas & Papas	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Commercial Road Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Euro Retail Park	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Ipswich - Euro Retail Park - JJB Sports	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Ipswich - Orwell Retail Park/Ranelagh Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Suffolk Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Suffolk Retail Park - Brantano	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich Smaller (District/Local) Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Copdock - Copdock Retail Park	0.3%	3	0.2%	1	1.2%	2	0.0%	0	0.0%	0
Copdock - Copdock Retail Park - Mothercare World	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martlesham Heath - Beardmore Retail Park	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Braintree - Braintree Retail Park	0.5%	5	0.5%	1	0.0%	0	0.0%	0	1.9%	3
Bury St. Edmunds - Robert Bobby Way Retail Park	0.3%	3	0.0%	0	0.0%	0	0.5%	1	1.0%	2
Bury St. Edmunds - St Edmundsbury Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Valley Bridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Fiveways Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Colchester Retail Park	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.9%	3
Colchester - Colne View Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Tollgate Centre	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Lowestoft - Tower Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martlesham Heath - Martlesham Retail Park	0.2%	2	0.3%	1	0.3%	1	0.0%	0	0.0%	0
Newmarket - Studlands Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sudbury - Shawlands Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thetford - Forest Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldeburgh	0.1%	1	0.0%	0	0.2%	0	0.3%	1	0.0%	0
Braintree	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Bury St. Edmunds	5.4%	48	0.2%	1	0.3%	1	21.1%	40	3.5%	6
Cambridge	0.2%	2	0.6%	2	0.0%	0	0.0%	0	0.0%	0
Clacton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	2
Colchester	5.6%	49	0.0%	0	0.0%	0	0.0%	0	28.1%	49
Felixstowe	4.1%	36	1.4%	4	16.2%	32	0.0%	0	0.0%	0
Framlingham	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Halesworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leiston	0.2%	2	0.0%	0	0.9%	2	0.0%	0	0.0%	0
Lowestoft	1.1%	9	0.0%	0	4.8%	9	0.0%	0	0.0%	0
Manningtree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norwich	3.4%	31	2.7%	9	6.3%	12	3.9%	7	1.1%	2
Southwold	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stowmarket	3.6%	32	0.0%	0	0.2%	0	16.5%	31	0.0%	0
Sudbury	1.8%	16	0.2%	1	0.0%	0	0.9%	2	7.4%	13
Woodbridge	2.6%	23	1.4%	5	8.9%	17	0.5%	1	0.0%	0
Other - Beccles	0.1%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Other - Cambridge	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Diss	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Other - East Bergholt	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Other - Hadleigh	0.4%	4	0.0%	0	0.0%	0	0.0%	0	2.0%	4
Other - J Sainsbury, Felixstowe Road, Warren	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	2

Column %ges.

Ipswich Household Survey for Strategic Perspectives

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
Heath										
Other - Lakeside Leisure Park, Saxmundham	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - London	0.6%	5	1.0%	3	0.0%	0	0.9%	2	0.0%	0
Other - Martlesham	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Other - Newmarket	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Other - Oxford Street, London	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Other - Smaller Centre - Goddard Road	0.4%	3	0.8%	3	0.0%	0	0.3%	1	0.0%	0
Other - Varies	2.7%	24	1.7%	5	1.9%	4	4.4%	8	3.5%	6
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	886		324		195		191		176	
Sample:	882		363		254		178		87	

Weighted:

February 2010

	Total		Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)	
Q16 Where do you normally do most of your household's shopping for furniture, carpets and other floor coverings (such as beds, sofas, tables, fitted carpets, screens, etc)?										
<i>Excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q16</i>										
Ipswich Town Centre	31.0%	200	44.4%	100	26.5%	40	22.1%	34	22.6%	26
Ipswich - Anglia Retail Park	6.5%	42	10.5%	24	1.3%	2	8.3%	13	3.0%	3
Ipswich - Anglia Retail Park - Carpet Right	1.7%	11	2.3%	5	0.4%	1	2.6%	4	1.3%	2
Ipswich - Anglia Retail Park - Klausner	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Ipswich - Commercial Road Retail Park	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Ipswich - Euro Retail Park	11.0%	71	17.8%	40	13.2%	20	1.5%	2	7.6%	9
Ipswich - Euro Retail Park - Carpetright	2.3%	15	3.4%	8	2.8%	4	0.9%	1	1.3%	2
Ipswich - Euro Retail Park - Harveys	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Ipswich - Euro Retail Park - Allied Carpets	0.3%	2	0.8%	2	0.0%	0	0.0%	0	0.0%	0
Ipswich - Euro Retail Park - Dreams Bed Superstore	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Euro Retail Park - SCS	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Ipswich - Orwell Retail Park/Ranelagh Road	0.8%	5	0.8%	2	0.5%	1	0.5%	1	1.7%	2
Ipswich - Orwell Retail Park/Ranelagh Road - Glasswells	2.8%	18	2.9%	7	6.5%	10	1.3%	2	0.0%	0
Ipswich - Suffolk Retail Park	0.5%	3	1.1%	3	0.4%	1	0.0%	0	0.0%	0
Ipswich Smaller (District/Local) Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Copdock - Copdock Retail Park	0.2%	2	0.4%	1	0.5%	1	0.0%	0	0.0%	0
Copdock - Copdock Retail Park - Multiyork	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martlesham Heath - Beardmore Retail Park	0.3%	2	0.0%	0	1.2%	2	0.0%	0	0.0%	0
Braintree - Braintree Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds - Robert Bobby Way Retail Park	0.4%	3	0.0%	0	0.0%	0	0.6%	1	1.5%	2
Bury St. Edmunds - St Edmundsbury Retail Park	0.9%	6	0.0%	0	0.0%	0	2.8%	4	1.5%	2
Clacton - Valley Bridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Fiveways Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Colchester Retail Park	1.0%	6	0.0%	0	1.0%	1	0.0%	0	4.2%	5
Colchester - Colne View Retail Park	0.4%	3	0.0%	0	0.0%	0	0.0%	0	2.3%	3
Colchester - Tollgate Centre	1.2%	8	0.0%	0	0.0%	0	0.0%	0	6.7%	8
Lowestoft - Tower Retail Park	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Martlesham Heath - Martlesham Retail Park	1.0%	6	1.5%	3	1.9%	3	0.0%	0	0.0%	0
Newmarket - Studlands Retail Park	0.2%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Sudbury - Shawlands Retail Park	0.5%	3	0.0%	0	0.0%	0	0.0%	0	2.9%	3
Thetford - Forest Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldeburgh	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
Bury St. Edmunds	5.0%	32	0.5%	1	0.0%	0	17.9%	28	2.9%	3
Cambridge	1.0%	6	0.7%	2	0.5%	1	1.9%	3	0.9%	1
Clacton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester	4.3%	28	0.0%	0	0.6%	1	0.6%	1	22.0%	26
Felixstowe	3.7%	24	1.5%	3	13.4%	20	0.4%	1	0.0%	0
Framlingham	0.4%	3	0.0%	0	1.9%	3	0.0%	0	0.0%	0
Halesworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leiston	0.4%	3	0.0%	0	1.7%	3	0.0%	0	0.0%	0
Lowestoft	1.0%	7	0.0%	0	4.4%	7	0.0%	0	0.0%	0
Manningtree	0.4%	3	0.0%	0	0.0%	0	0.0%	0	2.3%	3

Column %ges.

Ipswich Household Survey for Strategic Perspectives

Weighted:

February 2010

	Total		Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)	
Norwich	2.0%	13	1.5%	3	2.5%	4	3.6%	6	0.0%	0
Southwold	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stowmarket	4.8%	31	0.0%	0	0.2%	0	20.1%	31	0.0%	0
Sudbury	1.1%	7	0.0%	0	0.0%	0	0.0%	0	5.9%	7
Woodbridge	3.3%	21	0.7%	2	11.5%	17	1.5%	2	0.0%	0
Other - Bramford	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other - Coome	0.2%	2	0.0%	0	0.0%	0	1.0%	2	0.0%	0
Other - Coventry City Centre	0.1%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Other - Diss	0.6%	4	0.0%	0	0.2%	0	2.1%	3	0.0%	0
Other - Eye	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Other - Hadleigh	1.0%	7	0.3%	1	0.0%	0	0.0%	0	5.1%	6
Other - Kesgrave	0.4%	2	0.3%	1	1.1%	2	0.0%	0	0.0%	0
Other - Lakeside Leisure Park, Saxmundham	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Other - London	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Martlesham	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Other - Melton	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other - Needham Market	0.5%	4	0.0%	0	0.2%	0	2.1%	3	0.0%	0
Other - Saxmundham	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Other - Smaller Centre - Bramford Road	0.3%	2	0.3%	1	0.0%	0	0.7%	1	0.0%	0
Other - Smaller Centre - Car Street	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Dales Road	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Derby Road	0.4%	3	1.2%	3	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - MFI, The Sandlings	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	2
Other - Thetford	0.2%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Other - Thurrock	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Other - Varies	3.5%	23	4.6%	10	1.1%	2	4.6%	7	2.9%	3
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		647		226		150		154		117
Sample:		642		244		196		143		59

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
Q17 Where do you normally do most of your household's shopping for hardware, DIY goods, decorating supplies and garden products (such as drills, lawn mowers, hammers, hedge cutters, garden tools, plants, shrubs etc)?										
<i>Excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q17</i>										
Ipswich Town Centre	6.8%	59	7.4%	22	6.5%	13	8.0%	15	4.8%	8
Ipswich - Anglia Retail Park	1.1%	10	1.6%	5	0.0%	0	1.1%	2	1.8%	3
Ipswich - Anglia Retail Park - B&Q	23.0%	198	31.9%	93	7.7%	16	38.6%	75	8.4%	14
Ipswich - Commercial Road Retail Park	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Ipswich - Euro Retail Park	1.8%	16	4.7%	14	0.9%	2	0.0%	0	0.0%	0
Ipswich - Euro Retail Park - B&Q	19.6%	168	32.1%	94	19.7%	40	5.1%	10	14.5%	25
Ipswich - Jewsons	0.3%	3	0.2%	1	0.3%	1	0.7%	1	0.0%	0
Ipswich - Orwell Retail Park/Ranelagh Road	0.3%	2	0.8%	2	0.0%	0	0.0%	0	0.0%	0
Ipswich - Orwell Retail Park/Ranelagh Road - Focus	2.1%	18	3.2%	9	2.6%	5	0.0%	0	1.8%	3
Ipswich - Suffolk Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Wickes, Crompton Road	0.2%	2	0.6%	2	0.0%	0	0.0%	0	0.0%	0
Ipswich - Topps Tiles, Commercial Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich Smaller (District/Local) Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Braintree - Braintree Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds - Easlea Road	0.3%	3	0.0%	0	0.0%	0	1.5%	3	0.0%	0
Bury St. Edmunds - Risbygate Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds - Robert Bobby Way Retail Park	1.1%	9	0.0%	0	0.0%	0	3.8%	7	1.0%	2
Bury St. Edmunds - St Edmundsbury Retail Park	0.7%	6	0.0%	0	0.0%	0	3.0%	6	0.0%	0
Clacton - Fiveways Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Valley Bridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Colchester Retail Park	0.7%	6	0.0%	0	0.0%	0	0.0%	0	3.6%	6
Colchester - Colne View Retail Park	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.6%	3
Colchester - St Andrew's Avenue	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Tollgate Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	2
Colchester - Turner Rise	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	2
Copdock - Copdock Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martlesham Heath - Beardmore Retail Park	6.1%	53	3.8%	11	20.3%	42	0.0%	0	0.0%	0
Newmarket - Studlands Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warren Heath - Homebase	2.8%	24	5.4%	16	2.4%	5	0.8%	2	0.9%	2
Aldeburgh	0.2%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds	2.8%	24	0.0%	0	0.0%	0	12.5%	24	0.0%	0
Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester	4.5%	39	0.0%	0	0.0%	0	0.0%	0	23.1%	39
Felixstowe	4.2%	37	0.2%	1	17.5%	36	0.0%	0	0.0%	0
Framlingham	1.2%	10	0.0%	0	4.3%	9	0.7%	1	0.0%	0
Halesworth	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Leiston	0.8%	7	0.0%	0	3.5%	7	0.0%	0	0.0%	0
Lowestoft	0.6%	5	0.0%	0	2.6%	5	0.0%	0	0.0%	0
Manningtree	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Norwich	0.1%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Southwold	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stowmarket	2.8%	24	0.0%	0	0.2%	0	12.2%	24	0.0%	0
Sudbury	4.0%	34	0.0%	0	0.0%	0	2.4%	5	17.6%	30
Woodbridge	1.7%	14	1.9%	6	3.8%	8	0.5%	1	0.0%	0
Other - Bacton	0.4%	3	0.0%	0	0.0%	0	1.7%	3	0.0%	0

Ipswich Household Survey for Strategic Perspectives

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
Other - Beccles	0.1%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Other - Bressingham	0.1%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Other - Diss	0.5%	4	0.0%	0	0.7%	1	1.4%	3	0.0%	0
Other - Dovecot	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.6%	3
Other - East Bergholt	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Other - Gainsborough	0.2%	1	0.3%	1	0.3%	1	0.0%	0	0.0%	0
Other - Hadleigh	2.7%	23	0.0%	0	0.0%	0	0.0%	0	13.9%	23
Other - J Sainsbury, Felixstowe Road, Warren Heath	0.3%	2	0.5%	1	0.4%	1	0.0%	0	0.0%	0
Other - Kesgrave	1.1%	10	2.8%	8	0.7%	1	0.0%	0	0.0%	0
Other - Martlesham	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Other - Melford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	2
Other - Needham Market	0.6%	5	0.3%	1	0.0%	0	2.3%	4	0.0%	0
Other - Rushmere	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Other - Saxmundham	0.3%	3	0.0%	0	1.4%	3	0.0%	0	0.0%	0
Other - Smaller Centre - London Road	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Whitehouse Retail Park	0.1%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Other - Varies	1.7%	15	2.0%	6	1.1%	2	2.9%	6	0.6%	1
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		860		292		205		194		169
Sample:		855		325		266		181		83

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
Q18 Where do you normally do most of your shopping for audio visual, photographic, computer items (such as stereos, radios, TVs, software, cameras, telephones, CDs & DVDs etc)?										
<i>Excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q18</i>										
Ipswich Town Centre	21.1%	129	32.4%	70	16.1%	24	11.8%	17	17.5%	18
Ipswich - Anglia Retail Park	4.1%	25	5.7%	12	1.9%	3	5.8%	8	1.9%	2
Ipswich - Anglia Retail Park - Comet	9.0%	55	11.4%	25	3.6%	5	15.4%	22	2.9%	3
Ipswich - Commercial Road Retail Park	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	2
Ipswich - Euro Retail Park	3.8%	23	7.3%	16	1.7%	3	3.4%	5	0.0%	0
Ipswich - Euro Retail Park - Hughes	4.5%	28	7.4%	16	5.6%	8	2.5%	3	0.0%	0
Ipswich - Orwell Retail Park/Ranelagh Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Suffolk Retail Park	0.7%	4	0.4%	1	0.4%	1	0.5%	1	1.9%	2
Ipswich Smaller (District/Local) Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Copdock - Copdock Retail Park	5.1%	31	7.3%	16	1.7%	3	2.9%	4	8.2%	8
Copdock - Copdock Retail Park - Currys	4.9%	30	7.3%	16	5.0%	7	0.0%	0	6.4%	7
Copdock - Copdock Retail Park - PC World	3.7%	23	6.3%	14	3.3%	5	1.4%	2	2.4%	2
Martlesham Heath - Beardmore Retail Park	3.1%	19	2.3%	5	9.0%	13	0.5%	1	0.0%	0
Braintree - Braintree Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds - Robert Bobby Way Retail Park	1.7%	10	0.0%	0	0.0%	0	6.1%	9	1.7%	2
Bury St. Edmunds - St Edmundsbury Retail Park	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Clacton - Valley Bridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Fiveways Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Colchester Retail Park	0.7%	4	0.0%	0	0.0%	0	0.0%	0	4.1%	4
Colchester - Colne View Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Tollgate Centre	3.7%	22	0.0%	0	0.0%	0	0.0%	0	21.5%	22
Lowestoft - Tower Retail Park	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Martlesham Heath - Martlesham Retail Park	6.7%	41	6.6%	14	15.4%	23	0.0%	0	3.4%	4
Newmarket - Studlands Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sudbury - Shawlands Retail Park	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.7%	2
Thetford - Forest Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldeburgh	0.1%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0
Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds	2.6%	16	0.0%	0	0.0%	0	11.3%	16	0.0%	0
Cambridge	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Clacton	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	2
Colchester	1.0%	6	0.0%	0	0.0%	0	0.0%	0	5.8%	6
Felixstowe	3.4%	21	0.0%	0	13.9%	21	0.0%	0	0.0%	0
Framlingham	0.1%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Halesworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leiston	1.3%	8	0.0%	0	5.4%	8	0.0%	0	0.0%	0
Lowestoft	0.5%	3	0.0%	0	2.0%	3	0.0%	0	0.0%	0
Manningtree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norwich	0.9%	6	0.0%	0	1.7%	3	2.1%	3	0.0%	0
Southwold	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Stowmarket	6.2%	38	0.0%	0	0.0%	0	26.8%	38	0.0%	0
Sudbury	1.6%	10	0.0%	0	0.0%	0	0.0%	0	9.3%	10
Woodbridge	1.2%	8	0.0%	0	5.1%	8	0.0%	0	0.0%	0
Other - Abroad	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Other - Bacton	0.2%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Other - Diss	0.9%	5	0.0%	0	0.8%	1	2.9%	4	0.0%	0
Other - Gisleigham	0.2%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Other - Hadleigh	0.3%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Other - Harlesden	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0

Column %ges.

Ipswich Household Survey for Strategic Perspectives

Weighted:

February 2010

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Other - Harwich	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Other - J Sainsbury, Felixstowe Road, Warren Heath	0.4%	2	0.5%	1	0.0%	0	0.7%	1	0.0%	0
Other - London	0.3%	2	0.4%	1	0.9%	1	0.0%	0	0.0%	0
Other - Manchester	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Saxmundham	0.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Other - Smaller Centre - Dales Road	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Diss	0.1%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Felixstowe Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Foxhall Road	0.3%	2	0.4%	1	0.0%	0	0.7%	1	0.0%	0
Other - Smaller Centre - Tavern Street	0.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Other - Stanstead Airport	0.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Other - Varies	2.9%	18	3.5%	8	2.8%	4	1.2%	2	4.2%	4
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		611		217		149		141		104
Sample:		624		248		191		131		54

Weighted:

February 2010

	Total		Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)	
Q19 Where do you normally do most of your household's shopping for small domestic electrical appliances (such as irons, kettles, fans, coffee makers, food mixers etc)?										
<i>Excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q19</i>										
Ipswich Town Centre	23.0%	191	42.6%	122	6.6%	14	9.9%	17	22.8%	38
Ipswich - Anglia Retail Park	3.7%	31	5.8%	17	1.0%	2	6.3%	11	0.9%	2
Ipswich - Anglia Retail Park - Comet	5.2%	43	7.4%	21	0.8%	2	9.9%	17	1.8%	3
Ipswich - Commercial Road Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Euro Retail Park	1.8%	15	4.3%	12	0.6%	1	0.0%	0	0.9%	2
Ipswich - Euro Retail Park - Hughes	1.4%	12	2.9%	8	0.4%	1	0.4%	1	1.2%	2
Ipswich - Orwell Retail Park/Ranelagh Road	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Ipswich - Suffolk Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Suffolk Retail Park - Argos Extra	1.7%	14	1.8%	5	0.9%	2	0.3%	1	3.8%	6
Ipswich Smaller (District/Local) Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Copdock - Copdock Retail Park	4.8%	39	8.4%	24	1.1%	2	2.8%	5	4.9%	8
Copdock - Copdock Retail Park - Currys	2.9%	24	3.6%	10	3.7%	8	0.6%	1	3.1%	5
Martlesham Heath - Beardmore Retail Park	3.0%	25	1.3%	4	10.4%	21	0.0%	0	0.0%	0
Braintree - Braintree Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds - Robert Boby Way Retail Park	0.3%	3	0.0%	0	0.0%	0	1.6%	3	0.0%	0
Bury St. Edmunds - St Edmundsbury Retail Park	0.2%	2	0.0%	0	0.0%	0	1.1%	2	0.0%	0
Clacton - Valley Bridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Fiveways Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Colchester Retail Park	0.5%	4	0.0%	0	0.0%	0	0.0%	0	2.5%	4
Colchester - Colne View Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Tollgate Centre	2.1%	17	0.0%	0	0.0%	0	0.0%	0	10.3%	17
Lowestoft - Tower Retail Park	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Martlesham Heath - Martlesham Retail Park	7.0%	58	7.2%	21	18.4%	37	0.0%	0	0.0%	0
Newmarket - Studlands Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sudbury - Shawlands Retail Park	0.6%	5	0.0%	0	0.0%	0	0.0%	0	3.1%	5
Thetford - Forest Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldeburgh	0.5%	4	0.0%	0	2.0%	4	0.0%	0	0.0%	0
Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds	3.6%	30	0.0%	0	0.0%	0	17.3%	30	0.0%	0
Cambridge	0.2%	2	0.3%	1	0.4%	1	0.0%	0	0.0%	0
Clacton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	2
Colchester	2.4%	20	0.0%	0	0.0%	0	0.0%	0	11.9%	20
Felixstowe	6.9%	57	0.4%	1	27.3%	56	0.4%	1	0.0%	0
Framlingham	0.9%	8	0.0%	0	3.7%	8	0.0%	0	0.0%	0
Halesworth	0.1%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Leiston	1.7%	14	0.0%	0	6.9%	14	0.0%	0	0.0%	0
Lowestoft	0.3%	3	0.0%	0	1.3%	3	0.0%	0	0.0%	0
Manningtree	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.8%	3
Norwich	0.7%	6	0.9%	3	1.1%	2	0.4%	1	0.0%	0
Southwold	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stowmarket	8.0%	66	0.0%	0	0.2%	0	38.3%	66	0.0%	0
Sudbury	2.1%	17	0.0%	0	0.0%	0	0.0%	0	10.3%	17
Woodbridge	1.6%	13	0.3%	1	6.0%	12	0.0%	0	0.0%	0
Other - Bacton	0.2%	2	0.0%	0	0.0%	0	1.1%	2	0.0%	0
Other - Brandon	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	2
Other - Diss	1.0%	8	0.0%	0	0.5%	1	4.1%	7	0.0%	0
Other - Dovecot	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.7%	3
Other - Hadleigh	1.6%	13	0.0%	0	0.0%	0	0.0%	0	8.1%	13
Other - High Woods	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1

Column %ges.

Ipswich Household Survey for Strategic Perspectives

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)
Other - J Sainsbury, Felixstowe Road, Warren Heath	2.4% 20	3.8% 11	1.1% 2	0.0% 0	4.0% 7
Other - Kesgrave	0.5% 4	0.9% 3	0.7% 2	0.0% 0	0.0% 0
Other - London	0.2% 1	0.0% 0	0.6% 1	0.0% 0	0.0% 0
Other - Saxmundham	0.4% 3	0.0% 0	1.6% 3	0.0% 0	0.0% 0
Other - Smaller Centre - Felixstowe Road	0.7% 6	2.1% 6	0.0% 0	0.0% 0	0.0% 0
Other - Smaller Centre - Goddard Road	0.7% 6	1.8% 5	0.0% 0	0.3% 1	0.0% 0
Other - Smaller Centre - Ranelagh Road	0.1% 1	0.3% 1	0.0% 0	0.0% 0	0.0% 0
Other - Smaller Centre - Sproughton Road	0.2% 1	0.5% 1	0.0% 0	0.0% 0	0.0% 0
Other - Smaller Centre - Tavern Street	0.1% 1	0.0% 0	0.0% 0	0.6% 1	0.0% 0
Other - Smaller Centre - Vauxhall Road	0.1% 1	0.3% 1	0.0% 0	0.0% 0	0.0% 0
Other - Smaller Centre - Warwick Road	0.1% 1	0.3% 1	0.0% 0	0.0% 0	0.0% 0
Other - Varies	3.0% 25	2.3% 7	2.0% 4	4.5% 8	3.7% 6
Other	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Weighted base:	829	287	204	172	166
Sample:	828	318	262	165	83

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
Q20 Where do you normally do most of your household's shopping for large domestic electrical appliances (such as fridges, washing machines, cookers, vacuum cleaners etc)?										
<i>Excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q20</i>										
Ipswich Town Centre	16.0%	118	25.6%	67	10.9%	19	12.3%	21	8.3%	11
Ipswich - Anglia Retail Park	5.2%	38	7.3%	19	0.5%	1	8.0%	14	3.4%	5
Ipswich - Anglia Retail Park - Comet	12.8%	95	17.8%	47	5.7%	10	19.8%	33	3.4%	5
Ipswich - Commercial Road Retail Park	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	2
Ipswich - Euro Retail Park	4.0%	29	8.5%	22	3.8%	7	0.3%	1	0.0%	0
Ipswich - Euro Retail Park - Hughes	3.5%	26	4.6%	12	2.7%	5	1.7%	3	4.9%	7
Ipswich - Orwell Retail Park/Ranelagh Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Ipswich - Suffolk Retail Park	0.2%	2	0.3%	1	0.0%	0	0.6%	1	0.0%	0
Ipswich - Suffolk Retail Park - Argos Extra	0.4%	3	0.6%	2	0.0%	0	0.0%	0	1.2%	2
Ipswich Smaller (District/Local) Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Copdock - Copdock Retail Park	3.0%	22	2.5%	7	0.7%	1	2.4%	4	7.5%	10
Copdock - Copdock Retail Park - Currys	9.6%	71	11.7%	31	9.3%	16	3.8%	6	13.3%	18
Martlesham Heath - Beardmore Retail Park	4.7%	35	4.0%	11	13.9%	24	0.0%	0	0.0%	0
Braintree - Braintree Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds - Robert Bobby Way Retail Park	0.7%	5	0.0%	0	0.0%	0	2.9%	5	0.0%	0
Bury St. Edmunds - St Edmundsbury Retail Park	0.2%	2	0.0%	0	0.0%	0	1.0%	2	0.0%	0
Clacton - Valley Bridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Fiveways Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Colchester Retail Park	0.9%	7	0.0%	0	0.0%	0	0.0%	0	4.9%	7
Colchester - Colne View Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Tollgate Centre	2.1%	16	0.0%	0	0.0%	0	0.0%	0	11.6%	16
Lowestoft - Tower Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martlesham Heath - Martlesham Retail Park	8.3%	61	10.6%	28	17.8%	31	1.5%	2	0.0%	0
Newmarket - Studlands Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sudbury - Shawlands Retail Park	0.7%	5	0.0%	0	0.0%	0	0.0%	0	3.9%	5
Thetford - Forest Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldeburgh	0.2%	2	0.0%	0	1.0%	2	0.0%	0	0.0%	0
Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds	2.9%	21	0.0%	0	0.0%	0	11.8%	20	1.3%	2
Cambridge	0.7%	5	0.0%	0	0.0%	0	2.4%	4	0.8%	1
Clacton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	2
Colchester	2.2%	16	0.3%	1	0.0%	0	0.0%	0	11.5%	15
Felixstowe	2.9%	21	0.0%	0	12.4%	21	0.0%	0	0.0%	0
Framlingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halesworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leiston	1.0%	7	0.0%	0	4.1%	7	0.0%	0	0.0%	0
Lowestoft	0.5%	4	0.0%	0	2.0%	4	0.0%	0	0.0%	0
Manningtree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norwich	1.0%	7	1.0%	3	2.1%	4	0.4%	1	0.0%	0
Southwold	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Stowmarket	5.2%	39	0.0%	0	0.0%	0	23.0%	39	0.0%	0
Sudbury	1.2%	9	0.0%	0	0.0%	0	0.0%	0	6.4%	9
Woodbridge	0.9%	7	0.0%	0	3.8%	7	0.0%	0	0.0%	0
Other - Bacton	0.3%	2	0.0%	0	0.0%	0	1.4%	2	0.0%	0
Other - Diss	1.0%	7	0.0%	0	0.8%	1	3.4%	6	0.0%	0
Other - Dovecot	0.4%	3	0.0%	0	0.0%	0	0.0%	0	2.0%	3
Other - Finningham	0.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Other - Hadleigh	1.5%	11	0.0%	0	0.0%	0	0.0%	0	8.5%	11
Other - London	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0

Column %ges.

Ipswich Household Survey for Strategic Perspectives

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
Other - Saxmundham	0.7%	5	0.0%	0	3.1%	5	0.0%	0	0.0%	0
Other - Smaller Centre - Foxhall Road	0.3%	2	0.9%	2	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Norwich Road	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Queensway	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Ransomes Retail Park	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Tavern Street	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Other - Smaller Centre - Vauxhall Road	0.3%	2	0.8%	2	0.0%	0	0.0%	0	0.0%	0
Other - Varies	3.1%	23	2.2%	6	4.3%	7	2.0%	3	4.9%	7
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	738		263		173		168		134	
Sample:	727		289		218		153		67	

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
Q21 Where do you normally do most of your household's shopping for chemist and medical goods, cosmetics and other beauty products (such as medicines, vitamins, glasses, contact lenses etc)?										
<i>Excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q21</i>										
Ipswich Town Centre	32.8%	303	66.5%	213	9.3%	20	13.2%	26	23.7%	44
Ipswich - Anglia Retail Park	1.0%	9	1.1%	4	0.0%	0	2.8%	6	0.0%	0
Ipswich - Commercial Road Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Euro Retail Park	0.2%	1	0.2%	1	0.3%	1	0.0%	0	0.0%	0
Ipswich - Orwell Retail Park/Ranelagh Road	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Ipswich - Suffolk Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich Smaller (District/Local) Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Copdock - Copdock Retail Park	2.0%	19	3.0%	10	0.0%	0	0.8%	2	4.1%	8
Martlesham Heath - Beardmore Retail Park	1.3%	12	0.5%	2	4.6%	10	0.0%	0	0.0%	0
Braintree - Braintree Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds - Robert Bobby Way Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds - St Edmundsbury Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Valley Bridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Fiveways Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Colchester Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Colne View Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Tollgate Centre	0.7%	7	0.0%	0	0.0%	0	0.0%	0	3.7%	7
Lowestoft - Tower Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martlesham Heath - Martlesham Retail Park	3.1%	29	4.4%	14	6.4%	14	0.5%	1	0.0%	0
Newmarket - Studlands Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sudbury - Shawlands Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thetford - Forest Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldeburgh	0.7%	6	0.0%	0	2.8%	6	0.0%	0	0.0%	0
Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds	2.9%	27	0.0%	0	0.0%	0	13.5%	27	0.0%	0
Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester	3.4%	31	0.0%	0	0.0%	0	0.0%	0	16.9%	31
Felixstowe	6.7%	62	0.3%	1	27.8%	61	0.0%	0	0.0%	0
Framlingham	1.1%	10	0.0%	0	4.8%	10	0.0%	0	0.0%	0
Halesworth	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Leiston	1.8%	16	0.0%	0	7.6%	16	0.0%	0	0.0%	0
Lowestoft	0.3%	3	0.3%	1	1.0%	2	0.0%	0	0.0%	0
Manningtree	1.9%	17	0.0%	0	0.0%	0	0.0%	0	9.3%	17
Norwich	0.4%	4	0.2%	1	0.5%	1	0.9%	2	0.0%	0
Southwold	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stowmarket	9.7%	89	0.0%	0	0.2%	0	44.3%	89	0.0%	0
Sudbury	3.8%	35	0.0%	0	0.0%	0	0.9%	2	18.0%	33
Woodbridge	5.4%	50	1.1%	3	20.8%	45	0.5%	1	0.0%	0
Other - Belstead Hills	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Bildestone	0.3%	3	0.0%	0	0.0%	0	1.5%	3	0.0%	0
Other - Brandon	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	2
Other - Claydon	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Other - Debenham	0.7%	6	0.0%	0	0.0%	0	2.4%	5	0.8%	1
Other - Dedham	0.9%	8	0.0%	0	0.0%	0	0.0%	0	4.3%	8
Other - Diss	1.3%	12	0.0%	0	1.5%	3	4.2%	8	0.0%	0
Other - Dovecot	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.5%	3
Other - East Bergholt	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.6%	3
Other - Eye	0.3%	3	0.0%	0	0.0%	0	1.4%	3	0.0%	0
Other - Felixstowe	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Other - Fircroft	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Gainsborough	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Other - Great Cornard	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	2

Column %ges.

Ipswich Household Survey for Strategic Perspectives

Weighted:

February 2010

	Total		Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)	
Other - Hadleigh	1.9%	17	0.3%	1	0.0%	0	0.0%	0	9.0%	17
Other - Holbrook	0.3%	2	0.3%	1	0.0%	0	0.0%	0	0.8%	2
Other - J Sainsbury, Felixstowe Road, Warren Heath	2.7%	25	4.5%	14	1.7%	4	0.0%	0	3.6%	7
Other - Kesgrave	1.0%	10	3.0%	10	0.0%	0	0.0%	0	0.0%	0
Other - London	0.2%	2	0.6%	2	0.0%	0	0.0%	0	0.0%	0
Other - Manningtree	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	2
Other - Martlesham	0.4%	4	0.3%	1	1.3%	3	0.0%	0	0.0%	0
Other - Needham Market	0.9%	8	0.0%	0	0.0%	0	4.0%	8	0.0%	0
Other - Norwich Road, Setford	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other - Orford	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Other - Salisbury	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other - Saxmundham	0.9%	9	0.0%	0	3.9%	9	0.0%	0	0.0%	0
Other - Smaller Centre - Allenbrook Green	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Belstead	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Blandford Road	0.2%	2	0.6%	2	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Bramford	0.6%	5	0.0%	0	0.0%	0	2.7%	5	0.0%	0
Other - Smaller Centre - Bury Road	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Ellenbrook Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Felixstowe Road	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Fircroft Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Foxhall Road	0.6%	5	1.7%	5	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Goddard Road	0.4%	3	0.8%	2	0.0%	0	0.5%	1	0.0%	0
Other - Smaller Centre - Hawthorn Drive	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - London Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Meredith Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Nacton Road	0.4%	3	1.1%	3	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Norwich Road	0.2%	2	0.6%	2	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Queensway	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Ravenswood	0.3%	3	1.0%	3	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Reynolds Road	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Sproughton Road	0.2%	2	0.7%	2	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Stoke Park	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Woodbridge Road	0.2%	2	0.7%	2	0.0%	0	0.0%	0	0.0%	0
Other - Varies	1.0%	10	1.6%	5	1.7%	4	0.3%	1	0.0%	0
Other - Woolpit	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Other - Wycombe	1.0%	9	0.0%	0	0.0%	0	4.5%	9	0.0%	0
Other - Wycombe Market	0.5%	5	0.5%	2	1.4%	3	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		923		319		218		201		185
Sample:		917		356		283		185		93

Weighted:

February 2010

	Total		Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)	
Q22 Where do you do most of your household's shopping for games & toys, hobby items; sport and camping goods; and musical instruments?										
<i>Excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q22</i>										
Ipswich Town Centre	42.5%	201	61.0%	106	39.2%	41	28.5%	28	27.1%	27
Ipswich - Anglia Retail Park	0.9%	4	0.5%	1	0.0%	0	1.4%	1	2.0%	2
Ipswich - Commercial Road Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Euro Retail Park	0.9%	4	1.4%	3	0.7%	1	1.0%	1	0.0%	0
Ipswich - Euro Retail Park - JJB Sports	3.6%	17	6.4%	11	2.8%	3	1.0%	1	2.0%	2
Ipswich - Orwell Retail Park/Ranelagh Road	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Ipswich - Suffolk Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Suffolk Retail Park - Argos Extra	1.1%	5	1.4%	2	0.6%	1	0.0%	0	2.0%	2
Ipswich Smaller (District/Local) Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Copdock - Copdock Retail Park	1.8%	9	3.3%	6	1.7%	2	0.0%	0	1.0%	1
Copdock - Copdock Retail Park - Toys R Us	11.5%	55	16.4%	28	7.0%	7	12.7%	12	6.7%	7
Martlesham Heath - Beardmore Retail Park	0.7%	3	0.0%	0	3.3%	3	0.0%	0	0.0%	0
Braintree - Braintree Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds - Robert Bobby Way Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds - St Edmundsbury Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Valley Bridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Fiveways Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Colchester Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Colne View Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Tollgate Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lowestoft - Tower Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martlesham Heath - Martlesham Retail Park	0.7%	4	1.0%	2	1.8%	2	0.0%	0	0.0%	0
Newmarket - Studlands Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sudbury - Shawlands Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thetford - Forest Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldeburgh	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
Bury St. Edmunds	4.3%	20	0.0%	0	0.6%	1	17.4%	17	2.8%	3
Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	2
Colchester	7.2%	34	0.6%	1	2.0%	2	0.0%	0	31.1%	31
Felixstowe	3.3%	16	0.8%	1	13.3%	14	0.7%	1	0.0%	0
Framlingham	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Halesworth	0.6%	3	0.0%	0	2.6%	3	0.0%	0	0.0%	0
Leiston	0.3%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Lowestoft	0.6%	3	0.0%	0	2.6%	3	0.0%	0	0.0%	0
Manningtree	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Norwich	1.3%	6	1.4%	2	2.3%	2	1.5%	1	0.0%	0
Southwold	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stowmarket	6.1%	29	0.4%	1	0.3%	0	28.9%	28	0.0%	0
Sudbury	2.5%	12	0.0%	0	0.0%	0	1.4%	1	10.4%	10
Woodbridge	2.0%	9	0.0%	0	9.1%	9	0.0%	0	0.0%	0
Other - Abroad	0.2%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Bournebridge	0.3%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Other - Diss	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Other - Hadleigh	1.7%	8	0.5%	1	0.0%	0	0.0%	0	7.0%	7
Other - J Sainsbury, Felixstowe Road, Warren Heath	1.1%	5	0.8%	1	2.2%	2	0.0%	0	1.6%	2
Other - Kesgrave	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0

Column %ges.

Ipswich Household Survey for Strategic Perspectives

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
Other - London	0.2%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Martlesham	0.4%	2	0.6%	1	0.6%	1	0.0%	0	0.0%	0
Other - Varies	2.9%	14	2.5%	4	1.4%	2	4.6%	4	3.4%	3
Other - Worsted	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Other - Wycombe	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	474		174		104		97		99	
Sample:	451		186		126		92		47	

	Total		Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)	
Q23 Where do you do most of your household's shopping for pets & pet related products?										
<i>Excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q23</i>										
Ipswich Town Centre	18.4%	91	34.6%	54	7.5%	9	8.0%	9	17.4%	19
Ipswich - Anglia Retail Park	1.4%	7	2.6%	4	0.0%	0	2.6%	3	0.0%	0
Ipswich - Commercial Road Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Euro Retail Park	0.3%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Ipswich - Orwell Retail Park/Ranelagh Road	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Ipswich - Orwell Retail Park/Ranelagh Road - Pets @ Home	11.1%	54	21.2%	33	0.8%	1	7.8%	9	10.8%	12
Ipswich - Suffolk Retail Park	0.3%	2	1.1%	2	0.0%	0	0.0%	0	0.0%	0
Ipswich Smaller (District/Local) Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Copdock - Copdock Retail Park	2.8%	14	4.1%	6	0.0%	0	3.5%	4	3.3%	4
Martlesham Heath - Beardmore Retail Park	3.2%	16	1.6%	2	11.2%	13	0.0%	0	0.0%	0
Braintree - Braintree Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds - Robert Boby Way Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds - St Edmundsbury Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Valley Bridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Fiveways Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Colchester Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Colne View Retail Park	1.6%	8	0.0%	0	0.0%	0	0.0%	0	7.1%	8
Colchester - Tollgate Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lowestoft - Tower Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martlesham Heath - Martlesham Retail Park	8.8%	43	10.7%	17	21.1%	25	1.8%	2	0.0%	0
Newmarket - Studlands Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sudbury - Shawlands Retail Park	1.6%	8	0.0%	0	0.0%	0	2.6%	3	4.8%	5
Thetford - Forest Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldeburgh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Braintree	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds	2.5%	12	0.0%	0	0.0%	0	11.2%	12	0.0%	0
Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester	3.5%	17	0.0%	0	0.0%	0	0.0%	0	15.7%	17
Felixstowe	4.9%	24	1.1%	2	19.2%	22	0.0%	0	0.0%	0
Framlingham	1.5%	7	0.0%	0	6.3%	7	0.0%	0	0.0%	0
Halesworth	0.5%	3	0.0%	0	2.2%	3	0.0%	0	0.0%	0
Leiston	1.3%	6	0.0%	0	5.5%	6	0.0%	0	0.0%	0
Lowestoft	0.3%	2	0.0%	0	1.4%	2	0.0%	0	0.0%	0
Manningtree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southwold	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stowmarket	9.1%	45	0.0%	0	0.3%	0	40.1%	44	0.0%	0
Sudbury	4.3%	21	0.0%	0	0.0%	0	1.6%	2	17.9%	19
Woodbridge	1.8%	9	1.1%	2	5.3%	6	0.9%	1	0.0%	0
Other - Brandon	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.8%	2
Other - Capel St.Mary	0.8%	4	0.5%	1	0.0%	0	0.0%	0	2.9%	3
Other - Catterwade	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Other - Debenham	0.3%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Other - Diss	1.3%	6	0.0%	0	1.0%	1	4.5%	5	0.0%	0
Other - Earls Stonham	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Other - Elmswell	1.1%	5	0.0%	0	0.0%	0	4.8%	5	0.0%	0
Other - Eye	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other - Grange Farm Park, Felixstowe	0.6%	3	0.0%	0	2.3%	3	0.0%	0	0.0%	0
Other - Hadleigh	0.6%	3	0.0%	0	0.0%	0	0.0%	0	2.8%	3
Other - Harwich	0.6%	3	0.0%	0	0.0%	0	0.0%	0	2.5%	3

Ipswich Household Survey for Strategic Perspectives

Weighted:

February 2010

	Total		Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)	
Other - Highwoods	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Other - Holbrook	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	2
Other - J Sainsbury, Felixstowe Road, Warren Heath	3.1%	15	7.3%	11	2.2%	3	0.0%	0	1.4%	2
Other - Kesgrave	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Other - Manningtree	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	2
Other - Marlow	0.2%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Other - Martlesham	1.2%	6	1.2%	2	3.6%	4	0.0%	0	0.0%	0
Other - Middleton	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0
Other - Needham Market	0.4%	2	0.0%	0	0.0%	0	1.9%	2	0.0%	0
Other - Norwich Road, Setford	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Other - Old Newton	0.3%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Other - Salisbury	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Other - Saxmundham	1.1%	5	0.0%	0	4.6%	5	0.0%	0	0.0%	0
Other - Smaller Centre - Budbridge Road	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Bury Road	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Carsrey Road	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Clapgate Lane	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Derby Road	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Foxhall Road	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Gainsborough	0.3%	2	1.1%	2	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Goddard Road	1.2%	6	2.8%	4	0.0%	0	1.5%	2	0.0%	0
Other - Smaller Centre - Marlow Road	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Sproughton Road	0.5%	3	1.7%	3	0.0%	0	0.0%	0	0.0%	0
Other - Smaller Centre - Woodbridge Road	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Other - Theberton	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other - Thurstone	0.2%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Other - Varies	2.1%	10	1.2%	2	1.1%	1	0.9%	1	5.9%	6
Other - Westleton	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0
Other - Whitehouse Centre	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Other - Woolpit	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Other - Wycombe Market	0.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		492		156		117		111		108
Sample:		481		175		152		100		54

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
Q24 Where do you do most of your household's shopping for all other non-food goods including books; jewellery and watches; china, glassware; recreational and luxury goods?										
<i>Excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q24</i>										
Ipswich Town Centre	56.8%	333	87.2%	179	39.2%	57	40.9%	53	41.8%	44
Ipswich - Anglia Retail Park	0.5%	3	0.8%	2	0.0%	0	1.0%	1	0.0%	0
Ipswich - Commercial Road Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Euro Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Orwell Retail Park/Ranelagh Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Suffolk Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Suffolk Retail Park - Dunelm Mill	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.9%	2
Ipswich - Suffolk Retail Park - Range	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich - Suffolk Retail Park - Argos Extra	1.1%	6	1.6%	3	0.8%	1	0.0%	0	1.6%	2
Ipswich Smaller (District/Local) Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Copdock - Copdock Retail Park	0.3%	2	0.8%	2	0.0%	0	0.0%	0	0.0%	0
Martlesham Heath - Beardmore Retail Park	0.4%	3	0.0%	0	1.8%	3	0.0%	0	0.0%	0
Braintree - Braintree Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds - Robert Boby Way Retail Park	0.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Bury St. Edmunds - St Edmundsbury Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Valley Bridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton - Fiveways Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Colchester Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Colne View Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester - Tollgate Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lowestoft - Tower Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martlesham Heath - Martlesham Retail Park	0.5%	3	0.4%	1	1.6%	2	0.0%	0	0.0%	0
Newmarket - Studlands Retail Park	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Sudbury - Shawlands Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thetford - Forest Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldeburgh	0.4%	3	0.0%	0	1.8%	3	0.0%	0	0.0%	0
Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds	4.5%	26	0.4%	1	0.4%	1	19.3%	25	0.0%	0
Cambridge	0.6%	4	1.3%	3	0.0%	0	0.8%	1	0.0%	0
Clacton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester	4.8%	28	0.0%	0	0.0%	0	0.0%	0	26.5%	28
Felixstowe	5.7%	33	0.3%	1	22.6%	33	0.0%	0	0.0%	0
Framlingham	0.5%	3	0.0%	0	2.1%	3	0.0%	0	0.0%	0
Halesworth	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Leiston	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Lowestoft	0.7%	4	0.0%	0	2.9%	4	0.0%	0	0.0%	0
Manningtree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norwich	1.8%	10	1.3%	3	4.0%	6	1.6%	2	0.0%	0
Southwold	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stowmarket	6.3%	37	0.0%	0	0.6%	1	27.6%	36	0.0%	0
Sudbury	2.8%	17	0.0%	0	0.0%	0	1.4%	2	13.9%	15
Woodbridge	4.7%	28	0.9%	2	15.1%	22	1.5%	2	1.9%	2
Other - Abroad	0.4%	2	0.4%	1	0.0%	0	0.0%	0	1.5%	2
Other - Beccles	0.1%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0
Other - Brantham	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	2
Other - Diss	0.2%	1	0.0%	0	0.5%	1	0.6%	1	0.0%	0
Other - Harwich	0.5%	3	0.0%	0	0.0%	0	0.0%	0	2.6%	3
Other - Highwoods	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Other - J Sainsbury, Felixstowe Road, Warren	0.4%	3	0.0%	0	0.7%	1	0.0%	0	1.5%	2

Column %ges.

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
Heath										
Other - London	0.5%	3	0.4%	1	0.9%	1	0.8%	1	0.0%	0
Other - Norwich	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Other - Orford	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other - Saxmundham	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Other - Varies	3.4%	20	3.9%	8	2.4%	3	3.2%	4	4.1%	4
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	586		205		145		130		106	
Sample:	595		234		187		118		56	

Q25 When you do your household's non-food shopping, how do you usually travel?

Excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q25

Car / van (as driver)	57.2%	541	42.5%	144	57.4%	124	69.6%	144	69.9%	129
Car / van (as passenger)	13.7%	130	11.0%	37	17.2%	37	15.8%	33	12.4%	23
Bus, minibus or coach	15.0%	142	26.6%	90	7.9%	17	9.8%	20	7.7%	14
Using park & ride facility	4.5%	42	1.4%	5	8.6%	19	3.6%	7	6.2%	11
Motorcycle, scooter or moped	0.2%	2	0.2%	1	0.0%	0	0.6%	1	0.0%	0
Walk	8.2%	77	16.1%	55	7.4%	16	0.7%	2	2.9%	5
Taxi	0.5%	5	0.9%	3	0.0%	0	0.0%	0	0.9%	2
Train	0.2%	2	0.2%	1	0.4%	1	0.0%	0	0.0%	0
Bicycle	0.5%	5	0.8%	3	0.8%	2	0.0%	0	0.0%	0
Other	0.2%	1	0.2%	1	0.3%	1	0.0%	0	0.0%	0
Weighted base:	946		338		215		207		185	
Sample:	945		379		281		194		91	

Q26A How often do you and your family visit the following leisure attractions? Bingo

Excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q26A

Once a week	66.4%	32	57.5%	16	90.3%	8	59.8%	4	82.2%	5
Once a fortnight	6.8%	3	12.0%	3	0.0%	0	0.0%	0	0.0%	0
Once a month	10.0%	5	13.9%	4	0.0%	0	0.0%	0	17.8%	1
Once every two months	11.3%	5	13.5%	4	0.0%	0	25.9%	2	0.0%	0
Once every six months	5.5%	3	3.2%	1	9.7%	1	14.3%	1	0.0%	0
Once a year	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	48		28		8		7		6	
Sample:	54		34		10		7		3	

Q26B How often do you and your family visit the following leisure attractions? Cinema

Excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q26B

Once a week	4.9%	23	8.9%	15	2.9%	3	1.9%	2	3.7%	3
Once a fortnight	7.3%	35	7.6%	13	8.1%	9	9.2%	10	3.8%	4
Once a month	28.5%	134	24.5%	40	21.9%	24	31.7%	33	39.6%	37
Once every two months	29.4%	139	29.8%	49	34.7%	38	32.0%	33	19.6%	18
Once every six months	19.7%	93	21.7%	36	22.8%	25	16.4%	17	16.4%	15
Once a year	10.2%	48	7.5%	12	9.7%	11	8.8%	9	16.9%	16
Weighted base:	472		164		110		104		94	
Sample:	462		179		143		96		44	

Q26C How often do you and your family visit the following leisure attractions? Gym/ health club

Excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q26C

Once a week	79.1%	186	80.6%	73	72.7%	40	78.2%	36	85.0%	37
Once a fortnight	3.8%	9	3.3%	3	4.0%	2	8.0%	4	0.0%	0
Once a month	8.4%	20	10.5%	10	11.5%	6	8.2%	4	0.0%	0
Once every two months	4.1%	10	3.3%	3	7.5%	4	5.6%	3	0.0%	0
Once every six months	4.3%	10	2.3%	2	3.0%	2	0.0%	0	15.0%	6
Once a year	0.3%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Weighted base:	236		91		55		46		43	
Sample:	231		102		72		36		21	

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)
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Q26D How often do you and your family visit the following leisure attractions? Museum or place of historical interest

Excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q26D

Once a week	0.8%	3	1.1%	1	1.3%	1	0.7%	1	0.0%	0
Once a fortnight	1.9%	7	1.5%	2	1.6%	1	2.6%	2	2.3%	2
Once a month	11.5%	41	8.4%	11	12.9%	9	11.9%	10	15.7%	10
Once every two months	25.2%	89	30.5%	40	26.2%	18	18.7%	16	22.2%	15
Once every six months	36.5%	129	38.9%	51	30.1%	21	42.8%	37	29.8%	20
Once a year	24.1%	85	19.6%	26	28.0%	19	23.3%	20	30.1%	20
Weighted base:		355		132		69		88		66
Sample:		346		147		86		81		32

Q26E How often do you and your family visit the following leisure attractions? Nightclub or musical venue

Excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q26E

Once a week	5.6%	7	11.7%	5	0.0%	0	5.8%	1	0.0%	0
Once a fortnight	7.7%	9	11.4%	5	3.6%	1	6.1%	1	6.4%	2
Once a month	25.1%	29	32.1%	14	20.6%	5	11.3%	3	29.2%	8
Once every two months	24.7%	29	18.0%	8	38.9%	9	7.2%	2	38.8%	10
Once every six months	22.8%	27	12.5%	6	25.5%	6	51.7%	12	13.0%	3
Once a year	14.1%	16	14.3%	6	11.4%	3	17.9%	4	12.6%	3
Weighted base:		117		44		23		23		27
Sample:		111		53		28		19		11

Q26F How often do you and your family visit the following leisure attractions? Pub/bar

Excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q26F

Once a week	36.3%	168	38.5%	63	38.7%	46	28.8%	28	37.2%	31
Once a fortnight	18.4%	85	19.7%	32	15.9%	19	22.5%	22	14.8%	12
Once a month	28.2%	131	19.6%	32	26.3%	31	35.5%	35	39.3%	33
Once every two months	11.0%	51	17.9%	29	10.8%	13	7.0%	7	2.4%	2
Once every six months	3.8%	18	2.9%	5	6.6%	8	4.2%	4	1.2%	1
Once a year	2.3%	11	1.5%	2	1.7%	2	1.9%	2	5.1%	4
Weighted base:		462		163		118		98		83
Sample:		456		175		146		95		40

Q26G How often do you and your family visit the following leisure attractions? Restaurant

Excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q26G

Once a week	15.2%	107	14.8%	37	19.4%	31	13.4%	21	12.9%	17
Once a fortnight	20.2%	143	19.1%	49	18.1%	29	28.0%	44	15.6%	21
Once a month	34.8%	246	32.1%	82	37.8%	60	29.6%	47	42.7%	57
Once every two months	18.6%	131	23.0%	58	17.1%	27	16.8%	27	14.0%	19
Once every six months	9.5%	67	9.0%	23	5.7%	9	11.8%	19	12.3%	17
Once a year	1.7%	12	2.1%	5	1.9%	3	0.3%	1	2.5%	3
Weighted base:		705		254		160		158		134
Sample:		699		281		206		146		66

Q26H How often do you and your family visit the following leisure attractions? Tenpin bowling

Excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q26H

Once a week	6.7%	13	7.3%	5	1.4%	1	1.3%	1	16.2%	7
Once a fortnight	0.8%	2	0.0%	0	2.3%	1	1.3%	1	0.0%	0
Once a month	8.9%	18	12.4%	8	5.2%	2	4.7%	2	11.3%	5
Once every two months	20.7%	41	11.5%	8	25.7%	12	28.2%	12	22.2%	10
Once every six months	34.6%	69	42.9%	28	34.7%	16	33.6%	14	23.2%	10
Once a year	28.3%	56	25.9%	17	30.7%	14	30.9%	13	27.0%	12
Weighted base:		199		66		46		42		45
Sample:		190		72		56		42		20

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)
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Q26I How often do you and your family visit the following leisure attractions? Theatre

Excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q26I

Once a week	0.9%	4	1.8%	3	1.2%	1	0.0%	0	0.0%	0
Once a fortnight	0.4%	2	0.4%	1	1.3%	1	0.0%	0	0.0%	0
Once a month	9.3%	39	7.9%	12	11.0%	10	8.4%	8	10.6%	10
Once every two months	29.1%	123	31.4%	46	32.8%	29	28.8%	28	22.3%	21
Once every six months	39.0%	165	36.8%	54	33.3%	29	40.9%	40	45.7%	42
Once a year	21.4%	91	21.7%	32	20.4%	18	21.8%	21	21.4%	20
Weighted base:		424		146		88		98		93
Sample:		420		167		114		91		48

Q26J How often do you and your family visit the following leisure attractions? Other activity mentioned

Excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q26J

Once a week	70.5%	82	70.9%	30	64.2%	17	73.7%	17	73.4%	19
Once a fortnight	16.6%	19	14.1%	6	16.5%	4	9.8%	2	26.6%	7
Once a month	9.6%	11	13.3%	6	7.3%	2	16.5%	4	0.0%	0
Once every two months	2.7%	3	1.7%	1	9.6%	2	0.0%	0	0.0%	0
Once every six months	0.5%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0
Once a year	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		116		42		26		23		26
Sample:		112		45		33		23		11

Q27 Where did you or members of your household last go to play bingo?

Those who play bingo and excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q27

Mecca Bingo, Lloyds Avenue, Ipswich	28.7%	14	29.3%	8	18.5%	2	33.6%	2	34.4%	2
Gala Bingo, 3 Ranelagh Road, Ipswich	27.3%	14	41.1%	12	12.7%	1	10.6%	1	0.0%	0
Anglia Weekly Bingo, Peshurst Road, Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bingo Hall, Ranelagh Road, Ipswich	2.7%	1	0.0%	0	0.0%	0	19.3%	1	0.0%	0
Gala Bingo, 129 Pier Avenue, Clacton On Sea	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winners Bingo, 4 Hatter Street, Bury St Edmunds	1.4%	1	0.0%	0	0.0%	0	10.2%	1	0.0%	0
Palace Bingo, Crescent Road, Felixstowe	13.3%	7	5.0%	1	48.9%	4	15.7%	1	0.0%	0
Gala Bingo, 48 Osborne Street, Colchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Beacon Bingo, Battery Green, Lowestoft	1.7%	1	0.0%	0	9.9%	1	0.0%	0	0.0%	0
Other - British Legion, Bramford	8.4%	4	5.0%	1	0.0%	0	0.0%	0	47.8%	3
Other - Community Centre, Eye	1.5%	1	0.0%	0	0.0%	0	10.6%	1	0.0%	0
Other - Conservative Club, Clapgate Lane, Ipswich	1.7%	1	2.9%	1	0.0%	0	0.0%	0	0.0%	0
Other - Fairfield Road, Aldburgh	1.0%	0	0.0%	0	5.7%	0	0.0%	0	0.0%	0
Other - Golden Hines, Knackton Road, Ipswich	1.8%	1	3.1%	1	0.0%	0	0.0%	0	0.0%	0
Other - Hadleigh High School	2.1%	1	0.0%	0	0.0%	0	0.0%	0	17.8%	1
Other - Kirkby Street, Ipswich	1.2%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0
Other - Labour Club, Landseer Road, Gainsborough	3.5%	2	6.1%	2	0.0%	0	0.0%	0	0.0%	0
Other - Whitehouse Community Centre, Ipswich	3.1%	2	5.4%	2	0.0%	0	0.0%	0	0.0%	0
Other - Wycombe Market	0.7%	0	0.0%	0	4.3%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		50		29		8		7		6
Sample:		55		35		10		7		3

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
Q28 Where did you or members of your household last go to the cinema?										
<i>Those who go to the cinema and excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q28</i>										
Cineworld, Cardinal Park, Ipswich	65.7%	315	91.7%	152	44.9%	52	58.5%	61	53.5%	51
Film Theatre, Ipswich	0.5%	2	0.4%	1	0.0%	0	0.0%	0	1.6%	1
The Regal, Stowmarket	2.5%	12	0.0%	0	0.8%	1	10.8%	11	0.0%	0
The Palace, Felixstowe	3.1%	15	0.4%	1	12.2%	14	0.0%	0	0.0%	0
Riverside Centre, Woodbridge	9.7%	46	6.4%	11	22.7%	26	4.2%	4	5.3%	5
Aldeburgh Cinema, Aldeburgh	1.4%	7	0.0%	0	5.9%	7	0.0%	0	0.0%	0
Cineworld, Freeport Leisure, Braintree	1.3%	6	0.0%	0	0.0%	0	0.0%	0	6.5%	6
Odeon, Wherry Road, Norwich	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Picturehouse, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Vue, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odeon, Head Street, Colchester	5.3%	25	0.0%	0	0.0%	0	0.0%	0	26.5%	25
Flicks, Clacton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Electric Palace, Harwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Empire, Halstead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Film Theatre, Leiston	2.1%	10	0.0%	0	8.8%	10	0.0%	0	0.0%	0
Hollywood, Lowestoft	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Cineworld, Parkway, Bury St Edmunds	5.8%	28	0.0%	0	0.0%	0	21.9%	23	5.4%	5
Other - Camberly, Surrey	0.3%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Other - Cineworld, Bury St.Edmunds	0.3%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Other - Cineworld, Trafford Centre	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0
Other - Hadleigh	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Other - Huntington	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Other - Imax, London	0.3%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Other - Odeon, Canterbury	0.2%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Other - Odeon, Colchester	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Other - Oldbrough	0.3%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Other - Riverside Theatre, Woodbridge	0.2%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Other - Southampton	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Other - Vue, Castle Mall, Norwich	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		480		165		116		104		95
Sample:		471		180		150		96		45

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
Q29 Where did you or members of your household last go to a gym / healthclub?										
<i>Those who go to a gym / healthclub and excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q29</i>										
Gym & Trim, Cardinal Park, Ipswich	2.4%	5	3.1%	3	1.7%	1	0.0%	0	4.5%	2
Fitness First, Russell Road, Ipswich	1.9%	4	3.0%	3	0.0%	0	0.0%	0	4.5%	2
Crown Pools, Crown Street, Ipswich	8.8%	19	19.4%	17	1.8%	1	3.0%	1	0.0%	0
YMCA (Ipswich), 38Westgate Street, Ipswich	0.6%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0
YMCA Training, 517 London Road, Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich Sports Club, Henley Road, Ipswich	1.3%	3	2.1%	2	0.0%	0	2.2%	1	0.0%	0
Swallow Leisure (Ipswich), Belstead Road, Belstead, Ipswich	1.8%	4	3.0%	3	0.0%	0	2.8%	1	0.0%	0
Copleston Centre, Copleston Road, Ipswich	0.4%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Gainsborough Sports Centre, Brazier's Wood Road, Ipswich	2.2%	5	5.5%	5	0.0%	0	0.0%	0	0.0%	0
Whitton Sports & Community Centre, Whitton Church Lane, Ipswich	1.1%	2	2.8%	2	0.0%	0	0.0%	0	0.0%	0
Next Generation Health Club, 11 The Havens, Ransomes Europark, Ipswich	2.2%	5	5.6%	5	0.0%	0	0.0%	0	0.0%	0
Oaks Fitness, 47 Upper Orwell Street, Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spirit Health & Fitness, London Road, Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maidenhall Sports Centre, Maidenhall Approach, Ipswich	0.4%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Hotel Elizabeth Leisure Club, London Road, Copdock, Copdock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hintlesham Hall Hotel Club, George Street, Hintlesham, Hintlesham	0.4%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Clarice House, Bramford Road, Bramford	7.0%	15	7.1%	6	0.0%	0	4.1%	2	20.5%	7
Martlesham Leisure, Gloster Road, Martlesham Heath	1.8%	4	2.9%	3	2.7%	1	0.0%	0	0.0%	0
Adrenaline Gym, Ipswich	0.4%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0
David Lloyd, Ransomes Europark, Ipswich	5.5%	12	10.1%	9	2.2%	1	1.2%	1	4.5%	2
St Josephs College, Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westbourne High School, Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martlesham Leisure Club, Martlesham Heath, Martlesham Heath	1.7%	4	1.8%	2	4.4%	2	0.0%	0	0.0%	0
Outside Ipswich	2.0%	4	1.7%	1	4.1%	2	1.6%	1	0.0%	0
Other - Brackenbury Sports Centre, High Road West, Felixstowe	0.5%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0
Other - Busybodies, Causeway End, Station Road, Lawford, Manningtree	1.4%	3	0.0%	0	0.0%	0	0.0%	0	9.0%	3
Other - Chantry High School, Stone Lodge Lane	0.4%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Other - Cowdray Centre, Mason Rd, Colchester	1.6%	3	0.0%	0	0.0%	0	0.0%	0	9.8%	3
Other - Deben Swimming Pool, Station Road, Woodbridge	7.2%	15	5.6%	5	19.6%	10	2.2%	1	0.0%	0

Column %ges.

Ipswich Household Survey for Strategic Perspectives

Weighted:

February 2010

	Total		Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)	
Other - Felixstowe Leisure Centre, Undercliff Road West, Felixstowe	7.1%	15	1.9%	2	24.5%	12	0.0%	0	4.5%	2
Other - Fitness Express, Ufford Park, Scott Lane, Melton, Woodbridge	3.3%	7	1.2%	1	12.5%	6	0.0%	0	0.0%	0
Other - Formham Golf Club	0.5%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Other - Framlingham College, Framlingham	0.3%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Other - Greshams, Tuddenham Road, Ipswich	0.3%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Other - Gym, Rendlesham	0.3%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Other - Gymophobic, Princes Street, Ipswich	0.9%	2	2.1%	2	0.0%	0	0.0%	0	0.0%	0
Other - Hadleigh High Leisure Centre, Highlands Road, Hadleigh	1.5%	3	0.0%	0	0.0%	0	2.4%	1	5.9%	2
Other - Hospital Gym, Heath Road, Ipswich	0.3%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Other - Ipswich - Orwell Retail Park/Ranelagh Road	0.4%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Other - Ipswich Preparatory School, Ivory Street, Ipswich	0.4%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Other - Ipswich, Fore Street Baths, Fore Street	0.3%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Other - Kersey Mill Health & Fitness Club, Kersey Mill, Kersey	2.7%	6	0.0%	0	0.0%	0	13.0%	6	0.0%	0
Other - Kingfisher Leisure Centre, Station Road, Sudbury	4.8%	10	1.0%	1	1.7%	1	0.0%	0	24.8%	9
Other - LA Fitness, Moreton Hall Estate, Easlea Road, Bury St Edmunds	0.5%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Other - Leiston Leisure Centre, Red House Lane, Leiston	2.8%	6	0.0%	0	9.4%	5	0.0%	0	4.3%	1
Other - Mid Suffolk Leisure Centre, Gainsborough Road, Stowmarket	9.8%	21	0.0%	0	0.0%	0	46.8%	21	0.0%	0
Other - Moreton Hall Health Club, Mount Road, Bury St. Edmunds	1.1%	2	0.7%	1	0.0%	0	4.0%	2	0.0%	0
Other - Northgate Sports Centre, Sidegate Lane West, Ipswich	1.7%	4	4.1%	4	0.0%	0	0.0%	0	0.0%	0
Other - Ravenswood School, Ravenswood Avenue, Ipswich	0.4%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Other - Rosary Conservative Club, Bramford Road, Ipswich	0.4%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Other - Rushmere Indoor Bowls, Ipswich	0.4%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Other - St Johns CofE School, Victory Road, Ipswich	0.4%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Other - Stoke-by-Nayland Golf Club, Keeper's Lane, Leavenheath, Colchester	0.5%	1	0.0%	0	0.0%	0	0.0%	0	3.0%	1
Other - Stowmarket Health Centre, Violet Hill Road, Stowmarket	1.3%	3	0.0%	0	0.0%	0	6.3%	3	0.0%	0
Other - Stradbroke Swimming Pool, Wilby Road, Stradbroke, Diss	2.4%	5	0.0%	0	4.9%	2	6.2%	3	0.0%	0
Other - The Health Centre, University Of East Anglia, Earlham Road, Norwich	0.4%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Other - The Toning Studio, London Road, Halesworth, Waveney	0.6%	1	0.0%	0	2.7%	1	0.0%	0	0.0%	0
Other - Town Hall,	0.4%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0

Column %ges.

Ipswich Household Survey for Strategic Perspectives

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)	
Saxmundham									
Other - Village Hall, Waldringfield	0.3%	1	0.0%	0	1.5%	1	0.0%	0	0.0%
Other - Woolverstone Hall School, Woolverstone	0.7%	2	0.0%	0	0.0%	0	0.0%	0	4.5%
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Weighted base:	215			86		49		45	34
Sample:	213			96		64		34	19

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
Q30 Where did you or members of your household last go to a museum or place of historical interest?										
<i>Those who go to museums or places of historical interest and excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q30</i>										
Christchurch Mansion & Wolsey Art Gallery, Soane Street, Ipswich	10.2%	30	17.9%	20	12.4%	7	2.4%	2	2.7%	1
Town Hall Galleries, Cornhill, Ipswich	0.6%	2	0.7%	1	0.0%	0	1.5%	1	0.0%	0
John Russell Gallery, 4-6 Wherry Lane, Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich Transport Museum, Cobham Road, Ipswich	1.0%	3	1.0%	1	3.3%	2	0.0%	0	0.0%	0
Ipswich Museum, High Street, Ipswich	22.9%	68	37.8%	43	11.2%	6	16.1%	12	12.6%	7
Felixstowe Museum, Viewpoint Road, Felixstowe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Landguard Fort, Felixstowe, Felixstowe	0.6%	2	0.0%	0	3.5%	2	0.0%	0	0.0%	0
Martlesham Heath Control Tower, Off Parkers Place, Martlesham Heath	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodbridge Museum, 5 Market Hill, Martlesham Heath	1.4%	4	1.5%	2	1.7%	1	0.0%	0	2.8%	2
Museum of East Anglian Life, Crowe Street, Stowmarket	3.5%	10	0.0%	0	1.6%	1	10.8%	8	2.8%	2
Orford Castle, Aldeburgh	0.7%	2	0.5%	1	2.8%	2	0.0%	0	0.0%	0
St Edmundsbury Cathedral, Bury St Edmunds	2.2%	6	0.0%	0	1.5%	1	5.6%	4	2.8%	2
The Guildhall, Lavenham	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0
West Stow Anglo Saxon Village, West Stow	0.2%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Norwich Castle Museum and Gallery, Norwich	2.6%	8	0.8%	1	4.8%	3	5.8%	4	0.0%	0
Grimes Graves, Thetford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cressing Temple, Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Framlingham Castle, Framlingham	0.8%	2	0.8%	1	2.5%	1	0.0%	0	0.0%	0
Other - Alnwick Castle, Northumberland	0.3%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Other - Birmingham	0.2%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Other - Bournemouth	0.4%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Other - Bristol	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Other - Bury Centre	0.3%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Other - Bury St.Edmunds	0.3%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Other - Cambridge	1.2%	4	1.4%	2	0.0%	0	2.7%	2	0.0%	0
Other - Colchester Castle, Ryegate Road, Colchester	2.1%	6	0.0%	0	0.0%	0	4.8%	3	4.9%	3
Other - Cornwall	0.2%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Other - Derbyshire	0.5%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Dorset	0.3%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Other - Dover Castle, Dover	0.3%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Other - Durham City	0.6%	2	0.0%	0	0.0%	0	0.0%	0	3.1%	2
Other - FitzWilliam Museum, Cambridge	2.4%	7	2.4%	3	0.0%	0	3.3%	2	3.5%	2
Other - Gainsbrough	0.6%	2	0.0%	0	0.0%	0	0.0%	0	3.1%	2
Other - Great Yarmouth	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Other - Hampshire	0.2%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Other - Horingar	0.2%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Other - Iron Bridge	0.2%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Other - Julian Shrine, Norwich	0.2%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Other - Kent	0.5%	2	0.0%	0	0.0%	0	0.0%	0	2.8%	2
Other - Leeds	0.3%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Other - Leiston	0.2%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Other - Liverpool	0.6%	2	1.6%	2	0.0%	0	0.0%	0	0.0%	0
Other - London	30.1%	90	22.6%	26	43.7%	24	27.4%	20	35.7%	20
Other - Longmelford Hall, Longmelford	0.8%	2	0.0%	0	0.0%	0	0.0%	0	4.4%	2
Other - Lowestoft	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Other - Lyme Park, Cheshire	0.9%	3	0.0%	0	0.0%	0	3.7%	3	0.0%	0

Column %ges.

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Weighted:

February 2010

	Total		Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)	
Other - Manchester	1.2%	4	3.2%	4	0.0%	0	0.0%	0	0.0%	0
Other - National Motor Museum, Hampshire	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Other - Northumberland	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Other - Norwich Castle	1.0%	3	0.0%	0	0.0%	0	4.0%	3	0.0%	0
Other - Orkney	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Other - Oxford	0.3%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Other - Portsmouth	0.5%	2	0.0%	0	0.0%	0	2.1%	2	0.0%	0
Other - Preston Tower, Preston	1.2%	4	0.0%	0	0.0%	0	0.0%	0	6.3%	4
Other - Rochester	0.8%	2	0.0%	0	0.0%	0	0.0%	0	4.4%	2
Other - Scotland	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Other - Sutton Hoo, Woodbridge	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Other - Torquay	0.2%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Other - Warwick	1.2%	4	0.7%	1	0.0%	0	0.0%	0	4.9%	3
Other - York	0.7%	2	0.0%	0	1.2%	1	0.7%	1	1.8%	1
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		298		114		55		73		56
Sample:		294		126		72		66		30

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
Q31 Where did you or members of your household last go to a nightclub or musical venue?										
<i>Those who go to nightclubs or musical venues and excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q31</i>										
Corn Exchange, 3/5 Northgate Street, Ipswich	2.5%	3	3.8%	2	0.0%	0	5.5%	1	0.0%	0
Fire & Ice, West Leisure Terrace, Cardinal Park, Ipswich	0.7%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Liquid Envy, 127 Old Cattle Market, Ipswich	8.0%	9	11.0%	5	11.8%	2	6.8%	1	0.0%	0
Mojo, 32 Tacket Street, Ipswich	12.2%	13	21.5%	9	18.2%	4	0.0%	0	0.0%	0
Pals, 3 St. Helens Street, Ipswich	5.4%	6	7.7%	3	11.8%	2	0.0%	0	0.0%	0
PJ McGinty and Sons, King Street, Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Regent Theatre, Ipswich	9.4%	10	9.3%	4	11.2%	2	19.0%	4	0.0%	0
Seventy-Seven, 77 Fore Hamlet, Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Thomas Eldred, Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Aldeburgh	0.4%	0	0.0%	0	2.3%	0	0.0%	0	0.0%	0
Other - Baracuda, Cattle Market, Ipswich	1.7%	2	4.3%	2	0.0%	0	0.0%	0	0.0%	0
Other - Bedford	0.9%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0
Other - Bettys, Ipswich	1.6%	2	2.3%	1	3.5%	1	0.0%	0	0.0%	0
Other - Birmingham	0.6%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Brentwood	0.8%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Other - Bury St.Edmunds	2.0%	2	0.0%	0	0.0%	0	11.2%	2	0.0%	0
Other - Cambridge Arts Theatre, Cambridge	0.7%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Other - Christchurch Park, Soane Street, Ipswich	0.8%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0
Other - Colchester	9.2%	10	3.2%	1	0.0%	0	0.0%	0	36.0%	8
Other - Electric Palace, Harwich	1.5%	2	0.0%	0	0.0%	0	0.0%	0	6.6%	2
Other - Felixstowe	2.4%	3	3.2%	1	5.9%	1	0.0%	0	0.0%	0
Other - Foxhall Road, Ipswich	0.6%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Hadleigh	1.0%	1	0.0%	0	0.0%	0	0.0%	0	4.3%	1
Other - Hennan Park, Suffolk	0.6%	1	0.0%	0	3.0%	1	0.0%	0	0.0%	0
Other - Horrom	0.6%	1	0.0%	0	3.0%	1	0.0%	0	0.0%	0
Other - Ipswich	4.8%	5	10.5%	5	0.0%	0	2.8%	1	0.0%	0
Other - Levenham Church, Sudbury	2.3%	2	0.0%	0	0.0%	0	0.0%	0	10.4%	2
Other - London	4.9%	5	1.8%	1	0.0%	0	17.5%	3	4.3%	1
Other - Manor Ballroom, Ipswich	0.8%	1	0.0%	0	3.9%	1	0.0%	0	0.0%	0
Other - Martlesham	0.8%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Other - Nayland	6.8%	7	0.0%	0	0.0%	0	0.0%	0	31.0%	7
Other - Newmarket	1.0%	1	0.0%	0	0.0%	0	5.6%	1	0.0%	0
Other - Norwich	0.6%	1	0.0%	0	3.0%	1	0.0%	0	0.0%	0
Other - O2 Arena London	3.7%	4	1.4%	1	6.9%	1	10.0%	2	0.0%	0
Other - Snape	2.3%	2	0.0%	0	11.5%	2	0.0%	0	0.0%	0
Other - Southend	1.0%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0
Other - Stepford	0.6%	1	0.0%	0	0.0%	0	3.3%	1	0.0%	0
Other - Stretford	0.8%	1	0.0%	0	3.9%	1	0.0%	0	0.0%	0
Other - Sudbury	1.6%	2	0.0%	0	0.0%	0	0.0%	0	7.3%	2
Other - Suffolk	0.7%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Other - The Regal, Stowmarket	1.2%	1	0.0%	0	0.0%	0	6.8%	1	0.0%	0
Other - Thurswood	0.7%	1	0.0%	0	0.0%	0	3.7%	1	0.0%	0
Other - Trinity Park, Ipswich	0.6%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Voilethill Road, Stowmarket	1.4%	2	0.0%	0	0.0%	0	7.7%	2	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		107		43		21		19		24
Sample:		103		51		27		16		9

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
Q32 Where did you or members of your household last go to a pub/bar?										
<i>Those who go to pubs or bars and excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q32</i>										
Cardinal Park, Ipswich	2.7%	12	2.1%	3	1.9%	2	0.0%	0	8.2%	6
Ipswich Town Centre, Including St Nicholas Street, Ipswich	22.8%	99	48.8%	76	5.5%	6	13.4%	12	6.4%	5
Ipswich Waterfront, Ipswich	3.1%	14	5.8%	9	0.0%	0	4.1%	4	1.3%	1
Isaacs, Ipswich	0.5%	2	1.5%	2	0.0%	0	0.0%	0	0.0%	0
Pals, Ipswich	0.5%	2	0.0%	0	0.0%	0	0.0%	0	2.5%	2
The Dove, Ipswich	2.4%	10	6.6%	10	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
Other - Aldeburgh	0.3%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Other - Aldringham	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Other - Ardleigh	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Other - Bacton	0.6%	3	0.0%	0	0.0%	0	2.9%	3	0.0%	0
Other - Barham	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Other - Bedford	0.3%	1	0.6%	1	0.3%	0	0.0%	0	0.0%	0
Other - Blaxhall	0.3%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Other - Bramford	0.4%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0
Other - Brandeston	0.3%	1	0.0%	0	0.6%	1	0.8%	1	0.0%	0
Other - Brantham	0.4%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Other - Brickham	0.3%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Other - Brockdish	0.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Other - Bury St.Edmunds	1.8%	8	0.7%	1	0.0%	0	7.7%	7	0.0%	0
Other - California Social Club, Foxhall Road, Ipswich	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Canterbury	0.4%	2	0.0%	0	0.6%	1	1.1%	1	0.0%	0
Other - Claydon	0.6%	2	0.5%	1	1.1%	1	0.6%	1	0.0%	0
Other - Cock and Pie, Ipswich	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Other - Colchester	3.7%	16	0.0%	0	0.0%	0	0.0%	0	20.4%	16
Other - Cotton	0.6%	2	0.0%	0	0.0%	0	2.8%	2	0.0%	0
Other - Cretingham	0.1%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0
Other - Darlington	0.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Other - Debenham	0.6%	3	0.0%	0	0.0%	0	3.0%	3	0.0%	0
Other - Earls Stonham	0.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Other - Eastbridge	0.3%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Other - Easton	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Other - Elmswell	0.3%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Other - Eye	0.3%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Other - Felixstowe	7.8%	34	0.9%	1	29.0%	33	0.0%	0	0.0%	0
Other - Foxhall Road, Ipswich	0.3%	2	0.0%	0	1.3%	2	0.0%	0	0.0%	0
Other - Framlingham	0.7%	3	0.0%	0	2.6%	3	0.0%	0	0.0%	0
Other - Gainsbrough	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other - Great Blakenham	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Other - Great Briscip	0.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Other - Groton	0.7%	3	0.0%	0	0.0%	0	3.3%	3	0.0%	0
Other - Grundisburgh	0.4%	2	0.0%	0	1.4%	2	0.0%	0	0.0%	0
Other - Hadleigh	1.0%	4	0.0%	0	0.0%	0	0.0%	0	5.8%	4
Other - Halesworth	0.4%	2	0.0%	0	1.5%	2	0.0%	0	0.0%	0
Other - Harkstead	0.8%	4	0.0%	0	0.0%	0	0.0%	0	4.5%	4
Other - Harrogate	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Other - Hattingstone	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Other - Holbrook	0.7%	3	0.0%	0	0.0%	0	0.0%	0	4.0%	3
Other - Ingham	0.3%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Other - Ipswich	0.7%	3	1.1%	2	0.5%	1	0.6%	1	0.0%	0
Other - Ipswich - Golden Lion Wetherspoons, Cornhill	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Other - Ipswich East	0.5%	2	0.6%	1	1.0%	1	0.0%	0	0.0%	0
Other - Kesgrave	0.9%	4	1.0%	2	0.7%	1	0.0%	0	1.9%	1
Other - Kingfisher Leisure Centre, Station Road, Sudbury	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Other - Kirkby	1.3%	6	0.0%	0	0.0%	0	0.0%	0	7.2%	6
Other - Laxfield	0.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Other - Leiston	0.6%	3	0.0%	0	2.2%	3	0.0%	0	0.0%	0
Other - Levington	0.3%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Other - Little Glemham	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other - Little Waldingfield	0.4%	2	0.0%	0	0.0%	0	0.0%	0	2.2%	2

Ipswich Household Survey for Strategic Perspectives

Weighted:

February 2010

	Total		Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)	
Other - London	0.3%	1	0.6%	1	0.0%	0	0.6%	1	0.0%	0
Other - Martlesham	2.4%	10	5.2%	8	1.4%	2	0.7%	1	0.0%	0
Other - Maybush Public House, Cliff Road, Waldringfield	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Mellis	0.3%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Other - Melton	0.7%	3	0.0%	0	2.6%	3	0.0%	0	0.0%	0
Other - Middleton	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0
Other - Nacton	0.4%	2	0.4%	1	1.1%	1	0.0%	0	0.0%	0
Other - Needham Market	0.8%	3	0.0%	0	0.0%	0	3.8%	3	0.0%	0
Other - Newbourne	0.4%	2	0.6%	1	0.6%	1	0.0%	0	0.0%	0
Other - Norton	0.7%	3	0.0%	0	0.0%	0	3.6%	3	0.0%	0
Other - Norwich	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Other - Norwich Road, Ipswich	0.4%	2	1.1%	2	0.0%	0	0.0%	0	0.0%	0
Other - Orford	0.2%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Other - Otley	0.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Other - Pettistree	0.5%	2	0.0%	0	2.1%	2	0.0%	0	0.0%	0
Other - Polstead	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Other - Portsmouth	0.2%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Other - Rampant Horse Inn, Needham Market	0.3%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Other - Rankford	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0
Other - Red Lion, East Bergholt	0.5%	2	0.0%	0	0.0%	0	0.7%	1	1.9%	1
Other - Rushmere	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Other - Saxmundham	0.4%	2	0.0%	0	1.5%	2	0.0%	0	0.0%	0
Other - Shotley Gate	0.8%	4	0.0%	0	0.0%	0	0.0%	0	4.5%	4
Other - Sibton	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Other - Snape	0.7%	3	0.0%	0	2.6%	3	0.0%	0	0.0%	0
Other - Southwold	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Other - Spring Road, Ipswich	0.6%	3	1.7%	3	0.0%	0	0.0%	0	0.0%	0
Other - Sproughton Road, Ipswich	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Other - Stonham Aspal	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other - Stowmarket	5.0%	22	0.0%	0	0.0%	0	24.5%	22	0.0%	0
Other - Stratford St.Mary	0.9%	4	0.5%	1	0.0%	0	0.0%	0	3.8%	3
Other - Stutton	0.5%	2	0.5%	1	0.0%	0	0.0%	0	2.0%	2
Other - Sudbury	1.6%	7	0.0%	0	0.0%	0	0.0%	0	8.8%	7
Other - Tacket Street, Ipswich	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Other - Tattingstone	0.7%	3	0.5%	1	0.7%	1	0.0%	0	2.0%	2
Other - The Angel, Debenham	0.3%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Other - The Crown, Bramford	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Other - The Dolphin Inn, Peace Place, Thorpeness	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Other - The Duke of Malbrough, Somersham	0.2%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Other - The Fat Cat, Spring Road, Ipswich	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - The Feathers, Felixstowe	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Other - The Golden Hind, Nacton Road, Ipswich	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - The Greyhound, Henley Road, Ipswich	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Other - The Grosvenor, Ranelagh Road, Felixstowe	0.4%	2	0.0%	0	1.7%	2	0.0%	0	0.0%	0
Other - The Raven, Ravenswood, Ipswich	1.3%	6	3.6%	6	0.0%	0	0.0%	0	0.0%	0
Other - Thordon	0.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Other - Thornham	0.2%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Other - Thurston	0.8%	3	0.0%	0	0.0%	0	3.9%	3	0.0%	0
Other - Tomas Heldren, Castle Hill, Ipswich	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Other - Waldringfield	0.3%	1	0.4%	1	0.6%	1	0.0%	0	0.0%	0
Other - Waveney	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0
Other - West Mersea	0.8%	3	0.0%	0	0.0%	0	0.0%	0	4.3%	3
Other - Woodbridge	8.0%	35	7.6%	12	17.1%	19	1.2%	1	3.1%	2
Other - Woolpit	0.3%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0

Column %ges.

Ipswich Household Survey for Strategic Perspectives

Weighted:

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	Total		Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)	
Other - Wycombe Market	0.3%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Other - Yoxford	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Weighted base:		434		156		112		88		78
Sample:		425		166		139		83		37

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
Q33 Where did you or members of your household last go to a restaurant?										
<i>Those who go to restaurants and excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q33</i>										
Cardinal Park, Ipswich	6.2%	42	8.8%	22	3.9%	6	4.5%	7	6.0%	7
Ipswich Town Centre, including St Nicholas Street, Ipswich	24.0%	162	47.9%	118	4.2%	7	14.0%	21	12.9%	16
Ipswich Waterfront, Ipswich	6.0%	41	9.4%	23	4.0%	6	5.4%	8	2.6%	3
Bury St Edmunds	5.6%	38	0.0%	0	1.0%	2	21.1%	32	3.7%	4
Cambridge	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Chelmsford	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Colchester	3.5%	24	0.7%	2	0.0%	0	0.0%	0	18.2%	22
Diss	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Felixstowe	8.9%	60	4.8%	12	29.4%	46	1.7%	3	0.0%	0
Norwich	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Stowmarket	2.3%	16	0.0%	0	0.4%	1	10.0%	15	0.0%	0
Sudbury	1.3%	9	0.0%	0	0.0%	0	0.0%	0	7.1%	9
Woodbridge	7.3%	49	6.9%	17	18.3%	28	1.2%	2	1.6%	2
Other - Aldeburgh	0.8%	5	0.3%	1	3.0%	5	0.0%	0	0.0%	0
Other - Ardleigh	0.5%	3	0.0%	0	0.0%	0	0.0%	0	2.5%	3
Other - Arundel Way, Ipswich	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Assington	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Other - Bacton	0.2%	2	0.4%	1	0.0%	0	0.4%	1	0.0%	0
Other - Badingham	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Other - Bath	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Beccles	0.1%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0
Other - Birmingham	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Bramford	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Brandeston	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Other - Brantham	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Other - Bucklesham	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Canterbury	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other - Capel St.Mary	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	2
Other - Cardiff	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Other - Chelmsford	0.4%	3	0.0%	0	1.7%	3	0.0%	0	0.0%	0
Other - Claydon	1.0%	7	0.3%	1	0.0%	0	3.9%	6	0.0%	0
Other - Copdock	0.5%	3	1.4%	3	0.0%	0	0.0%	0	0.0%	0
Other - Corncraft, Monks Eleigh	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Other - Cotton	0.2%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Other - Coventry	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other - Debenham	0.3%	2	0.0%	0	0.0%	0	1.3%	2	0.0%	0
Other - Dedham	1.5%	10	0.3%	1	1.0%	2	0.0%	0	6.3%	8
Other - Dennington	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other - Derbyshire	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Other - Dunston	0.2%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Other - Earls Stonham	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Other - Euro Retail Park, Ipswich	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Eye	0.4%	3	0.0%	0	0.0%	0	2.0%	3	0.0%	0
Other - Famlingham	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Other - Felixstow Road, Ipswich	0.2%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Ford Green	0.1%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Other - Foxhall	0.2%	2	0.3%	1	0.5%	1	0.0%	0	0.0%	0
Other - Framlingham	0.8%	6	0.2%	1	2.7%	4	0.5%	1	0.0%	0
Other - Great Bricett	0.2%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Other - Grundisburgh	0.3%	2	0.0%	0	0.8%	1	0.6%	1	0.0%	0
Other - Hadleigh	1.6%	11	1.1%	3	0.0%	0	0.4%	1	6.3%	8
Other - Halesworth	0.1%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0
Other - Harkstead	0.5%	4	0.0%	0	0.0%	0	0.0%	0	2.9%	4
Other - Haughley	0.3%	2	0.0%	0	0.0%	0	1.2%	2	0.0%	0
Other - Hintlesham	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other - Holbrook	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Ingham	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other - Ipswich	0.5%	3	1.4%	3	0.0%	0	0.0%	0	0.0%	0
Other - Ipswich - Anglia Retail Park	0.2%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Kesgrave	1.1%	8	2.0%	5	0.8%	1	0.0%	0	1.2%	1
Other - Kessingland	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Other - Kettleborough	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Other - Lavenham	0.7%	5	0.0%	0	0.0%	0	3.1%	5	0.0%	0

Ipswich Household Survey for Strategic Perspectives

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
Other - Leiston	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Other - Levington	0.3%	2	0.3%	1	0.0%	0	0.0%	0	1.2%	1
Other - Lincolnshire	0.1%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Other - Little Bealings	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Little Glemham	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Other - London	2.0%	14	1.0%	2	1.9%	3	2.3%	3	4.1%	5
Other - Long Melford	1.1%	7	0.0%	0	0.0%	0	0.0%	0	6.0%	7
Other - Lowestoft	0.3%	2	0.0%	0	0.5%	1	0.7%	1	0.0%	0
Other - Luton	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Other - Manchester	0.1%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0
Other - Marlow	0.2%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Martlesham	0.5%	3	0.7%	2	0.7%	1	0.4%	1	0.0%	0
Other - Martlesham Heath	0.5%	3	0.0%	0	2.2%	3	0.0%	0	0.0%	0
Other - Maybush	0.5%	3	0.0%	0	0.5%	1	0.4%	1	1.4%	2
Other - Meltham	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other - Melton	0.6%	4	0.0%	0	2.7%	4	0.0%	0	0.0%	0
Other - Mistly, Essex	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	2
Other - Museum Street, Ipswich	0.2%	1	0.3%	1	0.5%	1	0.0%	0	0.0%	0
Other - Nacton	0.2%	2	0.3%	1	0.5%	1	0.0%	0	0.0%	0
Other - Nayland	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	2
Other - Needham Market	1.2%	8	0.0%	0	0.0%	0	5.2%	8	0.0%	0
Other - Newbourne	0.6%	4	0.2%	1	1.5%	2	0.9%	1	0.0%	0
Other - Northumberland	0.1%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Other - Norton	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other - Norwich	0.1%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Other - Nottingham	0.2%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Other - Orford	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Other - Patterswick	0.5%	3	0.0%	0	0.0%	0	0.0%	0	2.8%	3
Other - Pettistree	0.3%	2	0.0%	0	1.4%	2	0.0%	0	0.0%	0
Other - Polstead	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Other - Ravenswood, Ipswich	0.5%	4	1.5%	4	0.0%	0	0.0%	0	0.0%	0
Other - Saxmundham	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Other - Sherringham	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Other - Shotley Gate	0.5%	4	0.0%	0	0.0%	0	0.0%	0	2.9%	4
Other - Sibton	0.1%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Other - Sizewell	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Other - Snape	0.7%	5	0.0%	0	2.4%	4	0.6%	1	0.0%	0
Other - Sproughton	0.5%	3	0.3%	1	0.0%	0	1.6%	2	0.0%	0
Other - Sproughton Road, Ipswich	0.1%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Other - Stowmarket	0.1%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Other - Tattingstone	0.3%	2	0.3%	1	0.0%	0	0.0%	0	1.3%	2
Other - Thordon	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Other - Thurston	0.2%	1	0.0%	0	0.2%	0	0.7%	1	0.0%	0
Other - Tolstead	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Tunstall	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Other - Tuttenham	1.0%	7	1.1%	3	1.2%	2	1.6%	2	0.0%	0
Other - Waldringfield	0.8%	5	0.8%	2	0.8%	1	1.4%	2	0.0%	0
Other - Warwick	0.4%	3	0.0%	0	0.0%	0	0.0%	0	2.3%	3
Other - Westerfield	0.7%	4	1.5%	4	0.4%	1	0.0%	0	0.0%	0
Other - Woolpit	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other - Wycombe	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Wycombe Market	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Other - Yoxford	0.1%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	675		247		155		151		121	
Sample:	670		271		198		141		60	

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
Q34 Where did you or members of your household last go tenpin bowling?										
<i>Those who go tenpin bowling and excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q34</i>										
Solar Bowl, Sproughton Rd, Ipswich	41.5%	80	55.3%	36	9.4%	4	76.2%	31	20.6%	9
Kingpin, Gloster Road, Martlesham Heath, Ipswich	36.3%	70	36.8%	24	88.8%	40	7.8%	3	6.2%	3
Ten pin bowling, Colchester Strikes, Byford Road, Sudbury	12.5%	24	2.8%	2	0.0%	0	0.0%	0	54.0%	22
Bury Bowl, Eastgate Street, Bury St Edmunds	4.1%	8	0.0%	0	0.0%	0	0.0%	0	19.2%	8
Mega Bowl, Pilsworth, Bury St Edmunds	1.6%	3	1.4%	1	0.0%	0	5.0%	2	0.0%	0
Other - Great Yarmouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Martlesham Heath	0.6%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0
Other - Martlesham Retail Park, Martlesham	1.3%	2	1.6%	1	1.8%	1	1.3%	1	0.0%	0
Other - Norwich	0.4%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Thetford	0.7%	1	0.0%	0	0.0%	0	3.3%	1	0.0%	0
Other - Winchester	0.3%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Other	0.8%	2	0.0%	0	0.0%	0	3.6%	2	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		193		65		46		41		41
Sample:		186		72		54		42		18

Ipswich Household Survey for Strategic Perspectives

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
Q35 Where did you or members of your household last go to the theatre?										
<i>Those who go to the theatre and excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q35</i>										
Ipswich Regent, 3 St. Helens Street, Ipswich	16.0%	66	18.4%	26	10.6%	9	21.8%	20	11.6%	11
The New Wolsey Theatre, Civic Drive, Ipswich	27.4%	113	46.5%	65	16.4%	14	25.2%	23	11.1%	10
The Corn Exchange, King Street, Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dance East, Ipswich Waterfront, Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sir John Mills Theatre, Gatacre Road, Ipswich	2.1%	9	2.4%	3	1.8%	2	1.2%	1	2.8%	3
Sea Pavilion, Felixstowe, Felixstowe	4.0%	17	2.4%	3	11.8%	10	2.9%	3	0.0%	0
Regal Theatre, Stowmarket, Stowmarket	0.5%	2	0.0%	0	0.0%	0	2.2%	2	0.0%	0
The Quay Theatre, Sudbury	0.8%	3	0.0%	0	0.0%	0	0.0%	0	3.8%	3
Mercury Theatre, Colchester	6.6%	27	0.0%	0	0.9%	1	0.0%	0	28.9%	27
The Theatre Royal, Bury St Edmunds	3.3%	14	0.8%	1	1.9%	2	10.2%	9	1.6%	1
Theatre Royal, Norwich	1.5%	6	0.4%	1	2.4%	2	3.6%	3	0.0%	0
Seckford Theatre, Woodbridge	2.5%	10	0.5%	1	8.7%	8	2.0%	2	0.0%	0
The Wolsey Studio, St Georges Street, Ipswich	3.6%	15	6.3%	9	2.4%	2	2.7%	3	1.7%	2
Maddermarket Theatre, Norwich	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
London	25.5%	105	15.8%	22	29.8%	26	24.7%	23	36.8%	34
Other - Aldeburgh	0.3%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Other - Cambridge	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Other - Claydon	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Other - Colchester	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Other - Community Centre, Ipswich	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - Debenham	0.3%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Other - Gaumont, Ipswich	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Other - Hornchurch, Essex	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Other - Ipswich	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Other - Leiston	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Other - Manchester	0.9%	4	2.6%	4	0.0%	0	0.0%	0	0.0%	0
Other - Manifest Theatre, Manningtree	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.7%	2
Other - Odeon, Ipswich	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Other - Riverside Theatre, Woodbridge	0.9%	4	0.0%	0	4.3%	4	0.0%	0	0.0%	0
Other - Star Theatre, Felixstowe	0.6%	3	0.0%	0	2.9%	3	0.0%	0	0.0%	0
Other - The Marina, Lowestoft	0.3%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Other - Woodbridge Theatre	0.5%	2	1.5%	2	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
Weighted base:		412		140		88		92		92
Sample:		409		159		115		88		47

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
Q36 Where did you or members of your household undertake the activity mentioned?										
<i>Those who undertake any other activity and excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at Q36</i>										
Cardinal Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich Town Centre	15.5%	18	25.8%	9	11.5%	3	7.8%	2	12.5%	3
Ipswich Waterfront	1.4%	2	4.3%	2	0.0%	0	0.0%	0	0.0%	0
Bury St Edmunds	1.8%	2	0.0%	0	0.0%	0	9.5%	2	0.0%	0
Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chelmsford	1.9%	2	2.5%	1	4.3%	1	0.0%	0	0.0%	0
Colchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Diss	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Felixstowe	8.5%	10	6.4%	2	25.2%	7	0.0%	0	0.0%	0
Norwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stowmarket	4.2%	5	0.0%	0	0.0%	0	22.0%	5	0.0%	0
Sudbury	1.8%	2	0.0%	0	1.2%	0	0.0%	0	6.4%	2
Woodbridge	8.0%	9	11.9%	4	16.9%	5	0.0%	0	0.0%	0
Other - Alton	2.3%	3	0.0%	0	2.2%	1	0.0%	0	7.3%	2
Other - Barham	0.5%	1	0.0%	0	0.0%	0	2.5%	1	0.0%	0
Other - Barking	1.2%	1	0.0%	0	0.0%	0	6.0%	1	0.0%	0
Other - Blaxhall	0.3%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0
Other - Bourne Hill, Wherstead	0.5%	1	0.0%	0	0.0%	0	2.5%	1	0.0%	0
Other - Bramford	0.7%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Burstall	1.0%	1	0.0%	0	0.0%	0	4.9%	1	0.0%	0
Other - Claydon	1.2%	1	2.2%	1	0.0%	0	2.5%	1	0.0%	0
Other - Crowfield	0.9%	1	0.0%	0	0.0%	0	4.5%	1	0.0%	0
Other - Darsham	0.9%	1	3.0%	1	0.0%	0	0.0%	0	0.0%	0
Other - Debenham	0.7%	1	0.0%	0	2.7%	1	0.0%	0	0.0%	0
Other - Denton	0.6%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0
Other - East Bergholt	1.3%	1	0.0%	0	0.0%	0	0.0%	0	5.5%	1
Other - Easton	0.8%	1	0.0%	0	3.2%	1	0.0%	0	0.0%	0
Other - Elmswell	1.0%	1	0.0%	0	0.0%	0	5.0%	1	0.0%	0
Other - Eye	1.8%	2	0.0%	0	0.0%	0	9.5%	2	0.0%	0
Other - Finn Valley	1.0%	1	0.0%	0	0.0%	0	4.9%	1	0.0%	0
Other - Gainsbrough Sports Centre	0.8%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0
Other - Great Blakenham	0.6%	1	0.0%	0	2.5%	1	0.0%	0	0.0%	0
Other - Hadleigh	1.8%	2	0.0%	0	0.0%	0	0.0%	0	7.6%	2
Other - Haughton	0.6%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Other - Henley Road, Ipswich	1.6%	2	5.2%	2	0.0%	0	0.0%	0	0.0%	0
Other - Hidden Valley, Ipswich	0.7%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Higham	0.9%	1	0.0%	0	3.7%	1	0.0%	0	0.0%	0
Other - Hintlesham Hall Hotel golf club	0.8%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0
Other - Hollow Trees, Semer, Ipswich	0.9%	1	3.0%	1	0.0%	0	0.0%	0	0.0%	0
Other - Ipswich - Orwell Retail Park/Ranelagh Road	0.5%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Other - Ipswich - Portman Road	0.7%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Leiston	1.3%	1	0.0%	0	4.9%	1	0.0%	0	0.0%	0
Other - London	0.5%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Other - Martlesham	1.3%	1	0.0%	0	0.0%	0	0.0%	0	5.5%	1
Other - Nayland	6.5%	7	0.0%	0	0.0%	0	0.0%	0	27.0%	7
Other - Needham Market	1.2%	1	0.0%	0	0.0%	0	6.4%	1	0.0%	0
Other - Newbourne	0.9%	1	3.0%	1	0.0%	0	0.0%	0	0.0%	0
Other - Newbourne Road, Ipswich	0.8%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0
Other - Newmarket	1.1%	1	0.0%	0	4.3%	1	0.0%	0	0.0%	0
Other - Northgate Sports Centre, Sidegate Lane West, Ipswich	0.5%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Other - Orford	0.6%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0
Other - Purdis Heath	0.7%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Reydon	1.4%	2	0.0%	0	0.0%	0	0.0%	0	5.7%	2
Other - Rushmere	0.7%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Sproughton	1.0%	1	0.0%	0	0.0%	0	4.9%	1	0.0%	0
Other - Stoke by Nayland	0.9%	1	0.0%	0	0.0%	0	0.0%	0	3.8%	1
Other - Stratford St.Mary	1.3%	1	0.0%	0	0.0%	0	0.0%	0	5.5%	1
Other - Sudbourne	0.6%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0
Other - Suffolk Yacht	0.9%	1	0.0%	0	0.0%	0	4.5%	1	0.0%	0

Column %ges.

Ipswich Household Survey for Strategic Perspectives

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)	
Harbour, Levington									
Other - Thorpeness	1.3%	1	0.0%	0	5.0%	1	0.0%	0	0.0%
Other - Witnesham	0.5%	1	0.0%	0	0.0%	0	2.5%	1	0.0%
Other - Woodbridge	3.1%	4	0.0%	0	0.0%	0	0.0%	0	13.1%
Other - Woodgreen	0.7%	1	2.3%	1	0.0%	0	0.0%	0	0.0%
Other - Wrendlesham Forest	0.7%	1	2.2%	1	0.0%	0	0.0%	0	0.0%
Other - Wycombe Market	0.8%	1	2.6%	1	0.0%	0	0.0%	0	0.0%
Other - Yoxford	1.1%	1	0.0%	0	4.4%	1	0.0%	0	0.0%
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Weighted base:		113		35		29		22	
Sample:		111		41		36		22	

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
Q37 What improvements to Ipswich Town Centre, if any, would make you visit it more often than you currently do?										
Better disabled access	0.6%	6	0.4%	2	0.0%	0	2.2%	5	0.0%	0
Better public transport	1.3%	13	2.7%	10	0.5%	1	0.3%	1	0.8%	1
Better signposting	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better policing /safer	1.9%	19	2.4%	9	1.6%	4	0.9%	2	2.5%	5
Better shopping environment	0.6%	6	0.8%	3	0.0%	0	1.7%	4	0.0%	0
Better value for money / lower prices	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Cinema	0.4%	4	1.0%	4	0.3%	1	0.0%	0	0.0%	0
Cleaner streets	3.9%	39	5.1%	18	3.4%	8	3.0%	6	3.1%	6
Department Store	7.6%	76	10.3%	37	7.6%	18	4.2%	9	6.8%	13
Fewer traffic free pedestrian streets	0.2%	2	0.2%	1	0.5%	1	0.0%	0	0.0%	0
Improved public transport	0.7%	7	1.1%	4	0.5%	1	0.5%	1	0.5%	1
More frequent or different routes	0.4%	4	0.5%	2	1.0%	2	0.0%	0	0.0%	0
Cheaper public transport	0.6%	6	1.8%	6	0.0%	0	0.0%	0	0.0%	0
Additional park & ride facilities	0.5%	5	0.4%	1	0.9%	2	0.0%	0	0.8%	2
Cheaper park & ride facilities	0.9%	9	0.4%	2	1.3%	3	0.8%	2	1.2%	2
Larger shops	1.7%	17	2.7%	10	2.5%	6	0.0%	0	0.9%	2
New shopping centre	0.7%	7	0.8%	3	0.9%	2	1.0%	2	0.0%	0
Large food superstore	0.4%	4	1.2%	4	0.0%	0	0.0%	0	0.0%	0
More / better boutique shop offer	1.7%	17	1.8%	7	0.7%	2	2.5%	5	1.8%	4
More / better higher quality shop offer	8.4%	84	12.7%	45	6.5%	15	6.0%	13	5.8%	11
Shops and services open later in the evening	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Lower car parking charges	12.9%	129	12.3%	44	16.9%	39	13.6%	29	8.7%	17
More / better car parking	13.5%	135	14.1%	50	14.1%	33	18.5%	39	6.4%	13
More / better foodstores	0.5%	5	1.3%	5	0.0%	0	0.0%	0	0.0%	0
More fashion shops	3.8%	38	5.0%	18	2.4%	6	2.4%	5	4.8%	9
More smaller independent & specialist shops	8.6%	86	14.2%	51	3.3%	8	6.1%	13	7.4%	15
More traffic free pedestrianised streets	0.3%	3	0.4%	2	0.2%	1	0.6%	1	0.0%	0
More/better cafes	0.3%	3	0.4%	1	0.0%	0	0.8%	2	0.0%	0
More/better cultural facilities	0.2%	2	0.2%	1	0.0%	0	0.6%	1	0.0%	0
More/better entertainment facilities	0.9%	9	2.5%	9	0.0%	0	0.0%	0	0.0%	0
More/better events'	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
More better parks / green spaces	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
More/better public houses	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More/better restaurants	0.6%	6	1.3%	4	0.7%	2	0.0%	0	0.0%	0
More/better seats	0.6%	6	0.9%	3	0.3%	1	0.7%	1	0.5%	1
More/ better range of multiple retailers	5.8%	58	10.8%	39	3.1%	7	3.8%	8	1.8%	4
Nothing	44.3%	443	27.9%	99	50.3%	117	48.9%	105	61.9%	122
Do not visit Ipswich for leisure activities	1.4%	14	0.5%	2	2.1%	5	3.4%	7	0.0%	0
Better shopping environment - more public toilets	0.2%	2	0.2%	1	0.0%	0	0.6%	1	0.0%	0
Better shopping environment - smarten up the buildings / area in general	0.9%	9	0.6%	2	0.6%	1	2.7%	6	0.0%	0
Better provision for the disabled e.g. parking, toilets etc	0.3%	3	0.5%	2	0.7%	2	0.0%	0	0.0%	0
Better provision for the elderly	0.5%	5	0.7%	3	0.0%	0	0.0%	0	1.0%	2
Improve the roads	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less vacant stores	0.9%	9	1.2%	4	0.5%	1	0.5%	1	1.2%	2
More public toilets	0.3%	3	0.5%	2	0.2%	0	0.3%	1	0.0%	0
Relocate the market	0.4%	4	0.6%	2	0.0%	0	0.0%	0	0.8%	2
Other	3.2%	32	3.3%	12	3.0%	7	3.1%	7	3.3%	6
Weighted base:	1000		356		232		214		198	
Sample:	1000		400		300		200		100	

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)		Eastern Catchment Area (ECA)		Northern Catchment Area (NCA)		Southern Catchment Area (SCA)		
GEN Gender of respondent										
Male	28.4%	284	33.0%	117	24.1%	56	24.2%	52	29.7%	59
Female	71.6%	716	67.0%	239	75.9%	176	75.8%	162	70.3%	139
Weighted base:		1000		356		232		214		198
Sample:		1000		400		300		200		100

AGE Can I just ask, how old are you?

18-24	1.1%	11	1.4%	5	1.2%	3	1.4%	3	0.0%	0
25-34	2.8%	28	3.6%	13	1.8%	4	1.2%	3	4.3%	8
35-44	15.1%	151	17.9%	64	14.9%	35	18.7%	40	6.1%	12
45-54	25.4%	254	22.3%	79	25.6%	59	28.4%	61	27.4%	54
55-64	18.9%	189	16.1%	57	18.7%	44	20.0%	43	22.6%	45
65+	36.1%	361	37.6%	134	37.3%	87	29.8%	64	39.1%	77
(Refused)	0.7%	7	1.0%	3	0.5%	1	0.5%	1	0.5%	1
Weighted base:		1000		356		232		214		198
Sample:		1000		400		300		200		100

SEG Social Grading

A	4.8%	48	3.0%	11	5.1%	12	4.6%	10	7.7%	15
B	21.2%	212	23.5%	84	20.6%	48	18.2%	39	21.1%	42
C1	21.0%	210	21.6%	77	19.0%	44	23.2%	50	19.9%	39
C2	23.3%	233	24.5%	87	24.6%	57	24.8%	53	18.2%	36
D	5.9%	59	6.1%	22	5.9%	14	3.8%	8	7.8%	15
E	16.6%	166	14.7%	52	16.9%	39	17.3%	37	18.7%	37
(Refused)	7.2%	72	6.5%	23	7.9%	18	8.1%	17	6.5%	13
Weighted base:		1000		356		232		214		198
Sample:		1000		400		300		200		100

WOR If you are in employment, where do you work?

Excluding those who mentioned Don't know, Don't do, Internet (All Responses), Mail Order, Catalogue, Can't remember, Do not buy these goods, Not applicable, Goods delivered or Abroad at WOR

Ipswich	19.7%	189	36.7%	127	9.4%	20	10.8%	22	10.1%	19
Aldeburgh	0.2%	2	0.0%	0	0.9%	2	0.0%	0	0.0%	0
Braintree	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Bury St. Edmunds	1.4%	13	0.2%	1	0.0%	0	4.3%	9	1.8%	3
Clacton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester	2.5%	24	0.2%	1	0.0%	0	0.5%	1	11.9%	23
Felixstowe	3.4%	33	1.1%	4	12.6%	27	0.7%	1	0.0%	0
Framlingham	0.2%	2	0.0%	0	0.9%	2	0.0%	0	0.0%	0
Halesworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leiston	0.4%	3	0.0%	0	1.5%	3	0.0%	0	0.0%	0
Lowestoft	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Manningtree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martlesham Heath	1.2%	11	1.5%	5	2.1%	5	0.8%	2	0.0%	0
Norwich	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Southwold	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Stowmarket	2.2%	21	0.2%	1	0.0%	0	9.9%	20	0.0%	0
Sudbury	0.8%	7	0.3%	1	0.0%	0	1.4%	3	1.8%	3
Woodbridge	1.2%	11	0.7%	3	4.1%	9	0.0%	0	0.0%	0
Hadleigh	0.7%	7	0.0%	0	0.0%	0	0.0%	0	3.5%	7
London	0.5%	5	0.5%	2	0.2%	0	1.2%	2	0.0%	0
Needham Market	0.9%	8	0.5%	2	0.0%	0	2.3%	5	1.0%	2
Saxmundham	0.6%	6	0.3%	1	2.2%	5	0.0%	0	0.0%	0
Suffolk	0.5%	5	1.2%	4	0.0%	0	0.3%	1	0.0%	0
Wattisham	0.4%	3	0.0%	0	0.0%	0	1.7%	3	0.0%	0
Wycombe Market	0.4%	3	0.0%	0	1.6%	3	0.0%	0	0.0%	0
Other	5.0%	47	2.0%	7	5.4%	12	11.8%	24	2.5%	5
(Work from home)	3.8%	36	1.7%	6	3.8%	8	2.8%	6	8.5%	16
(Not in employment)	53.9%	515	52.4%	182	54.4%	118	51.4%	104	58.9%	111
Weighted base:		956		347		217		202		189
Sample:		954		388		280		191		95

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)					
ADU How many adults aged 16 years and over, including yourself, live in your household?										
One	22.6%	226	27.1%	97	19.3%	45	18.5%	40	22.9%	45
Two	57.2%	572	56.2%	200	60.2%	140	56.1%	120	56.6%	112
Three	12.0%	120	11.3%	40	10.1%	23	16.1%	34	10.9%	22
Four or more	7.0%	70	4.3%	15	7.1%	16	9.3%	20	9.1%	18
(Refused)	1.3%	13	1.2%	4	3.3%	8	0.0%	0	0.5%	1
Weighted base:		1000		356		232		214		198
Sample:		1000		400		300		200		100

CHI How many children aged 15 years and under, live in your household?

None	78.0%	780	77.1%	275	76.4%	177	76.5%	164	83.2%	165
One	7.9%	79	10.5%	37	7.6%	18	5.0%	11	7.0%	14
Two	9.8%	98	8.7%	31	8.8%	21	15.6%	33	6.8%	13
Three	1.9%	19	1.8%	6	2.6%	6	1.4%	3	1.7%	3
Four or more	1.0%	10	0.8%	3	1.2%	3	1.3%	3	0.9%	2
(Refused)	1.3%	13	1.2%	4	3.3%	8	0.3%	1	0.5%	1
Weighted base:		1000		356		232		214		198
Sample:		1000		400		300		200		100

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

None	10.7%	107	17.0%	61	7.8%	18	5.8%	12	7.9%	16
One	48.0%	480	49.0%	174	45.3%	105	41.4%	89	56.6%	112
Two	30.0%	300	26.4%	94	34.6%	80	36.5%	78	23.9%	47
Three or more	9.6%	96	5.9%	21	9.6%	22	15.4%	33	10.0%	20
(Refused)	1.7%	17	1.7%	6	2.6%	6	0.8%	2	1.7%	3
Weighted base:		1000		356		232		214		198
Sample:		1000		400		300		200		100

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

Yes	68.7%	687	71.3%	254	68.4%	159	65.2%	140	68.4%	135
No	31.3%	313	28.7%	102	31.6%	73	34.8%	74	31.6%	62
Weighted base:		1000		356		232		214		198
Sample:		1000		400		300		200		100

ZON Survey Zone

Zone 1	8.6%	86	24.1%	86	0.0%	0	0.0%	0	0.0%	0
Zone 2	7.8%	78	22.0%	78	0.0%	0	0.0%	0	0.0%	0
Zone 3	11.4%	114	32.1%	114	0.0%	0	0.0%	0	0.0%	0
Zone 4	7.8%	78	21.8%	78	0.0%	0	0.0%	0	0.0%	0
Zone 5	10.1%	101	0.0%	0	43.7%	101	0.0%	0	0.0%	0
Zone 6	7.0%	70	0.0%	0	30.0%	70	0.0%	0	0.0%	0
Zone 7	6.1%	61	0.0%	0	26.3%	61	0.0%	0	0.0%	0
Zone 8	7.6%	76	0.0%	0	0.0%	0	35.5%	76	0.0%	0
Zone 9	13.8%	138	0.0%	0	0.0%	0	64.5%	138	0.0%	0
Zone 10	19.8%	198	0.0%	0	0.0%	0	0.0%	0	100.0%	198
Weighted base:		1000		356		232		214		198
Sample:		1000		400		300		200		100

AREA Catchment Area

Inner Catchment Area (ICA)	35.6%	356	100.0%	356	0.0%	0	0.0%	0	0.0%	0
Eastern Catchment Area (ECA)	23.2%	232	0.0%	0	100.0%	232	0.0%	0	0.0%	0
Northern Catchment Area (NCA)	21.4%	214	0.0%	0	0.0%	0	100.0%	214	0.0%	0
Southern Catchment Area (SCA)	19.8%	198	0.0%	0	0.0%	0	0.0%	0	100.0%	198
Weighted base:		1000		356		232		214		198
Sample:		1000		400		300		200		100

Ipswich Household Survey for Strategic Perspectives

Weighted:

February 2010

	Total	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)	
SEC Postcode Sector						
CO10 0	3.3%	33	0.0%	0	0.0%	0
CO10 5	0.6%	6	0.0%	0	0.0%	0
CO11 1	1.4%	14	0.0%	0	0.0%	0
CO11 2	1.9%	19	0.0%	0	0.0%	0
CO4 5	2.4%	24	0.0%	0	0.0%	0
CO6 4	1.5%	15	0.0%	0	0.0%	0
CO6 5	0.2%	2	0.0%	0	0.0%	0
CO7 6	1.5%	15	0.0%	0	0.0%	0
IP1 2	1.1%	11	3.1%	11	0.0%	0
IP1 3	0.8%	8	2.2%	8	0.0%	0
IP1 4	1.9%	19	5.4%	19	0.0%	0
IP1 5	2.0%	20	5.6%	20	0.0%	0
IP1 6	3.2%	32	8.9%	32	0.0%	0
IP10 0	0.8%	8	0.0%	0	3.3%	8
IP11 0	1.4%	14	0.0%	0	5.9%	14
IP11 2	2.3%	23	0.0%	0	9.7%	23
IP11 7	1.6%	16	0.0%	0	7.0%	16
IP11 9	2.3%	23	0.0%	0	10.1%	23
IP12 1	1.7%	17	0.0%	0	7.2%	17
IP12 2	1.1%	11	0.0%	0	4.6%	11
IP12 3	1.0%	10	0.0%	0	4.4%	10
IP12 4	1.8%	18	0.0%	0	7.8%	18
IP13 0	1.0%	10	0.0%	0	4.4%	10
IP13 6	1.1%	11	0.0%	0	4.9%	11
IP13 7	0.8%	8	0.0%	0	3.3%	8
IP13 8	0.5%	5	0.0%	0	2.3%	5
IP13 9	1.0%	10	0.0%	0	4.3%	10
IP14 1	2.3%	23	0.0%	0	0.0%	0
IP14 2	1.7%	17	0.0%	0	0.0%	0
IP14 3	1.1%	11	0.0%	0	0.0%	0
IP14 4	1.4%	14	0.0%	0	0.0%	0
IP14 5	1.3%	13	0.0%	0	0.0%	0
IP14 6	0.9%	9	0.0%	0	0.0%	0
IP15 5	0.7%	7	0.0%	0	3.1%	7
IP16 4	1.6%	16	0.0%	0	7.1%	16
IP17 1	1.4%	14	0.0%	0	6.1%	14
IP17 2	0.6%	6	0.0%	0	2.8%	6
IP17 3	0.5%	5	0.0%	0	2.1%	5
IP2 0	2.3%	23	6.4%	23	0.0%	0
IP2 8	1.5%	15	4.3%	15	0.0%	0
IP2 9	3.7%	37	10.3%	37	0.0%	0
IP23 7	1.0%	10	0.0%	0	0.0%	0
IP23 8	0.7%	7	0.0%	0	0.0%	0
IP3 0	2.0%	20	5.7%	20	0.0%	0
IP3 8	2.6%	26	7.3%	26	0.0%	0
IP3 9	2.4%	24	6.8%	24	0.0%	0
IP30 0	1.1%	11	0.0%	0	0.0%	0
IP30 9	2.2%	22	0.0%	0	0.0%	0
IP31 3	1.7%	17	0.0%	0	0.0%	0
IP4 1	0.7%	7	2.1%	7	0.0%	0
IP4 2	1.6%	16	4.5%	16	0.0%	0
IP4 3	1.3%	13	3.6%	13	0.0%	0
IP4 4	1.8%	18	5.1%	18	0.0%	0
IP4 5	3.0%	30	8.3%	30	0.0%	0
IP5 1	1.4%	14	3.9%	14	0.0%	0
IP5 2	1.4%	14	3.9%	14	0.0%	0
IP5 3	1.0%	10	2.8%	10	0.0%	0
IP6 0	1.3%	13	0.0%	0	0.0%	0
IP6 8	1.6%	16	0.0%	0	0.0%	0
IP6 9	1.1%	11	0.0%	0	0.0%	0
IP7 5	1.6%	16	0.0%	0	0.0%	0
IP7 6	1.0%	10	0.0%	0	0.0%	0
IP7 7	1.2%	12	0.0%	0	0.0%	0
IP8 3	1.6%	16	0.0%	0	0.0%	0
IP8 4	1.1%	11	0.0%	0	0.0%	0
IP9 1	1.1%	11	0.0%	0	0.0%	0
IP9 2	1.9%	19	0.0%	0	0.0%	0
Weighted base:	1000	356		232		214
Sample:	1000	400		300		200

Column %ges.

APPENDIX 2: CONVENIENCE GOODS – MARKET SHARE ANALYSIS

IPSWICH BOROUGH COUNCIL

2010 RETAIL STUDY UPDATE

Convenience Goods Capacity Assessment - 2010 Market Share Analysis (%)

TABLE 1: CONVENIENCE GOODS MARKET SHARES (%) (MAIN FOOD & TOP-UP)

MARKET SHARES (£ million in 2008 prices):

	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)
Total Population	150,582	97,772	90,999	84,621				
Total Expenditure	268.30	180.59	165.08	155.53				
IPSWICH TOWN CENTRE	4.83%	0.30%	1.18%	0.00%	12.9	0.5	1.9	0.0
DISTRICT CENTRES:	11.43%	1.18%	1.08%	0.93%	30.7	2.1	1.8	1.4
ALL LOCAL CENTRES:	9.90%	1.33%	0.58%	0.48%	26.6	2.4	0.9	0.7
	26.15%	2.80%	2.83%	1.40%	70.2	5.1	4.7	2.2
IPSWICH BOROUGH: OUT-OF-CENTRE	0.00%	0.00%	0.00%	0.00%	0.0	0.0	0.0	0.0
Asda	8.73%	1.73%	9.30%	1.50%	23.4	3.1	15.4	2.3
J Sainsbury	10.08%	0.30%	2.98%	5.03%	27.0	0.5	4.9	7.8
Lidl	0.55%	0.00%	0.53%	0.00%	1.5	0.0	0.9	0.0
W M Morrisons	13.63%	2.10%	5.83%	5.88%	36.6	3.8	9.6	9.1
	32.98%	4.13%	18.63%	12.40%	88.5	7.4	30.7	19.3
OTHER INNER CATCHMENT AREA	0.00%	0.00%	0.00%	0.00%	0.0	0.0	0.0	0.0
ICA-Kesgrave, Tesco, Ropes Drive	4.33%	0.00%	0.00%	0.00%	11.6	0.0	0.0	0.0
ICA-Tesco Extra, Copdock Interchange	9.58%	0.98%	0.98%	6.68%	25.7	1.8	1.6	10.4
ICA-Tesco Extra, Martlesham Heath	7.90%	28.73%	1.50%	0.68%	21.2	51.9	2.5	1.0
ICA-Warren Heath, J Sainsbury	16.60%	6.83%	0.60%	7.03%	44.5	12.3	1.0	10.9
subtotal	38.40%	36.53%	3.08%	14.38%	103.0	66.0	5.1	22.4
Subtotal: BOROUGH +REST OF ICA	97.53%	43.45%	24.53%	28.18%	261.7	78.5	40.5	43.8
ALL OTHER SHOPPING LOCATIONS:	0.00%	0.00%	0.00%	0.00%	0.0	0.0	0.0	0.0
Bury St.Edmunds	0.00%	0.00%	13.30%	0.73%	0.0	0.0	22.0	1.1
Colchester	0.08%	0.00%	0.00%	22.63%	0.2	0.0	0.0	35.2
Felixstowe	0.10%	23.65%	0.00%	0.00%	0.3	42.7	0.0	0.0
Sudbury	0.15%	0.00%	0.68%	21.95%	0.4	0.0	1.1	34.1
Stowmarket	0.15%	0.58%	43.93%	0.00%	0.4	1.0	72.5	0.0
Diss	0.00%	1.73%	5.60%	0.38%	0.0	3.1	9.2	0.6
Lowestoft	0.30%	2.48%	0.00%	0.00%	0.8	4.5	0.0	0.0
Framlingham	0.00%	5.05%	0.00%	0.00%	0.0	9.1	0.0	0.0
Woodbridge	0.00%	4.23%	0.00%	0.00%	0.0	7.6	0.0	0.0
All other locations	1.70%	18.85%	11.98%	26.15%	4.6	34.0	19.8	40.7
	2.48%	56.55%	75.48%	71.83%	6.6	102.1	124.6	111.7
TOTAL	100.00%	100.00%	100.00%	100.00%	268.3	180.6	165.1	155.5

TABLE 2: CONVENIENCE GOODS MARKET SHARES (%) - MAIN FOOD

MARKET SHARES (£ million in 2008 prices):

	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)
Total Population	150,582	97,772	90,999	84,621				
Total Expenditure	201.2	135.4	123.8	116.7				
IPSWICH TOWN CENTRE	3.20%	0.00%	1.20%	0.00%	6.4	0.0	1.5	0.0
DISTRICT CENTRES:	7.50%	0.00%	0.00%	0.60%	15.1	0.0	0.0	0.7
ALL LOCAL CENTRES:	2.50%	0.00%	0.00%	0.00%	5.0	0.0	0.0	0.0
	13.20%	0.00%	1.20%	0.60%	26.6	0.0	1.5	0.7
IPSWICH BOROUGH: OUT-OF-CENTRE								
Asda	10.80%	2.30%	11.50%	2.00%	21.7	3.1	14.2	2.3
J Sainsbury	12.50%	0.40%	3.70%	6.70%	25.2	0.5	4.6	7.8
Lidl	0.50%	0.00%	0.70%	0.00%	1.0	0.0	0.9	0.0
W M Morrisons	16.80%	2.80%	7.00%	7.20%	33.8	3.8	8.7	8.4
	40.60%	5.50%	22.90%	15.90%	81.7	7.4	28.4	18.5
OTHER INNER CATCHMENT AREA								
ICA-Kesgrave, Tesco, Ropes Drive	3.10%	0.00%	0.00%	0.00%	6.2	0.0	0.0	0.0
ICA-Tesco Extra, Copdock Interchange	11.40%	1.30%	1.30%	8.40%	22.9	1.8	1.6	9.8
ICA-Tesco Extra, Martlesham Heath	9.90%	36.90%	2.00%	0.90%	19.9	50.0	2.5	1.0
ICA-Warren Heath, J Sainsbury	20.60%	9.10%	0.80%	8.40%	41.5	12.3	1.0	9.8
	45.00%	47.30%	4.10%	17.70%	90.6	64.1	5.1	20.6
Subtotal: BOROUGH +REST OF ICA	98.80%	52.80%	28.20%	34.20%	181.1	128.1	10.2	41.3
ALL OTHER SHOPPING LOCATIONS:								
Bury St.Edmunds	0.00%	0.00%	13.20%	0.00%	0.0	0.0	16.3	0.0
Colchester	0.00%	0.00%	0.00%	26.60%	0.0	0.0	0.0	31.0
Felixstowe	0.00%	22.00%	0.00%	0.00%	0.0	29.8	0.0	0.0
Sudbury	0.20%	0.00%	0.90%	22.20%	0.4	0.0	1.1	25.9
Stowmarket	0.20%	0.60%	48.50%	0.00%	0.4	0.8	60.0	0.0
Diss	0.00%	2.30%	5.70%	0.00%	0.0	3.1	7.1	0.0
Lowestoft	0.30%	3.00%	0.00%	0.00%	0.6	4.1	0.0	0.0
Framlingham	0.00%	4.30%	0.00%	0.00%	0.0	5.8	0.0	0.0
Woodbridge	0.00%	1.50%	0.00%	0.00%	0.0	2.0	0.0	0.0
All other locations	0.50%	13.50%	3.50%	17.00%	1.0	18.3	4.3	19.8
	1.20%	47.20%	71.80%	65.80%	2.4	63.9	88.9	76.8
TOTAL	100.00%	100.00%	100.00%	100.00%	201.2	135.4	123.8	116.7

TABLE 3: CONVENIENCE GOODS MARKET SHARES (%) - TOP-UP FOOD
MARKET SHARES (£ million in 2008 prices):

	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)	Inner Catchment Area (ICA)	Eastern Catchment Area (ECA)	Northern Catchment Area (NCA)	Southern Catchment Area (SCA)
Total Population	150,582	97,772	90,999	84,621				
Total Expenditure	67.1	45.1	41.3	38.9				
IPSWICH TOWN CENTRE	9.70%	1.20%	1.10%	0.00%	6.5	0.5	0.5	0.0
DISTRICT CENTRES:	23.20%	4.70%	4.30%	1.90%	15.6	2.1	1.8	0.7
ALL LOCAL CENTRES:	32.10%	5.30%	2.30%	1.90%	21.5	2.4	0.9	0.7
	65.00%	11.20%	7.70%	3.80%	43.6	5.1	3.2	1.5
IPSWICH BOROUGH: OUT-OF-CENTRE								
Asda	2.50%	0.00%	2.70%	0.00%	1.7	0.0	1.1	0.0
J Sainsbury	2.80%	0.00%	0.80%	0.00%	1.9	0.0	0.3	0.0
Lidl	0.70%	0.00%	0.00%	0.00%	0.5	0.0	0.0	0.0
W M Morrisons	4.10%	0.00%	2.30%	1.90%	2.8	0.0	0.9	0.7
	10.10%	0.00%	5.80%	1.90%	6.8	0.0	2.4	0.7
OTHER INNER CATCHMENT AREA								
ICA-Kesgrave, Tesco, Ropes Drive	8.00%	0.00%	0.00%	0.00%	5.4	0.0	0.0	0.0
ICA-Tesco Extra, Copdock Interchange	4.10%	0.00%	0.00%	1.50%	2.8	0.0	0.0	0.6
ICA-Tesco Extra, Martlesham Heath	1.90%	4.20%	0.00%	0.00%	1.3	1.9	0.0	0.0
ICA-Warren Heath, J Sainsbury	4.60%	0.00%	0.00%	2.90%	3.1	0.0	0.0	1.1
	18.60%	4.20%	0.00%	4.40%	12.5	1.9	0.0	1.7
Subtotal: BOROUGH +REST OF ICA	93.70%	15.40%	13.50%	10.10%	25.0	3.8	0.0	3.4
ALL OTHER SHOPPING LOCATIONS:								
Bury St.Edmunds	0.00%	0.00%	13.60%	2.90%	0.0	0.0	5.6	1.1
Colchester	0.30%	0.00%	0.00%	10.70%	0.2	0.0	0.0	4.2
Felixstowe	0.40%	28.60%	0.00%	0.00%	0.3	12.9	0.0	0.0
Sudbury	0.00%	0.00%	0.00%	21.20%	0.0	0.0	0.0	8.2
Stowmarket	0.00%	0.50%	30.20%	0.00%	0.0	0.2	12.5	0.0
Diss	0.00%	0.00%	5.30%	1.50%	0.0	0.0	2.2	0.6
Lowestoft	0.30%	0.90%	0.00%	0.00%	0.2	0.4	0.0	0.0
Framlingham	0.00%	7.30%	0.00%	0.00%	0.0	3.3	0.0	0.0
Woodbridge	0.00%	12.40%	0.00%	0.00%	0.0	5.6	0.0	0.0
All other locations	5.30%	34.90%	37.40%	53.60%	3.6	15.8	15.4	20.8
	6.30%	84.60%	86.50%	89.90%	4.2	38.2	35.7	35.0
TOTAL	100.00%	100.00%	100.00%	100.00%	67.1	45.1	41.3	38.9

APPENDIX 3: COMPARISON GOODS – MARKET SHARE ANALYSIS

Comparison Goods Capacity Assessment - 2010 Market Share Analysis (%)

TABLE 1: COMPARISON GOODS MARKET SHARES (%): ALL COMPARISON GOODS

CENTRE / SHOPPING LOCATION	MARKET SHARES (%)					MARKET SHARES (£ million in 2008 prices):				
	INNER AREA Zones 1-4	EASTERN AREA Zones 5-7	NORTHERN AREA Zones 8-9	SOUTHERN AREA Zone 10	TOTAL	INNER AREA Zones 1-4	EASTERN AREA Zones 5-7	NORTHERN AREA Zones 8-9	SOUTHERN AREA Zone 10	TOTAL:
TOTAL POPULATION:	150,582	97,772	90,999	84,621	423,974					423,974
TOTAL EXPENDITURE:	£411.5	£281.2	£264.1	£249.6	£1,206.3					£1,206.3
IPSWICH BOROUGH AREA:										
IPSWICH TOWN CENTRE:	57.2%	28.2%	25.8%	26.8%	37.3%	£235.3	£79.4	£68.1	£66.9	£449.7
Anglia Retail Park	8.7%	2.0%	10.6%	2.8%	6.3%	£35.7	£5.6	£27.9	£7.0	£76.3
Commercial Road Retail Park	0.0%	0.2%	0.1%	0.2%	0.1%	£0.1	£0.6	£0.2	£0.5	£1.4
Euro Retail Park	10.3%	6.6%	1.9%	3.4%	6.2%	£42.4	£18.5	£5.1	£8.4	£74.4
Orwell Retail Park	1.4%	1.5%	0.5%	0.7%	1.1%	£5.8	£4.1	£1.2	£1.7	£12.8
Riverside Retail Park	0.0%	0.0%	0.0%	0.0%	0.0%	£0.0	£0.0	£0.0	£0.0	£0.0
Suffolk Retail Park	0.6%	0.3%	0.1%	0.8%	0.4%	£2.3	£0.7	£0.2	£2.1	£5.3
Wickes (Crompton Road)	0.1%	0.0%	0.0%	0.0%	0.0%	£0.3	£0.0	£0.0	£0.0	£0.3
ALL DISTRICT & LOCAL CENTRES:	1.4%	0.0%	0.6%	0.0%	0.6%	£5.8	£0.0	£1.5	£0.0	£7.3
Asda, Goddard Road	0.4%	0.0%	0.2%	0.0%	0.2%	£1.5	£0.0	£0.4	£0.0	£1.9
J Sainsbury, Hadleigh Road	0.0%	0.0%	0.0%	0.0%	0.0%	£0.0	£0.0	£0.0	£0.0	£0.0
ALL FLOORSPACE IN BOROUGH:	80.0%	38.7%	39.6%	34.7%	52.2%	£329.2	£108.9	£104.7	£86.7	£629.4
OUTSIDE BOROUGH, WITHIN ICA:										
Interchange Retail Park ⁽¹⁾	4.1%	2.0%	0.9%	3.4%	2.8%	£17.0	£5.6	£2.3	£8.4	£33.4
Copdock Interchange ⁽¹⁾	2.0%	0.8%	1.5%	0.8%	1.4%	£8.1	£2.3	£4.0	£1.9	£16.4
Martlesham Heath Retail Park ⁽¹⁾	3.5%	10.7%	0.2%	0.4%	3.8%	£14.2	£30.2	£0.6	£1.0	£46.0
Homebase, Warren Heath ⁽¹⁾	1.4%	0.9%	0.2%	1.1%	1.0%	£5.9	£2.5	£0.5	£2.8	£11.7
Kesgrave ⁽¹⁾	0.9%	0.4%	0.0%	0.0%	0.4%	£3.7	£1.1	£0.0	£0.1	£4.9
ALL FLOORSPACE:	11.9%	14.9%	2.8%	5.7%	9.3%	£48.8	£41.8	£7.4	£14.3	£112.3
Norwich	1.2%	2.7%	2.1%	0.2%	1.5%	£4.9	£7.5	£5.5	£0.6	£18.5
Saxmundham	0.0%	1.3%	0.0%	0.0%	0.3%	£0.0	£3.5	£0.0	£0.0	£3.5
Colchester	0.2%	0.5%	0.1%	29.2%	6.2%	£0.6	£1.3	£0.2	£73.0	£75.1
Lowestoft	0.0%	3.2%	0.0%	0.0%	0.8%	£0.2	£9.0	£0.0	£0.0	£9.2
Newmarket	0.0%	0.0%	0.1%	0.2%	0.1%	£0.1	£0.0	£0.2	£0.4	£0.8
Sudbury	0.0%	0.0%	1.0%	12.1%	2.7%	£0.2	£0.0	£2.6	£30.1	£32.9
Thetford	0.0%	0.0%	0.0%	0.0%	0.0%	£0.0	£0.0	£0.0	£0.0	£0.0
Aldeburgh	0.0%	0.7%	0.1%	0.0%	0.2%	£0.0	£2.1	£0.2	£0.0	£2.2
Cambridge	0.4%	0.1%	0.4%	0.3%	0.3%	£1.7	£0.2	£1.1	£0.7	£3.8
Felixstowe	0.7%	17.5%	0.1%	0.0%	4.4%	£3.1	£49.2	£0.4	£0.0	£52.7
Framlingham	0.0%	2.0%	0.1%	0.0%	0.5%	£0.0	£5.5	£0.2	£0.0	£5.7
Halesworth	0.0%	0.6%	0.0%	0.0%	0.1%	£0.0	£1.7	£0.0	£0.0	£1.7
Leiston	0.0%	3.0%	0.0%	0.0%	0.7%	£0.0	£8.5	£0.0	£0.0	£8.5
Manningtree	0.0%	0.0%	0.0%	2.0%	0.4%	£0.0	£0.0	£0.0	£5.1	£5.1
Bury St Edmunds	0.2%	0.2%	18.9%	2.5%	4.7%	£0.6	£0.5	£49.8	£6.3	£57.3
Southwold	0.0%	0.1%	0.0%	0.0%	0.0%	£0.0	£0.2	£0.0	£0.0	£0.2
Stowmarket	0.0%	0.2%	24.8%	0.0%	5.5%	£0.2	£0.6	£65.6	£0.0	£66.4
Woodbridge	0.9%	10.2%	0.6%	0.2%	2.9%	£3.6	£28.8	£1.6	£0.4	£34.4
Beccles	0.0%	0.1%	0.0%	0.0%	0.0%	£0.0	£0.3	£0.0	£0.0	£0.3
Debenham	0.0%	0.0%	0.4%	0.1%	0.1%	£0.0	£0.0	£0.9	£0.3	£1.2
Diss	0.0%	0.7%	1.7%	0.0%	0.5%	£0.0	£2.0	£4.4	£0.0	£6.4
Clacton	0.0%	0.0%	0.0%	0.6%	0.1%	£0.0	£0.0	£0.0	£1.5	£1.5
Braintree	0.1%	0.0%	0.0%	0.6%	0.2%	£0.5	£0.0	£0.0	£1.5	£2.0
London	0.5%	0.3%	0.3%	0.0%	0.3%	£2.0	£0.8	£0.7	£0.0	£3.5
OTHER SHOPPING FACILITIES OUTSIDE BOROUGH	3.8%	3.1%	6.9%	11.5%	5.9%	£15.8	£8.7	£18.3	£28.8	£71.7
ALL FLOORSPACE OUTSIDE BOROUGH:	8.1%	46.4%	57.6%	59.5%	38.5%	£33.5	£130.5	£152.0	£148.6	£464.6
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	£411.5	£281.2	£264.1	£249.6	£1,206.3

Notes: (1) Shopping Locations outside Borough area but within the 'Inner Catchment Area' (ICA)

TABLE 2: COMPARISON GOODS MARKET SHARES (%): CLOTHING & FOOTWEAR

CENTRE / SHOPPING LOCATION	INNER AREA Zones 1-4	EASTERN AREA Zones 5-7	NORTHERN AREA Zones 8-9	SOUTHERN AREA Zone 10	TOTAL
EXPENDITURE PER CAPITA: TOTAL AVAILABLE EXPENDITURE (£m):	£632 £95.2	£598 £58.5	£610 £55.5	£646 £54.7	£263.9
IPSWICH BOROUGH AREA:					
IPSWICH TOWN CENTRE:	87.7%	55.7%	49.9%	45.2%	63.8%
Anglia Retail Park	0.2%	0.0%	0.6%	0.0%	0.2%
Commercial Road Retail Park	0.0%	0.0%	0.0%	0.0%	0.0%
Euro Retail Park	0.3%	0.5%	0.0%	0.0%	0.2%
Orwell Retail Park	0.0%	0.0%	0.0%	0.0%	0.0%
Riverside Retail Park	0.0%	0.0%	0.0%	0.0%	0.0%
Suffolk Retail Park	0.0%	0.0%	0.0%	0.0%	0.0%
Wickes (Crompton Road)	0.0%	0.0%	0.0%	0.0%	0.0%
ALL DISTRICT & LOCAL CENTRES:	0.0%	0.0%	0.0%	0.0%	0.0%
Asda, Goddard Road	0.8%	0.0%	0.3%	0.0%	0.4%
J Sainsbury, Hadleigh Road	0.0%	0.0%	0.0%	0.0%	0.0%
ALL FLOORSPACE IN BOROUGH:	89.0%	56.2%	50.8%	45.2%	64.6%
OUTSIDE BOROUGH, WITHIN ICA:					
Interchange Retail Park ⁽¹⁾	0.2%	1.2%	0.0%	0.0%	0.3%
Copdock Interchange ⁽¹⁾	0.0%	0.0%	0.0%	0.0%	0.0%
Martlesham Heath Retail Park ⁽¹⁾	0.3%	1.3%	0.0%	0.0%	0.4%
Homebase, Warren Heath ⁽¹⁾	0.0%	0.0%	0.0%	0.9%	0.2%
Kesgrave ⁽¹⁾	0.0%	0.0%	0.0%	0.0%	0.0%
ALL FLOORSPACE:	0.5%	2.5%	0.0%	0.9%	0.9%
Norwich	2.7%	6.3%	3.9%	1.1%	3.4%
Saxmundham	0.0%	0.0%	0.0%	0.0%	0.0%
Colchester	0.3%	0.0%	0.0%	30.0%	6.3%
Lowestoft	0.0%	4.8%	0.0%	0.0%	1.1%
Newmarket	0.0%	0.0%	0.0%	0.8%	0.2%
Sudbury	0.2%	0.0%	0.9%	7.4%	1.8%
Theftord	0.0%	0.0%	0.0%	0.0%	0.0%
Aldeburgh	0.0%	0.2%	0.3%	0.0%	0.1%
Cambridge	0.9%	0.0%	0.0%	0.0%	0.3%
Felixstowe	1.4%	16.2%	0.0%	0.0%	4.1%
Framlingham	0.0%	0.3%	0.0%	0.0%	0.1%
Halesworth	0.0%	0.0%	0.0%	0.0%	0.0%
Leiston	0.0%	0.0%	0.0%	0.2%	0.0%
Manningtree	0.0%	0.0%	0.0%	0.0%	0.0%
Bury St Edmunds	0.2%	0.3%	21.6%	4.5%	5.6%
Southwold	0.0%	0.0%	0.0%	0.0%	0.0%
Stowmarket	0.0%	0.2%	16.5%	0.0%	3.5%
Woodbridge	1.4%	8.9%	0.5%	0.0%	2.6%
Beccles	0.0%	0.2%	0.0%	0.0%	0.0%
Debenham	0.0%	0.0%	0.0%	0.0%	0.0%
Diss	0.0%	0.7%	0.0%	0.0%	0.2%
Clacton	0.0%	0.0%	0.0%	0.9%	0.2%
Braintree	0.5%	0.0%	0.0%	2.7%	0.7%
London	1.0%	0.4%	0.9%	0.0%	0.6%
OTHER SHOPPING FACILITIES OUTSIDE BOROUGH	1.9%	1.9%	4.6%	6.5%	3.4%
ALL FLOORSPACE OUTSIDE BOROUGH:	10.5%	41.3%	49.2%	53.9%	34.5%
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%

MARKET SHARES (£ million in 2008 prices):

INNER AREA Zones 1-4	EASTERN AREA Zones 5-7	NORTHERN AREA Zones 8-9	SOUTHERN AREA Zone 10	TOTAL
				£263.9
£83.5	£32.6	£27.7	£24.7	£168.5
£0.2	£0.0	£0.3	£0.0	£0.5
£0.0	£0.0	£0.0	£0.0	£0.0
£0.3	£0.3	£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	£0.0
£0.0	£0.0	£0.0	£0.0	£0.0
£0.0	£0.0	£0.0	£0.0	£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	£0.2	£0.0	£0.9
£0.0	£0.0	£0.0	£0.0	£0.0
£84.7	£32.9	£28.2	£24.7	£170.5
£0.2	£0.7	£0.0	£0.0	£0.9
£0.0	£0.0	£0.0	£0.0	£0.0
£0.3	£0.8	£0.0	£0.0	£1.0
£0.0	£0.0	£0.0	£0.5	£0.5
£0.0	£0.0	£0.0	£0.0	£0.0
£0.5	£1.5	£0.0	£0.5	£2.4
£2.6	£3.7	£2.2	£0.6	£9.0
£0.0	£0.0	£0.0	£0.0	£0.0
£0.3	£0.0	£0.0	£16.4	£16.7
£0.0	£2.8	£0.0	£0.0	£2.8
£0.0	£0.0	£0.0	£0.4	£0.4
£0.2	£0.0	£0.5	£0.4	£0.7
£0.0	£0.0	£0.0	£0.0	£0.0
£0.0	£0.1	£0.2	£0.0	£0.3
£0.9	£0.0	£0.0	£0.0	£0.9
£1.3	£9.5	£0.0	£0.0	£10.8
£0.0	£0.2	£0.0	£0.0	£0.2
£0.0	£0.0	£0.0	£0.0	£0.0
£0.0	£0.5	£0.0	£0.0	£0.5
£0.0	£0.0	£0.0	£0.0	£0.0
£0.2	£0.2	£12.0	£2.5	£14.8
£0.0	£0.0	£0.0	£0.0	£0.0
£0.0	£0.1	£9.2	£0.0	£9.3
£1.3	£5.2	£0.3	£0.0	£6.8
£0.0	£0.1	£0.0	£0.0	£0.1
£0.0	£0.0	£0.0	£0.0	£0.0
£0.0	£0.4	£0.0	£0.0	£0.4
£0.0	£0.0	£0.0	£0.0	£0.0
£0.5	£0.0	£0.0	£1.5	£2.0
£1.0	£0.2	£0.5	£0.0	£1.7
£1.9	£1.1	£2.6	£3.6	£9.0
£10.0	£24.2	£27.3	£29.5	£90.9
£95.2	£58.5	£55.5	£54.7	£263.9

TABLE 3: COMPARISON GOODS MARKET SHARES (%): FURNITURE, CARPETS & OTHER FLOOR COVERINGS

CENTRE / SHOPPING LOCATION	INNER AREA Zones 1-4	EASTERN AREA Zones 5-7	NORTHERN AREA Zones 8-9	SOUTHERN AREA Zone 10	TOTAL
EXPENDITURE PER CAPITA: TOTAL AVAILABLE EXPENDITURE (£m):	£388 £58.4	£431 £42.2	£425 £38.7	£435 £36.8	£176.0
IPSWICH BOROUGH AREA:					
IPSWICH TOWN CENTRE:	44.8%	26.5%	22.1%	22.6%	30.8%
Anglia Retail Park	13.1%	1.7%	10.9%	4.3%	8.0%
Commercial Road Retail Park	0.0%	0.7%	0.0%	0.0%	0.2%
Euro Retail Park	22.5%	16.5%	2.4%	8.0%	13.9%
Orwell Retail Park	3.7%	7.0%	1.8%	1.7%	3.7%
Riverside Retail Park	0.0%	0.0%	0.0%	0.0%	0.0%
Suffolk Retail Park	1.1%	0.4%	0.0%	0.0%	0.5%
Wickes (Crompton Road)	0.0%	0.0%	0.0%	0.0%	0.0%
ALL DISTRICT & LOCAL CENTRES:	0.3%	0.0%	0.7%	0.0%	0.3%
Asda, Goddard Road	0.0%	0.0%	0.0%	0.0%	0.0%
J Sainsbury, Hadleigh Road	0.0%	0.0%	0.0%	0.0%	0.0%
ALL FLOORSPACE IN BOROUGH:	85.5%	52.8%	37.9%	37.5%	57.2%
OUTSIDE BOROUGH, WITHIN ICA:					
Interchange Retail Park ⁽¹⁾	0.4%	0.5%	0.0%	0.0%	0.3%
Copdock Interchange ⁽¹⁾	0.0%	0.0%	0.0%	0.0%	0.0%
Martlesham Heath Retail Park ⁽¹⁾	1.5%	3.5%	0.0%	0.0%	1.3%
Homebase, Warren Heath ⁽¹⁾	0.0%	0.0%	0.0%	0.0%	0.0%
Kesgrave ⁽¹⁾	0.3%	1.1%	0.0%	0.0%	0.4%
ALL FLOORSPACE:	2.2%	5.1%	0.0%	0.0%	2.0%
Norwich	1.5%	2.5%	3.6%	0.0%	1.9%
Saxmundham	0.0%	0.9%	0.0%	0.0%	0.2%
Colchester	0.0%	1.6%	0.6%	35.2%	7.9%
Lowestoft	0.0%	5.1%	0.0%	0.0%	1.2%
Newmarket	0.0%	0.0%	0.6%	0.0%	0.1%
Sudbury	0.0%	0.0%	0.0%	8.8%	1.8%
Theftord	0.0%	0.0%	0.0%	0.0%	0.0%
Aldeburgh	0.0%	0.0%	0.0%	0.0%	0.0%
Cambridge	0.7%	0.5%	1.9%	0.0%	1.0%
Felixstowe	1.5%	13.4%	0.4%	0.0%	3.8%
Framlingham	0.0%	1.9%	0.0%	0.0%	0.5%
Halesworth	0.0%	0.0%	0.0%	0.0%	0.0%
Leiston	0.0%	1.7%	0.0%	0.0%	0.4%
Manningtree	0.0%	0.0%	0.0%	2.3%	0.5%
Bury St Edmunds	0.5%	0.0%	21.3%	5.9%	6.1%
Southwold	0.0%	0.0%	0.0%	0.0%	0.0%
Stowmarket	0.0%	0.2%	20.1%	0.0%	4.5%
Woodbridge	0.7%	11.5%	1.5%	0.0%	3.3%
Beccles	0.0%	0.0%	0.0%	0.0%	0.0%
Debenham	0.0%	0.0%	0.0%	0.0%	0.0%
Diss	0.0%	0.2%	2.1%	0.0%	0.5%
Clacton	0.0%	0.0%	0.0%	0.0%	0.0%
Braintree	0.0%	0.0%	0.0%	0.0%	0.0%
London	0.3%	0.0%	0.0%	0.0%	0.1%
OTHER SHOPPING FACILITIES OUTSIDE BOROUGH	7.1%	2.6%	10.0%	9.4%	7.1%
ALL FLOORSPACE OUTSIDE BOROUGH:	12.3%	42.1%	62.1%	62.5%	40.9%
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%

MARKET SHARES (£ million in 2008 prices):

INNER AREA Zones 1-4	EASTERN AREA Zones 5-7	NORTHERN AREA Zones 8-9	SOUTHERN AREA Zone 10	TOTAL
				£176.0
£26.1	£11.2	£8.6	£8.3	£54.2
£7.6	£0.7	£4.2	£1.6	£14.2
£0.0	£0.3	£0.0	£0.0	£0.3
£13.1	£7.0	£0.9	£3.3	£24.3
£2.2	£3.0	£0.7	£0.6	£6.4
£0.0	£0.0	£0.0	£0.0	£0.0
£0.6	£0.2	£0.0	£0.0	£0.8
£0.0	£0.0	£0.0	£0.0	£0.0
£0.2	£0.0	£0.3	£0.0	£0.4
£0.0	£0.0	£0.0	£0.0	£0.0
£0.0	£0.0	£0.0	£0.0	£0.0
£1.3	£2.2	£0.0	£0.0	£3.4
£0.9	£1.1	£1.4	£0.0	£3.3
£0.0	£0.4	£0.0	£0.0	£0.4
£0.0	£0.7	£0.2	£13.0	£13.9
£0.0	£2.2	£0.0	£0.0	£2.2
£0.0	£0.0	£0.2	£0.0	£0.2
£0.0	£0.0	£0.0	£3.2	£3.2
£0.0	£0.0	£0.0	£0.0	£0.0
£0.0	£0.0	£0.0	£0.0	£0.0
£0.4	£0.2	£0.7	£0.3	£1.7
£0.9	£5.7	£0.2	£0.0	£6.7
£0.0	£0.8	£0.0	£0.0	£0.8
£0.0	£0.0	£0.0	£0.0	£0.0
£0.0	£0.1	£0.8	£0.0	£0.9
£0.0	£0.0	£0.0	£0.0	£0.0
£0.2	£0.0	£0.0	£0.0	£0.2
£4.1	£1.1	£3.9	£3.5	£12.6
£7.2	£17.8	£24.0	£23.0	£72.0
£58.4	£42.2	£38.7	£36.8	£176.0

TABLE 4: MARKET SHARES (%): HARDWARE, DIY GOODS, DECORATING SUPPLIES & GARDEN PRODUCTS

CENTRE / SHOPPING LOCATION	INNER AREA Zones 1-4	EASTERN AREA Zones 5-7	NORTHERN AREA Zones 8-9	SOUTHERN AREA Zone 10	TOTAL
EXPENDITURE PER CAPITA:	£285	£343	£352	£341	
TOTAL AVAILABLE EXPENDITURE (£m):	£42.9	£33.5	£32.0	£28.9	£137.4
IPSWICH BOROUGH AREA:					
IPSWICH TOWN CENTRE:	7.4%	6.5%	8.0%	4.8%	6.8%
Anglia Retail Park	33.5%	7.7%	39.7%	10.2%	23.8%
Commercial Road Retail Park	0.2%	0.8%	0.7%	0.0%	0.4%
Euro Retail Park	36.8%	20.6%	5.1%	14.5%	20.8%
Orwell Retail Park	4.0%	2.5%	0.0%	1.8%	2.3%
Riverside Retail Park	0.0%	0.0%	0.0%	0.0%	0.0%
Suffolk Retail Park	0.0%	0.0%	0.0%	0.0%	0.0%
Wickes (Crompton Road)	0.6%	0.0%	0.0%	0.0%	0.2%
ALL DISTRICT & LOCAL CENTRES:	0.0%	0.0%	0.0%	0.0%	0.0%
Asda, Goddard Road	0.0%	0.0%	0.0%	0.0%	0.0%
J Sainsbury, Hadleigh Road	0.0%	0.0%	0.0%	0.0%	0.0%
ALL FLOORSPACE IN BOROUGH:	82.5%	38.2%	53.5%	31.3%	54.2%
OUTSIDE BOROUGH, WITHIN ICA:					
Interchange Retail Park ⁽¹⁾	0.0%	0.0%	0.0%	0.0%	0.0%
Copdock Interchange ⁽¹⁾	0.0%	0.0%	0.0%	0.0%	0.0%
Martlesham Heath Retail Park ⁽¹⁾	3.8%	20.7%	0.0%	0.0%	6.2%
Homebase, Warren Heath ⁽¹⁾	5.9%	2.8%	0.8%	0.9%	2.0%
Kesgrave ⁽¹⁾	2.8%	0.7%	0.0%	1.0%	0.0%
ALL FLOORSPACE:	12.5%	24.2%	0.8%	0.9%	10.2%
Norwich	0.0%	0.2%	0.0%	0.0%	0.0%
Saxmundham	0.0%	1.4%	0.0%	0.0%	0.3%
Colchester	0.0%	0.0%	0.0%	30.2%	6.3%
Lowestoft	0.0%	2.6%	0.0%	0.0%	0.6%
Newmarket	0.0%	0.0%	0.0%	0.0%	0.0%
Sudbury	0.0%	0.0%	2.4%	17.6%	4.3%
Theford	0.0%	0.0%	0.0%	0.0%	0.0%
Aldeburgh	0.0%	0.6%	0.0%	0.0%	0.1%
Cambridge	0.0%	0.0%	0.0%	0.0%	0.0%
Felixstowe	0.2%	17.5%	0.0%	4.3%	0.0%
Framlingham	0.0%	0.7%	0.7%	0.0%	1.2%
Halesworth	0.0%	0.7%	0.0%	0.0%	0.2%
Leiston	0.0%	3.5%	0.0%	0.9%	0.0%
Manningtree	0.0%	0.0%	0.0%	0.9%	0.2%
Bury St Edmunds	0.0%	0.0%	20.8%	1.0%	5.1%
Southwold	0.0%	0.0%	0.0%	0.0%	0.0%
Stowmarket	0.0%	0.2%	12.2%	0.0%	2.9%
Woodbridge	1.9%	3.8%	0.5%	0.0%	1.6%
Beccles	0.0%	0.2%	0.0%	0.0%	0.0%
Debenham	0.0%	0.0%	0.0%	0.0%	0.0%
Diss	0.0%	0.7%	1.4%	0.0%	0.5%
Clacton	0.0%	0.0%	0.0%	0.0%	0.0%
Braintree	0.0%	0.0%	0.0%	0.0%	0.0%
London	0.0%	0.4%	0.0%	0.0%	0.0%
OTHER SHOPPING FACILITIES OUTSIDE BOROUGH:	2.9%	1.9%	7.7%	18.1%	7.0%
ALL FLOORSPACE OUTSIDE BOROUGH:	5.0%	37.6%	45.7%	67.8%	35.6%
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%

MARKET SHARES (£ million in 2008 prices):

CENTRE / SHOPPING LOCATION	INNER AREA Zones 1-4	EASTERN AREA Zones 5-7	NORTHERN AREA Zones 8-9	SOUTHERN AREA Zone 10	TOTAL
EXPENDITURE PER CAPITA:	£285	£343	£352	£341	
TOTAL AVAILABLE EXPENDITURE (£m):	£42.9	£33.5	£32.0	£28.9	£137.4
IPSWICH BOROUGH AREA:					
IPSWICH TOWN CENTRE:	£3.2	£2.2	£2.6	£1.4	£9.3
Anglia Retail Park	£14.4	£2.6	£12.7	£2.9	£32.6
Commercial Road Retail Park	£0.1	£0.3	£0.2	£0.0	£0.6
Euro Retail Park	£15.8	£6.9	£1.6	£4.2	£28.5
Orwell Retail Park	£1.7	£0.9	£0.0	£0.5	£3.1
Riverside Retail Park	£0.0	£0.0	£0.0	£0.0	£0.0
Suffolk Retail Park	£0.0	£0.0	£0.0	£0.0	£0.0
Wickes (Crompton Road)	£0.3	£0.0	£0.0	£0.0	£0.3
ALL DISTRICT & LOCAL CENTRES:	£0.0	£0.0	£0.0	£0.0	£0.0
Asda, Goddard Road	£0.0	£0.0	£0.0	£0.0	£0.0
J Sainsbury, Hadleigh Road	£0.0	£0.0	£0.0	£0.0	£0.0
ALL FLOORSPACE IN BOROUGH:	£35.4	£12.8	£17.1	£9.0	£74.4
OUTSIDE BOROUGH, WITHIN ICA:					
Interchange Retail Park ⁽¹⁾	£0.0	£0.0	£0.0	£0.0	£0.0
Copdock Interchange ⁽¹⁾	£0.0	£0.0	£0.0	£0.0	£0.0
Martlesham Heath Retail Park ⁽¹⁾	£1.6	£6.9	£0.0	£0.0	£8.6
Homebase, Warren Heath ⁽¹⁾	£2.5	£0.9	£0.3	£0.3	£4.0
Kesgrave ⁽¹⁾	£1.2	£0.2	£0.0	£0.0	£1.4
ALL FLOORSPACE:	£5.4	£8.1	£0.3	£0.3	£14.0
Norwich	£0.0	£0.1	£0.0	£0.0	£0.1
Saxmundham	£0.0	£0.5	£0.0	£0.0	£0.5
Colchester	£0.0	£0.0	£0.0	£8.7	£8.7
Lowestoft	£0.0	£0.9	£0.0	£0.0	£0.9
Newmarket	£0.0	£0.0	£0.0	£0.0	£0.0
Sudbury	£0.0	£0.0	£0.8	£5.1	£5.9
Theford	£0.0	£0.0	£0.0	£0.0	£0.0
Aldeburgh	£0.0	£0.2	£0.0	£0.0	£0.2
Cambridge	£0.0	£0.0	£0.0	£0.0	£0.0
Felixstowe	£0.1	£5.9	£0.0	£0.0	£6.0
Framlingham	£0.0	£1.4	£0.2	£0.0	£1.7
Halesworth	£0.0	£0.2	£0.0	£0.0	£0.2
Leiston	£0.0	£1.2	£0.0	£0.0	£1.2
Manningtree	£0.0	£0.0	£0.0	£0.3	£0.3
Bury St Edmunds	£0.0	£0.0	£6.7	£0.3	£7.0
Southwold	£0.0	£0.0	£0.0	£0.0	£0.0
Stowmarket	£0.0	£0.1	£3.9	£0.0	£4.0
Woodbridge	£0.8	£1.3	£0.2	£0.0	£2.2
Beccles	£0.0	£0.1	£0.0	£0.0	£0.1
Debenham	£0.0	£0.0	£0.0	£0.0	£0.0
Diss	£0.0	£0.2	£0.4	£0.0	£0.7
Clacton	£0.0	£0.0	£0.0	£0.0	£0.0
Braintree	£0.0	£0.0	£0.0	£0.0	£0.0
London	£0.0	£0.0	£0.0	£0.0	£0.0
OTHER SHOPPING FACILITIES OUTSIDE BOROUGH:	£1.2	£0.6	£2.5	£5.2	£9.6
ALL FLOORSPACE OUTSIDE BOROUGH:	£2.1	£12.6	£14.6	£19.6	£49.0
TOTAL	£42.9	£33.5	£32.0	£28.9	£137.4

TABLE 5: COMPARISON GOODS MARKET SHARES (%): AUDIO-VISUAL ELECTRICAL EQUIPMENT

CENTRE / SHOPPING LOCATION	INNER AREA Zones 1-4	EASTERN AREA Zones 5-7	NORTHERN AREA Zones 8-9	SOUTHERN AREA Zone 10	TOTAL
EXPENDITURE PER CAPITA:	£339	£329	£330	£344	
TOTAL AVAILABLE EXPENDITURE (£m):	£51.1	£32.2	£30.0	£29.1	£142.4
IPSWICH BOROUGH AREA:					
IPSWICH TOWN CENTRE:	32.4%	16.1%	12.6%	17.5%	21.5%
Anglia Retail Park	17.1%	5.5%	21.2%	4.8%	12.8%
Commercial Road Retail Park	0.0%	0.0%	0.0%	1.5%	0.3%
Euro Retail Park	14.7%	7.3%	5.9%	0.0%	8.2%
Orwell Retail Park	0.0%	0.0%	0.0%	0.0%	0.0%
Riverside Retail Park	0.0%	0.0%	0.0%	0.0%	0.0%
Suffolk Retail Park	0.4%	0.4%	0.5%	1.9%	0.7%
Wickes (Crompton Road)	0.0%	0.0%	0.0%	0.0%	0.0%
ALL DISTRICT & LOCAL CENTRES:	0.7%	0.0%	0.7%	0.4%	0.4%
Asda, Goddard Road	0.0%	0.0%	0.0%	0.0%	0.0%
J Sainsbury, Hadleigh Road	0.0%	0.0%	0.0%	0.0%	0.0%
ALL FLOORSPACE IN BOROUGH:	65.3%	29.3%	40.9%	25.7%	43.9%
OUTSIDE BOROUGH, WITHIN ICA:					
Interchange Retail Park ⁽¹⁾	20.9%	10.0%	4.3%	17.0%	14.1%
Copdock Interchange ⁽¹⁾	0.0%	0.0%	0.0%	0.0%	0.0%
Martlesham Heath Retail Park ⁽¹⁾	8.9%	24.4%	0.5%	3.4%	9.5%
Homebase, Warren Heath ⁽¹⁾	0.5%	0.0%	0.7%	0.0%	0.3%
Kesgrave ⁽¹⁾	0.0%	0.0%	0.0%	0.0%	0.0%
ALL FLOORSPACE:	30.3%	34.4%	5.5%	20.4%	24.0%
Norwich	0.0%	1.7%	2.1%	0.0%	0.8%
Saxmundham	0.0%	1.0%	0.0%	0.2%	0.2%
Colchester	0.0%	0.0%	0.0%	31.4%	6.4%
Lowestoft	0.0%	2.7%	0.0%	0.0%	0.6%
Newmarket	0.0%	0.0%	0.0%	0.0%	0.0%
Sudbury	0.0%	0.0%	0.0%	11.0%	2.2%
Theford	0.0%	0.0%	0.0%	0.0%	0.0%
Aldeburgh	0.0%	0.3%	0.0%	0.0%	0.1%
Cambridge	0.0%	0.0%	0.0%	1.0%	0.2%
Felixstowe	0.0%	13.9%	0.0%	0.0%	3.1%
Framlingham	0.0%	0.2%	0.0%	0.0%	0.0%
Halesworth	0.0%	0.0%	0.0%	0.0%	0.0%
Leiston	0.0%	5.4%	0.0%	0.0%	1.2%
Manningtree	0.0%	0.0%	0.0%	0.0%	0.0%
Bury St Edmunds	0.0%	0.0%	18.1%	1.7%	4.2%
Southwold	0.0%	0.4%	0.0%	0.0%	0.1%
Stowmarket	0.0%	0.0%	26.8%	0.0%	5.6%
Woodbridge	0.0%	5.1%	0.0%	1.2%	0.0%
Beccles	0.0%	0.0%	0.0%	0.0%	0.0%
Debenham	0.0%	0.0%	0.0%	0.0%	0.0%
Diss	0.0%	0.8%	2.9%	0.0%	0.8%
Clacton	0.0%	0.0%	0.0%	1.5%	0.3%
Braintree	0.0%	0.0%	0.0%	0.0%	0.0%
London	0.4%	0.9%	0.0%	0.3%	0.0%
OTHER SHOPPING FACILITIES OUTSIDE BOROUGH:	4.0%	3.9%	3.7%	7.3%	4.6%
ALL FLOORSPACE OUTSIDE BOROUGH:	4.4%	36.3%	53.6%	53.9%	32.1%
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%

MARKET SHARES (£ million in 2008 prices):

CENTRE / SHOPPING LOCATION	INNER AREA Zones 1-4	EASTERN AREA Zones 5-7	NORTHERN AREA Zones 8-9	SOUTHERN AREA Zone 10	TOTAL
EXPENDITURE PER CAPITA:	£339	£329	£330	£344	
TOTAL AVAILABLE EXPENDITURE (£m):	£51.1	£32.2	£30.0	£29.1	£142.4
IPSWICH BOROUGH AREA:					
IPSWICH TOWN CENTRE:	£16.6	£5.2	£3.8	£5.1	£30.6
Anglia Retail Park	£8.7	£1.8	£6.4	£1.4	£18.3
Commercial Road Retail Park	£0.0	£0.0	£0.0	£0.4	£0.4
Euro Retail Park	£7.5	£2.4	£1.8	£0.0	£11.6
Orwell Retail Park	£0.0	£0.0	£0.0	£0.0	£0.0
Riverside Retail Park	£0.0	£0.0	£0.0	£0.0	£0.0
Suffolk Retail Park	£0.2	£0.1	£0.2	£0.6	£1.0
Wickes (Crompton Road)	£0.0	£0.0	£0.0	£0.0	£0.0
ALL DISTRICT & LOCAL CENTRES:	£0.4	£0.0	£0.2	£0.0	£0.6
Asda, Goddard Road	£0.0	£0.0	£0.0	£0.0	£0.0
J Sainsbury, Hadleigh Road	£0.0	£0.0	£0.0	£0.0	£0.0
ALL FLOORSPACE IN BOROUGH:	£33.4	£9.4	£12.3	£7.5	£62.6
OUTSIDE BOROUGH, WITHIN ICA:					
Interchange Retail Park ⁽¹⁾	£10.7	£3.2	£1.3	£4.9	£20.1
Copdock Interchange ⁽¹⁾	£0.0	£0.0	£0.0	£0.0	£0.0
Martlesham Heath Retail Park ⁽¹⁾	£4.5	£7.9	£0.2	£1.0	£13.5
Homebase, Warren Heath ⁽¹⁾	£0.3	£0.0	£0.2	£0.0	£0.5
Kesgrave ⁽¹⁾	£0.0	£0.0	£0.0	£0.0	£0.0
ALL FLOORSPACE:	£15.5	£11.1	£1.7	£5.9	£34.1
Norwich	£0.0	£0.5	£0.6	£0.0	£1.2
Saxmundham	£0.0	£0.3	£0.0	£0.0	£0.3
Colchester	£0.0	£0.0	£0.0	£9.1	£9.1
Lowestoft	£0.0	£0.9	£0.0	£0.0	

TABLE 6: COMPARISON GOODS MARKET SHARES (%): SMALL DOMESTIC ELECTRICAL ITEMS

MARKET SHARES (£ million in 2008 prices):

CENTRE / SHOPPING LOCATION	INNER AREA	EASTERN AREA	NORTHERN AREA	SOUTHERN AREA	TOTAL	INNER AREA	EASTERN AREA	NORTHERN AREA	SOUTHERN AREA	TOTAL
	Zones 1-4	Zones 5-7	Zones 8-9	Zone 10	Zones 1-4					
EXPENDITURE PER CAPITA: TOTAL AVAILABLE EXPENDITURE (£m):	£9 £1.3	£10 £1.0	£11 £1.0	£10 £0.9	£4.1					£4.1
IPSWICH BOROUGH AREA:										
IPSWICH TOWN CENTRE:	42.6%	6.6%	10.5%	22.8%	22.6%	£0.6	£0.1	£0.1	£0.2	£0.9
Anglia Retail Park	13.2%	1.8%	16.2%	2.7%	9.1%	£0.2	£0.0	£0.2	£0.0	£0.4
Commercial Road Retail Park	0.0%	0.0%	0.0%	0.0%	0.0%	£0.0	£0.0	£0.0	£0.0	£0.0
Euro Retail Park	7.2%	1.0%	0.4%	2.1%	3.1%	£0.1	£0.0	£0.0	£0.0	£0.1
Orwell Retail Park	0.5%	0.0%	0.0%	0.0%	0.2%	£0.0	£0.0	£0.0	£0.0	£0.0
Riverside Retail Park	0.0%	0.0%	0.0%	0.0%	0.0%	£0.0	£0.0	£0.0	£0.0	£0.0
Suffolk Retail Park	1.8%	0.9%	0.3%	3.8%	1.7%	£0.0	£0.0	£0.0	£0.0	£0.1
Wickes (Crompton Road)	0.0%	0.0%	0.0%	0.0%	0.0%	£0.0	£0.0	£0.0	£0.0	£0.0
ALL DISTRICT & LOCAL CENTRES:	3.2%	0.0%	0.0%	0.0%	1.0%	£0.0	£0.0	£0.0	£0.0	£0.0
Asda, Goddard Road	1.8%	0.0%	0.3%	0.0%	0.7%	£0.0	£0.0	£0.0	£0.0	£0.0
J Sainsbury, Hadleigh Road	0.0%	0.0%	0.0%	0.0%	0.0%	£0.0	£0.0	£0.0	£0.0	£0.0
ALL FLOORSPACE IN BOROUGH:	70.3%	10.3%	27.7%	31.4%	38.3%	£0.9	£0.1	£0.3	£0.3	£1.6
OUTSIDE BOROUGH, WITHIN ICA:										
Interchange Retail Park ⁽¹⁾	12.0%	4.8%	3.4%	8.0%	7.5%	£0.2	£0.0	£0.0	£0.1	£0.3
Copdock Interchange ⁽¹⁾	0.0%	0.0%	0.0%	0.0%	0.0%	£0.0	£0.0	£0.0	£0.0	£0.0
Martlesham Heath Retail Park ⁽¹⁾	8.5%	28.8%	0.0%	0.0%	9.5%	£0.1	£0.3	£0.0	£0.0	£0.4
Homebase, Warren Heath ⁽¹⁾	3.8%	1.1%	0.0%	4.0%	2.3%	£0.1	£0.0	£0.0	£0.0	£0.1
Kesgrave ⁽¹⁾	0.9%	0.7%	0.0%	0.0%	0.5%	£0.0	£0.0	£0.0	£0.0	£0.0
ALL FLOORSPACE:	25.2%	35.4%	3.4%	12.0%	19.7%	£0.3	£0.3	£0.0	£0.1	£0.8
Norwich	0.9%	1.1%	0.4%	0.0%	0.6%	£0.0	£0.0	£0.0	£0.0	£0.0
Saxmundham	0.0%	1.6%	0.0%	0.0%	0.4%	£0.0	£0.0	£0.0	£0.0	£0.0
Colchester	0.0%	0.0%	0.0%	24.7%	5.2%	£0.0	£0.0	£0.0	£0.2	£0.2
Lowestoft	0.0%	1.6%	0.0%	0.0%	0.4%	£0.0	£0.0	£0.0	£0.0	£0.0
Newmarket	0.0%	0.0%	0.0%	0.0%	0.0%	£0.0	£0.0	£0.0	£0.0	£0.0
Sudbury	0.0%	0.0%	0.0%	13.4%	2.8%	£0.0	£0.0	£0.0	£0.1	£0.1
Theftord	0.0%	0.0%	0.0%	0.0%	0.0%	£0.0	£0.0	£0.0	£0.0	£0.0
Aldeburgh	0.0%	2.0%	0.0%	0.0%	0.5%	£0.0	£0.0	£0.0	£0.0	£0.0
Cambridge	0.3%	0.4%	0.0%	0.0%	0.2%	£0.0	£0.0	£0.0	£0.0	£0.0
Felixstowe	0.4%	27.3%	0.4%	0.0%	6.6%	£0.0	£0.3	£0.0	£0.0	£0.3
Framlingham	0.0%	3.7%	0.0%	0.0%	0.9%	£0.0	£0.0	£0.0	£0.0	£0.0
Halesworth	0.0%	0.2%	0.0%	0.0%	0.0%	£0.0	£0.0	£0.0	£0.0	£0.0
Leiston	0.0%	6.9%	0.0%	0.0%	1.6%	£0.0	£0.1	£0.0	£0.0	£0.1
Manningtree	0.0%	0.0%	0.0%	1.8%	0.4%	£0.0	£0.0	£0.0	£0.0	£0.0
Bury St Edmunds	0.0%	0.0%	20.0%	0.0%	4.6%	£0.0	£0.0	£0.2	£0.0	£0.2
Southwold	0.0%	0.0%	0.0%	0.0%	0.0%	£0.0	£0.0	£0.0	£0.0	£0.0
Stowmarket	0.0%	0.2%	38.3%	0.0%	8.9%	£0.0	£0.0	£0.4	£0.0	£0.4
Woodbridge	0.3%	6.0%	0.0%	0.0%	1.5%	£0.0	£0.1	£0.0	£0.0	£0.1
Beccles	0.0%	0.0%	0.0%	0.0%	0.0%	£0.0	£0.0	£0.0	£0.0	£0.0
Debenham	0.0%	0.0%	0.0%	0.0%	0.0%	£0.0	£0.0	£0.0	£0.0	£0.0
Diss	0.0%	0.5%	4.1%	0.0%	1.1%	£0.0	£0.0	£0.0	£0.0	£0.0
Clacton	0.0%	0.0%	0.0%	0.9%	0.2%	£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
London	0.0%	0.6%	0.0%	0.0%	0.1%	£0.0	£0.0	£0.0	£0.0	£0.0
OTHER SHOPPING FACILITIES OUTSIDE BOROUGH:	2.6%	2.2%	5.7%	15.8%	6.0%	£0.0	£0.0	£0.1	£0.1	£0.2
ALL FLOORSPACE OUTSIDE BOROUGH:	4.5%	54.3%	68.9%	56.6%	41.9%	£0.1	£0.5	£0.7	£0.5	£1.7
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	£1.3	£1.0	£1.0	£0.9	£4.1

TABLE 6: COMPARISON GOODS MARKET SHARES (%): LARGE DOMESTIC ELECTRICAL ITEMS

MARKET SHARES (£ million in 2008 prices):

CENTRE / SHOPPING LOCATION	INNER AREA	EASTERN AREA	NORTHERN AREA	SOUTHERN AREA	TOTAL	INNER AREA	EASTERN AREA	NORTHERN AREA	SOUTHERN AREA	TOTAL
	Zones 1-4	Zones 5-7	Zones 8-9	Zone 10	Zones 1-4					
EXPENDITURE PER CAPITA: TOTAL AVAILABLE EXPENDITURE (£m):	£81 £12.3	£92 £9.0	£91 £8.3	£88 £7.5	£37.0					£37.0
IPSWICH BOROUGH AREA:										
IPSWICH TOWN CENTRE:	25.6%	10.9%	12.9%	8.3%	15.7%	£3.1	£1.0	£1.1	£0.6	£5.8
Anglia Retail Park	25.1%	6.2%	27.8%	6.8%	17.4%	£3.1	£0.6	£2.3	£0.5	£6.4
Commercial Road Retail Park	0.0%	0.0%	0.0%	1.2%	0.2%	£0.0	£0.0	£0.0	£0.1	£0.1
Euro Retail Park	13.2%	6.5%	2.0%	4.9%	7.4%	£1.6	£0.6	£0.2	£0.4	£2.7
Orwell Retail Park	0.3%	0.0%	0.0%	0.0%	0.1%	£0.0	£0.0	£0.0	£0.0	£0.0
Riverside Retail Park	0.0%	0.0%	0.0%	0.0%	0.0%	£0.0	£0.0	£0.0	£0.0	£0.0
Suffolk Retail Park	0.9%	0.0%	0.6%	1.2%	0.7%	£0.1	£0.0	£0.0	£0.1	£0.2
Wickes (Crompton Road)	0.0%	0.0%	0.0%	0.0%	0.0%	£0.0	£0.0	£0.0	£0.0	£0.0
ALL DISTRICT & LOCAL CENTRES:	1.6%	0.0%	0.0%	0.0%	0.5%	£0.2	£0.0	£0.0	£0.0	£0.2
Asda, Goddard Road	0.0%	0.0%	0.0%	0.0%	0.0%	£0.0	£0.0	£0.0	£0.0	£0.0
J Sainsbury, Hadleigh Road	0.0%	0.0%	0.0%	0.0%	0.0%	£0.0	£0.0	£0.0	£0.0	£0.0
ALL FLOORSPACE IN BOROUGH:	66.7%	23.6%	43.3%	22.4%	42.0%	£8.2	£2.1	£3.6	£1.7	£15.6
OUTSIDE BOROUGH, WITHIN ICA:										
Interchange Retail Park ⁽¹⁾	14.2%	10.0%	6.2%	20.8%	12.7%	£1.7	£0.9	£0.5	£1.6	£4.7
Copdock Interchange ⁽¹⁾	0.0%	0.0%	0.0%	0.0%	0.0%	£0.0	£0.0	£0.0	£0.0	£0.0
Martlesham Heath Retail Park ⁽¹⁾	14.6%	31.7%	1.5%	0.0%	12.9%	£1.8	£2.9	£0.1	£0.0	£4.8
Homebase, Warren Heath ⁽¹⁾	0.2%	0.0%	0.0%	0.0%	0.1%	£0.0	£0.0	£0.0	£0.0	£0.0
Kesgrave ⁽¹⁾	0.0%	0.0%	0.0%	0.0%	0.0%	£0.0	£0.0	£0.0	£0.0	£0.0
ALL FLOORSPACE:	29.0%	41.7%	7.7%	20.8%	25.7%	£3.6	£3.8	£0.6	£1.6	£9.5
Norwich	1.0%	2.1%	0.4%	0.0%	0.9%	£0.1	£0.2	£0.0	£0.0	£0.3
Saxmundham	0.0%	3.1%	0.0%	0.0%	0.8%	£0.0	£0.3	£0.0	£0.0	£0.3
Colchester	0.3%	0.0%	0.0%	28.0%	5.7%	£0.0	£0.0	£0.0	£2.1	£2.1
Lowestoft	0.0%	2.0%	0.0%	0.0%	0.5%	£0.0	£0.2	£0.0	£0.0	£0.2
Newmarket	0.0%	0.0%	0.0%	0.0%	0.0%	£0.0	£0.0	£0.0	£0.0	£0.0
Sudbury	0.0%	0.0%	0.0%	10.3%	2.1%	£0.0	£0.0	£0.0	£0.8	£0.8
Theftord	0.0%	0.0%	0.0%	0.0%	0.0%	£0.0	£0.0	£0.0	£0.0	£0.0
Aldeburgh	0.0%	1.0%	0.0%	0.0%	0.2%	£0.0	£0.1	£0.0	£0.0	£0.1
Cambridge	0.0%	0.0%	2.4%	0.8%	0.7%	£0.0	£0.0	£0.2	£0.1	£0.3
Felixstowe	0.0%	12.4%	0.0%	0.0%	3.0%	£0.0	£1.1	£0.0	£0.0	£1.1
Framlingham	0.0%	0.0%	0.0%	0.0%	0.0%	£0.0	£0.0	£0.0	£0.0	£0.0
Halesworth	0.0%	0.0%	0.0%	0.0%	0.0%	£0.0	£0.0	£0.0	£0.0	£0.0
Leiston	0.0%	4.1%	0.0%	0.0%	1.0%	£0.0	£0.4	£0.0	£0.0	£0.4
Manningtree	0.0%	0.0%	0.0%	0.0%	0.0%	£0.0	£0.0	£0.0	£0.0	£0.0
Bury St Edmunds	0.0%	0.0%	15.7%	1.3%	3.8%	£0.0	£0.0	£1.3	£0.1	£1.4
Southwold	0.0%	0.4%	0.0%	0.0%	0.1%	£0.0	£0.0	£0.0	£0.0	£0.0
Stowmarket	0.0%	0.0%	23.0%	0.0%	5.1%	£0.0	£0.0	£1.9	£0.0	£1.9
Woodbridge	0.0%	3.8%	0.0%	0.0%	0.9%	£0.0	£0.3	£0.0	£0.0	£0.3
Beccles	0.0%	0.0%	0.0%	0.0%	0.0%	£0.0	£0.0	£0.0	£0.0	£0.0
Debenham	0.0%	0.0%	0.0%	0.0%	0.0%	£0.0	£0.0	£0.0	£0.0	£0.0
Diss	0.0%	0.8%	3.4%	0.0%	1.0%	£0.0	£0.1	£0.3	£0.0	£0.4
Clacton	0.0%	0.0%	0.0%	1.2%	0.2%	£0.0	£0.0	£0.0	£0.1	£0.1
Braintree	0.0%	0.0%	0.0%	0.0%	0.0%	£0.0	£0.0	£0.0	£0.0	£0.0
London	0.0%	0.7%	0.0%	0.0%	0.2%	£0.0	£0.1	£0.0	£0.0	£0.1
OTHER SHOPPING FACILITIES OUTSIDE BOROUGH:	3.0%	4.3%	4.1%	15.2%	6.0%	£0.4	£0.4	£0.3	£1.1	£2.2
ALL FLOORSPACE OUTSIDE BOROUGH:	4.3%	34.7%	49.0%	56.8%	32.3%	£0.5	£3.1	£4.1	£4.2	£11.9
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	£12.3	£9.0	£8.3	£7.5	£37.0

TABLE 7: MARKET SHARES (%): CHEMIST % MEDICAL GOODS, COSMETICS AND OTHER BEAUTY PRODUCTS

MARKET SHARES (£ million in 2008 prices):

CENTRE / SHOPPING LOCATION	INNER AREA Zones 1-4	EASTERN AREA Zones 5-7	NORTHERN AREA Zones 8-9	SOUTHERN AREA Zone 10	TOTAL	INNER AREA Zones 1-4	EASTERN AREA Zones 5-7	NORTHERN AREA Zones 8-9	SOUTHERN AREA Zone 10	TOTAL
EXPENDITURE PER CAPITA: TOTAL AVAILABLE EXPENDITURE (£m):	£377 £56.7	£400 £39.1	£396 £36.0	£403 £34.1	£166.0					£166.0
IPSWICH BOROUGH AREA:										
IPSWICH TOWN CENTRE:	66.5%	9.3%	13.2%	23.7%	32.7%	£37.7	£3.6	£4.8	£8.1	£54.2
Anglia Retail Park	1.3%	0.0%	2.8%	0.0%	1.1%	£0.7	£0.0	£1.0	£0.0	£1.7
Commercial Road Retail Park	0.0%	0.0%	0.0%	0.0%	0.0%	£0.0	£0.0	£0.0	£0.0	£0.0
Euro Retail Park	0.2%	0.3%	0.0%	0.0%	0.1%	£0.1	£0.1	£0.0	£0.0	£0.2
Orwell Retail Park	0.2%	0.0%	0.0%	0.0%	0.1%	£0.1	£0.0	£0.0	£0.0	£0.1
Riverside Retail Park	0.0%	0.0%	0.0%	0.0%	0.0%	£0.0	£0.0	£0.0	£0.0	£0.0
Suffolk Retail Park	0.0%	0.0%	0.0%	0.0%	0.0%	£0.0	£0.0	£0.0	£0.0	£0.0
Wickes (Crompton Road)	0.0%	0.0%	0.0%	0.0%	0.0%	£0.0	£0.0	£0.0	£0.0	£0.0
ALL DISTRICT & LOCAL CENTRES:	8.5%	0.0%	2.7%	0.0%	3.5%	£4.8	£0.0	£1.0	£0.0	£5.8
Asda, Goddard Road	0.8%	0.0%	0.5%	0.0%	0.4%	£0.5	£0.0	£0.2	£0.0	£0.6
J Sainsbury, Hadleigh Road	0.0%	0.0%	0.0%	0.0%	0.0%	£0.0	£0.0	£0.0	£0.0	£0.0
ALL FLOORSPACE IN BOROUGH:	77.5%	9.6%	19.2%	23.7%	37.8%	£44.0	£3.8	£6.9	£8.1	£62.7
OUTSIDE BOROUGH, WITHIN ICA:										
Interchange Retail Park ⁽¹⁾	3.0%	0.0%	0.8%	4.1%	2.0%	£1.7	£0.0	£0.3	£1.4	£3.4
Copdock Interchange ⁽¹⁾	0.0%	0.0%	0.0%	0.0%	0.0%	£0.0	£0.0	£0.0	£0.0	£0.0
Martlesham Heath Retail Park ⁽¹⁾	5.2%	12.3%	0.5%	0.0%	4.8%	£2.9	£4.8	£0.2	£0.0	£7.9
Homebase / Sainsbury's, Warren Heath ⁽¹⁾	4.5%	1.7%	0.0%	3.6%	2.7%	£2.6	£0.7	£0.0	£1.2	£4.4
Kesgrave ⁽¹⁾	3.0%	0.0%	0.0%	0.0%	1.0%	£1.7	£0.0	£0.0	£0.0	£1.7
ALL FLOORSPACE:	15.7%	14.0%	1.3%	7.7%	10.5%	£8.9	£5.5	£0.5	£2.6	£17.5
Norwich	0.2%	0.5%	0.9%	0.0%	0.4%	£0.1	£0.2	£0.3	£0.0	£0.6
Saxmundham	0.0%	3.9%	0.0%	0.0%	0.9%	£0.0	£1.5	£0.0	£0.0	£1.5
Colchester	0.0%	0.0%	0.0%	20.6%	4.2%	£0.0	£0.0	£0.0	£7.0	£7.0
Lowestoft	0.3%	1.0%	0.0%	0.0%	0.3%	£0.2	£0.4	£0.0	£0.0	£0.6
Newmarket	0.0%	0.0%	0.0%	0.0%	0.0%	£0.0	£0.0	£0.0	£0.0	£0.0
Sudbury	0.0%	0.0%	0.9%	18.0%	3.9%	£0.0	£0.0	£0.3	£6.1	£6.5
Thetford	0.0%	0.0%	0.0%	0.0%	0.0%	£0.0	£0.0	£0.0	£0.0	£0.0
Aldeburgh	0.0%	2.8%	0.0%	0.0%	0.7%	£0.0	£1.1	£0.0	£0.0	£1.1
Cambridge	0.0%	0.0%	0.0%	0.0%	0.0%	£0.0	£0.0	£0.0	£0.0	£0.0
Felixstowe	0.3%	27.8%	0.0%	0.0%	6.6%	£0.2	£10.9	£0.0	£0.0	£11.0
Framlingham	0.0%	4.8%	0.0%	0.0%	1.1%	£0.0	£1.9	£0.0	£0.0	£1.9
Halesworth	0.0%	0.7%	0.0%	0.0%	0.2%	£0.0	£0.3	£0.0	£0.0	£0.3
Leiston	0.0%	7.6%	0.0%	0.0%	1.8%	£0.0	£3.0	£0.0	£0.0	£3.0
Manningtree	0.0%	0.0%	0.0%	10.1%	2.1%	£0.0	£0.0	£0.0	£3.4	£3.4
Bury St Edmunds	0.0%	0.0%	13.5%	0.0%	2.9%	£0.0	£0.0	£4.9	£0.0	£4.9
Southwold	0.0%	0.0%	0.0%	0.0%	0.0%	£0.0	£0.0	£0.0	£0.0	£0.0
Stowmarket	0.0%	0.2%	44.3%	0.0%	9.7%	£0.0	£0.1	£16.0	£0.0	£16.0
Woodbridge	1.1%	20.8%	0.5%	0.0%	5.4%	£0.6	£8.1	£0.2	£0.0	£8.9
Becoles	0.0%	0.0%	0.0%	0.0%	0.0%	£0.0	£0.0	£0.0	£0.0	£0.0
Debenham	0.0%	0.0%	2.4%	0.8%	0.7%	£0.0	£0.0	£0.9	£0.3	£1.1
Diss	0.0%	1.5%	4.2%	0.0%	1.3%	£0.0	£0.6	£1.5	£0.0	£2.1
Clacton	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
London	0.6%	0.0%	0.0%	0.0%	0.2%	£0.3	£0.0	£0.0	£0.0	£0.3
OTHER SHOPPING FACILITIES OUTSIDE BOROUGH:	4.3%	4.8%	12.8%	19.1%	9.3%	£2.4	£1.9	£4.6	£6.5	£15.4
ALL FLOORSPACE OUTSIDE BOROUGH:	6.8%	76.4%	79.5%	68.6%	51.7%	£3.9	£29.9	£28.6	£23.4	£85.8
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	£56.7	£39.1	£36.0	£34.1	£166.0

TABLE 8: COMPARISON GOODS MARKET SHARES (%): GAMES & TOYS, HOBBY ITEMS, SPORT & RECREATIONAL GOOD MARKET SHARES (£ million in 2008 prices):

CENTRE / SHOPPING LOCATION	INNER AREA Zones 1-4	EASTERN AREA Zones 5-7	NORTHERN AREA Zones 8-9	SOUTHERN AREA Zone 10	TOTAL	INNER AREA Zones 1-4	EASTERN AREA Zones 5-7	NORTHERN AREA Zones 8-9	SOUTHERN AREA Zone 10	TOTAL
EXPENDITURE PER CAPITA: TOTAL AVAILABLE EXPENDITURE (£m):	£327 £49.3	£341 £33.3	£350 £31.9	£342 £29.0	£143.4					£143.4
IPSWICH BOROUGH AREA:										
IPSWICH TOWN CENTRE:	61.2%	39.2%	28.5%	27.1%	41.9%	£30.2	£13.1	£9.1	£7.8	£60.1
Anglia Retail Park	0.5%	0.0%	1.4%	2.0%	0.9%	£0.2	£0.0	£0.4	£0.6	£1.3
Commercial Road Retail Park	0.0%	0.0%	0.0%	0.0%	0.0%	£0.0	£0.0	£0.0	£0.0	£0.0
Euro Retail Park	7.8%	3.5%	2.0%	2.0%	4.3%	£3.8	£1.2	£0.6	£0.6	£6.2
Orwell Retail Park	0.0%	0.6%	0.0%	0.0%	0.1%	£0.0	£0.2	£0.0	£0.0	£0.2
Riverside Retail Park	0.0%	0.0%	0.0%	0.0%	0.0%	£0.0	£0.0	£0.0	£0.0	£0.0
Suffolk Retail Park	1.4%	0.6%	0.0%	2.0%	1.0%	£0.7	£0.2	£0.0	£0.6	£1.5
Wickes (Crompton Road)	0.0%	0.0%	0.0%	0.0%	0.0%	£0.0	£0.0	£0.0	£0.0	£0.0
ALL DISTRICT & LOCAL CENTRES:	0.0%	0.0%	0.0%	0.0%	0.0%	£0.0	£0.0	£0.0	£0.0	£0.0
Asda, Goddard Road	0.0%	0.0%	0.0%	0.0%	0.0%	£0.0	£0.0	£0.0	£0.0	£0.0
J Sainsbury, Hadleigh Road	0.0%	0.0%	0.0%	0.0%	0.0%	£0.0	£0.0	£0.0	£0.0	£0.0
ALL FLOORSPACE IN BOROUGH:	70.9%	43.9%	31.9%	33.1%	48.3%	£34.9	£14.6	£10.2	£9.6	£69.3
OUTSIDE BOROUGH, WITHIN ICA:										
Interchange Retail Park ⁽¹⁾	3.3%	1.7%	0.0%	1.0%	1.7%	£1.6	£0.6	£0.0	£0.3	£2.5
Copdock Interchange ⁽¹⁾	16.4%	7.0%	12.7%	6.7%	11.4%	£8.1	£2.3	£4.0	£1.9	£16.4
Martlesham Heath Retail Park ⁽¹⁾	1.6%	5.7%	0.0%	0.0%	1.9%	£0.8	£1.9	£0.0	£0.0	£2.7
Homebase, Warren Heath ⁽¹⁾	0.8%	2.2%	0.0%	1.6%	1.1%	£0.4	£0.7	£0.0	£0.5	£1.6
Kesgrave ⁽¹⁾	0.0%	0.7%	0.0%	0.0%	0.2%	£0.0	£0.2	£0.0	£0.0	£0.2
ALL FLOORSPACE:	22.1%	17.3%	12.7%	9.3%	16.3%	£10.9	£5.8	£4.0	£2.7	£23.4
Norwich	1.4%	2.3%	1.5%	0.0%	1.3%	£0.7	£0.8	£0.5	£0.0	£1.9
Saxmundham	0.0%	0.0%	0.0%	0.0%	0.0%	£0.0	£0.0	£0.0	£0.0	£0.0
Colchester	0.6%	2.0%	0.0%	31.1%	6.9%	£0.3	£0.7	£0.0	£9.0	£10.0
Lowestoft	0.0%	2.6%	0.0%	0.0%	0.6%	£0.0	£0.9	£0.0	£0.0	£0.9
Newmarket	0.0%	0.0%	0.0%	0.0%	0.0%	£0.0	£0.0	£0.0	£0.0	£0.0
Sudbury	0.0%	0.0%	1.4%	10.4%	2.4%	£0.0	£0.0	£0.4	£3.0	£3.5
Thetford	0.0%	0.0%	0.0%	0.0%	0.0%	£0.0	£0.0	£0.0	£0.0	£0.0
Aldeburgh	0.0%	0.0%	0.0%	0.0%	0.0%	£0.0	£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
Felixstowe	0.8%	13.3%	0.7%	0.0%	3.5%	£0.4	£4.4	£0.2	£0.0	£5.0
Framlingham	0.0%	0.5%	0.0%	0.0%	0.1%	£0.0	£0.2	£0.0	£0.0	£0.2
Halesworth	0.0%	2.6%	0.0%	0.0%	0.6%	£0.0	£0.9	£0.0	£0.0	£0.9
Leiston	0.0%	1.3%	0.0%	0.0%	0.3%	£0.0	£0.4	£0.0	£0.0	£0.4
Manningtree	0.0%	0.0%	0.0%	1.5%	0.3%	£0.0	£0.0	£0.0	£0.4	£0.4
Bury St Edmunds	0.0%	0.6%	17.4%	2.8%	4.6%	£0.0	£0.2	£5.5	£0.8	£6.6
Southwold	0.0%	0.0%	0.0%	0.0%	0.0%	£0.0	£0.0	£0.0	£0.0	£0.0
Stowmarket	0.4%	0.3%	28.9%	0.0%	6.6%	£0.2	£0.1	£9.2	£0.0	£9.5
Woodbridge	0.0%	9.1%	0.0%	0.0%	2.1%	£0.0	£3.0	£0.0	£0.0	£3.0
Becoles	0.0%	0.0%	0.0%	0.0%	0.0%	£0.0	£0.0	£0.0	£0.0	£0.0
Debenham	0.0%	0.0%	0.0%	0.0%	0.0%	£0.0	£0.0	£0.0	£0.0	£0.0
Diss	0.0%	0.6%	0.0%	0.0%	0.1%	£0.0	£0.2	£0.0	£0.0	£0.2
Clacton	0.0%	0.0%	0.0%	1.6%	0.3%	£0.0	£0.0	£0.0	£0.5	£0.5
Braintree	0.0%	0.0%	0.0%	0.0%	0.0%	£0.0	£0.0	£0.0	£0.0	£0.0
London	0.4%	0.0%	0.0%	0.0%	0.1%	£0.2	£0.0	£0.0	£0.0	£0.2
OTHER SHOPPING FACILITIES OUTSIDE BOROUGH:	3.4%	3.6%	5.5%	10.2%	5.3%	£1.7	£1.2	£1.8	£3.0	£7.6
ALL FLOORSPACE OUTSIDE BOROUGH:	7.0%	38.8%	55.4%	57.6%	35.4%	£3.4	£12.9	£17.7	£16.7	£37.5
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	£49.3	£33.3	£31.9	£29.0	£143.4

TABLE 9: COMPARISON GOODS MARKET SHARES (%): PETS & PET RELATED PRODUCTS

CENTRE / SHOPPING LOCATION	INNER AREA Zones 1-4	EASTERN AREA Zones 5-7	NORTHERN AREA Zones 8-9	SOUTHERN AREA Zone 10	TOTAL
EXPENDITURE PER CAPITA: TOTAL AVAILABLE EXPENDITURE (£m):	£54 £8.1	£69 £6.8	£70 £6.4	£66 £5.6	£26.9
IPSWICH BOROUGH AREA:					
IPSWICH TOWN CENTRE:	34.6%	7.5%	8.0%	17.4%	17.9%
Anglia Retail Park	2.6%	0.0%	2.6%	0.0%	1.4%
Commercial Road Retail Park	0.0%	0.0%	0.0%	0.0%	0.0%
Euro Retail Park	0.0%	1.1%	0.0%	0.0%	0.3%
Orwell Retail Park	21.8%	0.8%	7.8%	10.8%	10.9%
Riverside Retail Park	0.0%	0.0%	0.0%	0.0%	0.0%
Suffolk Retail Park	1.1%	0.0%	0.0%	0.0%	0.3%
Wickes (Crompton Road)	0.0%	0.0%	0.0%	0.0%	0.0%
ALL DISTRICT & LOCAL CENTRES:	2.6%	0.0%	0.0%	0.0%	0.8%
Asda, Goddard Road	2.8%	0.0%	1.5%	0.0%	1.2%
J Sainsbury, Hadleigh Road	0.0%	0.0%	0.0%	0.0%	0.0%
ALL FLOORSPACE IN BOROUGH:	65.5%	9.4%	19.9%	28.2%	32.8%
OUTSIDE BOROUGH, WITHIN ICA:					
Interchange Retail Park ⁽¹⁾	4.1%	0.0%	3.5%	3.3%	2.8%
Copdock Interchange ⁽¹⁾	0.0%	0.0%	0.0%	0.0%	0.0%
Martlesham Heath Retail Park ⁽¹⁾	13.5%	35.9%	1.8%	0.0%	13.6%
Homebase, Warren Heath ⁽¹⁾	0.5%	0.0%	0.0%	0.0%	0.2%
Kesgrave ⁽¹⁾	7.3%	2.2%	0.0%	1.4%	3.1%
ALL FLOORSPACE:	25.4%	38.1%	5.3%	4.7%	19.5%
Norwich	0.0%	0.0%	0.0%	0.0%	0.0%
Saxmundham	0.0%	4.6%	0.0%	0.0%	1.2%
Colchester	0.0%	0.0%	0.0%	22.8%	4.7%
Lowestoft	0.0%	1.4%	0.0%	0.0%	0.4%
Newmarket	0.0%	0.0%	0.0%	0.0%	0.0%
Sudbury	0.0%	0.0%	4.2%	22.7%	5.7%
Theftord	0.0%	0.0%	0.0%	0.0%	0.0%
Aldeburgh	0.0%	0.0%	0.0%	0.0%	0.0%
Cambridge	0.0%	0.0%	0.0%	0.0%	0.0%
Felixstowe	1.1%	19.2%	0.0%	0.0%	5.2%
Framlingham	0.0%	6.3%	0.0%	0.0%	1.6%
Halesworth	0.0%	2.2%	0.0%	0.0%	0.6%
Leiston	0.0%	5.5%	0.0%	0.0%	1.4%
Manningtree	0.0%	0.0%	0.0%	1.4%	0.3%
Bury St Edmunds	0.0%	0.0%	11.2%	0.0%	2.7%
Southwold	0.0%	0.0%	0.0%	0.0%	0.0%
Stowmarket	0.0%	0.3%	40.1%	0.0%	9.6%
Woodbridge	1.1%	5.3%	0.9%	0.0%	1.9%
Beccles	0.0%	0.0%	0.0%	0.0%	0.0%
Debenham	0.0%	0.0%	1.2%	0.0%	0.3%
Diss	0.0%	1.0%	4.5%	0.0%	1.3%
Clacton	0.0%	0.0%	0.0%	0.0%	0.0%
Braintree	0.5%	0.0%	0.0%	0.0%	0.2%
London	0.0%	0.0%	0.0%	0.0%	0.0%
OTHER SHOPPING FACILITIES OUTSIDE BOROUGH	6.4%	6.7%	12.7%	20.2%	10.8%
ALL FLOORSPACE OUTSIDE BOROUGH:	9.1%	52.5%	74.8%	67.1%	47.7%
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%

MARKET SHARES (£ million in 2008 prices):

CENTRE / SHOPPING LOCATION	INNER AREA Zones 1-4	EASTERN AREA Zones 5-7	NORTHERN AREA Zones 8-9	SOUTHERN AREA Zone 10	TOTAL
EXPENDITURE PER CAPITA: TOTAL AVAILABLE EXPENDITURE (£m):					£26.9
IPSWICH BOROUGH AREA:	£2.8	£0.5	£0.5	£1.0	£4.8
IPSWICH TOWN CENTRE:	£0.2	£0.0	£0.2	£0.0	£0.4
Anglia Retail Park	£0.0	£0.0	£0.0	£0.0	£0.0
Commercial Road Retail Park	£0.0	£0.1	£0.0	£0.0	£0.1
Euro Retail Park	£1.8	£0.1	£0.5	£0.6	£2.9
Orwell Retail Park	£0.0	£0.0	£0.0	£0.0	£0.0
Riverside Retail Park	£0.1	£0.0	£0.0	£0.0	£0.1
Suffolk Retail Park	£0.0	£0.0	£0.0	£0.0	£0.0
Wickes (Crompton Road)	£0.2	£0.0	£0.0	£0.0	£0.2
ALL DISTRICT & LOCAL CENTRES:	£0.2	£0.0	£0.1	£0.0	£0.3
Asda, Goddard Road	£0.0	£0.0	£0.0	£0.0	£0.0
J Sainsbury, Hadleigh Road	£0.0	£0.0	£0.0	£0.0	£0.0
ALL FLOORSPACE IN BOROUGH:	£5.3	£0.6	£1.3	£1.6	£8.8
OUTSIDE BOROUGH, WITHIN ICA:	£0.3	£0.0	£0.2	£0.2	£0.7
Interchange Retail Park ⁽¹⁾	£0.0	£0.0	£0.0	£0.0	£0.0
Copdock Interchange ⁽¹⁾	£1.1	£2.4	£0.1	£0.0	£3.6
Martlesham Heath Retail Park ⁽¹⁾	£0.0	£0.0	£0.0	£0.0	£0.0
Homebase, Warren Heath ⁽¹⁾	£0.6	£0.1	£0.0	£0.1	£0.8
Kesgrave ⁽¹⁾	£2.1	£2.6	£0.3	£0.3	£5.2
Norwich	£0.0	£0.0	£0.0	£0.0	£0.0
Saxmundham	£0.0	£0.3	£0.0	£0.0	£0.3
Colchester	£0.0	£0.0	£0.0	£1.3	£1.3
Lowestoft	£0.0	£0.1	£0.0	£0.0	£0.1
Newmarket	£0.0	£0.0	£0.0	£0.0	£0.0
Sudbury	£0.0	£0.0	£0.3	£1.3	£1.5
Theftord	£0.0	£0.0	£0.0	£0.0	£0.0
Aldeburgh	£0.0	£0.0	£0.0	£0.0	£0.0
Cambridge	£0.0	£0.0	£0.0	£0.0	£0.0
Felixstowe	£0.1	£1.3	£0.0	£0.0	£1.4
Framlingham	£0.0	£0.4	£0.0	£0.0	£0.4
Halesworth	£0.0	£0.1	£0.0	£0.0	£0.1
Leiston	£0.0	£0.4	£0.0	£0.0	£0.4
Manningtree	£0.0	£0.0	£0.0	£0.1	£0.1
Bury St Edmunds	£0.0	£0.0	£0.7	£0.0	£0.7
Southwold	£0.0	£0.0	£0.0	£0.0	£0.0
Stowmarket	£0.0	£0.0	£2.5	£0.0	£2.5
Woodbridge	£0.1	£0.4	£0.1	£0.0	£0.5
Beccles	£0.0	£0.0	£0.0	£0.0	£0.0
Debenham	£0.0	£0.0	£0.1	£0.0	£0.1
Diss	£0.0	£0.1	£0.3	£0.0	£0.4
Clacton	£0.0	£0.0	£0.0	£0.0	£0.0
Braintree	£0.0	£0.0	£0.0	£0.0	£0.0
London	£0.0	£0.0	£0.0	£0.0	£0.0
OTHER SHOPPING FACILITIES OUTSIDE BOROUGH	£0.5	£0.5	£0.8	£1.1	£2.9
ALL FLOORSPACE OUTSIDE BOROUGH:	£0.7	£3.6	£4.8	£3.7	£12.8
TOTAL	£8.1	£6.8	£6.4	£5.6	£26.9

TABLE 10: ALL OTHER NON-FOOD GOODS (including Books, Jewellery, Watches, China, Glassware, Luxury Goods, etc.)

CENTRE / SHOPPING LOCATION	INNER AREA Zones 1-4	EASTERN AREA Zones 5-7	NORTHERN AREA Zones 8-9	SOUTHERN AREA Zone 10	TOTAL
EXPENDITURE PER CAPITA: TOTAL AVAILABLE EXPENDITURE (£m):	£240 £36.2	£262 £25.6	£267 £24.3	£273 £23.1	£109.2
IPSWICH BOROUGH AREA:					
IPSWICH TOWN CENTRE:	87.2%	39.2%	40.9%	41.8%	56.0%
Anglia Retail Park	0.8%	0.0%	1.0%	0.0%	0.5%
Commercial Road Retail Park	0.0%	0.0%	0.0%	0.0%	0.0%
Euro Retail Park	0.0%	0.0%	0.0%	0.0%	0.0%
Orwell Retail Park	0.0%	0.0%	0.0%	0.0%	0.0%
Riverside Retail Park	0.0%	0.0%	0.0%	0.0%	0.0%
Suffolk Retail Park	1.6%	0.8%	0.0%	3.5%	1.5%
Wickes (Crompton Road)	0.0%	0.0%	0.0%	0.0%	0.0%
ALL DISTRICT & LOCAL CENTRES:	0.0%	0.0%	0.0%	0.0%	0.0%
Asda, Goddard Road	0.0%	0.0%	0.0%	0.0%	0.0%
J Sainsbury, Hadleigh Road	0.0%	0.0%	0.0%	0.0%	0.0%
ALL FLOORSPACE IN BOROUGH:	89.6%	40.0%	41.9%	45.3%	58.0%
OUTSIDE BOROUGH:					
Interchange Retail Park ⁽¹⁾	0.8%	0.0%	0.0%	0.0%	0.3%
Copdock Interchange ⁽¹⁾	0.0%	0.0%	0.0%	0.0%	0.0%
Martlesham Heath Retail Park ⁽¹⁾	0.4%	3.4%	0.0%	0.0%	0.9%
Homebase, Warren Heath ⁽¹⁾	0.0%	0.7%	0.0%	1.5%	0.5%
Kesgrave ⁽¹⁾	0.0%	0.0%	0.0%	0.0%	0.0%
ALL FLOORSPACE:	1.2%	4.1%	0.0%	1.5%	1.7%
Norwich	1.3%	4.0%	2.1%	0.0%	1.8%
Saxmundham	0.0%	0.9%	0.0%	0.0%	0.2%
Colchester	0.0%	0.0%	0.0%	26.5%	5.6%
Lowestoft	0.0%	2.9%	0.0%	0.0%	0.7%
Newmarket	0.3%	0.0%	0.0%	0.0%	0.1%
Sudbury	0.0%	0.0%	1.4%	13.9%	3.2%
Theftord	0.0%	0.0%	0.0%	0.0%	0.0%
Aldeburgh	0.0%	1.8%	0.0%	0.4%	0.5%
Cambridge	1.3%	0.0%	0.0%	0.6%	0.7%
Felixstowe	0.3%	22.6%	0.0%	0.0%	5.4%
Framlingham	0.0%	2.1%	0.0%	0.5%	0.5%
Halesworth	0.0%	0.7%	0.0%	0.2%	0.2%
Leiston	0.0%	0.4%	0.0%	0.1%	0.1%
Manningtree	0.0%	0.0%	0.0%	0.0%	0.0%
Bury St Edmunds	0.4%	0.4%	20.1%	0.0%	4.7%
Southwold	0.0%	0.0%	0.0%	0.0%	0.0%
Stowmarket	0.0%	0.6%	27.6%	0.0%	6.3%
Woodbridge	0.9%	15.1%	1.5%	1.9%	4.6%
Beccles	0.0%	0.3%	0.0%	0.0%	0.1%
Debenham	0.0%	0.0%	0.0%	0.0%	0.0%
Diss	0.0%	0.5%	0.6%	0.0%	0.3%
Clacton	0.0%	0.0%	0.0%	0.0%	0.0%
Braintree	0.0%	0.0%	0.0%	0.0%	0.0%
London	0.4%	0.9%	0.8%	0.0%	0.5%
OTHER SHOPPING FACILITIES OUTSIDE BOROUGH	4.3%	2.7%	3.2%	10.9%	5.1%
ALL FLOORSPACE OUTSIDE BOROUGH:	9.2%	55.9%	58.1%	53.2%	40.3%
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%

MARKET SHARES (£ million in 2008 prices):

CENTRE / SHOPPING LOCATION	INNER AREA Zones 1-4	EASTERN AREA Zones 5-7	NORTHERN AREA Zones 8-9	SOUTHERN AREA Zone 10	TOTAL
EXPENDITURE PER CAPITA: TOTAL AVAILABLE EXPENDITURE (£m):					£109.2
IPSWICH BOROUGH AREA:	£31.6	£10.0	£10.0	£9.6	£61.2
IPSWICH TOWN CENTRE:	£0.3	£0.0	£0.2	£0.0	£0.5
Anglia Retail Park	£0.0	£0.0	£0.0	£0.0	£0.0
Commercial Road Retail Park	£0.0	£0.0	£0.0	£0.0	£0.0
Euro Retail Park	£0.0	£0.0	£0.0	£0.0	£0.0
Orwell Retail Park	£0.0	£0.0	£0.0	£0.0	£0.0
Riverside Retail Park	£0.0	£0.0	£0.0	£0.0	£0.0
Suffolk Retail Park	£0.6	£0.2	£0.0	£0.8	£1.6
Wickes (Crompton Road)	£0.0	£0.0	£0.0	£0.0	£0.0
ALL DISTRICT & LOCAL CENTRES:	£0.0	£0.0	£0.0	£0.0	£0.0
Asda, Goddard Road	£0.0	£0.0	£0.0	£0.0	£0.0
J Sainsbury, Hadleigh Road	£0.0	£0.0	£0.0	£0.0	£0.0
ALL FLOORSPACE IN BOROUGH:	£32.4	£10.2	£10.2	£10.5	£63.3
OUTSIDE BOROUGH:	£0.3	£0.0	£0.0	£0.0	£0.3
Interchange Retail Park ⁽¹⁾	£0.0	£0.0	£0.0	£0.0	£0.0
Copdock Interchange ⁽¹⁾	£0.1	£0.9	£0.0	£0.0	£1.0
Martlesham Heath Retail Park ⁽¹⁾	£0.0	£0.2	£0.0	£0.3	£0.5
Homebase, Warren Heath ⁽¹⁾	£0.0	£0.0	£0.0	£0.0	£0.0
Kesgrave ⁽¹⁾	£0.4	£1.1	£0.0	£0.3	£1.8
Norwich	£0.5	£1.0	£0.5	£0.0	£2.0
Saxmundham	£0.0	£0.2	£0.0	£0.0	£0.2
Colchester	£0.0	£0.0	£0.0	£6.1	£6.1
Lowestoft	£0.0	£0.7	£0.0	£0.0	£0.7

APPENDIX 4: IPSWICH TOWN CENTRE – EXPERIAN GOAD CATEGORY REPORT (SEPTEMBER 2009)



Goad Category Report

Ipswich

Survey Date: 22/09/2009

GETTING THE MOST FROM YOUR GOAD CATEGORY REPORT

Each shopping centre has its own unique mix of multiple outlets, independent shops, convenience and comparison stores, food outlets and vacant premises.

Understanding the retail composition of a centre and its effect on local consumers is crucial to the success of any business. By studying the information in the report, you will be able to examine site quality, evaluate threats opportunities, and assess the vitality and viability of the centre. However, you will only achieve this if you are aware of the various implications of the data that you see. This guide is designed to help you interpret the information you see on the Goad Category Report.

1. The Local Area

When evaluating the quality of a site, it is often beneficial to compare it with other local shopping centres. Category Reports are available for the majority of retail centre that we map.

2. The Indexing System

A simple indexing system appears throughout the report. This illustrates the difference between a percentage figure for the centre and the UK average. An index of 100 represents an exact match, anything less than 100 indicates a below average count for the centre, and a figure over 100 represents an above average count.

For example, if restaurants accounted for 10% of a centre's outlets and the UK average was also 10%, the index would be 100. If however, the UK average was 8%, the index would be 125.

The index is an effective gap analysis tool and can be used to identify areas that are under and over represented within a centre. A retail category that is heavily under represented could indicate poor local demand. On the other hand, it could show that there is an untapped market waiting to be serviced. Either way, it provides a strong indication that the site will need to be examined further.

3. Floor Space

The floor space figures shown on the report are derived from the relevant Goad Plan, but only show the footprint floorspace, and the site area without the building lines. They should not therefore be read as a definitive report of floor space, but do provide a useful means of

comparison between centres, as all outlets are measured in a consistent manner.

4. Vacant Outlets

Comparing the number of vacant outlets with the GB average provides a useful insight into the current economic status of a centre. For example, a high index generally represents under-development or decay, while a low index shows a strong retail presence.

5. Multiple Outlets/Major Retailers

A multiple retailer is defined as being part of a network of nine or more outlets. The presence of multiple outlets can greatly enhance the appeal of a centre to local consumers. The strong branding and comprehensive product mix of retailers such as Marks & Spencer, Boots and HMV are often sufficient in itself to attract consumers to a centre. 30 national multiples have been identified as Major Retailers, (i.e. those retailers most likely to improve the consumer appeal of a centre).

The presence of multiple outlets and major retailers can have a significant impact on neighbouring outlets. While other retailers will undoubtedly benefit from increased pedestrian traffic, (and therefore increased sales opportunities), multiples provide fierce competition for rivals in their retail categories.

Also available from Experian

The Goad Centre Report

This defines the retail extent and composition of a centre; showing the number of premises in over 27 retail categories and detailing the space allocation across each of them. A comparison of these figures with the national average illustrates under or over representation by category, allowing you to assess the degree of competition or opportunity within the centre.

The Goad Distribution Report

Goad Distribution Reports provides a top-level analysis of the total retail mix and composition of a centre. It shows the number of premises in 16 categories and details the space allocation across each of them.

Retail Planner

Retail Planner is a service for retail planners, property consultants and retailers, providing comprehensive, up-to-date information for retail planning related decisions. Specifically we provide data for three different types of expenditure: Comparison, Convenience and Leisure. Each category is broken down into the European standard COICOP (Classification of Individual Consumption by Purpose) classification. Data is available at output area and postal sector levels. We can also provide data for predefined areas such as Local Authority District Boundaries.

Goad Paper Plans

These provide a bird's eye view of over 1,250 UK retail centres. The name, retail category, floor space and exact location of all outlets and vacant premises is recorded and mapped. Key location factors such as pedestrian zones, road crossings, bus stops and car parks are also featured. There are also over 800 retail park plans available

Goad Digital Plans

Digital plans are available online through our Goad Network system. This enables the user to View, Interrogate Edit & Print plans to their own requirements. For a demonstration logon to <http://www.goadnetwork.co.uk/demologin.asp>

Tailored Plans and Extracts

We are able to provide tailored plans and extracts which highlight the information most relevant to your enquiry.

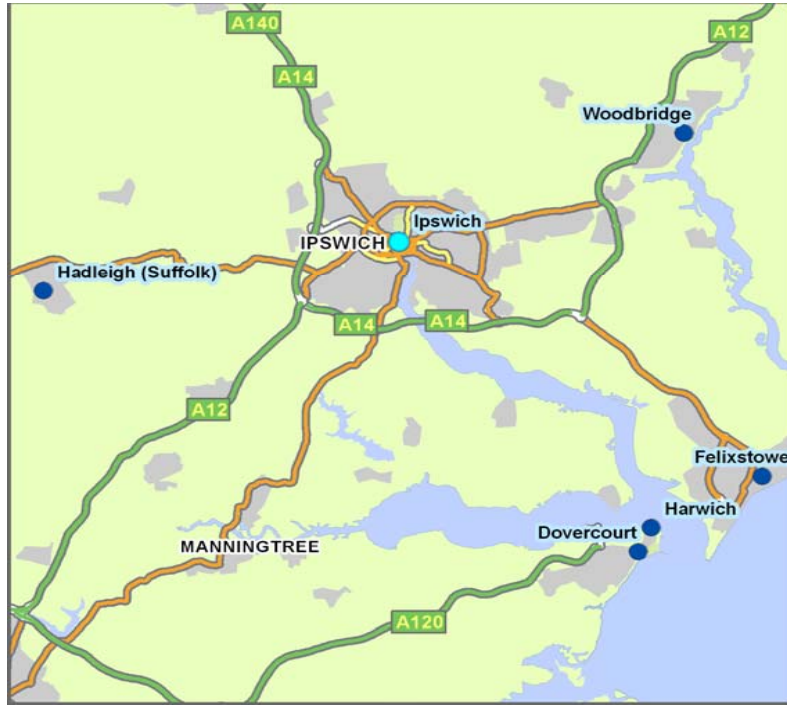
The Retail Address Database

An extensive database covering the addresses of 360,000 retail outlets across the UK, this is a highly effective tool for site evaluation and competitor analysis.

For further details on these products or if you have any queries regarding your Goad Category Report, please contact Experian on: Tel: 0845 601 6011

Fax: 0115 968 5003 E-mail:

goad.sales@uk.experian.com



Nearest Location	Distance KM
Woodbridge	11.83
Hadleigh (Suffolk)	13.79
Harwich	15.39
Dovercourt	15.90
Felixstowe	17.05

Major Retailers Present			
Department Stores		Clothing	
BhS	1	Burton	1
Debenhams	1	Dorothy Perkins	1
House of Fraser	0	H & M	1
John Lewis	0	New Look	1
Marks & Spencer	1	Next	1
		Primark	1
Mixed Goods Retailers		River Island	1
Argos	1	Topman	0
Boots the Chemist	3	Topshop	1
T K Maxx	1		
W H Smith	1	Other Retailers	
Wilkinson	1	Carphone Warehouse	1
		Clarks	2
Supermarkets		Clintons	3
Sainsburys	1	H M V	1
Tesco	1	O2	2
Waitrose	0	Superdrug	2
		Phones 4 U	1
		Vodafone	1
		Waterstones	1

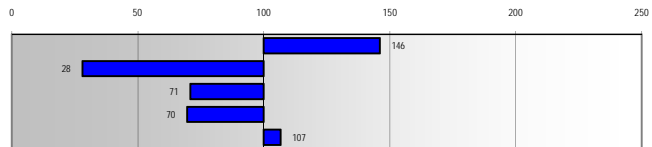
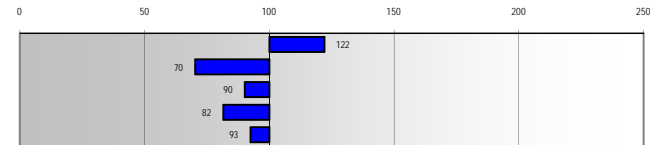
Multiple Counts & Floorspace by Sector

Counts	Outlets	Area %	Base %	Index
Comparison	135	51.53	42.18	122
Convenience	20	7.63	10.87	70
Retail Service	24	9.16	10.16	90
Leisure Services	46	17.56	21.53	82
Financial & Business Services	37	14.12	15.27	93

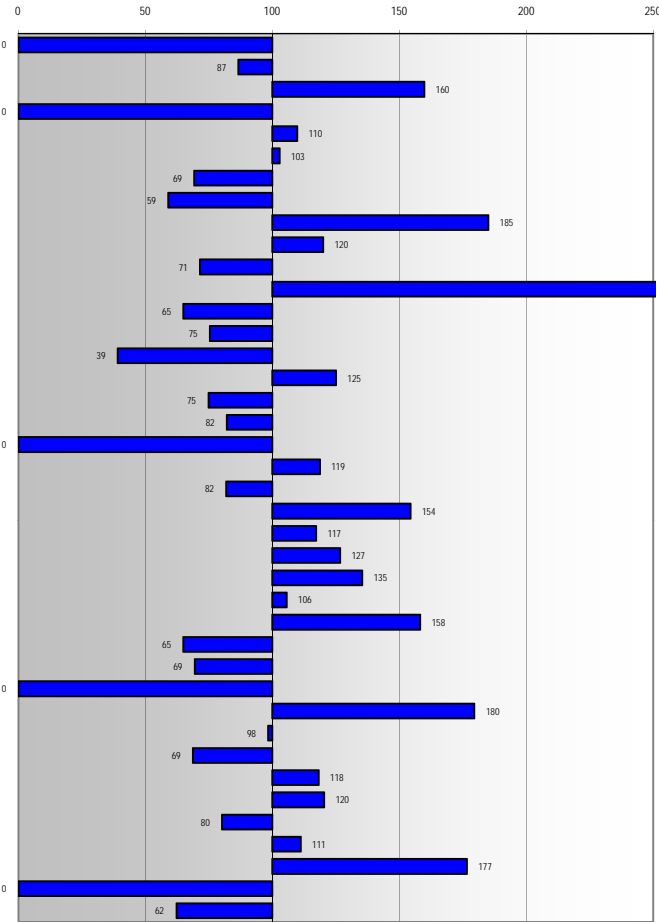
Total Multiple Outlets 262

Floorspace Sq Ft	Outlets	Area %	Base %	Index
Comparison	692,900	68.32	46.76	146
Convenience	59,700	5.89	21.01	28
Retail Service	35,600	3.51	4.95	71
Leisure Services	129,800	12.80	18.38	70
Financial & Business Services	96,200	9.49	8.89	107

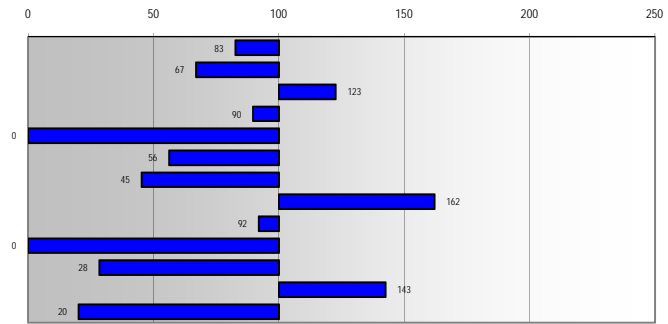
Total Multiple Floorspace 1,014,200



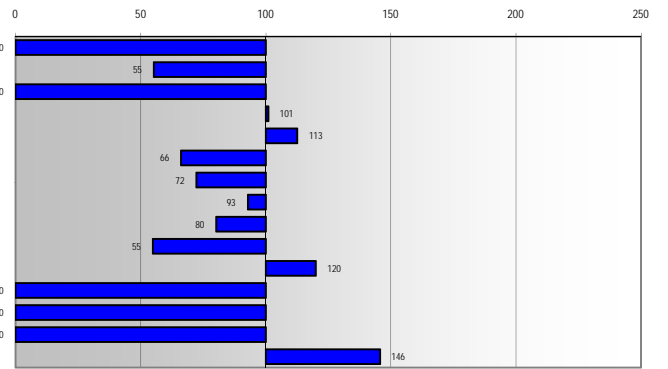
Sector	Classification	Base:	All UK Centres		
Comparison		Outlets	Area %	Base %	Index
	Antique Shops	0	0.00	0.43	0
	Art & Art Dealers	4	0.64	0.74	87
	Booksellers	6	0.96	0.60	160
	Carpets & Flooring	0	0.00	0.59	0
	Catalogue Showrooms	1	0.16	0.15	110
	Charity Shops	14	2.24	2.18	103
	Chemist & Drugstores	5	0.80	1.16	69
	Childrens & Infants Wear	2	0.32	0.54	59
	Clothing General	23	3.68	1.99	185
	Crafts, Gifts, China & Glass	10	1.60	1.33	120
	Cycles & Accessories	1	0.16	0.22	71
	Department & Variety Stores	8	1.28	0.41	316
	DIY & Home Improvement	3	0.48	0.74	65
	Electrical & Other Durable Goods	7	1.12	1.49	75
	Florists	2	0.32	0.82	39
	Footwear	10	1.60	1.28	125
	Furniture Fitted	2	0.32	0.43	75
	Furniture General	5	0.80	0.97	82
	Gardens & Equipment	0	0.00	0.06	0
	Greeting Cards	7	1.12	0.94	119
	Hardware & Household Goods	7	1.12	1.37	82
	Jewellery, Watches & Silver	17	2.72	1.76	154
	Ladies & Mens Wear & Acc.	6	0.96	0.82	117
	Ladies Wear & Accessories	30	4.80	3.79	127
	Leather & Travel Goods	2	0.32	0.24	135
	Mens Wear & Accessories	6	0.96	0.91	106
	Music & Musical Instruments	2	0.32	0.20	158
	Music & Video Recordings	1	0.16	0.25	65
	Newsagents & Stationers	3	0.48	0.69	69
	Office Supplies	0	0.00	0.07	0
	Other Comparison Goods	9	1.44	0.80	180
	Photographic & Optical	1	0.16	0.16	98
	Secondhand Goods, Books, etc.	1	0.16	0.23	69
	Sports, Camping & Leisure Goods	6	0.96	0.81	118
	Telephones & Accessories	9	1.44	1.20	120
	Textiles & Soft Furnishings	4	0.64	0.80	80
	Toiletries, Cosmetics & Beauty Products	6	0.96	0.86	111
	Toys, Games & Hobbies	10	1.60	0.91	177
	Vehicle & Motorcycle Sales	0	0.00	0.32	0
	Vehicle Accessories	1	0.16	0.26	62
	Totals	231	36.96	33.50	110



Convenience	Outlets	Area %	Base %	Index
Bakers & Confectioners	9	1.44	1.74	83
Butchers	3	0.48	0.72	67
CTN	8	1.28	1.04	123
Convenience Stores	6	0.96	1.07	90
Fishmongers	0	0.00	0.12	0
Frozen Foods	1	0.16	0.28	56
Greengrocers	1	0.16	0.35	45
Grocers & Delicatessens	10	1.60	0.99	162
Health Foods	3	0.48	0.52	92
Markets	0	0.00	0.11	0
Off Licences	1	0.16	0.56	28
Shoe Repairs Etc	4	0.64	0.45	143
Supermarkets	1	0.16	0.79	20
Total Convenience	47	7.52	8.74	86



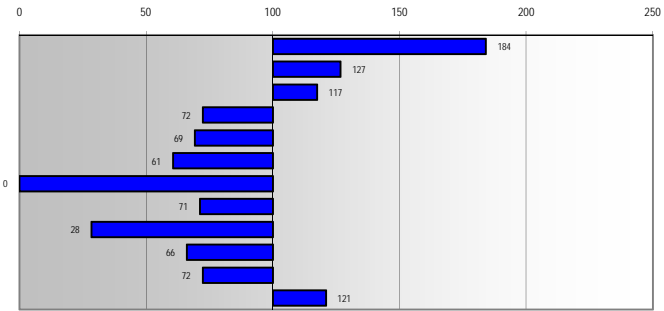
Retail Service	Outlets	Area %	Base %	Index
Clothing & Fancy Dress Hire	0	0.00	0.08	0
Dry Cleaners & Launderettes	3	0.48	0.87	55
Filling Stations	0	0.00	0.22	0
Health & Beauty	45	7.20	7.13	101
Opticians	10	1.60	1.42	113
Other Retail Services	2	0.32	0.48	66
Photo Processing	1	0.16	0.22	72
Photo Studio	1	0.16	0.17	93
Post Offices	2	0.32	0.40	80
Repairs, Alterations & Restoration	1	0.16	0.29	55
Travel Agents	8	1.28	1.07	120
TV, Cable & Video Rental	0	0.00	0.01	0
Vehicle Rental	0	0.00	0.06	0
Vehicle Repairs & Services	0	0.00	0.51	0
Video Tape Rental	2	0.32	0.22	146
Totals	75	12.00	13.16	91



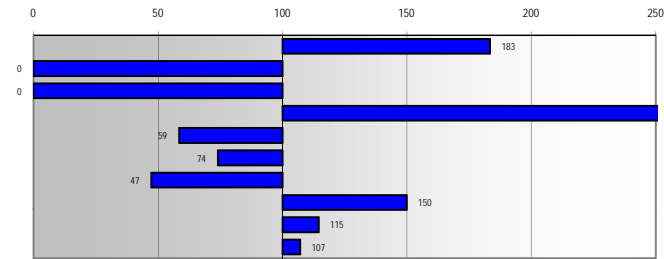
Other Retail	Outlets	Area %	Base %	Index
Other Retail Outlets	0	0.00	0.17	0



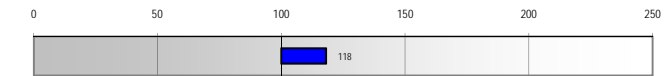
Leisure Services	Outlets	Area %	Base %	Index
Bars & Wine Bars	16	2.56	1.39	184
Bingo & Amusements	4	0.64	0.51	127
Cafes	24	3.84	3.27	117
Casinos & Betting Offices	6	0.96	1.33	72
Cinemas, Theatres & Concert Halls	1	0.16	0.23	69
Clubs	3	0.48	0.79	61
Disco, Dance & Nightclubs	0	0.00	0.21	0
Fast Food & Take Away	25	4.00	5.62	71
Hotels & Guest Houses	1	0.16	0.56	28
Public Houses	13	2.08	3.15	66
Restaurants	20	3.20	4.42	72
Sports & Leisure Facilities	2	0.32	0.26	121
Totals	115	18.40	21.74	85



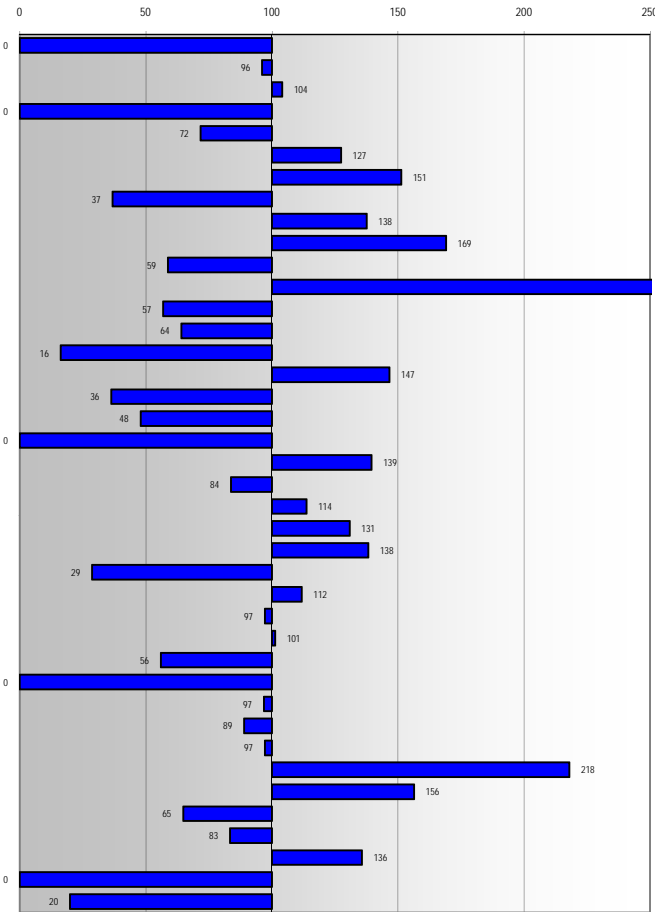
Financial & Business Services	Outlets	Area %	Base %	Index
Building Societies	6	0.96	0.52	183
Building Supplies & Services	0	0.00	0.62	0
Business Goods & Services	0	0.00	0.03	0
Employment & Careers	9	1.44	0.54	266
Financial Services	5	0.80	1.37	59
Legal Services	5	0.80	1.08	74
Other Business Services	1	0.16	0.34	47
Printing & Copying	3	0.48	0.32	150
Property Services	25	4.00	3.49	115
Retail Banks	18	2.88	2.69	107
Totals	72	11.52	11.01	105



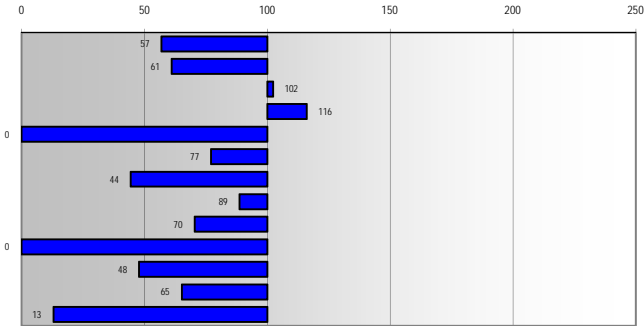
Vacant Outlets	Outlets	Area %	Base %	Index
Vacant Retail & Service Outlets	85	13.60	11.51	118
Total Number of Outlets	625			



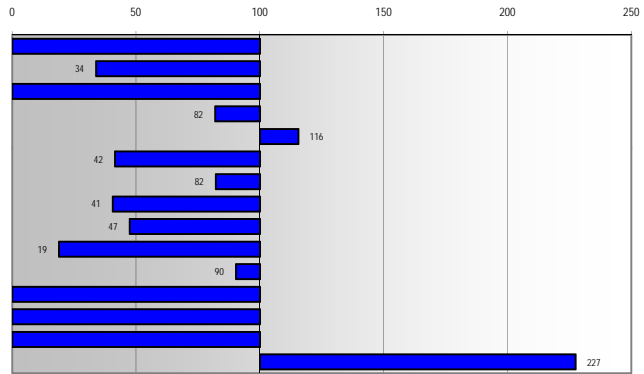
Sector	Classification	Floorspace	Area %	Base %	Index
Comparison					
	Antique Shops	0	0.00	0.23	0
	Art & Art Dealers	6,100	0.37	0.39	96
	Booksellers	8,600	0.53	0.51	104
	Carpets & Flooring	0	0.00	0.62	0
	Catalogue Showrooms	6,400	0.39	0.55	72
	Charity Shops	26,700	1.64	1.28	127
	Chemist & Drugstores	39,100	2.40	1.58	151
	Childrens & Infants Wear	2,600	0.16	0.43	37
	Clothing General	78,200	4.80	3.48	138
	Crafts, Gifts, China & Glass	18,000	1.10	0.65	169
	Cycles & Accessories	1,600	0.10	0.17	59
	Department & Variety Stores	266,200	16.33	4.88	335
	DIY & Home Improvement	11,800	0.72	1.27	57
	Electrical & Other Durable Goods	13,500	0.83	1.29	64
	Florists	800	0.05	0.30	16
	Footwear	24,000	1.47	1.00	147
	Furniture Fitted	2,300	0.14	0.39	36
	Furniture General	12,500	0.77	1.60	48
	Gardens & Equipment	0	0.00	0.06	0
	Greeting Cards	14,400	0.88	0.63	139
	Hardware & Household Goods	36,600	2.24	2.68	84
	Jewellery, Watches & Silver	14,100	0.86	0.76	114
	Ladies & Mens Wear & Acc.	29,200	1.79	1.37	131
	Ladies Wear & Accessories	68,500	4.20	3.04	138
	Leather & Travel Goods	600	0.04	0.13	29
	Mens Wear & Accessories	13,400	0.82	0.73	112
	Music & Musical Instruments	2,000	0.12	0.13	97
	Music & Video Recordings	4,500	0.28	0.27	101
	Newsagents & Stationers	6,500	0.40	0.71	56
	Office Supplies	0	0.00	0.10	0
	Other Comparison Goods	10,500	0.64	0.66	97
	Photographic & Optical	1,200	0.07	0.08	89
	Secondhand Goods, Books, etc.	1,800	0.11	0.11	97
	Sports, Camping & Leisure Goods	39,600	2.43	1.11	218
	Telephones & Accessories	16,200	0.99	0.64	156
	Textiles & Soft Furnishings	6,000	0.37	0.57	65
	Toiletries, Cosmetics & Beauty Products	11,600	0.71	0.85	83
	Toys, Games & Hobbies	15,700	0.96	0.71	136
	Vehicle & Motorcycle Sales	0	0.00	0.65	0
	Vehicle Accessories	900	0.06	0.28	20
	Totals	811,700	49.78	36.92	135



Convenience	Floorspace	Area %	Base %	Index
Bakers & Confectioners	7,700	0.47	0.83	57
Butchers	3,600	0.22	0.36	61
CTN	7,500	0.46	0.45	102
Convenience Stores	20,700	1.27	1.09	116
Fishmongers	0	0.00	0.05	0
Frozen Foods	9,200	0.56	0.73	77
Greengrocers	1,200	0.07	0.17	44
Grocers & Delicatessens	7,700	0.47	0.53	89
Health Foods	3,100	0.19	0.27	70
Markets	0	0.00	0.85	0
Off Licences	2,600	0.16	0.33	48
Shoe Repairs Etc	1,300	0.08	0.12	65
Supermarkets	18,300	1.12	8.61	13
Total Convenience	82,900	5.08	14.39	35



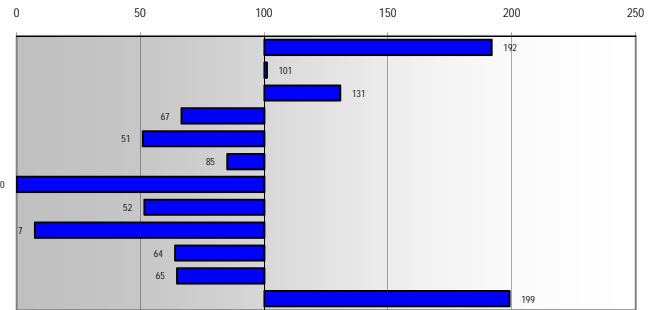
Retail Service	Floorspace	Area %	Base %	Index
Clothing & Fancy Dress Hire	0	0.00	0.04	0
Dry Cleaners & Launderettes	2,100	0.13	0.38	34
Filling Stations	0	0.00	0.11	0
Health & Beauty	42,200	2.59	3.16	82
Opticians	15,200	0.93	0.81	116
Other Retail Services	2,200	0.13	0.32	42
Photo Processing	1,100	0.07	0.08	82
Photo Studio	500	0.03	0.08	41
Post Offices	3,200	0.20	0.41	47
Repairs, Alterations & Restoration	300	0.02	0.10	19
Travel Agents	8,400	0.52	0.57	90
TV, Cable & Video Rental	0	0.00	0.00	0
Vehicle Rental	0	0.00	0.05	0
Vehicle Repairs & Services	0	0.00	0.67	0
Video Tape Rental	7,300	0.45	0.20	227
Totals	82,500	5.06	6.98	72



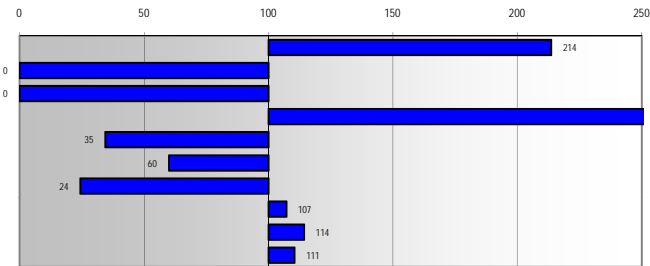
Other Retail	Floorspace	Area %	Base %	Index
Other Retail Outlets	0	0.00	0.11	0



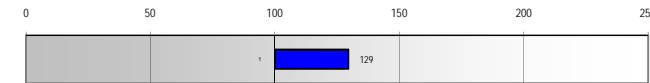
Leisure Services	Floorspace	Area %	Base %	Index
Bars & Wine Bars	58,500	3.59	1.87	192
Bingo & Amusements	16,400	1.01	0.99	101
Cafes	36,800	2.26	1.73	131
Casinos & Betting Offices	10,900	0.67	1.00	67
Cinemas, Theatres & Concert Halls	12,600	0.77	1.52	51
Clubs	19,000	1.17	1.37	85
Disco, Dance & Nightclubs	0	0.00	0.50	0
Fast Food & Take Away	21,900	1.34	2.61	52
Hotels & Guest Houses	2,100	0.13	1.76	7
Public Houses	43,600	2.67	4.18	64
Restaurants	39,300	2.41	3.72	65
Sports & Leisure Facilities	49,900	3.06	1.54	199
Totals	311,000	19.07	22.79	84



Financial & Business Services	Floorspace	Area %	Base %	Index
Building Societies	14,100	0.86	0.40	214
Building Supplies & Services	0	0.00	0.56	0
Business Goods & Services	0	0.00	0.06	0
Employment & Careers	15,800	0.97	0.31	312
Financial Services	4,400	0.27	0.78	35
Legal Services	7,800	0.48	0.80	60
Other Business Services	1,600	0.10	0.40	24
Printing & Copying	3,500	0.21	0.20	107
Property Services	34,600	2.12	1.86	114
Retail Banks	56,900	3.49	3.16	111
Totals	138,700	8.51	8.53	100



Vacant Outlets	Floorspace	Area %	Base %	Index
Vacant Retail & Service Outlets	203,800	12.50	9.65	129
Total Floorspace	1,630,600			



TERMS AND CONDITIONS

1. DEFINITIONS

"this agreement" means the terms and conditions hereunder and the correspondence between the parties attached hereto.

"Experian" means Experian Group Limited.

"the Client" means the person, firm or limited company to whom the Services are to be provided.

"the Information" means any information (in whatsoever form) provided to the Client by Experian in connection with the Services.

"the Media" means the records, tapes or other materials and documents by which the information is communicated to the Client.

"the Services" means the services to be provided by Experian to the Client more particularly described in the correspondence between the parties attached hereto.

2. CONTRACT TERMS

Subject to Clause 14 hereunder this Agreement shall be on the terms and conditions set out below to the exclusion of any other terms and conditions whether or not the same are endorsed upon, delivered with or referred to in any document delivered or sent by the client to Experian.

3. PAYMENT OF CHARGES

3.1 The charges for the Services ("the Charges") shall be specified by Experian to the Client.

3.2 The Client shall pay the Charges within 28 days of the date of Experian's invoice thereof.

3.3 Interest at an annual rate of 5% above Barclays Bank plc's base rate from time to time shall accrue daily and be calculated on a daily basis on any sum overdue from the date of invoice until payment in full of the Charges.

3.4 Unless expressly stated otherwise the Charges shall be exclusive of VAT (or any other duty chargeable in respect thereof) (which for the avoidance of doubt shall be payable by the Client in accordance with the terms and conditions hereof).

4. PROVISION OF THE SERVICES

4.1 Experian shall use all reasonable endeavours to ensure that the information is accurate in all material respects.

4.2 Save as provided in sub-clause 4.1 above or otherwise expressly provided in this Agreement or to the extent that it is unlawful for any said representations and warranties to be excluded Experian makes no representations or warranties whether express or implied (by statute or otherwise) in connection with the Services or use thereof by the Client or otherwise in connection with this Agreement.

4.3 The parties hereto agree that the time for the performance of Experian's obligations in connection with the Services shall not be of the essence in this Agreement.

5. LIMITATION OF LIABILITY

Notwithstanding anything to the contrary contained in this Agreement:

5.1 Experian shall not be liable (whether in contract or in negligence (other than the liability in respect of death or personal injury arising out of the negligence of Experian its servants or agents) or other tort or otherwise) for any indirect or consequential loss of any kind whatsoever (including without limitation loss of profit or loss of business) suffered by the Client in connection with the Services.

5.2 Without prejudice to the provisions of sub-clause 4.1 above Experian's maximum aggregate liability hereunder (other than liability in respect of death or personal injury arising out of the negligence of Experian its servants or agents) whether for breach of this Agreement or otherwise and whether or not arising from the negligence of Experian or any other person involved directly or indirectly in the provision of the Services shall not exceed an amount equal to the Charges (exclusive of VAT) payable to Experian hereunder.

6. COPYRIGHT

Property and the copyright (and all other intellectual property rights) in the Media and the Information (other than any information which has passed to Experian by the Client in connection with the Services or which has been obtained from any third party by Experian which copyright and all other intellectual property rights as appropriate shall remain vested in such third party) shall at all times remain vested in Experian.

7. CONFIDENTIALITY

7.1 The Client undertakes that it shall use the Information solely for the purpose of its own business and shall not (without the prior written consent of Experian) copy reproduce publish or transmit any part of the Information in any manner whatsoever and the media shall be returned to Experian upon demand.

7.2 The Client undertakes with Experian that the Client shall permit access to the Information only to those of its authorised officers or employees who need to know or use the Information and that the Client shall procure that its offices and employees shall maintain in strictest confidence and not divulge communicate or permit access to any third party any confidential information relating to Experian.

7.3 For the purpose of sub-clause 7.2 hereof the expression "confidential information" shall mean (as the context may require)

7.3.1 the Information; and/or

7.3.2 any information concerning Experian's trade secrets or business dealings transactions or affairs which may come to the notice of the client; and/or

7.3.3 any information and/or know how relating to the methods or techniques used by Experian in devising and developing the Services and any tapes documents or other materials comprising any part of such information and/or know how made available by Experian hereunder.

7.4 The provisions of sub-clause 7.2 hereof shall not apply to any confidential information to the extent that:

7.4.1 the Client is required to divulge the same by a Court tribunal or government authority with competent jurisdiction

7.4.2 it has already come within the public domain

7.4.3 it was already known to the Client prior to the date of disclosure by Experian (as evidence by written records)

8. INDEMNITY

The Client shall indemnify and keep indemnified Experian from and against any and all liability loss claims demands costs or expenses of any kind whatsoever which shall at any time suffer or incur and which arise out of or in connection with the services provided that this indemnity shall not apply to the extent that any such liability arises of the default of Experian.

9. DATA PROTECTION ACT 1984

The Client undertakes that at all times they shall comply fully with the provisions of the Data Protection Act 1984 and any subsequent amendments thereto or re-enactments thereof.

10. TERMINATION

10.1 Experian shall be entitled to terminate this Agreement immediately by written notice to the Client if:

10.1.1 The Client is guilty of any material breach of the provisions of this Agreement and such breach if capable of remedy is not remedied within twenty one working days of written notice having been given to remedy such breach.

10.1.2 The Client has had a bankruptcy order made against it or has made an arrangement or composition with its creditors or (being a body corporate) has had convened a meeting of creditors (whether formal or informal) or has entered into liquidation (whether voluntary or compulsory) except a solvent voluntary liquidation for the purpose only of reconstruction or amalgamation or has a receiver manager administrator or administrative receiver appointed of its undertaking or any part thereof or a resolution has been passed or a petition presented to any Court for the winding-up of the Client or for the granting of an administration order in respect of the Client or any proceedings have been commenced relating to the insolvency of the Client.

10.2 The termination of this Agreement shall be without prejudice to the rights of Experian accrued prior to such termination.

11. FORCE MAJEURE

Notwithstanding anything herein contained neither party shall be under any liability to the other in respect of any failure to perform or delay in performing any of the obligations hereunder which is due to any cause of whatsoever nature beyond its reasonable control and no such failure or delay shall be deemed for any purposes to be a breach of this Agreement.

12. ASSIGNMENT

The rights granted to the Client hereunder are personal to it and the Client shall not assign or grant any rights in respect of or otherwise deal in the same.

13. WAIVER

Failure by either party to enforce any of the provisions of this Agreement shall not operate as a waiver of any of its rights hereunder or operate so as to bar the exercise or enforcement thereof at any time or times.

14. VARIATIONS

This Agreement constitutes the whole of the terms agreed between the parties hereto in respect of the subject matter hereof and supersedes all previous negotiations, understandings or representations and shall be capable of being varied only by an instrument in writing signed by a duly authorised representative of each of the parties hereto.

15. NOTICE

Any notice to be given hereunder by either party to the other may be given by first class mail addressed to the party of the address herein specified or such other address as such party may from time to time nominate for the purpose hereof or by telex or telefax and shall be deemed to have been served.

15.1 If given by mail seventy-two hours after the same shall have been despatched and 15.2 If given by telex or telefax one hour after transmission (if transmitted during normal business hours) and twelve hours after transmission (if transmitted outside normal business hours).

16. SEVERANCE

This Agreement is severable in that if any provision hereof is determined to be illegal or unenforceable by any Court or competent jurisdiction such provision shall be deemed to have been deleted without affecting the remaining provisions of this Agreement.

17. LAW

This Agreement shall be governed by and construed in accordance with English Law and the parties hereto agree that the English Courts shall have exclusive jurisdiction.

APPENDIX 5: IPSWICH TOWN CENTRE CO-STAR FOCUS REPORT (FEBRUARY 2010)

Introduction

Town FOCUS Report on Ipswich

Report Produced **26/02/2010** (edited)

District (LA):

Ipswich

County:

Suffolk

Ipswich is the administrative centre of Suffolk and generally regarded, along with Norwich, as the principal shopping centre in East Anglia. It is located some 72 miles north east of London, 15 miles north of Colchester and 10 miles west of Felixstowe. Road communications into Ipswich are excellent, being located at the junction of the A12 and the A45 trunk road. Rail services to London Liverpool Street are available in approximately 1hour 12 minutes. Major facilities include The Buttermarket Shopping Centre and the Anglia Retail Park.

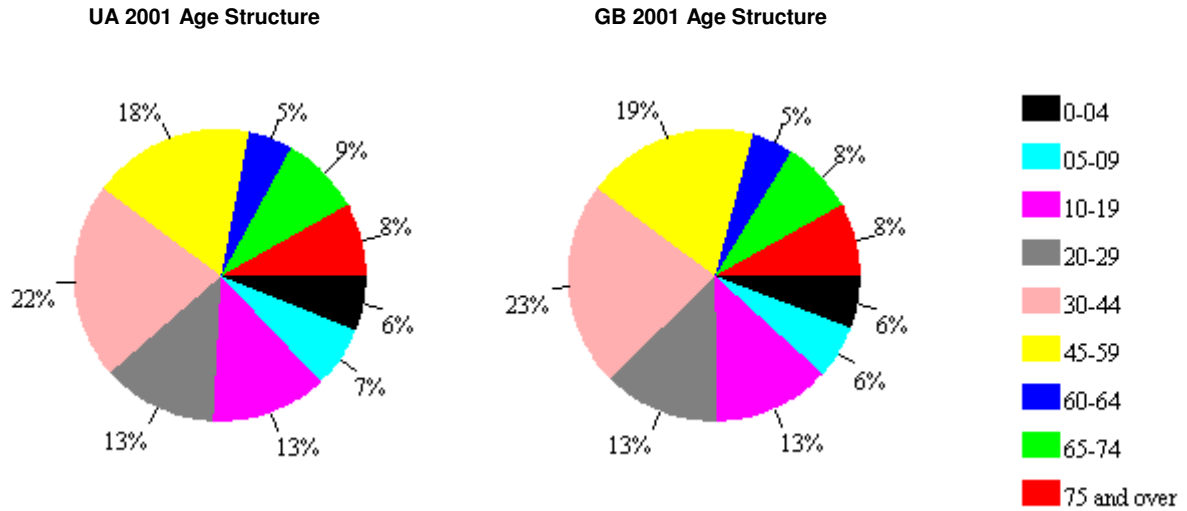


Demographic

	Urban Area	District	GB
Population			
Resident 2001	141,658.0	117,069	57,103,927
Resident 1991	130,103	116,956	54,888,844
Households			
2001 Total	60,039.0	49,842	23,852,721
1991 Total	53,104	47,748	21,897,322
Population within 10km of Centre		171,747	(1994 estimate)
Population within 20km of Centre		322,580	(1994 estimate)

	Urban Area		District		GB	
	2001	1991	2001	1991	2001	1991
% Total Population Male	49.0	48.66	49	48.61	48.6	48.42
% Total Population Female	51.0	51.34	51	51.39	51.4	51.58

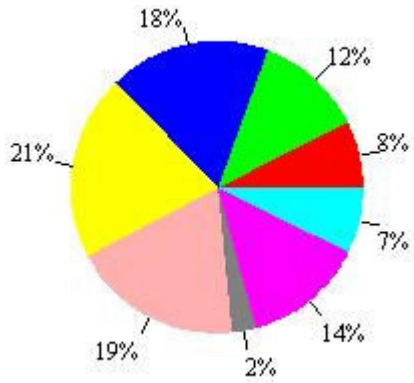
Note: Care must be taken when interpreting intercensal population change, as there have been changes in definition between 1991 and 2001, and the 2001 counts have been adjusted to account for under-enumeration.



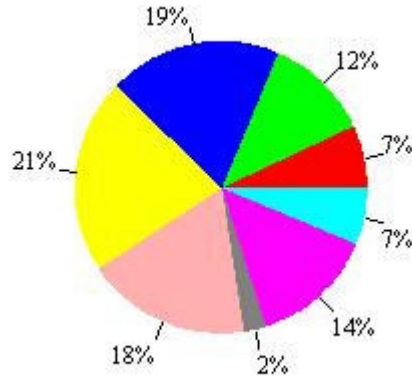
2001 Census Data - Population by Age

Age (%)	Urban Area	District	GB
0-04	6.2	6.2	5.9
05-09	6.6	6.6	6.3
10-19	13.1	13.3	12.8
20-29	13.1	13.7	12.6
30-44	22.2	21.6	22.6
45-59	17.7	17.4	19.0
60-64	4.5	4.4	4.9
65-74	8.6	8.5	8.4
75 and over	8.0	8.3	7.5
All Ages	141,658.0	117,069	57,103,927

UA 1991 Age Structure



GB 1991 Age Structure



Age Structure 1991 (%)

	Urban Area	District	GB
0 - 4	7.1	7.2	6.6
5 - 15	13.5	13.7	13.5
16 - 17	2.5	2.5	2.5
18 - 29	18.9	19.1	18.2
30 - 44	20.6	20.3	21.2
45 - Pensionable age	17.9	17.6	19.3
Pension - 74	12.0	11.9	11.7
75 and Over	7.5	7.7	7.0

Socio-Economic

Mosaic Consumer Classifications

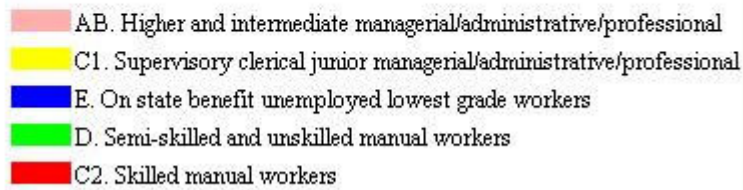
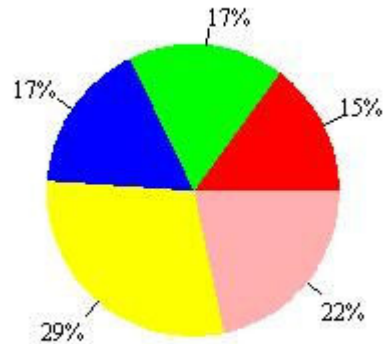
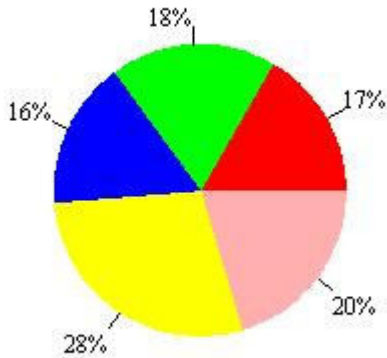
	Urban Area	GB
Symbols of Success	5.95	9.70
Happy Families	21.65	11.64
Suburban Comfort	17.67	14.69
Ties of Community	17.33	16.36
Urban Intelligence	5.67	7.35
Welfare Borderline	6.06	6.16
Municipal Dependency	7.04	6.73
Blue Collar Enterprise	11.28	11.08
Twilight Subsistence	3.27	3.26
Grey Perspectives	3.85	7.36
Rural Isolation	0.05	5.32
Unclassified	0.17	0.33

Note: A brief definition of each consumer group can be found in the Notes section.

Source: Mosaic UK, Experian Ltd, Embankment House, Electric Avenue, Nottingham, NG80 1EH (Tel. 0115 968 5151)

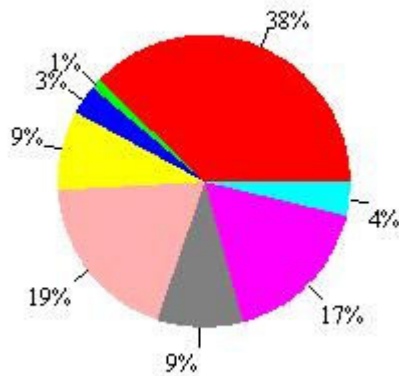
Urban Area Class Groupings 2001

GB Area Class Groupings 2001

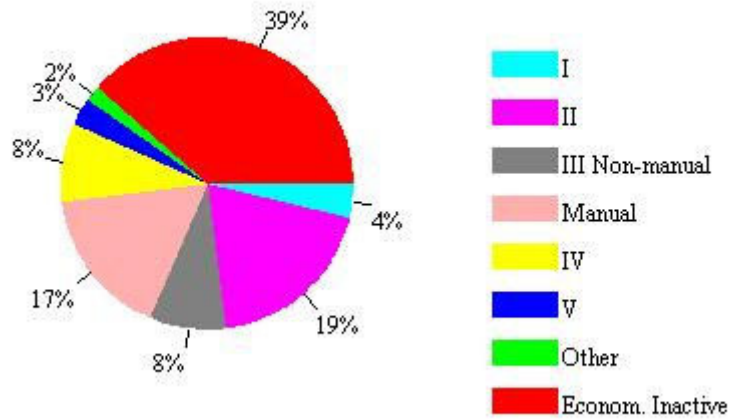


Class Groupings 2001 (%)	Urban Area	District	GB
AB. Higher and intermediate managerial/administrative/professional	20.3	18.10	21.70
C1. Supervisory clerical junior managerial/administrative/professional	28.3	27.60	29.40
E. On state benefit unemployed lowest grade workers	16.5	17.40	16.60
D. Semi-skilled and unskilled manual workers	18.2	19.70	17.20
C2. Skilled manual workers	16.7	17.30	15.10

Urban Area Class Groupings 1991



GB Area Class Groupings 1991



Class Groupings 1991 (%)

I
II
III Non-manual
Manual
IV
V
Other
Econom. Inactive
Unclassified

	Urban Area	District	GB
I	3.8	3.5	4.1
II	16.7	15.8	18.9
III Non-manual	9.4	9.3	8.3
Manual	18.8	19.0	16.4
IV	8.7	9.0	8.4
V	3.4	3.5	2.9
Other	1.0	1.6	1.6
Econom. Inactive	37.7	37.6	38.3
Unclassified	0.5	0.7	1.1

Car Ownership (%)

Households with no car (%)
1 Car
2 Cars +
3 Cars
4 Cars +
Cars per Household (no. of cars)

	Urban Area		District		GB	
	2001	1991	2001	1991	2001	1991
Households with no car (%)	26.3	32.6	29.4	34.6	27.5	33.4
1 Car	46.7	47.7	46.9	47.2	43.8	43.5
2 Cars +	22.1	19.7	19.4	18.2	23.1	23.1
3 Cars	3.9	N/a	3.5	N/a	4.4	N/a
4 Cars +	1.0	N/a	0.9	N/a	1.3	N/a
Cars per Household (no. of cars)	1.1	0.9	1.0	0.9	1.1	0.9

Household Tenure (%)

Owner Occupier
Rented
Private Rented
Other Housing

	Urban Area		District		GB	
	2001	1991	2001	1991	2001	1991
Owner Occupier	68.7	66.8	65.1	64.9	68.3	66.4
Rented	19.2	19.1	21.9	20.9	19.9	21.4
Private Rented	9.2	8.0	10.7	8.5	9.6	7.1
Other Housing	2.8	6.0	2.3	5.8	2.2	5.1

Economy

Employment Profile(%)

Note: 16-74 for 2001, but 16-64 for 1991*

Male 16 - 74 Full Time * (active)
Male 16 - 74 Part Time * (active)
Male 16 - 74 Self Employed * (active)
Male 16 - 74 Unemployed (active)
Male 16 - 74 Full-time student(active)
Male 16 - 74 Retired (inactive)
Male 16 - 74 Student (inactive)
Male 16 - 74 Looking after home (inactive)
Male 16 - 74 Permanently disabled (inactive)
Male 16 - 74 Other (inactive)

	Urban Area		District		GB	
	2001	1991	2001	1991	2001	1991
Male 16 - 74 Full Time * (active)	57.0	67.2	56.0	66.6	49.6	60.3
Male 16 - 74 Part Time * (active)	3.6	3.0	3.7	2.1	4.7	2.1
Male 16 - 74 Self Employed * (active)	10.3	11.5	10.1	10.9	11.3	13.1
Male 16 - 74 Unemployed (active)	4.0	N/a	4.5	N/a	4.2	N/a
Male 16 - 74 Full-time student(active)	2.3	N/a	2.2	N/a	2.5	N/a
Male 16 - 74 Retired (inactive)	11.9	N/a	11.6	N/a	12.1	N/a
Male 16 - 74 Student (inactive)	2.6	N/a	2.7	N/a	4.7	N/a
Male 16 - 74 Looking after home (inactive)	0.9	N/a	1.0	N/a	1.7	N/a
Male 16 - 74 Permanently disabled (inactive)	5.2	N/a	5.6	N/a	6.3	N/a
Male 16 - 74 Other (inactive)	2.3	N/a	2.5	N/a	2.9	N/a

Note: 16-74 for 2001, but 16-64 for 1991*	2001	1991	2001	1991	2001	1991
Female 16 - 74 Full Time * (active)	29.1	35.4	28.6	34.7	19.8	36.2
Female 16 - 74 Part Time * (active)	25.3	30.3	25.2	27.8	30.0	21.9
Female 16 - 74 Self Employed * (active)	2.9	2.9	2.7	2.6	4.3	4.0
Female 16 - 74 Unemployed (active)	2.4	N/a	2.5	N/a	2.5	N/a
Female 16 - 74 Full-time student(active)	2.7	N/a	2.7	N/a	2.8	N/a
Female 16 - 74 Retired (inactive)	15.6	N/a	15.3	N/a	15.5	N/a
Female 16 - 74 Student (inactive)	2.6	N/a	2.7	N/a	4.6	N/a
Female 16 - 74 Looking after home (inactive)	12.2	N/a	12.4	N/a	11.7	N/a
Female 16 - 74 Permanently disabled (inactive)	4.4	N/a	4.7	N/a	5.1	N/a
Female 16 - 74 Other (inactive)	3.0	N/a	3.2	N/a	3.6	N/a

Note: Data marked N/a = Not Available

Claimant Count Unemployment Rate (%)

	TTWA	GB
Oct-09	3.8	4.3
Jul-09	3.8	4.3
Jul-08	2.2	2.4
Oct-07	2.0	2.2
Oct-06	2.3	2.6
Jul-06	2.3	2.7
Jul-05	2.0	2.4
Jul-04	2.2	2.3
Jul-03	2.5	2.6
Jul-02	2.3	2.6
Jan-02	2.2	2.8
Jul-01	2.1	2.6

Claimant count data are © Crown Copyright and are reproduced with the permission of the Controller of HMSO and the Queen's Printer for Scotland. Claimant Count Unemployment Rates for UK towns and GB figures, excluding London Boroughs are supplied by ONS.

Claimant Count Unemployment Rates for UK towns, excluding London Boroughs are expressed as a proportion of the resident working age population (females 16-59, males 16-64).

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Employment by Sector	TTWA		District		GB	
	2001	1991	2001	1991	2001	1991
Main Sectors						
Manufacturing Industries	12.0	16.2	12.4	21.8	14.8	21.2
Primary Industries	1.0	3.6	1.0	5.9	1.9	3.3
Construction	7.7	4.9	7.9	5.2	6.8	4.5
Hotels & Catering (*)	4.7	*21.0	5.0	*21.9	4.8	*21.5
Transport & Communication	12.0	12.9	11.6	9.1	7.0	6.1
Banking, Finance & Business Services	16.7	12.0	16.2	8.6	17.5	12.1
Other Services	21.2	29.4	21.4	27.5	23.9	31.2
Utilities	1.5	N/a	1.4	N/a	0.8	N/a
Public Admin & Defence	4.5	N/a	4.2	N/a	5.8	N/a
Retail (*)	18.7	*11.2	19.0	*10.9	16.6	*10.7

Note I: Data marked N/a = Not Available

(*) **Note II:** % for 1991 not directly comparable (*) **Note III:** for further explanation of non-comparable sectors, see Notes at end of Report

Main Employers

Company Name	Size/Staff Number	Activity
Bt Exact	4500	Telecommunication Consultants
The Ipswich Hospital Nhs Trust	3500	Hospitals
Axa Insurance	1700	Insurance - Other
Willis Insurance Brokers	1200	Insurance - Commercial, Property & Liability
Suffolk College	1000	Schools & Colleges
St Clements Hospital	800	Hospitals
Montgomery Interior Fabrics	750	Soft Furnishing Retailers
Asda Stores Ltd	600	Supermarkets
R B S Insurance	600	
Sainsbury'S Supermarkets Ltd	500	Supermarkets
Crane Fluid Systems	450	Engineering Machine Shops
Ransomes Property Developments Ltd	400	Property Development
Ransomes Jacobsen Ltd	400	Horticultural Eqpt
Topshop	375	Clothes Shops - Ladies
Game Stores Ltd	375	Computer Games
Suffolk Local Education Authority	370	Local Government
The Royal British Legion	360	Clubs & Associations
East Of England Co-Op	350	Department Stores
Mediterranean Shipping Co (Uk) Ltd	350	Shipping & Forwarding Agents
Archant Ltd	350	Newspapers & Magazines

Source: Experian (Feb 2007)

Note: This is a guide to the main employers, from information available - in some cases, no staff numbers are given. Where possible, a maximum of 20 employers are shown

Commercial Property

Guide to Prime Rents

Offices	-Jan 01	£ 12.00 psf
	-Jul 00	£ 12.00 psf
	-Jul 99	£ 12.00 psf
	-Jul 98	£ 12.00 psf
	-Jul 97	£ 12.00 psf
	-Dec 96	£ 12.10 psf

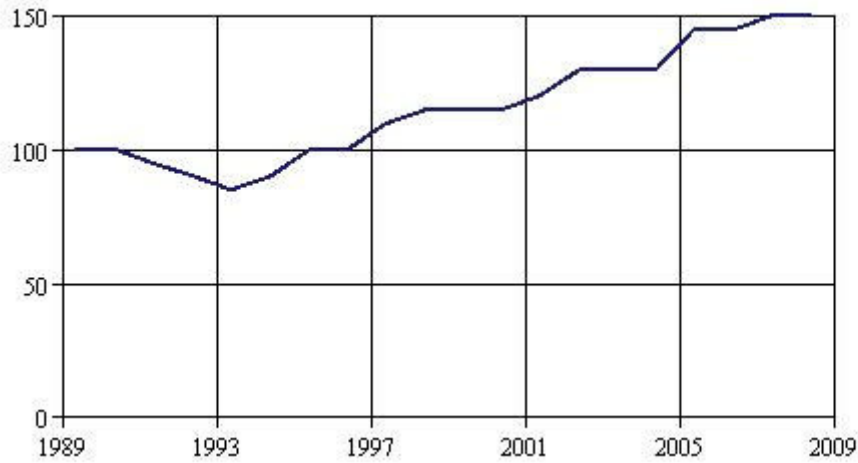
Source Office Rental data is supplied by King Sturge LLP, 30 Warwick Street, London, W1B 5NH (Tel: 020 7493 4933; Fax: 020 7499 0569) www.kingsturge.com

Note: Data is for hypothetical prime rents for Grade A office space. Also refer to Notes at the end of this report.

Retail ZA	-Jun 08	£ 150.00 psf
	-Jun 07	£ 150.00 psf
	-Jun 06	£ 145.00 psf
	-Jun 05	£ 145.00 psf
	-Jun 04	£ 130.00 psf
	-Jun 03	£ 130.00 psf
	-Jun 02	£ 130.00 psf

-Jun 01	£ 120.00 psf
-Jun 00	£ 115.00 psf
-Jun 99	£ 115.00 psf
-Jun 98	£ 115.00 psf
-Jun 97	£ 110.00 psf
-Jun 96	£ 100.00 psf
-Jun 95	£ 100.00 psf
-Jun 94	£ 90.00 psf
-Jun 93	£ 85.00 psf
-Jun 92	£ 90.00 psf
-Jun 91	£ 95.00 psf
-Jun 90	£ 100.00 psf
-Jun 89	£ 100.00 psf
-Jun 88	£ 100.00 psf
-Jun 87	£ 75.00 psf

Retail ZA Chart:



Source Retail Zone A Rental data is supplied by Colliers CRE, 9 Marylebone Lane, London W1U 1HL (Tel 020 7935 4499; Fax 020 7409 3124) www.collierscre.com

Note: These retail rents are based upon Colliers CRE's opinion of open market Zone A rents. The rental values relate to a hypothetical shop unit of optimum size and configuration in the prime pitch and have been arrived at by adopting zone sizes standard for the location. Also refer to Notes at the end of this report.



Industrial	-Dec 06	£ 5.25 psf
	-Dec 05	£ 5.00 psf
	-Dec 04	£ 5.00 psf
	-Dec 03	£ 5.00 psf
	-Dec 02	£ 5.00 psf
	-Dec 01	£ 4.50 psf
	-Dec 00	£ 4.50 psf
	-Dec 99	£ 4.50 psf
	-Dec 98	£ 4.25 psf
	-Dec 97	£ 4.50 psf
	-Dec 96	£ 4.50 psf
	-Dec 95	£ 5.00 psf

-Dec 94	£ 4.50 psf
-Dec 93	£ 4.25 psf
-Dec 92	£ 4.75 psf
-Dec 91	£ 5.25 psf
-Dec 90	£ 5.25 psf

Source: Industrial Rental data is supplied by GVA Grimley, 10 Stratton Street, London W1J 8JR (Tel 0870 900 8990) www.gvagrimley.co.uk

Residential Property

Date	New dwellings			Secondhand dwellings		
	2 Bed Flat	2 Bed Terrace	3 Bed Semi-Det	Inter War Semi-Det	Post 60s Detached	Post 60s Flat
Jan 08	n/a	n/a	n/a	155,000	300,000	125,000
Jul 07	n/a	n/a	n/a	155,000	300,000	130,000
Jan 07	n/a	n/a	n/a	145,000	300,000	130,000
Jul 06	n/a	n/a	n/a	140,000	280,000	125,000
Jan 06	n/a	n/a	n/a	135,000	275,000	125,000
Jul 05	n/a	n/a	n/a	140,000	260,000	105,000
Jan 05	n/a	n/a	n/a	140,000	270,000	110,000
Jul 04	n/a	n/a	n/a	135,000	275,000	100,000
Jan 04	n/a	n/a	n/a	135,000	260,000	100,000
Oct 03	n/a	n/a	n/a	133,000	247,000	90,000
Apr 03	n/a	n/a	n/a	133,000	247,000	87,000
Oct 02	n/a	n/a	n/a	115,000	220,000	75,000
Apr 02	n/a	n/a	n/a	95,000	190,000	65,000
Oct 01	n/a	n/a	n/a	89,000	177,500	57,500
Apr 01	47,500	63,000	80,000	75,000	130,000	40,000
Oct 00	42,500	57,500	72,500	65,000	118,000	35,000
Apr 00	36,500	52,500	67,500	60,000	107,000	34,000
Oct 99	35,000	47,500	62,500	56,000	105,000	33,000
Apr 99	32,000	42,000	57,000	60,000	97,500	27,500
Oct 98	30,000	40,000	55,000	48,000	95,000	25,000
Apr 98	30,000	40,000	55,000	48,000	95,000	25,000

Source: Valuation Office Agency from their Property Market Reports (PMRs)

Note: Minimum prices are quoted above from the range given in the PMRs up to Apr 2001.
From Oct 2001 onwards, only 'average' prices will be available, so not directly comparable and explains why graphs can show sharp change between Apr and Oct 2001.
For New Dwellings from Oct 2001 onwards, PMRs no longer provide prices

Retailing

Chart of Number of Requirements by Date

Retail Demand (extracted from Retail FOCUS)		
No. of Requirements	Ranking (1st highest)	Date
35	80	Apr 09
38	90	Jan 09
70	83	Oct 07
75	77	Apr 07
81	67	Oct 06
91	57	Apr 06
100	55	Oct 05
106	49	Apr 05
98	47	Oct 04
91	49	Apr 04
92	51	Oct 03
74	68	Apr 03
82	59	Oct 02
70	79	Apr 02
63	76	Oct 01
65	74	Apr 01
65	70	Oct 00
61	78	Apr 00
57	86	Oct 99
59	89	Apr 99
63	76	Oct 98
65	71	Apr 98
75	50	Oct 97
63	56	Apr 97
60	57	Nov 96
65	49	Apr 96
68	39	Jul 95
60	41	Feb 95
42	76	Jun 94
43	70	Jan 94
45	48	Jun 93
42	66	Aug 92
45	87	Oct 91
61	81	Feb 91

Major Retail Developments (please note that the list of schemes below is not exhaustive)

Name **Anglia Retail Park**
Type Retail Park
Anchor Tenant B&Q Warehouse; Burger King; Carpetright; Comet; Land of Leather; Mamas & Papas
Anchor Tenant Pizza Hut; The Carphone Warehouse
Developer Simons Estates
Letting Agent Savills Commercial
Managing Agent CB Richard Ellis
Owner Equitable Life Assurance
Owner Insight Investment
Updated 03-Jul-07

Name **Eastgate Shopping Centre**
Type Shopping Centre
Opened 1970
Developer Warnbride Developments Ltd
Letting Agent Gooch Cunliffe Whale
Managing Agent Nelson Bakewell
Owner Cheval Properties
Owner Schroder Property Investment Management
Updated 26-Mar-07
Notes Cheval Properties has acquired the centre for £23m, reflecting a yield of 5.4%. (EG 17/12/2005)Gresham Property Partners, a fund managed by Schroder Property Investment Management, has acquired the centre for £13m, reflecting a yield of 9%. Tenants include Peacocks, Savers, Ladbrokes, QD and Shoefayre. (RW 15/08/03)Formerly known as Carr Shopping Precinct.

Name **Euro Retail Park (Warren Heath)**
Type Retail Park
Letting Agent King Sturge
Owner Allied Irish Private Banking
Updated 25-Apr-07
Notes Tenants include Allied Carpets, Arbuckles, B&Q Warehouse, Burger King. (FOCUS Research 25.07.2007)Allied Irish Private Banking represented by Cheval has purchased the park for £66.34m, reflecting a 4.44% initial yield and a 5.38% equivalent yield. (Shopping Centre 12/09/2006)MFI, Allied Carpets, Blane Leisure, Carpetright, Powerhouse are the some of the main tenants at the retail park (FOCUS Research 30/05/06).B&Q Warehouse has taken space totalling 100,000 sq ft at the scheme. Halfords and Dreams have both taken units totalling 10,000 sq ft. (Property Mall 18/03/04)

Name **Interchange Retail Park**
Type Retail Park
Anchor Tenant Currys ; PC World; Pizza Hut; Tesco
Developer Equity Estates
Managing Agent NB Real Estate
Owner Lloyds TSB Group Pension Trust 2
Owner Scottish Widows
Updated 14-Jan-08

Name **Suffolk Retail Park**
Type Retail Park
Anchor Tenant Dunelm Millshop ; Halfords
Owner White Rock Properties
Updated 25-Apr-07

Notes Tenants include Halfords. (25.04.2007) Tenants include Argos Extra, Dunelm Millshop and The Range-Home & Leisure. (Focus Research 17/02/06) White Rock Properties, in partnership with a client of ING Retail Estate, has acquired the park for £15m, from a client of Morley Fund Management reflecting a net initial yield of 6.7%. (PW 19/09/03)

Name **The Buttermarket**
Type Shopping Centre
Opened 1992
Letting Agent Churston Heard
Letting Agent EWS
Owner Crestform
Owner Prime Commercial Properties
Updated 25-Apr-07

Notes Protego Real Estate Investors has purchased the centre from Prime Commercial Properties for £50.5m, reflecting a 5% initial yield and a 5.35% equivalent yield. TJ Hughes has taken the former Alders store, totalling 110,000 sq ft. (Evening Star 03/03/2006) Ipswich Town FC has taken space totalling 1,300 sq ft at the centre. (Shopping Centre Dec 04) New Look has taken space in the former C&A store in the centre. (RW 05/04/02) Legal & General has sold the centre to Prime Commercial Properties for an undisclosed price. (EG 16/02/02)

Name **Tower Ramparts**
Type Shopping Centre
Opened 1986
Developer Church Commissioners
Letting Agent Briant Champion Long
Owner BVK Europa Immobilien Specialfonds
Updated 16-Feb-07

Notes Tenants include Vodafone, Card Fair and Lunn Poly Ltd. (Focus Research 16/02/07) The centre is currently under offer. (PW 26/11/04) Tenants include Etam, Vision Express, Warehouse, Topshop/TopMan, Ernest Jones and Bay Trading. (Centre Website March 04) BVK Europa Immobilien Specialfonds has acquired the centre for £28m, reflecting a yield of c7.5%. (RW 29/11/02)

Communications

Road: Located on A14/A12 (A14 formerly known as A45). London - 78 miles.

Rail: Ipswich to London Liverpool Street (1hr 15mins).

Air: Stansted Airport

Nearby Centres	Road Distance (miles)	Travel Time (mins)	Population (Urban Area 1991)
Colchester	18	30	95,343
Bury St Edmunds	25	32	31,221
Clacton On Sea	30	40	44,485
Lowestoft	43	59	63,331

Reports

10/03/07	EG	09/09/06	EG	05/05/06	PW	21/10/05	PW	10/09/05	EG
26/02/05	EG	22/10/04	PW	18/09/04	EG	13/08/04	PW	16/04/04	PW
28/11/03	PW	04/10/03	EG	04/10/03	EG	22/08/03	PW	12/07/03	EG
08/02/03	EG	01/11/02	PW	28/03/02	PW	16/02/02	EG	05/10/01	PW
27/01/01	EG	27/10/00	PW	01/10/99	PW	01/05/99	EG	02/10/98	PW
15/08/97	PW	10/05/97	EG	02/05/97	PW	07/09/96	EG	16/08/96	PW
11/01/96	PW	26/10/95	PW	02/09/95	EG	20/04/95	PW	10/11/94	PW
15/04/94	ET	11/09/93	EG	15/07/93	CSW	16/04/93	ET	21/01/93	CSW
30/07/92	CSW	01/05/92	ET	14/11/91	CSW	03/05/91	ET	25/10/90	CSW
05/05/89	ET	27/10/88	CSW	29/10/87	CSW	30/10/86	CSW	20/05/86	ET

Legend

CSW - Chartered Surveyor Weekly
EG - Estates Gazette
ET - Estates Times
PW - Property Week

Notes

Mosaic Consumer Classifications

Mosaic Consumer Classifications are provided by Experian, the leading supplier of consumer segmentation. This dataset provides a picture of UK consumers in terms of their socio-demographics, lifestyles, culture and behaviour and is updated annually.

The definitions of the Mosaic Consumer Classifications are as follows:

Symbols of Success	People with rewarding careers who live in sought after locations, affording luxuries and premium quality products.
Happy Families	Families with focus on careers and home, mostly younger age groups now raising children.
Suburban Comfort	Families who are successfully established in comfortable, mature homes. Children are growing up and finances are easier.
Ties of Community	People living in close-knit inner city and manufacturing town communities, responsible workers with unsophisticated tastes.
Urban Intelligence	Young, single and mostly well-educated, these people are cosmopolitan in tastes and liberal in attitudes.
Welfare Borderline	People who are struggling to achieve rewards and are mostly reliant on the council for accommodation and benefits.
Municipal Dependency	Families on lower incomes who often live in large council estates where there is little owner-occupation.
Blue Collar Enterprise	People who, though not well-educated, are practical and enterprising and may well have exercised their right to buy.
Twilight Subsistence	Elderly people subsisting on meagre incomes in council accommodation.
Grey Perspectives	Independent pensioners living in their own homes who are relatively active in their lifestyle.
Rural Isolation	People living in rural areas where country life has not been influenced by urban consumption patterns.

Claimant Count Unemployment Rate

Travel To Work Area (TTWA) figures based on Manchester TTWA

The claimant count measures the number of people claiming Jobseeker's allowance (JSA) including those who sign on for National Insurance credits but receive no benefit but those unemployed people who fall outside the eligibility criteria for JSA are likely to be missed including women, young people and those living in higher income households.

Claimant Count Unemployment Rates for UK towns, excluding London Boroughs are expressed as a proportion of the resident working age population (females 16-59, males 16-64). The working age population figures are derived from the mid-year population estimates which are compatible with the 2001 Census. Before February 2003, Unemployment Rates were expressed as a proportion of the corresponding mid-year estimate of the workforce jobs in the area plus the number of claimants. Differences are mainly explained by the fact that the number of jobs in an area may be different from the resident population of working age as a result of:

- commuting patterns (which can work either way, the new proportions being higher than the old rates for some city areas, for example).
- different proportions of the resident population who are working or seeking work (i.e. differences in economic activity rates).

Claimant Count Unemployment Rates for London Boroughs are expressed as a proportion of the resident labour force. The resident labour force is based on 2001 census data on economic activity (economically active residents in that area at the 2001 census, excluding economically active full-time students) adjusted for changes in national economic activity rates between 2001 and the current year, and applied to the current years GLA ward population projections. Discontinuities are likely to occur when the January data is released each year because it is the first to incorporate the new labour force data for that year. In addition, data from February 2004 is not comparable with earlier data because it was the first to be released on the basis of 2002 ward geography rather than the old model which related to the size of the labour force as at 1991 and the older ward boundaries.

Office Rental Data

All data contained in the office rental report has been compiled by King Sturge LLP and is published for general information purposes only. Whilst every effort has been made to ensure the accuracy of the data and other material contained in this report, King Sturge LLP does not accept any liability (whether in contract, tort or otherwise) to any person for any loss or damage suffered as a result of any errors or omissions. The information, opinions and forecasts set out in the Report should not be relied

upon to replace professional advice on specific matters and no responsibility for loss occasioned to any person acting, or refraining from acting, as a result of any material in this publication can be accepted by King Sturge LLP.

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Retail Rental Data

The Colliers CRE Retail Rents Map and Database is based upon the company's opinion of the open market Zone A rent in 609 shopping locations in the UK. The rental values relate to a hypothetical shop unit of optimum size and configuration in the prime pitch. The figures have been arrived at by adopting zone sizes standard for the location and are expressed as £ per square foot per annum. In the case of shopping centre locations where the rent payable is the greater of a base Rent (a percentage of Full Rental Value (typically 80%) or a percentage of turnover, the rental contained in the Rents Map and Database is Full Rental Value (ie. the grossed up Base Rent). In assessing it's opinion of the open market Zone A rent Colliers CRE only acknowledge the presence of shopping centres once completed and open to the public.

Neither the whole or any part of the Colliers CRE Rents Map and Database, or any reference thereto, may be included in any published document, circular or statement or disclosed in any way without the company's written consent to the form and context in which it may appear. The Rents Map and Database gives information which may be helpful in identifying trends in the retail property market. However, no warranty is given as to the accuracy of, and no liability is accepted in relation to, the figures contained in it and they must not be relied upon for investment or any other purposes. The Rents Map and Database does not constitute and must not be treated as investment, rent review, lease renewal or valuation advice.

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Employment sectors

Employment Sector variations between 2001 & 1991.

Hotels & Catering refers to 2001 but in 1991 it was Distribution, Hotels & Catering.

Transport Storage & Communications refers to 2001, but in 1991 it was just Transport & Communication.

Retail in 2001 includes Wholesale & Retail Trade and Repair of Motor Vehicles, whereas in 1991 it was Retail Distribution.

Planning Data

All Local & Structure Plan data is provided by Fusion Online Ltd which has been collected through regular contact with UK planning authorities.

The various stages of the planning process are assigned a status, these are;

Adopted: The document has been adopted by the council and is the referable document for planning purposes.

Approved: This is basically the same as the ADOPTED status, however we allocate an 'approved' status to documents that are reviewed each year. For example Local Development Schemes.

Under Preparation: The document is being worked on and is somewhere within the formal development plan process.

Preparation Planned: Work on the document has not yet began but is planned for the future.

Pre-Preparation: The council are carrying out informal evidence based work on the document.

On Hold: The document has been placed on hold.

Abandoned: The document has abandoned by the council.

Archive: This is normally used to house documents in excess of 10 years old on the system. However this status is currently not use

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APPENDIX 6: IPSWICH - COSTAR FOCUS RETAILER REQUIREMENTS (FEBRUARY 2010)

Location	Location Type	square metres		Retailer	Agency Name	Agency Address	Agency Telephone	Agency Contact Name	Agency Contact Email
		From	To						
Comparison Goods									
1 Ipswich	Town	139	232	Quiz Clothing,	CWM	37 Golden Square, London, W1F 9LA	020 7494 6900	John Lane	john.lane@cwmm.co.uk
2 Ipswich	Town	250	300	Zara	Harper Dennis Hobbs	15-16 New Burlington Street, London, W1S 3BJ	0207 025 6900	David Harper	davidharper@hdh.co.uk
3 Ipswich	Town	279	372	Select	Rowley Hughes Thompson Ltd	102 Colmore Row, Birmingham, B3 3AG	0121 212 7800	Ian Hughes	ianh@rhretail.co.uk
4 Ipswich	Town	3252	4645	JTF Wholesale Ltd	Glen-Davison Angus	32 Leazes Park Road, Newcastle Upon Tyne	0191 261 1666	Ian Angus	iaa@gdanet.co.uk
5 Ipswich	Town	139	186	Yours	Radcliffes	55 South Audley Street, London, W1K 2BL		Malcolm Brown	mob@ratcliffes.com
6 Ipswich	Town	163	325	Kathmandu UK Ltd	Rmg Retail	199 Chiswick High Road, Chiswick, London		Richard Gerry	rgerry@rmgretail.biz
7 Ipswich	Town	139	232	Linens Direct UK Ltd	Brasier Freeth	Edward Hyde Building, 38 Clarendon Road, Watford	01923 210810	Russell Jerrard	russell.jerrard@brasierfreeth.com
8 Ipswich	Town	22	56	The Fragrance Shop	Cushman & Wakefield	Zenith Building, 26 Spring Gardens, Manchester		Matt Illingworth	matt.illingworth@eur.cushwake.com
9 Ipswich	Town	46	93	Fonehouse Group Ltd	Capa	37 Duke Street, London, W1U 1LN	020 7224 7222	Andy Smith	andy@capa.uk.com
10 Ipswich	Town	232	929	Formula One Auto Centre	Formula One Auto Centre	Second Avenue Centrum 100, Burton on Trent	01438 746633	Ian Barrett	ibarrett@f1autocentres.com
11 Ipswich	Town	186	1394	Machine Mart Limited	Machine Mart Limited	211 Lower Parliament Street, Nottingham	0115 840 6163	John Crawley	johnc@machinemark.co.uk
12 Ipswich	Town	93	186	Buy The Book	Burns Property Consultants	Corn Exchange Building Fenwick Street, Liverpool	0151 227 2199	John Chapman	john@burnsproperty.co.uk
13 Ipswich	Town	93	139	Johnsons Cleaners UK Ltd	Edwards & Co	26 King Street, Manchester, M2 6AY	0161 833 9991	Michael Bathurst	mike@edwardsandco.com
14 Ipswich	Town	139	325	Mountain Warehouse	Thomas Davidson & Partners	Carrington House, 128-130 Regent Street, London	020 7734 3443	Melandra Curley	mcurley@thomas-davidson.co.uk
15 Ipswich	Town	74	279	YMCA Shops	Williams Gunter Hardwick	Clifton Heights, Triangle West, Clifton, Bristol	0117 922 1222	Michael Mcmichael	michael@wghproperty.co.uk
16 Ipswich	Town	232	325	Yours Clothing	Kitchen La Frenais Morgan	1 Tenterden Street, London, W1S 1TA		Karen Collis	kcollis@klmproperty.co.uk
Sub-total		5,479	10,018						
Convenience Goods									
17 Ipswich	Town	232	465	Majestic Wine	Rapleys	Falcon Road, Hinchingsbrook Business Park, Huntingdon	0870 777 6292	Mike Pearce	mjp@rapleys.co.uk
18 Ipswich	Town	28	46	Millies Cookies	Harper Dennis Hobbs	15-16 New Burlington Street, London	0207 025 6900	Chris Dennis	chrisdennis@hdh.co.uk
19 Ipswich	Town	163	279	The Bakers Oven	The Bakers Oven	Unit 8 Saxon House Upminster Trading Park, Warley Street, Upminster	01708 222 014	Martin Bohill	martinbohill@greggs.co.uk
Sub-total		423	790						
Services									
20 Ipswich	Town	465	743	Optical Express	Capa	37 Duke Street, London, W1U 1LN	020 7224 7222	Mike Sheath	mike@capa.uk.com
21 Ipswich	Town	93	186	Rush Hair	Jp Retail	Linen Hall, 162-168 Regent Street, London		James Peasnell	james@jpretail.co.uk
22 Ipswich	Town	2023	2183	Marstons Plc	Marstons Plc	Marston's House, Wolverhampton	01902 711 811	Mike West	mike.west@marstons.co.uk
23 Ipswich	Town	372	743	Hooters	Hooters	*		Mike Williams	mwilliams@hooters.co.uk
24 Ipswich	Town	149	260	Gourmet Burger Kitchen	Gourmet Burger Kitchen	1 Lindsey Street Suite D Second Floor, London	0870 066 2087	George Jones	george.jones@claphamhousegroup.com
Sub-total		3,101	4,116						
TOTAL		9,003	14,923						

SOURCE: CO-STAR GROUP - REAL ESTATE INFORMATION: RETAILER REQUIREMENTS FOCUS REPORT (February 2010)

NOTES: This does not represent a definitive list of operators looking for space in Ipswich Town Centre or the wider Borough area, as not all operators are signed up to the Co-Star Retail Database.

APPENDIX 7: IPSWICH TOWN CENTRE – PEDESTRIAN FLOWCOUNT SURVEY (MARCH 2010)

PEDESTRIAN MARKET RESEARCH SERVICES

IPSWICH

**March 2010
PEDESTRIAN FLOWCOUNT**



PEDESTRIAN MARKET RESEARCH SERVICES

REPORT

Survey Date : 5th & 6th March 2010

Weather :

Friday : Cold, Bright & Breezy

Saturday : Cold with Bright Spells

Copyright: PMRS LTD

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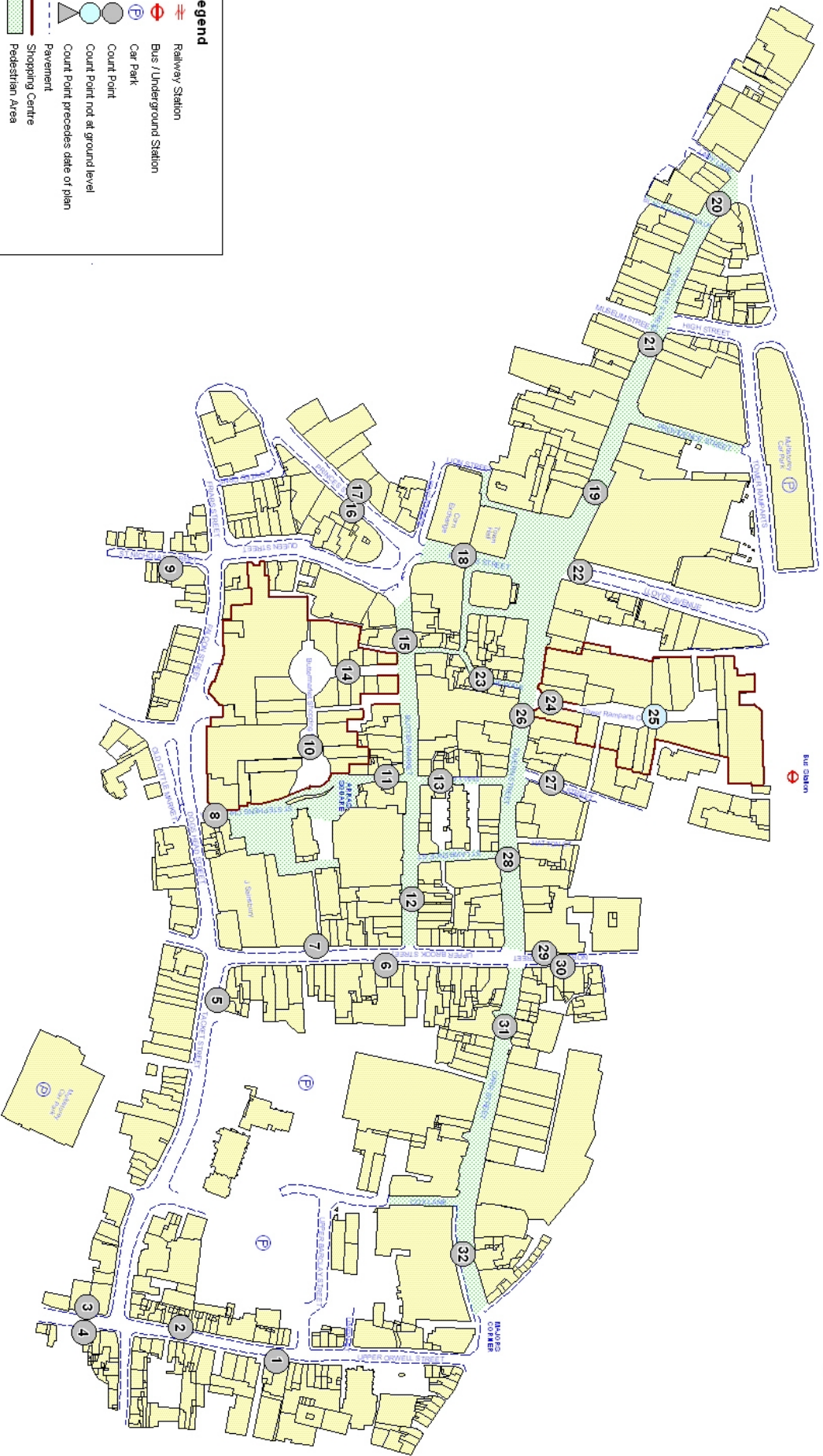
PMRS Sopwell Mill, 61 Cottonmill Lane, St Albans, Herts AL1 2ES Tel: 01727 867 100

EXPLANATORY NOTES

- 1 The 32 count points are selected from the Ordnance Survey plan and cover the contiguous retail area. The sites at which the enumeration was undertaken are identified by the fascia and address of the occupier with the exact enumeration point noted in each case. The names of occupiers and their trades are given for identification purposes only: the names cited are not necessarily their full trading names, nor do the trades cited necessarily represent the full extent of their business. Similarly, the streets and street numbers are given solely for the purpose of identifying the sites at which the enumeration was undertaken and they do not necessarily represent the postal addresses of the occupiers.
- 2 The numbers given represent estimates of the total number of pedestrians passing each site over a six hour period between the hours of 10.00am - 5.00pm on Friday and Saturday, and during the whole week (Monday-Saturday). The totals given for Friday and Saturday represent samples which are grossed up by a factor of 30, the reciprocal of the sampling fraction, to allow for the fact that on either day pedestrian movements were counted for a total of 12 minutes out of a possible 6 hours.
- 3 The numbers given for the whole week are the sums of those given for Friday and Saturday grossed up by a second factor of 2.353 to allow for the days Monday through Thursday which were not enumerated. This latter factor is an average based upon a series of previous counts conducted throughout the week (Monday -Saturday).
- 4 Unless otherwise indicated, the enumerators are instructed to count pedestrians passing the count point in both directions, with the exception of children under the age of eight, vagrants, post-people, traffic wardens, police officers, and delivery staff. On vehicular streets, the full pavement width outside the unit indicated is enumerated, and in the case of pedestrianised streets and shopping malls, half or full width is enumerated.
- 5 The indices given in the table for Friday, Saturday, and the whole week are percentages based upon the average recorded flow of all 32 count points, which is benchmarked at 100 percent. The chart shows the indexed count points relative to the average pedestrian flow, and indicates the locational hierarchy throughout the centre.

CENTRE - IPSWICH MARCH 2010			
NO	OCCUPIER	STREET & ADDRESS	PRECISE COUNT POINT LOCATION
1	SPICE FUSION THAI REST	39 Upper Orwell Street	Pavement width counted on Upper Orwell Street
2	CHINESE HERBS NATURAL THERAPY	64 Upper Orwell Street	Pavement width counted on Upper Orwell Street
3	GO EAST ASIAN FOODS	Fore Street	Pavement width counted on Fore Street
4	THE DRESS CIRCLE L/WR	Fore Street	Pavement width counted on Fore Street
5	HEARING SOLUTIONS	5 Tacket Street	Pavement width counted on Tacket Street
6	SHUROPODY CLINIC & SHOES	23 Upper Brook Street	Pavement width counted on Upper Brook Street
7	WILKINSON H/HLD GDS	28-32 Upper Brook Street	Pavement width counted on Upper Brook Street
8	SHALI SPINKT GROCER	St Stephens Lane	Full width of pedestrian walkway counted on St Stephens Lane
9	PAUL HENRI HAIR	11-13 St Nicholas Street	Pavement width counted on St Nicholas Street
10	NEW LOOK L/WR	Butter Market Shopping Centre	Full width of pedestrian mall counted in Butter Market Shopping Centre
11	JACEYS COFFEE HOUSE	1A St Stephens Lane	Full width of pedestrian walkway counted on St Stephens Lane
12	JONES SHOES	44 Butter Market	Full width of pedestrian walkway counted on Butter Market
13	LYNNES CARDS	14 Dial Lane	Full width of pedestrian walkway counted on Dial Lane
14	CAFÉ GIARDINO	14-15 Butter Market Shopping Centre	Full width of pedestrian mall counted in Butter Market Shopping Centre
15	HALIFAX BANK	6-8 Butter Market	Full width of pedestrian walkway counted on Butter Market
16	CO-OP BANK	11-13 Princes Street	Pavement width counted on Princes Street
17	ROYAL BANK OF SCOTLAND	8-10 Princes Street	Pavement width counted on Princes Street
18	THE CORN EXCHANGE	Princes Street	Full width of pedestrian walkway counted on Princes Street
19	DEBENHAMS DEP STORE	2-10 Westgate Street	Full width of pedestrian walkway counted on Westgate Street
20	BON MARCHE L/WR	50-54 Westgate Street	Full width of pedestrian walkway counted on Westgate Street
21	NEXT CLOTHING	29-31 Westgate Street	Full width of pedestrian walkway counted on Westgate Street
22	LLOYDS T S B BANK	Lloyds Avenue	Full width of pedestrian walkway counted on Lloyds Avenue
23	GAMES & GIGGLES GIFTS	5 The Walk	Full width of pedestrian walkway counted on The Walk
24	INNOVATIONS L/WR	Tower Ramparts Centre	Full width of pedestrian mall counted in Tower Ramparts Centre
25	RYMANS STATIONER	19 Tower Ramparts Centre	Full width of pedestrian mall counted in Tower Ramparts Centre (Upper Level)
26	H M V RECS	20 Tavern Street	Full width of pedestrian walkway counted on Tavern Street
27	H&M CLOTHING	Tower Street	Full width of pedestrian walkway counted on Tower Street
28	MCDONALDS	31 Tavern Street	Full width of pedestrian walkway counted on Tavern Street
29	STARBUCKS COFFEE	Northgate Street	Pavement width counted on Northgate Street
30	VACANT	8 Northgate Street	Pavement width counted on Northgate Street
31	MILLETS CAMPING GDS & OUT/WR	14-16 Carr Street	Full width of pedestrian walkway counted on Carr Street
32	CO-OP DEP STORE	36-38 Carr Street	Full width of pedestrian walkway counted on Carr Street

IPSWICH



Legend

- Railway Station
- Bus / Underground Station
- Car Park
- Count Point
- Count Point not at ground level
- Count Point precedes date of plan
- Pavement
- Shopping Centre
- Pedestrian Area



PMRS
 Pedestrian Movement Research System Ltd

ORIS
 ORIGIN SOFTWARE

OS
 ORIGIN SOFTWARE

IPSWICH - MARCH 2010

NO	OCCUPIER	STREET & ADDRESS	NOTE	FRIDAY		SATURDAY		WEEK	
				COUNT	INDEX	COUNT	INDEX	COUNT	INDEX
1	SPICE FUSION THAI REST	39 Upper Orwell Street		0.57	9	0.54	5	2.61	6
2	CHINESE HERBS NATURAL THERAPY	64 Upper Orwell Street		0.66	10	1.08	10	4.09	10
3	GO EAST ASIAN FOODS	Fore Street		0.90	14	1.65	15	6.00	15
4	THE DRESS CIRCLE L/WR	Fore Street		0.72	11	0.81	7	3.60	9
5	HEARING SOLUTIONS	5 Tacket Street		3.24	50	4.62	43	18.49	45
6	SHUROPODY CLINIC & SHOES	23 Upper Brook Street		5.49	84	10.38	96	37.34	91
7	WILKINSON H/HLD GDS	28-32 Upper Brook Street		8.43	129	13.68	126	52.02	127
8	SHALI SPINKT GROCER	St Stephens Lane	T	4.05	62	8.25	76	28.94	71
9	PAUL HENRI HAIR	11-13 St Nicholas Street		1.92	29	2.34	22	10.02	25
10	NEW LOOK L/WR	Butter Market Shopping Centre	T	6.66	102	12.78	118	45.74	112
11	JACEYS COFFEE HOUSE	1A St Stephens Lane	T	5.73	88	9.69	89	36.28	89
12	JONES SHOES	44 Butter Market	T	7.20	110	13.86	128	49.55	121
13	LYNNES CARDS	14 Dial Lane	T	5.70	87	11.34	105	40.10	98
14	CAFÉ GIARDINO	14-15 Butter Market Shopping Centre	T	7.32	112	14.19	131	50.61	124
15	HALIFAX BANK	6-8 Butter Market	T	7.74	119	11.55	106	45.39	111
16	CO-OP BANK	11-13 Princes Street		1.47	23	1.68	15	7.41	18
17	ROYAL BANK OF SCOTLAND	8-10 Princes Street		2.55	39	2.43	22	11.72	29
18	THE CORN EXCHANGE	Princes Street	T	9.78	150	14.01	129	55.98	137
19	DEBENHAMS DEP STORE	2-10 Westgate Street	T	20.40	313	31.59	291	122.33	299
20	BON MARCHE L/WR	50-54 Westgate Street	T	7.89	121	12.12	112	47.08	115
21	NEXT CLOTHING	29-31 Westgate Street	T	14.85	228	21.60	199	85.77	210
22	LLOYDS T S B BANK	Lloyds Avenue	T	3.42	52	5.55	51	21.11	52
23	GAMES & GIGGLES GIFTS	5 The Walk	T	4.65	71	9.96	92	34.38	84
24	INNOVATIONS L/WR	Tower Ramparts Centre	T	9.99	153	17.31	160	64.24	157
25	RYMANS STATIONER	19 Tower Ramparts Centre	T	5.04	77	8.22	76	31.20	76
26	H M V RECS	20 Tavern Street	T	21.81	334	33.18	306	129.39	316
27	H&M CLOTHING	Tower Street	T	2.85	44	3.96	36	16.02	39
28	MCDONALDS	31 Tavern Street	T	15.15	232	27.27	251	99.81	244
29	STARBUCKS COFFEE	Northgate Street		1.68	26	2.40	22	9.60	23
30	VACANT	8 Northgate Street		2.46	38	4.08	38	15.39	38
31	MILLETS CAMPING GDS & OUT/WR	14-16 Carr Street	T	13.26	203	25.23	233	90.57	222
32	CO-OP DEP STORE	36-38 Carr Street	T	5.22	80	9.90	91	35.58	87
AVERAGE				6.53	100	10.85	100	40.89	100

Note T - total street/mall width counted

Note A - enumerated on adjacent street

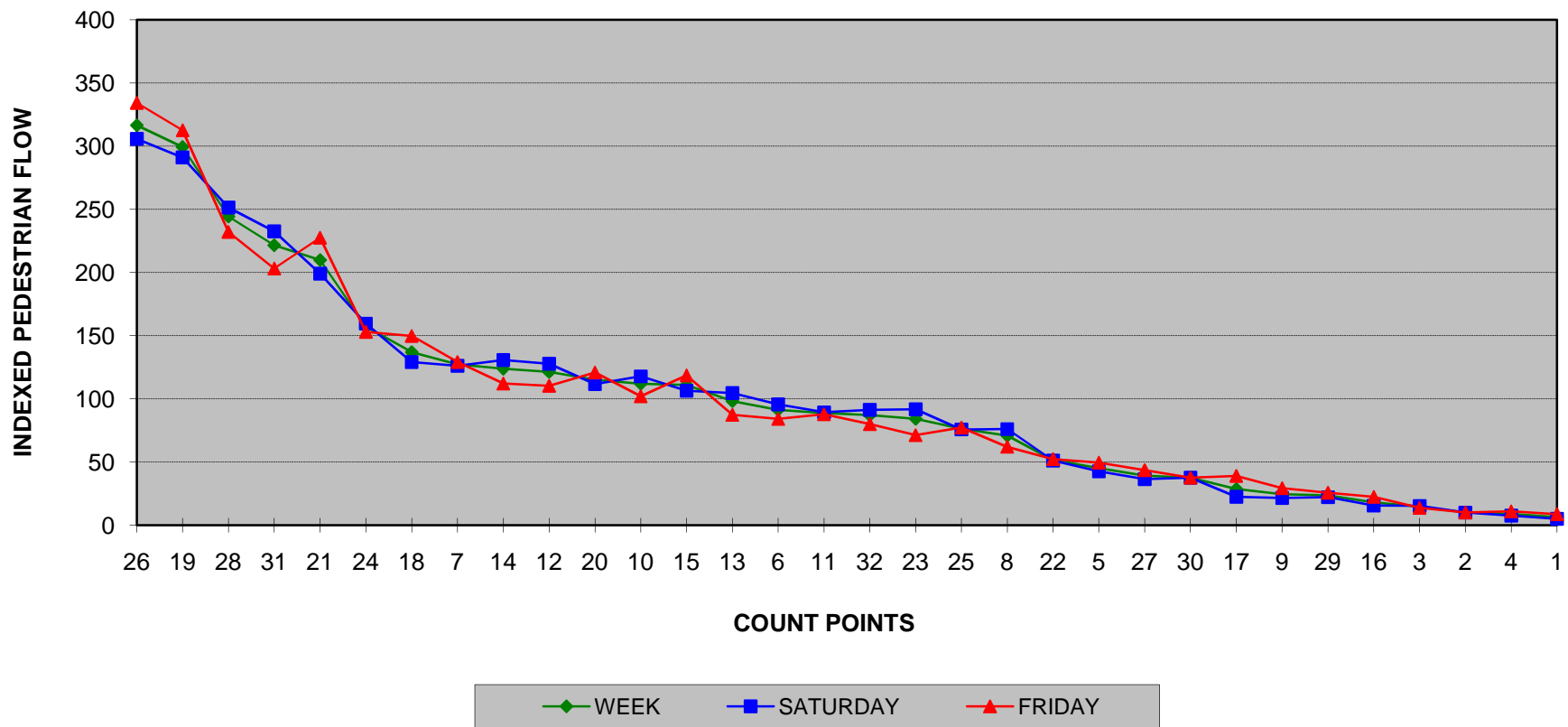
Note C - count affected by construction work

RED - busiest recorded footfall

COUNT - results shown in thousands

INDEX - percentage of average flow (benchmarked at 100)

IPSWICH MARCH 2010 - RANKED COUNT POINTS
 based on the indexed flow for the week



The 100 index is the benchmark, and refers to the average flow for the centre.
 Count points with indices greater than 100 have pedestrian flow above the centre's average.

APPENDIX 8: RETAIL FLOORSPACE AUDIT – TOWN & DISTRICT CENTRES

Ipswich Town Centre Floorspace

Comparison Goods

	sq m gross ⁽¹⁾	sq m gross ⁽²⁾
Ipswich Town Centre:	94,342	65,530
Total	94,342	65,530

Sources: Experian Goad Centre Category Report (September 2009) / DTZ Retail Study (2005) / IBC Floorspace Data (2010).

Notes: 1) Includes total vacant floorspace of 18,933 sq m gross.

2) Assume approximately one-third of total vacant floorspace at September 2009 will be for comparison goods retailing.

Convenience Goods

	sq m gross	sq m net
Ipswich Town Centre:		
Tesco Express (St. Matthews Street)	508	330
Iceland (St. Matthews Street)	N/A	434
Sainsburys (Upper Brook Street)	N/A	1,177
Somerfield (Carr Street)	417	271
M&S food hall (Westgate Street)	N/A	1,257
Londis (Friars Street)	317	206
All other convenience floorspace	2,049	1,332
Total	N/A	5,006

Sources: Institute of Grocery Distribution (IGD) 2010 Floorspace Dataset

Experian Goad Centre Category Report (September 2009)

Ipswich Borough Council (2010) - Floorspace data

Strategic Perspectives LLP - audits and floorspace estimates

Ipswich Borough: District Centre Floorspace

Comparison Goods

District Centre:	Non-Food Floorspace in Foodstore (where applicable)	Gross (sq m)	Net (sq m)
Meredith Road	All Comparison Goods Floorspace	438	202
	Aldi, 14 Meredith Road	N/A	71
Norwich Road/ Bramford Road		3126	2,188
Hawthorn Drive		453	406
The Centre, Stoke Park Drive		113	79
	Asda, Stoke Park Drive	N/A	365
Wherstead Road		162	100
Woodbridge Road/ Heath Road		364	255
Woodbridge Road/ Cauldwell Hall Road		732	513
Felixstowe Road		1215	850
	Aldi, 201 Felixstowe Road	N/A	65
Nacton Road		823	576
	Tesco Express, Nacton Road	N/A	20
Ravenswood		378	265
	Lidl, Ravenswood		86
Duke Street		0	0
		TOTAL	6,040

Sources: Institute of Grocery Distribution (IGD) 2010 Floorspace Dataset
 Ipswich Borough Council (2010) - Floorspace data
 Strategic Perspectives LLP - audits and floorspace estimates

Ipswich Borough: District Centre Floorspace

Convenience Goods

District Centre:	Floorspace Summary	Gross (sq m)	Net (sq m)
Meredith Road	Aldi, 14 Meredith Road	N/A	635
	Co-op Foodstore, 15-25 Meredith Road	N/A	450
	All Other Convenience Goods Floorspace	425	276
			1,361
Norwich Road/ Bramford Road	Co-op Foodstore, 16 Norwich Road	N/A	191
	All Other Convenience Goods Floorspace	766	498
			689
Hawthorn Drive	Co-op Foodstore, 245-253 Hawthorn Drive	N/A	523
	All Other Convenience Goods Floorspace	246	160
			683
The Centre, Stoke Park Drive	Asda, Stoke Park Drive	N/A	2,070
	All Other Convenience Goods Floorspace	278	181
			2,251
Wherstead Road	Co-op Foodstore, 196 Vernon Street	N/A	179
	All Other Convenience Goods Floorspace	310	201
			381
Woodbridge Road/ Heath Road	Co-op & Rushmere Post Office, 51-53 Woodbridge Road East	N/A	238
	All Other Convenience Goods Floorspace	70	46
			284
Woodbridge Road/ Cauldwell Hall Road	Spar, 777-779 Woodbridge Road	N/A	106
	All Other Convenience Goods Floorspace	435	282
			388
Felixstowe Road	Co-op Foodstore, 199 Felixstowe Road	N/A	574
	Aldi, 201 Felixstowe Road	N/A	585
	All Other Convenience Goods Floorspace	387	252
			1,411
Nacton Road	Tesco Express, Nacton Road	N/A	254
	All Other Convenience Goods Floorspace	468	304
			558
Ravenswood	Co-op, Ravenswood	N/A	409
	Lidl, Ravenswood	N/A	777
	All Other Convenience Goods Floorspace	0	0
			1,186
Duke Street	Tesco Express, Duke Street	N/A	213
TOTAL			9,405

Sources: Institute of Grocery Distribution (IGD) 2010 Floorspace Dataset
 Ipswich Borough Council (2010) - Floorspace data
 Strategic Perspectives LLP - audits and floorspace estimates

APPENDIX 9: RETAIL FLOORSPEACE AUDIT - LOCAL CENTRES AND OUT OF CENTRE LOCATIONS

Ipswich Borough: Local Centre Floorspace

Convenience Goods

Local Centre:	Floorspace Summary	Gross (sq m)	Net (sq m)
Fircroft Road	Co-op, 147 Fircroft Road	N/A	292
Garrick Way	Co-op, 17 Garrick Way	N/A	212
Dale Hall Lae / Dales Road	Co-op, 214 Dales Road	N/A	138
Ulster Avenue	Co-op, Ulster Avenue	N/A	213
Norwich Road	Co-op, Norwich Road	N/A	93
Cambridge Drive	One-Stop, 21-23 Cambridge Drive	N/A	139
Ellenbrook Green	Co-op, 310 Sheldrake Drive	N/A	364
Colchester Road	Co-op, 65 Colchester Road	N/A	135
Cauldwell Hall Road/Spring Road	Co-op, 113 Cauldwell Hall Road	N/A	364
Foxhall Road	Co-op, 34 Foxhall Road	N/A	103
Selkirk Road	Co-op, Selkirk Road	N/A	273
Clapgate Lane / Landseer Road	Co-op, 219 Clapgate Lane	N/A	401
Reynolds Road	One-Stop, 10-12 Reynolds Road	N/A	162
Reynolds Road	Spar, 11 Reynolds Road	N/A	138
Queen's Way	Co-op, 64-66 Queen's Way	N/A	273
Penshurst Road	Co-op, 123 Penshurst Road	N/A	377
Bramford Lane	Co-op, 203 Bramford Lane	N/A	223
Albion Hill, Woodbridge Road	Co-op, 337 Woodbridge Road	N/A	158
Prince of Wales Drive	Co-op, Prince of Wales Drive	N/A	534
Bramford Road	Tesco, 651 Bramford Road	N/A	194
		N/A	
	Total		4,786

Sources: Institute of Grocery Distribution (IGD) 2010 Floorspace Dataset
 Ipswich Borough Council (2010) - Floorspace data
 Strategic Perspectives LLP - audits and floorspace estimates

Out-of-Centre Floorspace

Comparison Goods

Location	Retailer	Gross (sq m)	Net (sq m)
WITHIN BOROUGH:			
Euro Retail Park - Warren Heath	Vacant [formerly MFI]	1,871	1,497
	Halfords	929	743
	ScS	825	660
	Hughes Direct - Electrical	908	726
	JJB Sports	1,022	818
	Dreams Beds	930	744
	Allied Carpets	931	745
	Harveys	836	669
	Carpetright	1,164	931
	B&Q	9,720	7,776
		19,136	15,309
Commercial Road Retail Park	Jewsons	2,700	2,160
	Tile Giant	800	640
	Staples	1,603	1,282
	Carpetright	800	640
	Topps Tiles	800	640
		6,703	5,362
Orwell Retail Park	Glasswells Furniture	4,509	3,607
	Pets at Home	1,003	802
	Focus DIY	2,362	1,890
	7,874	6,299	
Suffolk Retail Park	Halfords	1,361	1,089
	Brantano footwear	936	749
	Dunelm Mill- textiles	2,217	1,773
	The Range	3,628	2,903
	Argos	899	360
	9,041	6,873	
Anglia Retail Park	The Carphone Warehouse	186	149
	Carpetright	929	743
	VACANT (formerly Klausner furniture)	1,411	1,129
	VACANT (formerly Land of Leather / Bensons B	941	753
	Mamas & Papas nursery goods	941	753
	Comet	2,842	2,274
	B&Q	12,271	9,816
	19,520	15,616	
OTHER SOLUS RETAIL WAREHOUSES IN BOROUGH:			
	Wickes, 8 Crompton Road	1,679	1,343
	Vacant Unit, 204 Ranelagh Rd, Riverside Retail	2,787	2,230
		4,466	3,573
Comparison Goods Floorpace in Food Stores			
J Sainsbury	40 Hadleigh Road	N/A	833
Asda	Goddard Road	N/A	1,695
Lidl	Handford Road	N/A	195
W M Morrisons	Sproughton Road	N/A	364
		N/A	3,087
OUTSIDE BOROUGH BOUNDARY:			
Major Solus Retail Warehouses	Homebase, Felixstowe Road, Warren Heath	2,304	1,844
Interchange Retail Park (IP8 3TT)	PC World	2,323	1,858
	Currys	2,323	1,858
	MultiYork furniture	702	562
		5,347	4,278
Copdock Retail Park	Mothercare	1,433	1,146
	Toys R Us	4,105	3,284
		5,538	4,431
Martelsham Heath Retail Park	Focus DIY	2,842	2,273
	Bennetts electricals	1,404	1,123
	Sea Pets	947	758
	Conway Pine Furniture	701	560
	Topps Tiles	463	370
	Youngs Garden Store	459	368
	Glasswells Furniture	1,905	1,524
	Jewsons	1,195	956
		9,916	7,932
Comparison Goods Floorpace in Food Stores			
Tesco	Ropes Drive, Kesgrave	N/A	43
Tesco	Martelsham Heath	N/A	1,716
Tesco	Copdock Interchange	N/A	1,480
Sainsburys	Felixstowe Road, Warren Heath	N/A	2,091
		N/A	5,330
TOTAL		N/A	79,933

Note: Figures may not sum precisely due to rounding

Sources: Trevor Wood Retail Warehouse Database (2010) / DTZ Retail Study (2005) / IBC Floorspace Estimates (2010) / SP Audits (2010) / other

Convenience Goods

Location	Retailer	Gross (sq m)	Net (sq m)
WITHIN BOROUGH:			
40 Hadleigh Road	J Sainsbury	N/A	3,333
Goddard Road	Asda	N/A	3,602
Handford Road	Lidl	N/A	734
Sproughton Road	W M Morrisons	N/A	3,276
362 Foxhall Road	Co-op	N/A	201
		N/A	11,145
OUTSIDE BOROUGH BOUNDARY:			
Ropes Drive, Kesgrave	Tesco	N/A	811
Martlesham Heath	Tesco	N/A	3,331
Copdock Interchange	Tesco	N/A	3,453
Felixstowe Road, Warren Heath	Sainsburys	N/A	4,654
		N/A	12,249
TOTAL		N/A	23,395

Note: Figures may not sum precisely due to rounding

Sources: IGD (2010) / IBC Floorspace Estimates (2010) / SP Audits (2010) / other.

APPENDIX 10: COMPARISON GOODS – ECONOMIC TABLES

IPSWICH BOROUGH COUNCIL
2010 RETAIL STUDY UPDATE
Comparison Goods Capacity Assessment

'Baseline' Scenario:

TABLE 1: BASE YEAR POPULATION & PROJECTIONS (2010 - 2031) **GROWTH (%)**

ZONE:	STUDY AREA:	2010	2016	2021	2026	2031	2010 - 31
Zone 1:		35,549	38,190	40,374	42,564	44,955	26.5%
Zone 2:		31,557	33,761	35,753	37,885	47,111	49.3%
Zone 3:		48,360	51,107	53,631	56,271	59,112	22.2%
Zone 4:		35,116	37,913	40,377	42,813	45,500	29.6%
Zone 5:		39,842	41,112	42,370	43,832	45,367	13.9%
Zone 6:		31,799	32,667	33,480	34,410	35,310	11.0%
Zone 7:		26,131	26,882	27,651	28,564	29,449	12.7%
Zone 8:		33,915	35,671	37,139	38,475	39,893	17.6%
Zone 9:		57,084	59,882	62,314	64,676	67,166	17.7%
Zone 10:		84,621	88,712	92,141	95,753	99,568	17.7%
TOTAL:		423,974	445,897	465,230	485,243	513,432	21.1%
Zones 1-4	'INNER CATCHMENT AREA' (ICA):	150,582	160,971	170,135	179,533	196,678	30.6%
Zones 5-7	'EASTERN CATCHMENT AREA' (ECA):	97,772	100,661	103,501	106,806	110,126	12.6%
Zones 8-9:	'NORTHERN CATCHMENT AREA' (NCA):	90,999	95,553	99,453	103,151	107,059	17.6%
Zones 10:	'SOUTHERN CATCHMENT AREA' (SCA):	84,621	88,712	92,141	95,753	99,568	17.7%

Sources: Experian Business Strategies 'Retail Area Planner' Report for each study zone.
 Based year population derived from 2008 mid-year ONS population estimates.
 Please note that projections are based on Experian's 'demographic component model'. This takes into account 2008 mid-year age and gender estimates and projects the population forward year-on-year based on Government population projections for local authority areas. The yearly components of population change that are taken into account are the birth rate (0-4 age band); ageing; net migration; and death rate.

TABLE 2: COMPARISON GOODS EXPENDITURE PER CAPITA FORECASTS (2008 prices)

ZONE:	2010	2016	2021	2026	2031
Zone 1:	£2,411	£2,723	£3,144	£3,636	£4,205
Zone 2:	£2,542	£2,872	£3,315	£3,835	£4,435
Zone 3:	£2,940	£3,321	£3,834	£4,434	£5,128
Zone 4:	£2,638	£2,980	£3,440	£3,979	£4,602
Zone 5:	£2,745	£3,101	£3,579	£4,140	£4,788
Zone 6:	£2,822	£3,189	£3,681	£4,257	£4,923
Zone 7:	£2,859	£3,230	£3,729	£4,313	£4,988
Zone 8:	£2,926	£3,306	£3,816	£4,413	£5,104
Zone 9:	£2,766	£3,125	£3,608	£4,172	£4,825
Zone 10:	£2,872	£3,245	£3,745	£4,332	£5,010

Sources & Notes: ⁽¹⁾ Average spend per capita estimates for 2010 are derived from Experian 'Retail Area Planner' Reports.
⁽²⁾ Annual expenditure growth forecasts informed by Experian Business Strategies - Retail Planner Briefing Note 8.1 (August 2010)
⁽³⁾ Expenditure on SFT has been deducted at the outset, based on research by Experian Business Strategies (Retail Planning Briefing Notes).

TABLE 3: TOTAL FORECAST GROWTH IN COMPARISON GOODS EXPENDITURE (£ million) **GROWTH (%)**

ZONE:	STUDY AREA:	2010	2016	2021	2026	2031	2010 - 31
Zone 1:		£85.7	£104.0	£126.9	£154.7	£189.0	120.6%
Zone 2:		£80.2	£97.0	£118.5	£145.3	£208.9	160.4%
Zone 3:		£142.2	£169.7	£205.6	£249.5	£303.1	113.2%
Zone 4:		£92.6	£113.0	£138.9	£170.3	£209.4	126.0%
Zone 5:		£109.4	£127.5	£151.7	£181.4	£217.2	98.6%
Zone 6:		£89.7	£104.2	£123.2	£146.5	£173.8	93.7%
Zone 7:		£74.7	£86.8	£103.1	£123.2	£146.9	96.6%
Zone 8:		£99.2	£117.9	£141.7	£169.8	£203.6	105.2%
Zone 9:		£157.9	£187.2	£224.8	£269.9	£324.1	105.2%
Zone 10:		£243.0	£287.8	£345.1	£414.8	£498.8	105.2%
TOTAL:		£1,174.7	£1,395.1	£1,679.6	£2,025.4	£2,474.9	110.7%
Zones 1-4	'INNER CATCHMENT AREA' (ICA):	£400.7	£483.7	£590.0	£719.9	£910.5	127.2%
Zones 5-7	'EASTERN CATCHMENT AREA' (ECA):	£273.8	£318.5	£378.0	£451.1	£537.9	96.5%
Zones 8-9:	'NORTHERN CATCHMENT AREA' (NCA):	£257.2	£305.1	£366.5	£439.7	£527.7	105.2%
Zones 10:	'SOUTHERN CATCHMENT AREA' (SCA):	£243.0	£287.8	£345.1	£414.8	£498.8	105.2%

IPSWICH BOROUGH COUNCIL
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Comparison Goods Capacity Assessment

'Baseline' Scenario:

TABLE 4: INNER CATCHMENT AREA - COMPARISON GOODS FLOORSPACE & 'BENCHMARK' TURNOVER LEVELS

	Estimated Sales Area (m ² net)	Average Sales Density (£ per m ²)	2010 £m	2016 £m	2021 £m	2026 £m	2031 £m
IPSWICH TOWN CENTRE	65,530	£6,500	£426.0	£458.5	£493.4	£531.5	£572.6
ALL DISTRICT CENTRES:	5,828	£4,000	£23.3	£25.1	£27.0	£29.1	£31.3
IPSWICH BOROUGH: OUT-OF-CENTRE							
Euro Retail Park:	15,309	£1,596	£24.4	£26.3	£28.3	£30.5	£32.8
Commercial Road Retail Park:	5,362	£1,764	£9.5	£10.2	£11.0	£11.8	£12.7
Orwell Retail Park:	6,299	£1,992	£12.5	£13.5	£14.5	£15.7	£16.9
Suffolk Retail Park:	6,873	£3,651	£25.1	£27.0	£29.1	£31.3	£33.7
Anglia Retail Park:	15,616	£2,012	£31.4	£33.8	£36.4	£39.2	£42.2
Other Retail Warehouses:	3,573	£792	£2.8	£3.0	£3.3	£3.5	£3.8
Superstores (Non Food Sales):	3,087	£7,628	£23.5	£25.3	£27.3	£29.4	£31.7
SUB-TOTAL:	56,119	£2,304	£129.3	£139.2	£149.8	£161.4	£173.9
OUTSIDE BOROUGH AREA: OUT-OF-CENTRE							
Interchange Retail Park:	4,278	£5,567	£23.8	£25.6	£27.6	£29.7	£32.0
Martlesham Retail Park:	7,932	£2,524	£20.0	£21.6	£23.2	£25.0	£26.9
Copdock Retail Park:	4,431	£2,373	£10.5	£11.3	£12.2	£13.1	£14.1
Homebase, Warren Heath:	1,844	£1,165	£2.1	£2.3	£2.5	£2.7	£2.9
Superstores (Non Food Sales):	5,331	£8,353	£44.5	£47.9	£51.6	£55.6	£59.9
SUB-TOTAL:	23,816	£4,242	£101.0	£108.7	£117.0	£126.1	£135.8
TOTAL:	151,293	£4,492	£679.6	£731.5	£787.2	£848.1	£913.6

Assume 'productivity' growth rate for all existing, new and committed comparison goods floorspace as follows

0.00%	per annum	2010
0.60%	per annum	2011
1.20%	per annum	2012
1.40%	per annum	2013-2017
1.50%	per annum	2018-2031

SOURCES: Floorspace estimates have been informed by the latest IGD Stores Database; the Trevor Wood Retail Warehouse Database (2010); the Ipswich Town Centre Experian Goad 'Retail Category Report'; recent planning applications and retail assessments; the latest Council audits and floorspace estimates; and our own research.

NOTES: ⁽¹⁾ For the purpose of the economic assessment we have assumed that some 5,050m² net of current vacant floorspace in Ipswich Town Centre (as identified by Experian Goad) could accommodate comparison goods retailers. This represents approximately one-third of the town centre's estimated vacant sales area.

⁽²⁾ Please note that the gross and net floorspace estimates for all retail warehouses includes units that were vacant at the time of our audit. This includes, for example, the vacant former MFI unit at Euro Retail Park and the two vacant units at Anglia Retail Park. We have also taken account of the extant permission (08/00106/FUL) for the refurbishment and sub-division of the former building occupied by Glyn Webb Wallpapers at 204 Ranelagh Road (aka Riverside Retail Park) to provide six (B1, B2 or B8) units, with ancillary retail counter sales and the erection of a single storey unit for B1, B2 or B8 purposes with an ancillary retail sales counter. We understand that the redevelopment will result in the loss of an estimated 2,751m² of gross retail floorspace. Permission has also been granted for the change of use of Unit 4 Orwell Retail Park (08/00353/FUL) to B1 offices resulting in the loss of 2,693m² of retail floorspace.

⁽³⁾ Average sales density estimates for Ipswich Town Centre, District & Local Centres have been informed by the Council's 2005 Study, the centre health check assessments and other research evidence. The average sales densities for retail parks and 'solus' retail warehouses have been informed by published company averages as set out in Mintel's 'UK Retail Rankings'. Please note that SP has made an allowance for VAT.

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'Baseline' Scenario:
TABLE 5: ICA - RETAIL FLOORSPACE COMMITMENTS (ie. with planning permission and/or under construction)

	Estimated Sales Area (m ² net)	Average Sales Density (£ per m ²)	2010 £m	2016 £m	2021 £m	2026 £m	2031 £m
(1) 2-16 Central Avenue (LPA Reference: 06/00042)	4,273	£2,500	£10.7	£11.5	£12.4	£13.3	£14.4
(2) Burton Son & Sanders (LPA Ref: 07/00555/FUL)	447	£4,000	£1.8	£1.9	£2.1	£2.2	£2.4
(3) 47 Key Street (LPA Ref: 07/00643/FUL)	1,093	£4,000	£4.4	£4.7	£5.1	£5.5	£5.9
(4) Mixed Use Scheme - Grafton Way (LPA Ref: 08/00953/FUL)							
Tesco Extra	2,549	£9,500	£24.2	£26.1	£28.0	£30.2	£32.6
Ancillary Open A1 retail	785	£4,642	£3.6	£3.9	£4.2	£4.5	£4.9
(5) Westgate Centre (LPA Ref: 08/00806/FUL)	8,078	£5,500	£44.4	£47.8	£51.5	£55.4	£59.7
TOTAL NEW COMMITMENTS:	17,225	£5,175	£89.1	£95.9	£103.2	£111.2	£119.8

Assume 'productivity' growth rate for all existing, new and committed comparison goods floorspace as follows

0.00%	per annum	2010
0.60%	per annum	2011
1.20%	per annum	2012
1.40%	per annum	2013-2017
1.50%	per annum	2018-2031

- NOTES:
- (1) Permission for a 5,341m² gross non-food retail warehouse with 347 parking spaces as part of a wider development that includes a 16,685m² manufacturing and distribution building (B1 Use Class). Assume gross/net ratio of 80% for 'bulky goods' retail warehousing.
- (2) Planning permission for a mix of uses including 3 hotels, a 411m² gross Tesco Express, 1,278m² of retail/restaurant uses, 8,342m² of offices and basement/sub-basement parking for 420 cars. Development has not started on this scheme. SP assume that 50% of the Class A1/A3 retail floorspace will be for will be for Open A1 (non-food) retailing. Of this SP further assume gross/net ratio of 70%.
- (3) A mixed use scheme comprising 211 residential units, 1,457m² gross of Open A1 retail floorspace, an additional 839m² of office/retail floorspace, workshops and a multi-storey car park. SP assume gross/net ratio for Open A1 retail floorspace of 75%.
- (4) Planning permission is for a Tesco Extra superstore (Class A1); four retail/restaurant uses (Class A1/A3); two hotels (Class C1); and 125 residential units (Class C3). The Tesco Extra comprises an estimated net (retail planning) sales area of 7,282m², of which of which no more than 35% will be non-food goods retailing. On this basis the convenience goods estimated retail floorspace is 4,733m² net and 2,549m² net for comparison goods. The ancillary Open A1 retail floorspace is stated not to exceed 1,208m² gross; on this basis we have assumed a net sales area of 785m² for this floorspace (based on a gross to net ratio of 65%) although this may not necessarily be taken up by non-food retailers.
- (5) 'Westgate Centre' (aka Civic Drive site) has permission for a mixed use scheme of circa 14,928m² of additional Class A1 retailing and 258m² of Class A3 cafe/restaurant space. The proposed development will extend the existing theatre and provide 11 new dwellings, along with additional parking spaces. For the purpose of our economic assessment we have assumed that the comparison goods floorspace is some 12,428m² gross (8,078m² net) and that the permitted scheme could accommodate a smaller supermarket format with sales area of circa 2,500m² gross (1,625m² net). SP assume gross/net ratio for Open A1 retail floorspace of 65%.

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'Baseline' Scenario:

TABLE 6: ICA (Zones 1 - 4) - MARKET SHARE ANALYSIS

	2005	2010	2016	2021	2026	2031
IPSWICH TOWN CENTRE:	48.5%	57.2%	57.2%	57.2%	57.2%	57.2%
ALL DISTRICT / LOCAL CENTRES:	n/a	1.4%	1.4%	1.4%	1.4%	1.4%
IPSWICH BOROUGH AREA: OUT-OF-CENTRE						
Euro Retail Park:	5.9%	10.3%	10.3%	10.3%	10.3%	10.3%
Commercial Road Retail Park:	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Orwell Retail Park:	1.3%	1.4%	1.4%	1.4%	1.4%	1.4%
Suffolk Retail Park:	1.1%	0.6%	0.6%	0.6%	0.6%	0.6%
Anglia Retail Park:	12.0%	8.7%	8.7%	8.7%	8.7%	8.7%
Other Retail Warehouses:	-	0.1%	0.1%	0.1%	0.1%	0.1%
Superstores - Non Food Sales:	-	0.4%	0.4%	0.4%	0.4%	0.4%
2005 - Other Ipswich Floorspace	12.6%					
BOROUGH AREA - MARKET SHARE LEVELS:	81.4%	80.0%	80.0%	80.0%	80.0%	80.0%
INTERCHANGE RETAIL PARK:	2.9%	4.1%	4.1%	4.1%	4.1%	4.1%
MARTLESHAM RETAIL PARK:	6.5%	3.5%	3.5%	3.5%	3.5%	3.5%
COPDOCK RETAIL PARK:	n/a	2.0%	2.0%	2.0%	2.0%	2.0%
HOMEBASE, WARREN HEATH:	n/a	1.4%	1.4%	1.4%	1.4%	1.4%
OTHER SHOPPING LOCATIONS	n/a	0.9%	0.9%	0.9%	0.9%	0.9%
REST OF ICA - MARKET SHARE LEVELS:	9.4%	11.9%	11.9%	11.9%	11.9%	11.9%
COLCHESTER: All Town Centre & Out-of-Ce	2.9%	0.2%	0.2%	0.2%	0.2%	0.2%
SUDBURY: All Town Centre & Out-of-Ce	n/a	0.0%	0.0%	0.0%	0.0%	0.0%
FELIXSTOWE: All Town Centre & Out-of-Ce	n/a	0.7%	0.7%	0.7%	0.7%	0.7%
BURY ST EDMUNDS: All Town Centre & Out-of-Ce	0.1%	0.2%	0.2%	0.2%	0.2%	0.2%
STOWMARKET: All Town Centre & Out-of-Ce	n/a	0.0%	0.0%	0.0%	0.0%	0.0%
WOODBIDGE: All Town Centre & Out-of-Ce	n/a	0.9%	0.9%	0.9%	0.9%	0.9%
ALL OTHER SHOPPING LOCATIONS:	6.2%	6.1%	6.1%	6.1%	6.1%	6.1%
ALL CENTRES & STORES OUTSIDE ICA:	9.2%	8.1%	8.1%	8.1%	8.1%	8.1%
TOTAL MARKET SHARE:	100.00%	100.0%	100.00%	100.00%	100.00%	100.00%

TABLE 7: 'EASTERN' CATCHMENT AREA (Zones 5 - 7) - MARKET SHARE ANALYSIS

	2010	2016	2021	2026	2031
IPSWICH TOWN CENTRE:	28.2%	28.2%	28.2%	28.2%	28.2%
ALL DISTRICT / LOCAL CENTRES:	0.0%	0.0%	0.0%	0.0%	0.0%
IPSWICH BOROUGH AREA: OUT-OF-CENTRE					
Euro Retail Park:	6.6%	6.6%	6.6%	6.6%	6.6%
Commercial Road Retail Park:	0.2%	0.2%	0.2%	0.2%	0.2%
Orwell Retail Park:	1.5%	1.5%	1.5%	1.5%	1.5%
Suffolk Retail Park:	0.3%	0.3%	0.3%	0.3%	0.3%
Anglia Retail Park:	2.0%	2.0%	2.0%	2.0%	2.0%
Other Retail Warehouses:	0.0%	0.0%	0.0%	0.0%	0.0%
Superstores - Non Food Sales:	0.0%	0.0%	0.0%	0.0%	0.0%
BOROUGH AREA - MARKET SHARE LEVELS:	38.7%	38.7%	38.7%	38.7%	38.7%
INTERCHANGE RETAIL PARK:	2.0%	2.0%	2.0%	2.0%	2.0%
MARTLESHAM RETAIL PARK:	10.7%	10.7%	10.7%	10.7%	10.7%
COPDOCK RETAIL PARK:	0.8%	0.8%	0.8%	0.8%	0.8%
HOMEBASE, WARREN HEATH:	1.4%	1.4%	1.4%	1.4%	1.4%
OTHER SHOPPING LOCATIONS	0.4%	0.4%	0.4%	0.4%	0.4%
REST OF ICA - MARKET SHARE LEVELS:	15.4%	15.4%	15.4%	15.4%	15.4%
COLCHESTER: All Town Centre & Out-of-Centre	0.5%	0.5%	0.5%	0.5%	0.5%
SUDBURY: All Town Centre & Out-of-Centre	0.0%	0.0%	0.0%	0.0%	0.0%
FELIXSTOWE: All Town Centre & Out-of-Centre	17.5%	17.5%	17.5%	17.5%	17.5%
BURY ST EDMUNDS: All Town Centre & Out-of-Centre	0.2%	0.2%	0.2%	0.2%	0.2%
STOWMARKET: All Town Centre & Out-of-Centre	0.2%	0.2%	0.2%	0.2%	0.2%
WOODBIDGE: All Town Centre & Out-of-Centre	10.2%	10.2%	10.2%	10.2%	10.2%
ALL OTHER SHOPPING LOCATIONS:	17.3%	17.3%	17.3%	17.3%	17.3%
ALL CENTRES & STORES OUTSIDE ICA:	45.9%	45.9%	45.9%	45.9%	45.9%
TOTAL MARKET SHARE:	100.0%	100.00%	100.00%	100.00%	100.00%

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'Baseline' Scenario:

TABLE 8: 'NORTHERN' CATCHMENT AREA (Zones 8 - 9) - MARKET SHARE ANALYSIS

	2010	2016	2021	2026	2031
IPSWICH TOWN CENTRE:	25.8%	25.8%	25.8%	25.8%	25.8%
ALL DISTRICT / LOCAL CENTRES:	0.6%	0.6%	0.6%	0.6%	0.6%
IPSWICH BOROUGH AREA: OUT-OF-CENTRE					
Euro Retail Park:	1.9%	1.9%	1.9%	1.9%	1.9%
Commercial Road Retail Park:	0.1%	0.1%	0.1%	0.1%	0.1%
Orwell Retail Park:	0.5%	0.5%	0.5%	0.5%	0.5%
Suffolk Retail Park:	0.1%	0.1%	0.1%	0.1%	0.1%
Anglia Retail Park:	10.6%	10.6%	10.6%	10.6%	10.6%
Other Retail Warehouses:	0.0%	0.0%	0.0%	0.0%	0.0%
Superstores - Non Food Sales:	0.2%	0.2%	0.2%	0.2%	0.2%
BOROUGH AREA - MARKET SHARE LEVELS:	39.6%	39.6%	39.6%	39.6%	39.6%
INTERCHANGE RETAIL PARK:	0.9%	0.9%	0.9%	0.9%	0.9%
MARTLESHAM RETAIL PARK:	0.2%	0.2%	0.2%	0.2%	0.2%
COPDOCK RETAIL PARK:	1.5%	1.5%	1.5%	1.5%	1.5%
HOMEBASE, WARREN HEATH:	0.2%	0.2%	0.2%	0.2%	0.2%
OTHER SHOPPING LOCATIONS:	0.0%	0.0%	0.0%	0.0%	0.0%
REST OF ICA - MARKET SHARE LEVELS:	2.8%	2.8%	2.8%	2.8%	2.8%
COLCHESTER: All Town Centre & Out-of-Centre	0.1%	0.1%	0.1%	0.1%	0.1%
SUDBURY: All Town Centre & Out-of-Centre	1.0%	1.0%	1.0%	1.0%	1.0%
FELIXSTOWE: All Town Centre & Out-of-Centre	0.1%	0.1%	0.1%	0.1%	0.1%
BURY ST EDMUNDS: All Town Centre & Out-of-Centre	18.9%	18.9%	18.9%	18.9%	18.9%
STOWMARKET: All Town Centre & Out-of-Centre	24.8%	24.8%	24.8%	24.8%	24.8%
WOODBIDGE: All Town Centre & Out-of-Centre	0.6%	0.6%	0.6%	0.6%	0.6%
ALL OTHER SHOPPING LOCATIONS:	12.0%	12.0%	12.0%	12.0%	12.0%
ALL CENTRES & STORES OUTSIDE ICA:	57.6%	57.6%	57.6%	57.6%	57.6%
TOTAL MARKET SHARE:	100.0%	100.00%	100.00%	100.00%	100.00%

TABLE 9: 'SOUTHERN' CATCHMENT AREA (Zone 10) - MARKET SHARE ANALYSIS

	2010	2016	2021	2026	2031
IPSWICH TOWN CENTRE:	26.8%	26.8%	26.8%	26.8%	26.8%
ALL DISTRICT / LOCAL CENTRES:	0.0%	0.0%	0.0%	0.0%	0.0%
IPSWICH BOROUGH AREA: OUT-OF-CENTRE					
Euro Retail Park:	3.4%	3.4%	3.4%	3.4%	3.4%
Commercial Road Retail Park:	0.2%	0.2%	0.2%	0.2%	0.2%
Orwell Retail Park:	0.7%	0.7%	0.7%	0.7%	0.7%
Suffolk Retail Park:	0.8%	0.8%	0.8%	0.8%	0.8%
Anglia Retail Park:	2.8%	2.8%	2.8%	2.8%	2.8%
Other Retail Warehouses:	0.0%	0.0%	0.0%	0.0%	0.0%
Superstores - Non Food Sales:	0.0%	0.0%	0.0%	0.0%	0.0%
BOROUGH AREA - MARKET SHARE LEVELS:	34.7%	34.7%	34.7%	34.7%	34.7%
INTERCHANGE RETAIL PARK:	3.4%	3.4%	3.4%	3.4%	3.4%
MARTLESHAM RETAIL PARK:	0.4%	0.4%	0.4%	0.4%	0.4%
COPDOCK RETAIL PARK:	0.8%	0.8%	0.8%	0.8%	0.8%
HOMEBASE, WARREN HEATH:	1.1%	1.1%	1.1%	1.1%	1.1%
OTHER SHOPPING LOCATIONS:	0.0%	0.0%	0.0%	0.0%	0.0%
REST OF ICA - MARKET SHARE LEVELS:	5.7%	5.7%	5.7%	5.7%	5.7%
COLCHESTER: All Town Centre & Out-of-Centre	29.2%	29.2%	29.2%	29.2%	29.2%
SUDBURY: All Town Centre & Out-of-Centre	12.1%	12.1%	12.1%	12.1%	12.1%
FELIXSTOWE: All Town Centre & Out-of-Centre	0.0%	0.0%	0.0%	0.0%	0.0%
BURY ST EDMUNDS: All Town Centre & Out-of-Centre	2.5%	2.5%	2.5%	2.5%	2.5%
STOWMARKET: All Town Centre & Out-of-Centre	0.0%	0.0%	0.0%	0.0%	0.0%
WOODBIDGE: All Town Centre & Out-of-Centre	0.2%	0.2%	0.2%	0.2%	0.2%
ALL OTHER SHOPPING LOCATIONS:	15.5%	15.5%	15.5%	15.5%	15.5%
ALL CENTRES & STORES OUTSIDE ICA:	59.5%	59.5%	59.5%	59.5%	59.5%
TOTAL MARKET SHARE:	100.0%	100.00%	100.00%	100.00%	100.00%

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'Baseline' Scenario:

TABLE 10: COMPARISON GOODS TURNOVER DERIVED FROM 'INNER' CATCHMENT AREA

	2010	2016	2021	2026	2031
IPSWICH TOWN CENTRE:	£229.2	£276.6	£337.4	£411.7	£520.7
ALL DISTRICT / LOCAL CENTRES:	£5.7	£6.8	£8.3	£10.2	£12.8
IPSWICH BOROUGH AREA: OUT-OF-CENTRE					
Euro Retail Park:	£41.3	£49.8	£60.8	£74.2	£93.8
Commercial Road Retail Park:	£0.1	£0.1	£0.1	£0.2	£0.2
Orwell Retail Park:	£5.7	£6.8	£8.3	£10.2	£12.8
Suffolk Retail Park:	£2.3	£2.7	£3.4	£4.1	£5.2
Anglia Retail Park:	£34.8	£42.0	£51.2	£62.4	£79.0
Other Retail Warehouses:	£0.3	£0.3	£0.4	£0.5	£0.6
Superstores - Non Food Sales:	£1.4	£1.7	£2.1	£2.6	£3.2
SUB-TOTAL	£320.6	£386.9	£471.9	£575.8	£728.3
INTERCHANGE RETAIL PARK:	£16.5	£19.9	£24.3	£29.7	£37.5
MARTLESHAM RETAIL PARK:	£13.9	£16.7	£20.4	£24.9	£31.5
COPDOCK RETAIL PARK:	£7.9	£9.5	£11.6	£14.1	£17.9
HOMEBASE, WARREN HEATH:	£5.7	£6.9	£8.4	£10.2	£12.9
OTHER SHOPPING LOCATIONS	£3.6	£4.3	£5.3	£6.4	£8.2
REST OF ICA - MARKET SHARE LEVELS:	£47.5	£57.4	£70.0	£85.4	£108.0
OTHER CENTRES & STORES OUTSIDE ICA:	£32.7	£39.4	£48.1	£58.7	£74.2
TOTAL TURNOVER:	£400.7	£483.7	£590.0	£719.9	£910.5

TABLE 11: COMPARISON GOODS TURNOVER DERIVED FROM 'EASTERN' CATCHMENT AREA

	2010	2016	2021	2026	2031
IPSWICH TOWN CENTRE:	£77.3	£90.0	£106.8	£127.4	£152.0
ALL DISTRICT / LOCAL CENTRES:	£0.0	£0.0	£0.0	£0.0	£0.0
IPSWICH BOROUGH AREA: OUT-OF-CENTRE					
Euro Retail Park:	£18.0	£20.9	£24.8	£29.6	£35.3
Commercial Road Retail Park:	£0.5	£0.6	£0.8	£0.9	£1.1
Orwell Retail Park:	£4.0	£4.6	£5.5	£6.5	£7.8
Suffolk Retail Park:	£0.7	£0.8	£1.0	£1.1	£1.4
Anglia Retail Park:	£5.5	£6.4	£7.6	£9.1	£10.8
Other Retail Warehouses:	£0.0	£0.0	£0.0	£0.0	£0.0
Superstores - Non Food Sales:	£0.0	£0.0	£0.0	£0.0	£0.0
SUB-TOTAL	£106.0	£123.3	£146.4	£174.7	£208.3
INTERCHANGE RETAIL PARK:	£5.5	£6.4	£7.6	£9.1	£10.8
MARTLESHAM RETAIL PARK:	£29.4	£34.2	£40.6	£48.4	£57.7
COPDOCK RETAIL PARK:	£2.3	£2.6	£3.1	£3.7	£4.5
HOMEBASE, WARREN HEATH:	£3.9	£4.5	£5.4	£6.4	£7.7
OTHER SHOPPING LOCATIONS	£1.1	£1.2	£1.5	£1.7	£2.1
REST OF ICA - MARKET SHARE LEVELS:	£42.1	£49.0	£58.1	£69.4	£82.7
OTHER CENTRES & STORES OUTSIDE ICA:	£125.7	£146.2	£173.5	£207.0	£246.9
TOTAL TURNOVER:	£273.8	£318.5	£378.0	£451.1	£537.9

IPSWICH BOROUGH COUNCIL
2010 RETAIL STUDY UPDATE
Comparison Goods Capacity Assessment

'Baseline' Scenario:

TABLE 12: COMPARISON GOODS TURNOVER DERIVED FROM 'NORTHERN' CATCHMENT AREA

	2010	2016	2021	2026	2031
IPSWICH TOWN CENTRE:	£66.3	£78.6	£94.5	£113.3	£136.0
ALL DISTRICT / LOCAL CENTRES:	£1.4	£1.7	£2.0	£2.4	£2.9
IPSWICH BOROUGH AREA: OUT-OF-CENTRE					
Euro Retail Park:	£5.0	£5.9	£7.1	£8.6	£10.3
Commercial Road Retail Park:	£0.2	£0.3	£0.3	£0.4	£0.4
Orwell Retail Park:	£1.2	£1.4	£1.7	£2.0	£2.4
Suffolk Retail Park:	£0.2	£0.2	£0.3	£0.3	£0.4
Anglia Retail Park:	£27.2	£32.3	£38.8	£46.5	£55.9
Other Retail Warehouses:	£0.0	£0.0	£0.0	£0.0	£0.0
Superstores - Non Food Sales:	£0.4	£0.5	£0.6	£0.7	£0.9
SUB-TOTAL	£101.9	£120.9	£145.3	£174.3	£209.2
INTERCHANGE RETAIL PARK:	£2.3	£2.7	£3.3	£3.9	£4.7
MARTLESHAM RETAIL PARK:	£0.6	£0.7	£0.8	£0.9	£1.1
COPDOCK RETAIL PARK:	£3.9	£4.7	£5.6	£6.7	£8.1
HOMEBASE, WARREN HEATH:	£0.5	£0.5	£0.6	£0.8	£0.9
OTHER SHOPPING LOCATIONS	£0.0	£0.0	£0.0	£0.0	£0.0
REST OF ICA - MARKET SHARE LEVELS:	£7.2	£8.6	£10.3	£12.4	£14.9
OTHER CENTRES & STORES OUTSIDE ICA:	£148.0	£175.6	£210.9	£253.0	£303.7
TOTAL TURNOVER:	£257.2	£305.1	£366.5	£439.7	£527.7

TABLE 13: COMPARISON GOODS TURNOVER DERIVED FROM 'SOUTHERN' CATCHMENT AREA

	2010	2016	2021	2026	2031
IPSWICH TOWN CENTRE:	£65.1	£77.2	£92.5	£111.2	£133.7
ALL DISTRICT / LOCAL CENTRES:	£0.0	£0.0	£0.0	£0.0	£0.0
IPSWICH BOROUGH AREA: OUT-OF-CENTRE					
Euro Retail Park:	£8.2	£9.7	£11.7	£14.0	£16.8
Commercial Road Retail Park:	£0.5	£0.6	£0.7	£0.9	£1.1
Orwell Retail Park:	£1.7	£2.0	£2.4	£2.9	£3.5
Suffolk Retail Park:	£2.0	£2.4	£2.9	£3.4	£4.1
Anglia Retail Park:	£6.9	£8.1	£9.7	£11.7	£14.1
Other Retail Warehouses:	£0.0	£0.0	£0.0	£0.0	£0.0
Superstores - Non Food Sales:	£0.0	£0.0	£0.0	£0.0	£0.0
SUB-TOTAL	£84.4	£100.0	£119.9	£144.1	£173.3
INTERCHANGE RETAIL PARK:	£8.2	£9.7	£11.7	£14.0	£16.9
MARTLESHAM RETAIL PARK:	£1.0	£1.1	£1.4	£1.6	£2.0
COPDOCK RETAIL PARK:	£1.9	£2.2	£2.7	£3.2	£3.9
HOMEBASE, WARREN HEATH:	£2.8	£3.3	£3.9	£4.7	£5.6
OTHER SHOPPING LOCATIONS	£0.1	£0.1	£0.1	£0.1	£0.2
REST OF ICA - MARKET SHARE LEVELS:	£13.9	£16.5	£19.7	£23.7	£28.5
OTHER CENTRES & STORES OUTSIDE ICA:	£144.7	£171.4	£205.5	£247.0	£297.0
TOTAL TURNOVER:	£243.0	£287.8	£345.1	£414.8	£498.8

IPSWICH BOROUGH COUNCIL
2010 RETAIL STUDY UPDATE
Comparison Goods Capacity Assessment
'Baseline' Scenario:
TABLE 14: TOTAL TURNOVER DERIVED FROM STUDY AREA (Zones 1 - 10)

	2010	2016	2021	2026	2031
IPSWICH TOWN CENTRE:	£437.9	£522.4	£631.1	£763.6	£942.3
ALL DISTRICT / LOCAL CENTRES:	£7.1	£8.5	£10.3	£12.6	£15.7
IPSWICH BOROUGH AREA: OUT-OF-CENTRE					
Euro Retail Park:	£72.5	£86.4	£104.4	£126.4	£156.2
Commercial Road Retail Park:	£1.4	£1.6	£1.9	£2.3	£2.8
Orwell Retail Park:	£12.5	£14.8	£17.9	£21.6	£26.5
Suffolk Retail Park:	£5.2	£6.2	£7.4	£9.0	£11.1
Anglia Retail Park:	£74.3	£88.8	£107.3	£129.7	£159.7
Other Retail Warehouses:	£0.3	£0.3	£0.4	£0.5	£0.6
Superstores - Non Food Sales:	£1.9	£2.2	£2.7	£3.3	£4.1
SUB-TOTAL	£612.9	£731.2	£883.5	£1,068.9	£1,319.1
INTERCHANGE RETAIL PARK:	£32.5	£38.8	£46.8	£56.7	£69.9
MARTLESHAM RETAIL PARK:	£44.8	£52.7	£63.1	£75.9	£92.3
COPDOCK RETAIL PARK:	£16.0	£19.1	£23.0	£27.8	£34.3
HOMEBASE, WARREN HEATH:	£12.8	£15.2	£18.3	£22.1	£27.2
OTHER SHOPPING LOCATIONS	£4.7	£5.7	£6.9	£8.3	£10.4
REST OF ICA - MARKET SHARE LEVELS:	£110.8	£131.4	£158.1	£190.8	£234.1
OTHER CENTRES & STORES OUTSIDE ICA:	£451.0	£532.6	£638.0	£765.7	£921.8
TOTAL TURNOVER:	£1,174.7	£1,395.1	£1,679.6	£2,025.4	£2,474.9

TABLE 15: ESTIMATED TRADE DRAW FROM OUTSIDE STUDY AREA (i.e. beyond Zones 1-10)

	2010	2016	2021	2026	2031
BOROUGH AREA ONLY:					
IPSWICH TOWN CENTRE:	10%	10%	10%	10%	10%
ALL DISTRICT / LOCAL CENTRES:	0%	0%	0%	0%	0%
OUT-OF-CENTRE RETAIL WAREHOUSES:					
Euro Retail Park:	0%	0%	0%	0%	0%
Commercial Road Retail Park:	0%	0%	0%	0%	0%
Orwell Retail Park:	0%	0%	0%	0%	0%
Suffolk Retail Park:	0%	0%	0%	0%	0%
Anglia Retail Park:	0%	0%	0%	0%	0%
Other Retail Warehouses:	0%	0%	0%	0%	0%
Superstores - Non Food Sales:	0%	0%	0%	0%	0%
REST OF ICA:					
INTERCHANGE RETAIL PARK:	0%	0%	0%	0%	0%
MARTLESHAM RETAIL PARK:	0%	0%	0%	0%	0%
COPDOCK RETAIL PARK:	0%	0%	0%	0%	0%
HOMEBASE, WARREN HEATH:	0%	0%	0%	0%	0%
OTHER SHOPPING LOCATIONS	0%	0%	0%	0%	0%

TABLE 16: TOTAL 'POTENTIAL' TURNOVER OF ALL CENTRES & SHOPPING LOCATIONS WITHIN BOROUGH & ICA

	2010	2016	2021	2026	2031
IPSWICH TOWN CENTRE:	£486.6	£580.4	£701.2	£848.4	£1,047.0
ALL DISTRICT / LOCAL CENTRES:	£7.1	£8.5	£10.3	£12.6	£15.7
IPSWICH BOROUGH AREA: OUT-OF-CENTRE					
Euro Retail Park:	£72.5	£86.4	£104.4	£126.4	£156.2
Commercial Road Retail Park:	£1.4	£1.6	£1.9	£2.3	£2.8
Orwell Retail Park:	£12.5	£14.8	£17.9	£21.6	£26.5
Suffolk Retail Park:	£5.2	£6.2	£7.4	£9.0	£11.1
Anglia Retail Park:	£74.3	£88.8	£107.3	£129.7	£159.7
Other Retail Warehouses:	£0.3	£0.3	£0.4	£0.5	£0.6
Superstores - Non Food Sales:	£1.9	£2.2	£2.7	£3.3	£4.1
INTERCHANGE RETAIL PARK:	£32.5	£38.8	£46.8	£56.7	£69.9
MARTLESHAM RETAIL PARK:	£44.8	£52.7	£63.1	£75.9	£92.3
COPDOCK RETAIL PARK:	£16.0	£19.1	£23.0	£27.8	£34.3
HOMEBASE, WARREN HEATH:	£12.8	£15.2	£18.3	£22.1	£27.2
OTHER SHOPPING LOCATIONS	£4.7	£5.7	£6.9	£8.3	£10.4
TOTAL TURNOVER:	£772.4	£920.6	£1,111.7	£1,344.5	£1,657.8

IPSWICH BOROUGH COUNCIL
2010 RETAIL STUDY UPDATE
Comparison Goods Capacity Assessment
'Baseline' Scenario:
TABLE 17: COMPARISON GOODS CAPACITY ASSESSMENT - 'INNER CATCHMENT AREA'

	2010	2016	2021	2026	2031
STEP 1: TOTAL EXISTING FLOORSPACE IN DISTRICT (m² net):	151,293	151,293	151,293	151,293	151,293
STEP 2: TOTAL FORECAST 'POTENTIAL' TURNOVER (£ m):					
(i) Total 'Potential' Turnover (£ million):	£772.36	£920.59	£1,111.73	£1,344.55	£1,657.83
(ii) Average Sales Density (£ per sq.m):	£5,105	£6,085	£7,348	£8,887	£10,958
STEP 3: TOTAL FORECAST 'BENCHMARK' TURNOVER (£ m):					
(i) Total 'Benchmark' Turnover (£ million):	£679.62	£731.47	£787.23	£848.07	£913.61
(ii) Average Sales Density (£ per sq.m):	£4,492	£4,835	£5,203	£5,605	£6,039
STEP 4: TOTAL FORECAST RESIDUAL EXPENDITURE:	£92.73	£189.12	£324.50	£496.48	£744.21
STEP 5: FORECAST TURNOVER OF COMMITTED FLOORSPACE (£ m):	£89.13	£95.93	£103.24	£111.22	£119.82
STEP 6: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:	£3.60	£93.19	£221.25	£385.25	£624.39
STEP 7: FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m)	£6,500	£6,996	£7,529	£8,111	£8,738
(ii) Net Floorspace Capacity (sq m):	554	13,320	29,386	47,498	71,458
(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):	791	19,029	41,981	67,854	102,083

Assume 'productivity' growth rate for all existing, new and committed comparison goods floorspace as follows

0.00%	per annum	2010
0.60%	per annum	2011
1.20%	per annum	2012
1.40%	per annum	2013-2017
1.50%	per annum	2018-2031

APPENDIX 11: CONVENIENCE GOODS – ECONOMIC TABLES

IPSWICH BOROUGH COUNCIL

2010 RETAIL STUDY UPDATE

Convenience Goods Capacity Assessment

'Baseline' Scenario:

TABLE 1: BASE YEAR POPULATION & PROJECTIONS (2010 - 2031)

ZONE:						GROWTH (%)	
	2010	2016	2021	2026	2031	2010 - 31	
Zone 1:	35,549	38,190	40,374	42,564	44,955	26.5%	
Zone 2:	31,557	33,761	35,753	37,885	47,111	49.3%	
Zone 3:	48,360	51,107	53,631	56,271	59,112	22.2%	
Zone 4:	35,116	37,913	40,377	42,813	45,500	29.6%	
Zone 5:	39,842	41,112	42,370	43,832	45,367	13.9%	
Zone 6:	31,799	32,667	33,480	34,410	35,310	11.0%	
Zone 7:	26,131	26,882	27,651	28,564	29,449	12.7%	
Zone 8:	33,915	35,671	37,139	38,475	39,893	17.6%	
Zone 9:	57,084	59,882	62,314	64,676	67,166	17.7%	
Zone 10:	84,621	88,712	92,141	95,753	99,568	17.7%	
TOTAL:	423,974	445,897	465,230	485,243	513,432	21.1%	
Zones 1-4	'INNER CATCHMENT AREA' (ICA):	150,582	160,971	170,135	179,533	196,678	30.6%
Zones 5-7	'EASTERN CATCHMENT AREA' (ECA):	97,772	100,661	103,501	106,806	110,126	12.6%
Zones 8-9:	'NORTHERN CATCHMENT AREA' (NCA):	90,999	95,553	99,453	103,151	107,059	17.6%
Zones 10:	'SOUTHERN CATCHMENT AREA' (SCA):	84,621	88,712	92,141	95,753	99,568	17.7%

Sources: Experian Business Strategies 'Retail Area Planner' Report for each study zone.

Based year population derived from 2008 mid-year ONS population estimates.

Projections are based on Experian's 'demographic component model'. This takes into account 2008 mid-year age and gender estimates and projects the population forward year-on-year based on Government population projections for local authority areas and London Boroughs. The yearly components of population change that are taken into account are the birth rate (0-4 age band); ageing; net migration; and death rate.

TABLE 2: EXPENDITURE PER CAPITA FORECASTS (2008 prices)

ZONE:	2010	2016	2021	2026	2031
Zone 1:	£1,675	£1,716	£1,788	£1,864	£1,947
Zone 2:	£1,700	£1,742	£1,815	£1,892	£1,975
Zone 3:	£1,860	£1,906	£1,986	£2,070	£2,162
Zone 4:	£1,741	£1,784	£1,858	£1,937	£2,023
Zone 5:	£1,801	£1,845	£1,923	£2,005	£2,093
Zone 6:	£1,842	£1,888	£1,967	£2,050	£2,141
Zone 7:	£1,819	£1,864	£1,942	£2,025	£2,114
Zone 8:	£1,825	£1,871	£1,949	£2,032	£2,122
Zone 9:	£1,764	£1,807	£1,883	£1,963	£2,050
Zone 10:	£1,810	£1,855	£1,933	£2,015	£2,104

Sources & Notes: (1) Average spend per capita estimates for 2010 are derived from Experian 'Retail Area Planner' Reports.

(2) Annual expenditure growth forecasts informed by Experian Business Strategies - Retail Planner Briefing Note 8.1 (August 2010)

(3) Expenditure on SFT has been deducted at the outset, based on research by Experian Business Strategies (Retail Planning Briefing Notes).

TABLE 3: TOTAL FORECAST GROWTH IN CONVENIENCE GOODS EXPENDITURE, 2010 - 2031 (£ million)

ZONE:						GROWTH (%)	
	2010	2016	2021	2026	2031	2010 - 31	
Zone 1:	£59.5	£65.5	£72.2	£79.4	£87.5	47.0%	
Zone 2:	£53.6	£58.8	£64.9	£71.7	£93.1	73.5%	
Zone 3:	£89.9	£97.4	£106.5	£116.5	£127.8	42.1%	
Zone 4:	£61.1	£67.6	£75.0	£82.9	£92.0	50.6%	
Zone 5:	£71.8	£75.9	£81.5	£87.9	£95.0	32.3%	
Zone 6:	£58.6	£61.7	£65.9	£70.6	£75.6	29.1%	
Zone 7:	£47.5	£50.1	£53.7	£57.8	£62.3	31.0%	
Zone 8:	£61.9	£66.7	£72.4	£78.2	£84.6	36.7%	
Zone 9:	£100.7	£108.2	£117.3	£127.0	£137.7	36.8%	
Zone 10:	£153.2	£164.5	£178.1	£192.9	£209.5	36.8%	
TOTAL:	£757.9	£816.5	£887.5	£964.8	£1,065.0	40.5%	
Zones 1-4	'INNER CATCHMENT AREA' (ICA):	£264.2	£289.4	£318.6	£350.5	£400.4	51.5%
Zones 5-7	'EASTERN CATCHMENT AREA' (ECA):	£177.9	£187.6	£201.0	£216.3	£232.8	30.9%
Zones 8-9:	'NORTHERN CATCHMENT AREA' (NCA):	£162.6	£174.9	£189.7	£205.1	£222.3	36.7%
Zone 10:	'SOUTHERN CATCHMENT AREA' (SCA):	£153.2	£164.5	£178.1	£192.9	£209.5	36.8%

IPSWICH BOROUGH COUNCIL
2010 RETAIL STUDY UPDATE
Convenience Goods Capacity Assessment
'Baseline' Scenario:
TABLE 4: EXISTING CONVENIENCE GOODS FLOORSPACE & ESTIMATED 'BENCHMARK' TURNOVER LEVELS

		Estimated Sales Area (m ² net)	Average Sales Density (£ per m ²)	2010 £m	2016 £m	2021 £m	2026 £m	2031 £m
IPSWICH TOWN CENTRE	SUB-TOTAL	5,006	£8,000	£40.0	£40.7	£41.5	£42.4	£43.2
DISTRICT CENTRES:								
	Aldi, Felixstowe Road	585	£4,500	£2.6	£2.7	£2.7	£2.8	£2.8
	Asda, Stoke Park Drive	2,070	£13,655	£28.3	£28.7	£29.3	£29.9	£30.5
	All Other Floorspace:	6,750	£3,783	£25.5	£26.0	£26.5	£27.0	£27.6
	SUB-TOTAL	9,405	£6,000	£56.4	£57.3	£58.5	£59.7	£60.9
ALL LOCAL CENTRES:								
	SUB-TOTAL	4,786	£4,300	£20.6	£20.9	£21.3	£21.8	£22.2
IPSWICH BOROUGH: OUT-OF-CENTRE								
	Asda Goddard Road	3,602	£13,655	£49.2	£50.0	£51.0	£52.0	£53.1
	Co-op 362 Foxhall Road	201	£5,000	£1.0	£1.0	£1.0	£1.1	£1.1
	J Sainsbury Hadleigh Road	3,333	£10,140	£33.8	£34.3	£35.0	£35.7	£36.5
	Lidl Handford Road	734	£3,520	£2.6	£2.6	£2.7	£2.7	£2.8
	W M Morrisons Sproughton Road	3,276	£11,850	£38.8	£39.4	£40.2	£41.0	£41.9
	SUB-TOTAL	11,145	£11,250	£125.4	£127.4	£130.0	£132.6	£135.3
OTHER INNER CATCHMENT AREA								
	Tesco Ropes Drive, Kesgrave	811	£13,500	£10.9	£11.1	£11.3	£11.6	£11.8
	Tesco Martlesham Heath	3,331	£13,500	£45.0	£45.7	£46.6	£47.6	£48.5
	Tesco Copdock Interchange	3,453	£13,500	£46.6	£47.4	£48.3	£49.3	£50.3
	J Sainsbury Warren Heath	4,654	£10,145	£47.2	£48.0	£48.9	£49.9	£50.9
	SUB-TOTAL	12,249	£12,225	£149.8	£152.2	£155.2	£158.4	£161.6
TOTAL:		42,593	£9,208	£392.2	£398.5	£406.5	£414.7	£423.1

NOTES: Assume 'productivity' growth rate for all existing, new and committed convenience goods floorspace as follows: 2010 - 2012: 0.00% per annum
2013 - 2031: 0.40% per annum

SOURCES: Floorspace estimates have been informed by the latest IGD Stores Database; the Trevor Wood Retail Warehouse Database (2010); the Ipswich Town Centre Experian Goad 'Retail Category Report'; recent planning applications and retail assessments; the latest Council audits and floorspace estimates; and our own research.
(2) Average sales density estimates for Ipswich Town Centre, District & Local Centres have been informed by the Council's 2005 Study; the centre health check assessments; and published company averages as set out in Mintel's 'UK Retail Rankings'. Please note that SP has made an allowance for VAT & petrol sales, etc..

TABLE 5: NEW RETAIL FLOORSPACE COMMITMENTS (ie. with planning permission and/or under construction)

		Estimated Sales Area (m ² net)	Average Sales Density (£ per m ²)	2010 £m	2016 £m	2021 £m	2026 £m	2031 £m
(1) Mixed Use Scheme - Grafton Way (LPA Ref: 08/00953/FUL)								
	Convenience Goods:	4,733	£13,500	£63.9	£64.9	£66.2	£67.6	£68.9
(2) Westgate Centre (LPA Ref: 08/00806/FUL)								
	Convenience Goods:	1,625	£8,000	£13.0	£13.2	£13.5	£13.7	£14.0
IPSWICH BOROUGH AREA:				£76.90	£78.13	£79.71	£81.32	£82.95

Assume 'productivity' growth rate for all existing, new and committed convenience goods floorspace as follows: 2010 - 2012: 0.00% per annum
2013 - 2031: 0.40% per annum

SOURCES: Sources include the latest IGD Stores Database; the Trevor Wood Retail Warehouse Database (2010); the Ipswich Town Centre Experian Goad 'Retail Category Report'; recent planning applications and retail assessments; the latest Council audits and floorspace estimates; and our own research

NOTES: (1) Planning permission is for a Tesco Extra superstore (Class A1); four retail/restaurant uses (Class A1/A3); two hotels (Class C1); and 125 residential units (Class C3). The Tesco Extra comprises an estimated net (retail planning) sales area of 7,282m², of which of which no more than 35% will be non-food goods retailing. On this basis the convenience goods estimated retail floorspace is 4,733m² net and 2,549m² net for comparison goods.
(2) 'Westgate Centre' (aka Civic Drive site) has permission for a mixed use scheme of circa 14,928m² of additional Class A1 retailing and 258m² of Class A3 cafe/restaurant space. The proposed development will extend the existing theatre and provide 11 new dwellings, along with additional parking spaces. For the purpose of our economic assessment we have assumed that the comparison goods floorspace is some 12,428m² gross (8,078m² net) and that the permitted scheme could accommodate a smaller supermarket format with sales area of circa 2,500m² gross (1,625m² net). SP assume gross/net ratio for Open A1 retail floorspace of 65%.

IPSWICH BOROUGH COUNCIL
2010 RETAIL STUDY UPDATE
Convenience Goods Capacity Assessment
'Baseline' Scenario:
TABLE 6: 'INNER' CATCHMENT AREA (Zones 1 - 4) - MARKET SHARE ANALYSIS

	2010	2016	2021	2026	2031
IPSWICH TOWN CENTRE:	4.8%	4.8%	4.8%	4.8%	4.8%
ALL DISTRICT CENTRES:					
Aldi, Felixstowe Rd	1.5%	1.5%	1.5%	1.5%	1.5%
Asda, Stoke Park Drive	3.6%	3.6%	3.6%	3.6%	3.6%
All other convenience floorspace	6.3%	6.3%	6.3%	6.3%	6.3%
DISTRICT CENTRES:	11.4%	11.4%	11.4%	11.4%	11.4%
ALL LOCAL CENTRES:	9.9%	9.9%	9.9%	9.9%	9.9%
IPSWICH BOROUGH: OUT-OF-CENTRE STORES:					
Asda	8.7%	8.7%	8.7%	8.7%	8.7%
J Sainsbury	10.1%	10.1%	10.1%	10.1%	10.1%
Lidl	0.6%	0.6%	0.6%	0.6%	0.6%
W M Morrisons	13.6%	13.6%	13.6%	13.6%	13.6%
OUT-OF-CENTRE:	33.0%	33.0%	33.0%	33.0%	33.0%
BOROUGH AREA - MARKET SHARE LEVELS:	59.1%	59.1%	59.1%	59.1%	59.1%
OTHER INNER CATCHMENT AREA					
Tesco	4.3%	4.3%	4.3%	4.3%	4.3%
Tesco	7.9%	7.9%	7.9%	7.9%	7.9%
Tesco	9.6%	9.6%	9.6%	9.6%	9.6%
J Sainsbury	16.6%	16.6%	16.6%	16.6%	16.6%
REST OF ICA - MARKET SHARE LEVELS:	38.4%	38.4%	38.4%	38.4%	38.4%
BURY ST EDMUNDS:	0.0%	0.0%	0.0%	0.0%	0.0%
COLCHESTER:	0.1%	0.1%	0.1%	0.1%	0.1%
DISS:	0.0%	0.0%	0.0%	0.0%	0.0%
FELIXSTOWE:	0.1%	0.1%	0.1%	0.1%	0.1%
FRAMLINGHAM:	0.0%	0.0%	0.0%	0.0%	0.0%
LOWESTOFT:	0.3%	0.3%	0.3%	0.3%	0.3%
STOWMARKET:	0.2%	0.2%	0.2%	0.2%	0.2%
SUDBURY:	0.2%	0.2%	0.2%	0.2%	0.2%
WOODBIDGE:	0.0%	0.0%	0.0%	0.0%	0.0%
ALL OTHER SHOPPING LOCATIONS:	1.7%	1.7%	1.7%	1.7%	1.7%
ALL CENTRES & STORES OUTSIDE ICA:	2.5%	2.5%	2.5%	2.5%	2.5%
TOTAL MARKET SHARE:	100.0%	100.0%	100.0%	100.0%	100.0%

TABLE 7: 'EASTERN' CATCHMENT AREA (Zones 5 - 7) - MARKET SHARE ANALYSIS

	2010	2016	2021	2026	2031
IPSWICH TOWN CENTRE:	0.3%	0.3%	0.3%	0.3%	0.3%
ALL DISTRICT CENTRES:					
Aldi, Felixstowe Rd	0.2%	0.2%	0.2%	0.2%	0.2%
Asda, Stoke Park Drive	0.0%	0.0%	0.0%	0.0%	0.0%
All other convenience floorspace	1.0%	1.0%	1.0%	1.0%	1.0%
	1.2%	1.2%	1.2%	1.2%	1.2%
ALL LOCAL CENTRES:	1.3%	1.3%	1.3%	1.3%	1.3%
IPSWICH BOROUGH: OUT-OF-CENTRE STORES:					
Asda	1.7%	1.7%	1.7%	1.7%	1.7%
J Sainsbury	0.3%	0.3%	0.3%	0.3%	0.3%
Lidl	0.0%	0.0%	0.0%	0.0%	0.0%
W M Morrisons	2.1%	2.1%	2.1%	2.1%	2.1%
	4.1%	4.1%	4.1%	4.1%	4.1%
BOROUGH AREA - MARKET SHARE LEVELS:	6.9%	6.9%	6.9%	6.9%	6.9%
OTHER INNER CATCHMENT AREA					
Tesco	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco	28.7%	28.7%	28.7%	28.7%	28.7%
Tesco	1.0%	1.0%	1.0%	1.0%	1.0%
J Sainsbury	6.8%	6.8%	6.8%	6.8%	6.8%
REST OF ICA - MARKET SHARE LEVELS:	36.5%	36.5%	36.5%	36.5%	36.5%
BURY ST EDMUNDS:	0.0%	0.0%	0.0%	0.0%	0.0%
COLCHESTER:	0.0%	0.0%	0.0%	0.0%	0.0%
DISS:	1.7%	1.7%	1.7%	1.7%	1.7%
FELIXSTOWE:	23.7%	23.7%	23.7%	23.7%	23.7%
FRAMLINGHAM:	5.1%	5.1%	5.1%	5.1%	5.1%
LOWESTOFT:	2.5%	2.5%	2.5%	2.5%	2.5%
STOWMARKET:	0.6%	0.6%	0.6%	0.6%	0.6%
SUDBURY:	0.0%	0.0%	0.0%	0.0%	0.0%
WOODBIDGE:	4.2%	4.2%	4.2%	4.2%	4.2%
ALL OTHER SHOPPING LOCATIONS:	18.9%	18.9%	18.9%	18.9%	18.9%
ALL CENTRES & STORES OUTSIDE ICA:	56.6%	56.6%	56.6%	56.6%	56.6%
TOTAL MARKET SHARE:	100.0%	100.0%	100.0%	100.0%	100.0%

IPSWICH BOROUGH COUNCIL
2010 RETAIL STUDY UPDATE
Convenience Goods Capacity Assessment
'Baseline' Scenario:
TABLE 8: 'NORTHERN' CATCHMENT AREA (Zones 8 - 9) - MARKET SHARE ANALYSIS

	2010	2016	2021	2026	2031
IPSWICH TOWN CENTRE:	1.2%	1.2%	1.2%	1.2%	1.2%
ALL DISTRICT CENTRES:					
Aldi, Felixstowe Rd	0.0%	0.0%	0.0%	0.0%	0.0%
Asda, Stoke Park Drive	0.0%	0.0%	0.0%	0.0%	0.0%
All other convenience floorspace	1.1%	1.1%	1.1%	1.1%	1.1%
	1.1%	1.1%	1.1%	1.1%	1.1%
ALL LOCAL CENTRES:	0.6%	0.6%	0.6%	0.6%	0.6%
IPSWICH BOROUGH: OUT-OF-CENTRE STORES:					
Asda Goddard Road	9.3%	9.3%	9.3%	9.3%	9.3%
J Sainsbury Hadleigh Road	3.0%	3.0%	3.0%	3.0%	3.0%
Lidl Handford Road	0.5%	0.5%	0.5%	0.5%	0.5%
W M Morrisons Sproughton Road	5.8%	5.8%	5.8%	5.8%	5.8%
	18.6%	18.6%	18.6%	18.6%	18.6%
BOROUGH AREA - MARKET SHARE LEVELS:	21.5%	21.5%	21.5%	21.5%	21.5%
OTHER INNER CATCHMENT AREA					
Tesco Ropes Drive, Kesgrave	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Martlesham Heath	1.5%	1.5%	1.5%	1.5%	1.5%
Tesco Copdock Interchange	1.0%	1.0%	1.0%	1.0%	1.0%
J Sainsbury Felixstowe Road, Warren Heath	0.6%	0.6%	0.6%	0.6%	0.6%
REST OF ICA - MARKET SHARE LEVELS:	3.1%	3.1%	3.1%	3.1%	3.1%
BURY ST EDMUNDS:	13.3%	13.3%	13.3%	13.3%	13.3%
COLCHESTER:	0.0%	0.0%	0.0%	0.0%	0.0%
DISS:	5.6%	5.6%	5.6%	5.6%	5.6%
FELIXSTOWE:	0.0%	0.0%	0.0%	0.0%	0.0%
FRAMLINGHAM:	0.0%	0.0%	0.0%	0.0%	0.0%
LOWESTOFT:	0.0%	0.0%	0.0%	0.0%	0.0%
STOWMARKET:	43.9%	43.9%	43.9%	43.9%	43.9%
SUDBURY:	0.7%	0.7%	0.7%	0.7%	0.7%
WOODBIDGE:	0.0%	0.0%	0.0%	0.0%	0.0%
ALL OTHER SHOPPING LOCATIONS:	12.0%	12.0%	12.0%	12.0%	12.0%
ALL CENTRES & STORES OUTSIDE ICA:	75.5%	75.5%	75.5%	75.5%	75.5%
TOTAL MARKET SHARE:	100.0%	100.0%	100.0%	100.0%	100.0%

TABLE 9: 'SOUTHERN' CATCHMENT AREA (Zone 10) - MARKET SHARE ANALYSIS

	2010	2016	2021	2026	2031
IPSWICH TOWN CENTRE:	0.0%	0.0%	0.0%	0.0%	0.0%
ALL DISTRICT CENTRES:					
Aldi, Felixstowe Rd	0.0%	0.0%	0.0%	0.0%	0.0%
Asda, Stoke Park Drive	0.9%	0.9%	0.9%	0.9%	0.9%
All other convenience floorspace	0.0%	0.0%	0.0%	0.0%	0.0%
	0.9%	0.9%	0.9%	0.9%	0.9%
ALL LOCAL CENTRES:	0.5%	0.5%	0.5%	0.5%	0.5%
IPSWICH BOROUGH: OUT-OF-CENTRE STORES:					
Asda Goddard Road	1.5%	1.5%	1.5%	1.5%	1.5%
J Sainsbury Hadleigh Road	5.0%	5.0%	5.0%	5.0%	5.0%
Lidl Handford Road	0.0%	0.0%	0.0%	0.0%	0.0%
W M Morrisons Sproughton Road	5.9%	5.9%	5.9%	5.9%	5.9%
	12.4%	12.4%	12.4%	12.4%	12.4%
BOROUGH AREA - MARKET SHARE LEVELS:	13.8%	13.8%	13.8%	13.8%	13.8%
OTHER INNER CATCHMENT AREA					
Tesco Ropes Drive, Kesgrave	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Martlesham Heath	0.7%	0.7%	0.7%	0.7%	0.7%
Tesco Copdock Interchange	6.7%	6.7%	6.7%	6.7%	6.7%
J Sainsbury Felixstowe Road, Warren Heath	7.0%	7.0%	7.0%	7.0%	7.0%
REST OF ICA - MARKET SHARE LEVELS:	14.4%	14.4%	14.4%	14.4%	14.4%
BURY ST EDMUNDS:	0.7%	0.7%	0.7%	0.7%	0.7%
COLCHESTER:	22.6%	22.6%	22.6%	22.6%	22.6%
DISS:	0.4%	0.4%	0.4%	0.4%	0.4%
FELIXSTOWE:	0.0%	0.0%	0.0%	0.0%	0.0%
FRAMLINGHAM:	0.0%	0.0%	0.0%	0.0%	0.0%
LOWESTOFT:	0.0%	0.0%	0.0%	0.0%	0.0%
STOWMARKET:	0.0%	0.0%	0.0%	0.0%	0.0%
SUDBURY:	22.0%	22.0%	22.0%	22.0%	22.0%
WOODBIDGE:	0.0%	0.0%	0.0%	0.0%	0.0%
ALL OTHER SHOPPING LOCATIONS:	26.2%	26.2%	26.2%	26.2%	26.2%
ALL CENTRES & STORES OUTSIDE ICA:	71.8%	71.8%	71.8%	71.8%	71.8%
TOTAL MARKET SHARE:	100.0%	100.0%	100.0%	100.0%	100.0%

IPSWICH BOROUGH COUNCIL
2010 RETAIL STUDY UPDATE
Convenience Goods Capacity Assessment
'Baseline' Scenario:
TABLE 10: CONVENIENCE GOODS TURNOVER DERIVED FROM 'INNER' CATCHMENT AREA

	2010	2016	2021	2026	2031
IPSWICH TOWN CENTRE:	£12.7	£14.0	£15.4	£16.9	£19.3
ALL DISTRICT CENTRES:					
Aldi, Felixstowe Rd	£4.0	£4.3	£4.8	£5.3	£6.0
Asda, Stoke Park Drive	£9.5	£10.4	£11.5	£12.6	£14.4
All other convenience floorspace	£16.7	£18.3	£20.2	£22.2	£25.3
	£30.2	£33.1	£36.4	£40.0	£45.7
ALL LOCAL CENTRES:	£26.2	£28.6	£31.5	£34.7	£39.6
IPSWICH BOROUGH: OUT-OF-CENTRE STORES:					
Asda Goddard Road	£23.1	£25.2	£27.8	£30.6	£34.9
J Sainsbury Hadleigh Road	£26.6	£29.2	£32.1	£35.3	£40.3
Lidl Handford Road	£1.5	£1.6	£1.8	£1.9	£2.2
W M Morrisons Sproughton Road	£36.0	£39.4	£43.4	£47.8	£54.6
	£87.1	£95.4	£105.1	£115.6	£132.0
BOROUGH AREA - TURNOVER:	£156.2	£171.1	£188.4	£207.2	£236.7
OTHER INNER CATCHMENT AREA					
Tesco Ropes Drive, Kesgrave	£11.4	£12.5	£13.8	£15.2	£17.3
Tesco Martlesham Heath	£20.9	£22.9	£25.2	£27.7	£31.6
Tesco Copdock Interchange	£25.3	£27.7	£30.5	£33.6	£38.3
J Sainsbury Felixstowe Road, Warren Heath	£43.9	£48.0	£52.9	£58.2	£66.5
REST OF ICA - TURNOVER:	£101.5	£111.1	£122.4	£134.6	£153.8
BURY ST EDMUNDS:	£0.0	£0.0	£0.0	£0.0	£0.0
COLCHESTER:	£0.2	£0.2	£0.2	£0.3	£0.3
DISS:	£0.0	£0.0	£0.0	£0.0	£0.0
FELIXSTOWE:	£0.3	£0.3	£0.3	£0.4	£0.4
FRAMLINGHAM:	£0.0	£0.0	£0.0	£0.0	£0.0
LOWESTOFT:	£0.8	£0.9	£1.0	£1.1	£1.2
STOWMARKET:	£0.4	£0.4	£0.5	£0.5	£0.6
SUDBURY:	£0.4	£0.4	£0.5	£0.5	£0.6
WOODBIDGE:	£0.0	£0.0	£0.0	£0.0	£0.0
ALL OTHER SHOPPING LOCATIONS:	£4.5	£4.9	£5.4	£6.0	£6.8
ALL CENTRES & STORES OUTSIDE ICA:	£6.5	£7.2	£7.9	£8.7	£9.9
TOTAL TURNOVER:	£264.2	£289.4	£318.6	£350.5	£400.4

TABLE 11: CONVENIENCE GOODS TURNOVER DERIVED FROM 'EASTERN' CATCHMENT AREA

	2010	2016	2021	2026	2031
IPSWICH TOWN CENTRE:	£0.5	£0.6	£0.6	£0.6	£0.7
ALL DISTRICT CENTRES:					
Aldi, Felixstowe Rd	£0.3	£0.3	£0.4	£0.4	£0.4
Asda, Stoke Park Drive	£0.0	£0.0	£0.0	£0.0	£0.0
All other convenience floorspace	£1.8	£1.9	£2.0	£2.2	£2.3
	£2.1	£2.2	£2.4	£2.5	£2.7
ALL LOCAL CENTRES:	£2.4	£2.5	£2.7	£2.9	£3.1
IPSWICH BOROUGH: OUT-OF-CENTRE STORES:					
Asda Goddard Road	£3.1	£3.2	£3.5	£3.7	£4.0
J Sainsbury Hadleigh Road	£0.5	£0.6	£0.6	£0.6	£0.7
Lidl Handford Road	£0.0	£0.0	£0.0	£0.0	£0.0
W M Morrisons Sproughton Road	£3.7	£3.9	£4.2	£4.5	£4.9
	£7.3	£7.7	£8.3	£8.9	£9.6
BOROUGH AREA - TURNOVER:	£12.3	£13.0	£13.9	£15.0	£16.1
OTHER INNER CATCHMENT AREA					
Tesco Ropes Drive, Kesgrave	£0.0	£0.0	£0.0	£0.0	£0.0
Tesco Martlesham Heath	£51.1	£53.9	£57.7	£62.1	£66.9
Tesco Copdock Interchange	£1.7	£1.8	£2.0	£2.1	£2.3
J Sainsbury Felixstowe Road, Warren Heath	£12.1	£12.8	£13.7	£14.8	£15.9
REST OF ICA - TURNOVER:	£65.0	£68.5	£73.4	£79.0	£85.0
BURY ST EDMUNDS:	£0.0	£0.0	£0.0	£0.0	£0.0
COLCHESTER:	£0.0	£0.0	£0.0	£0.0	£0.0
DISS:	£3.1	£3.2	£3.5	£3.7	£4.0
FELIXSTOWE:	£42.1	£44.4	£47.5	£51.1	£55.1
FRAMLINGHAM:	£9.0	£9.5	£10.2	£10.9	£11.8
LOWESTOFT:	£4.4	£4.6	£5.0	£5.4	£5.8
STOWMARKET:	£1.0	£1.1	£1.2	£1.2	£1.3
SUDBURY:	£0.0	£0.0	£0.0	£0.0	£0.0
WOODBIDGE:	£7.5	£7.9	£8.5	£9.1	£9.8
ALL OTHER SHOPPING LOCATIONS:	£33.5	£35.4	£37.9	£40.8	£43.9
ALL CENTRES & STORES OUTSIDE ICA:	£100.6	£106.1	£113.7	£122.3	£131.7
TOTAL TURNOVER:	£177.9	£187.6	£201.0	£216.3	£232.8

IPSWICH BOROUGH COUNCIL
2010 RETAIL STUDY UPDATE
Convenience Goods Capacity Assessment
'Baseline' Scenario:
TABLE 12: CONVENIENCE GOODS TURNOVER DERIVED FROM 'NORTHERN' CATCHMENT AREA

	2010	2016	2021	2026	2031
IPSWICH TOWN CENTRE:	£1.9	£2.1	£2.2	£2.4	£2.6
ALL DISTRICT CENTRES:					
Aldi, Felixstowe Rd	£0.0	£0.0	£0.0	£0.0	£0.0
Asda, Stoke Park Drive	£0.0	£0.0	£0.0	£0.0	£0.0
All other convenience floorspace	£1.7	£1.9	£2.0	£2.2	£2.4
	£1.7	£1.9	£2.0	£2.2	£2.4
ALL LOCAL CENTRES:	£0.9	£1.0	£1.1	£1.2	£1.3
IPSWICH BOROUGH: OUT-OF-CENTRE STORES:					
Asda	£15.1	£16.3	£17.6	£19.1	£20.7
J Sainsbury	£4.8	£5.2	£5.6	£6.1	£6.6
Lidl	£0.9	£0.9	£1.0	£1.1	£1.2
W M Morrisons	£9.5	£10.2	£11.1	£11.9	£13.0
	£30.3	£32.6	£35.3	£38.2	£41.4
BOROUGH AREA - TURNOVER:	£34.9	£37.5	£40.7	£44.0	£47.7
OTHER INNER CATCHMENT AREA					
Tesco	£0.0	£0.0	£0.0	£0.0	£0.0
Tesco	£2.4	£2.6	£2.8	£3.1	£3.3
Tesco	£1.6	£1.7	£1.8	£2.0	£2.2
J Sainsbury	£1.0	£1.0	£1.1	£1.2	£1.3
REST OF ICA - TURNOVER:	£5.0	£5.4	£5.8	£6.3	£6.8
BURY ST EDMUNDS:	£21.6	£23.3	£25.2	£27.3	£29.6
COLCHESTER:	£0.0	£0.0	£0.0	£0.0	£0.0
DISS:	£9.1	£9.8	£10.6	£11.5	£12.4
FELIXSTOWE:	£0.0	£0.0	£0.0	£0.0	£0.0
FRAMLINGHAM:	£0.0	£0.0	£0.0	£0.0	£0.0
LOWESTOFT:	£0.0	£0.0	£0.0	£0.0	£0.0
STOWMARKET:	£71.4	£76.8	£83.3	£90.1	£97.7
SUDBURY:	£1.1	£1.2	£1.3	£1.4	£1.5
WOODBIDGE:	£0.0	£0.0	£0.0	£0.0	£0.0
ALL OTHER SHOPPING LOCATIONS:	£19.5	£20.9	£22.7	£24.6	£26.6
ALL CENTRES & STORES OUTSIDE ICA:	£122.7	£132.0	£143.2	£154.8	£167.8
TOTAL TURNOVER:	£162.6	£174.9	£189.7	£205.1	£222.3

TABLE 13: CONVENIENCE GOODS TURNOVER DERIVED FROM 'SOUTHERN' CATCHMENT AREA

	2010	2016	2021	2026	2031
IPSWICH TOWN CENTRE:	£0.0	£0.0	£0.0	£0.0	£0.0
ALL DISTRICT CENTRES:					
Aldi, Felixstowe Rd	£0.0	£0.0	£0.0	£0.0	£0.0
Asda, Stoke Park Drive	£1.4	£1.5	£1.6	£1.8	£1.9
	£1.4	£1.5	£1.6	£1.8	£1.9
ALL LOCAL CENTRES:	£0.7	£0.8	£0.8	£0.9	£1.0
IPSWICH BOROUGH: OUT-OF-CENTRE STORES:					
Asda	£2.3	£2.5	£2.7	£2.9	£3.1
J Sainsbury	£7.7	£8.3	£8.9	£9.7	£10.5
Lidl	£0.0	£0.0	£0.0	£0.0	£0.0
W M Morrisons	£9.0	£9.7	£10.5	£11.3	£12.3
	£19.0	£20.4	£22.1	£23.9	£26.0
BOROUGH AREA - TURNOVER:	£21.1	£22.7	£24.6	£26.6	£28.9
OTHER INNER CATCHMENT AREA					
Tesco	£0.0	£0.0	£0.0	£0.0	£0.0
Tesco	£1.0	£1.1	£1.2	£1.3	£1.4
Tesco	£10.2	£11.0	£11.9	£12.9	£14.0
J Sainsbury	£10.8	£11.6	£12.5	£13.6	£14.7
REST OF ICA - TURNOVER:	£22.0	£23.7	£25.6	£27.7	£30.1
BURY ST EDMUNDS:	£1.1	£1.2	£1.3	£1.4	£1.5
COLCHESTER:	£34.7	£37.2	£40.3	£43.7	£47.4
DISS:	£0.6	£0.6	£0.7	£0.7	£0.8
FELIXSTOWE:	£0.0	£0.0	£0.0	£0.0	£0.0
FRAMLINGHAM:	£0.0	£0.0	£0.0	£0.0	£0.0
LOWESTOFT:	£0.0	£0.0	£0.0	£0.0	£0.0
STOWMARKET:	£0.0	£0.0	£0.0	£0.0	£0.0
SUDBURY:	£33.6	£36.1	£39.1	£42.4	£46.0
WOODBIDGE:	£0.0	£0.0	£0.0	£0.0	£0.0
ALL OTHER SHOPPING LOCATIONS:	£40.1	£43.0	£46.6	£50.5	£54.8
ALL CENTRES & STORES OUTSIDE ICA:	£110.0	£118.2	£127.9	£138.6	£150.5
TOTAL TURNOVER:	£153.2	£164.5	£178.1	£192.9	£209.5

IPSWICH BOROUGH COUNCIL
2010 RETAIL STUDY UPDATE
Convenience Goods Capacity Assessment
'Baseline' Scenario:
TABLE 14: TOTAL TURNOVER DERIVED FROM STUDY AREA (Zones 1 - 10)

	2010	2016	2021	2026	2031
IPSWICH TOWN CENTRE:	£15.2	£16.6	£18.2	£20.0	£22.6
ALL DISTRICT CENTRES:					
Aldi, Felixstowe Rd	£4.3	£4.7	£5.1	£5.6	£6.4
Asda, Stoke Park Drive	£10.9	£11.9	£13.1	£14.4	£16.4
All other convenience floorspace	£20.2	£22.1	£24.2	£26.5	£30.0
	£35.4	£38.7	£42.5	£46.6	£52.8
ALL LOCAL CENTRES:	£30.2	£32.9	£36.1	£39.7	£45.0
IPSWICH BOROUGH: OUT-OF-CENTRE STORES:					
Asda Goddard Road	£43.5	£47.2	£51.6	£56.3	£62.8
J Sainsbury Hadleigh Road	£39.7	£43.2	£47.3	£51.8	£58.2
Lidl Handford Road	£2.3	£2.5	£2.7	£3.0	£3.4
W M Morrisons Sproughton Road	£58.2	£63.2	£69.1	£75.6	£84.7
	£143.7	£156.1	£170.8	£186.6	£209.0
BOROUGH AREA - TURNOVER:	£224.6	£244.3	£267.6	£292.8	£329.5
OTHER INNER CATCHMENT AREA					
Tesco Ropes Drive, Kesgrave	£11.4	£12.5	£13.8	£15.2	£17.3
Tesco Martlesham Heath	£75.4	£80.5	£87.0	£94.2	£103.3
Tesco Copdock Interchange	£38.8	£42.2	£46.2	£50.5	£56.8
J Sainsbury Felixstowe Road, Warren Heath	£67.7	£73.4	£80.3	£87.7	£98.4
REST OF ICA - TURNOVER:	£193.4	£208.7	£227.2	£247.6	£275.7
BURY ST EDMUNDS:	£22.7	£24.5	£26.5	£28.7	£31.1
COLCHESTER:	£34.9	£37.4	£40.5	£43.9	£47.7
DISS:	£12.7	£13.6	£14.8	£15.9	£17.3
FELIXSTOWE:	£42.3	£44.7	£47.9	£51.5	£55.5
FRAMLINGHAM:	£9.0	£9.5	£10.2	£10.9	£11.8
LOWESTOFT:	£5.2	£5.5	£5.9	£6.4	£7.0
STOWMARKET:	£72.8	£78.4	£85.0	£91.9	£99.6
SUDBURY:	£35.1	£37.7	£40.8	£44.3	£48.1
WOODBIDGE:	£7.5	£7.9	£8.5	£9.1	£9.8
ALL OTHER SHOPPING LOCATIONS:	£97.5	£104.3	£112.6	£121.7	£132.1
ALL CENTRES & STORES OUTSIDE ICA:	£339.8	£363.5	£392.7	£424.4	£459.8
TOTAL TURNOVER:	£757.9	£816.5	£887.5	£964.8	£1,065.0

IPSWICH BOROUGH COUNCIL
2010 RETAIL STUDY UPDATE
Convenience Goods Capacity Assessment
'Baseline' Scenario:
TABLE 15: ESTIMATED TRADE DRAW FROM OUTSIDE STUDY AREA (i.e. beyond Zones 1-10)

	2010	2016	2021	2026	2031
IPSWICH TOWN CENTRE:	5.0%	5.0%	5.0%	5.0%	5.0%
ALL DISTRICT CENTRES:					
Felixstowe Road, Aldi	0.0%	0.0%	0.0%	0.0%	0.0%
Stoke Park Drive, Asda	0.0%	0.0%	0.0%	0.0%	0.0%
All other convenience floorspace	0.0%	0.0%	0.0%	0.0%	0.0%
ALL LOCAL CENTRES:	0.0%	0.0%	0.0%	0.0%	0.0%
IPSWICH BOROUGH: OUT-OF-CENTRE STORES:					
Asda	0.0%	0.0%	0.0%	0.0%	0.0%
J Sainsbury	0.0%	0.0%	0.0%	0.0%	0.0%
Lidl	0.0%	0.0%	0.0%	0.0%	0.0%
W M Morrisons	0.0%	0.0%	0.0%	0.0%	0.0%
OTHER INNER CATCHMENT AREA					
Tesco	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco	0.0%	0.0%	0.0%	0.0%	0.0%
J Sainsbury	0.0%	0.0%	0.0%	0.0%	0.0%

TABLE 16: TOTAL 'POTENTIAL' TURNOVER OF ALL CENTRES & SHOPPING LOCATIONS WITHIN BOROUGH & ICA

	2010	2016	2021	2026	2031
IPSWICH TOWN CENTRE:	£16.0	£17.5	£19.2	£21.0	£23.8
ALL DISTRICT CENTRES:					
Felixstowe Road, Aldi	£4.3	£4.7	£5.1	£5.6	£6.4
Stoke Park Drive, Asda	£10.9	£11.9	£13.1	£14.4	£16.4
All other convenience floorspace	£20.2	£22.1	£24.2	£26.5	£30.0
DISTRICT CENTRES: SUB-TOTAL	£35.4	£38.7	£42.5	£46.6	£52.8
ALL LOCAL CENTRES:	£30.2	£32.9	£36.1	£39.7	£45.0
IPSWICH BOROUGH: OUT-OF-CENTRE STORES:					
Asda	£43.5	£47.2	£51.6	£56.3	£62.8
J Sainsbury	£39.7	£43.2	£47.3	£51.8	£58.2
Lidl	£2.3	£2.5	£2.7	£3.0	£3.4
W M Morrisons	£58.2	£63.2	£69.1	£75.6	£84.7
OUT-OF-CENTRE STORES: SUB-TOTAL:	£143.7	£156.1	£170.8	£186.6	£209.0
BOROUGH AREA - TURNOVER:	£225.4	£245.2	£268.5	£293.9	£330.7
OTHER INNER CATCHMENT AREA					
Tesco	£11.4	£12.5	£13.8	£15.2	£17.3
Tesco	£75.4	£80.5	£87.0	£94.2	£103.3
Tesco	£38.8	£42.2	£46.2	£50.5	£56.8
J Sainsbury	£67.7	£73.4	£80.3	£87.7	£98.4
REST OF ICA - TURNOVER:	£193.4	£208.7	£227.2	£247.6	£275.7
TOTAL TURNOVER:	£418.8	£453.9	£495.8	£541.5	£606.4

IPSWICH BOROUGH COUNCIL
2010 RETAIL STUDY UPDATE
Convenience Goods Capacity Assessment
'Baseline' Scenario:
TABLE 17: IPSWICH BOROUGH & INNER CATCHMENT AREA - CONVENIENCE GOODS CAPACITY ASSESSMENT

	2010	2016	2021	2026	2031
STEP 1: TOTAL EXISTING FLOORSPACE IN IPSWICH BOROUGH & ICA (m² net):	42,593	42,593	42,593	42,593	42,593
STEP 2: TOTAL FORECAST 'POTENTIAL' TURNOVER (£ m):					
(i) Total 'Potential' Turnover (£ million):	£418.81	£453.85	£495.76	£541.49	£606.40
(ii) Average Sales Density (£ per sq.m):	£9,833	£10,656	£11,640	£12,713	£14,237
STEP 3: TOTAL FORECAST 'BENCHMARK' TURNOVER (£ m):					
(i) Total 'Benchmark' Turnover (£ million):	£392.20	£398.51	£406.55	£414.74	£423.10
(ii) Average Sales Density (£ per sq.m):	£9,208	£9,356	£9,545	£9,737	£9,934
STEP 4: TOTAL FORECAST RESIDUAL EXPENDITURE:	£26.61	£55.34	£89.21	£126.75	£183.30
STEP 5: FORECAST TURNOVER OF COMMITTED FLOORSPACE (£ m):	£76.90	£78.13	£79.71	£81.32	£82.95
STEP 6: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:	-£50.28	-£22.79	£9.50	£45.44	£100.34
STEP 7: FORECAST CAPACITY FOR NEW CONVENIENCE GOODS FLOORSPACE:					
CAPACITY FOR NEW SUPERSTORE (sq m):					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,000	£12,193	£12,439	£12,690	£12,946
(ii) Net Floorspace Capacity (sq m):	-4,190	-1,869	764	3,580	7,751
(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):	-5,986	-2,670	1,091	5,115	11,073
CAPACITY FOR NEW SUPERMARKET / DEEP DISCOUNTER (sq m):					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,097	£6,219	£6,345	£6,473
(ii) Net Floorspace Capacity (sq m):	-8,381	-3,738	1,528	7,161	15,502
(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):	-11,973	-5,341	2,183	10,230	22,146

NOTES: Assume 'productivity' growth rate for all existing, new and committed convenience goods floorspace as follows: 2008 - 2012: 0.0% per annum
2013 - 2031: 0.4% per annum

APPENDIX 12: CACI SPORT & LEISURE PARTICIPATION PROFILE



Participation Profile - Sports & Leisure

Report for: Ipswich Borough Council
 Area: Ipswich
 Base: Great Britain
 Year: 2009

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Individual Sports and Activities

	Profile	Data as % for area	Data as % for base	Index	0	100	200
Athletics	2,035	2.0	1.6	127			
Badminton	2,482	2.4	3.0	82			
Bowls	2,276	2.2	2.2	102			
Boxing	1,321	1.3	0.8	159			
Bird Watching	3,635	3.6	3.7	97			
Cycling	11,581	11.4	10.6	108			
Dance Classes	2,422	2.4	3.3	72			
Fishing	4,636	4.6	3.4	135			
Golf	4,595	4.5	5.3	85			
Horse Riding	1,678	1.7	1.4	115			
Ice Skating	355	0.3	1.0	36			
Marathon Running	375	0.4	0.7	54			
Running	5,722	5.6	5.2	109			
Shooting	919	0.9	0.8	115			
Show Jumping	455	0.4	0.4	110			
Squash	1,525	1.5	1.2	120			
Swimming	11,620	11.4	12.7	90			
Table Tennis	1,007	1.0	1.3	78			
Tennis	1,427	1.4	2.1	68			
Wrestling	663	0.7	0.2	267			

Team Sports

	Profile	Data as % for area	Data as % for base	Index	0	100	200
Basketball	778	0.8	1.0	80			
Cricket	2,054	2.0	1.8	111			
Football	8,129	8.0	6.1	131			
Hockey	455	0.4	0.6	69			
Ice Hockey	104	0.1	0.2	63			
Rugby Union	713	0.7	1.0	68			
Rugby League	107	0.1	0.5	21			

Participation Profile: Sports & Leisure

Report for:

Area: Ipswich
Base: Great Britain
Year: 2009

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Adventure Sports

	Profile	Data as %		Index	0	100	200
		for area	for base				
Camping	3,757	3.7	3.8	98			
Climbing / Mountaineering	784	0.8	1.8	44			
Extreme Sports (e.g. BMX, Skateboarding)	1,545	1.5	1.3	118			
Motor-cycle Racing	338	0.3	0.4	89			
Motor Racing	240	0.2	0.6	39			
Motor Rallying	116	0.1	0.2	48			
Mountain Biking	2,405	2.4	2.6	90			
Sailing / Motor Boating	1,358	1.3	1.1	118			
Skiing	1,174	1.2	1.5	75			
Snowboarding	275	0.3	0.4	61			
Stock-car Racing	344	0.3	0.1	230			
Surfing	352	0.3	0.3	107			
Water Skiing	42	0.0	0.2	26			
Windsurfing	107	0.1	0.2	68			

Games and Gambling

	Profile	Data as %		Index	0	100	200
		for area	for base				
Bingo	3,363	3.3	2.3	142			
Bridge	319	0.3	0.6	53			
Chess	1,569	1.5	1.5	106			
Darts	3,898	3.8	3.1	123			
Snooker	3,306	3.3	3.1	106			
Ten Pin Bowling	3,102	3.1	3.0	102			
Football Pools	3,294	3.2	3.4	95			
Game Machines	1,726	1.7	2.1	81			
Greyhound Racing (Paid to watch)	5,714	5.6	3.5	161			
Horse Racing	4,527	4.5	4.7	95			
National Lottery - Wednesday Draw (Plays every week)	24,762	24.4	23.9	102			
National Lottery - Saturday Draw (Plays every week)	43,840	43.2	39.3	110			
National Lottery Instants Scratch Cards	10,377	10.2	10.9	94			
Other Scratch Cards	2,685	2.6	2.3	116			

Health and Fitness

	Profile	Data as %		Index	0	100	200
		for area	for base				
Yoga	2,638	2.6	3.3	79			
Aerobics / Keep-Fit	9,501	9.4	11.2	84			
Weight Training / Weight Machines	6,731	6.6	7.0	94			
Jogging	6,778	6.7	8.2	81			
Walking / Rambling	15,619	15.4	18.3	84			
Health Club / Gym	37,931	37.3	43.6	86			

Participation Profile: Sports & Leisure

Report for:

Area: Ipswich
Base: Great Britain
Year: 2009

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Club Membership

	Profile	Data as %		Index	0	100	200
		for area	for base				
Athletics Club	1,521	1.5	1.1	136			
Angling Club	1,933	1.9	1.2	154			
Golf Club	2,100	2.1	3.4	60			
Riding Club	901	0.9	0.3	261			
Rugby or Football Club	6,847	6.7	6.9	98			
Sailing Club	507	0.5	0.7	74			
Squash Club	779	0.8	0.5	147			
Tennis Club	643	0.6	1.1	60			
Other sports club	8,365	8.2	10.1	82			
Member of the National Trust	9,381	9.2	13.3	69			
Member of English Heritage	1,996	2.0	2.5	79			

Outings in the last 12 months

	Profile	Data as %		Index	0	100	200
		for area	for base				
Art Galleries	15,605	15.4	25.1	61			
Archæological Sites	9,613	9.5	11.2	84			
Parks and Gardens	15,489	15.2	22.2	69			
Museums	34,250	33.7	36.3	93			
Nature Reserves	15,650	15.4	14.3	108			
Theme Parks	31,526	31.0	30.5	102			
Zoos / Safari Parks	31,709	31.2	21.9	143			
Stately Homes and Castles	26,775	26.4	30.2	87			

Exhibitions in the last 12 months

	Profile	Data as %		Index	0	100	200
		for area	for base				
Air Shows	8,808	8.7	5.2	168			
Gardening Shows	5,490	5.4	7.5	72			
Ideal Home Exhibition	2,439	2.4	2.9	81			
International Boat Show	1,522	1.5	1.4	107			
International Motor Show	2,135	2.1	2.2	97			
Other Exhibitions	12,617	12.4	14.3	87			

Participation Profile: Sports & Leisure

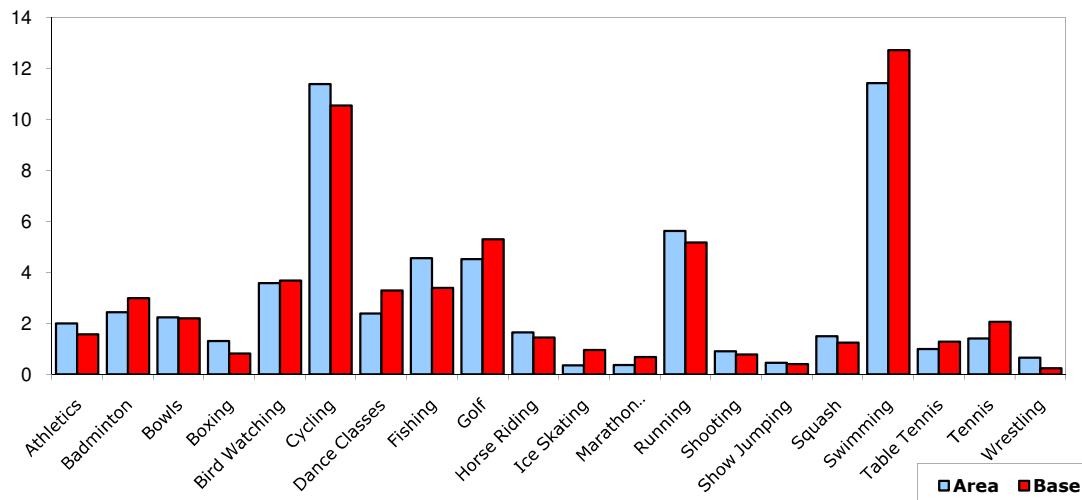
Report for:
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Performances (at least once a month)

	Profile	Data as % for area	Data as % for base	Index	0	100	200
Ballet	379	0.4	0.2	163			
Cinema	25,974	25.6	27.6	93			
Contemporary Dance	49	0.0	0.2	24			
Classical Music Concerts	647	0.6	1.0	67			
Jazz Concerts	433	0.4	0.5	82			
Opera	155	0.2	0.3	48			
Plays	1,301	1.3	1.6	80			
Pop / Rock Concerts	673	0.7	2.0	34			
Theatre	2,979	2.9	2.5	116			

Individual Sports

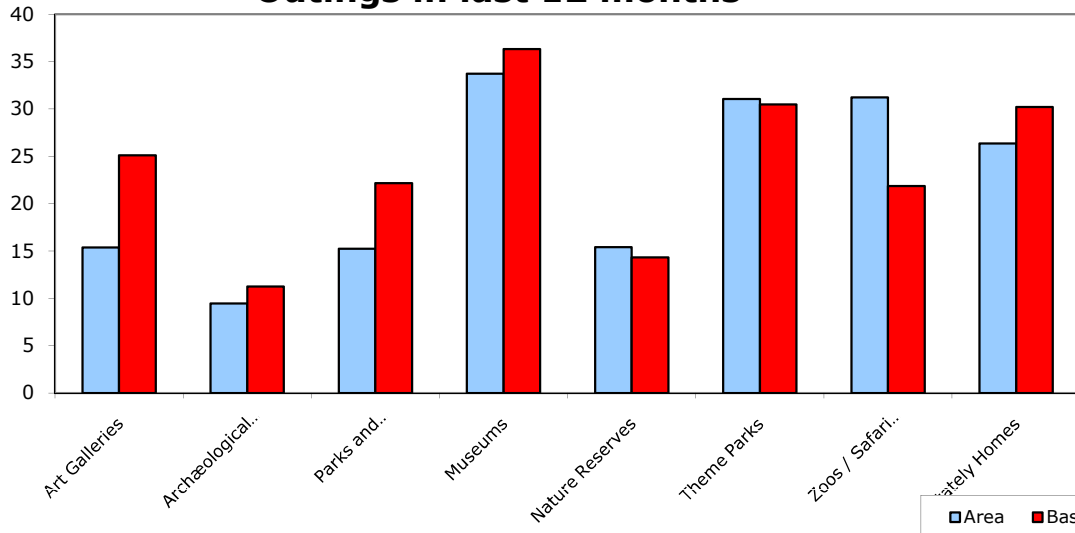


Participation Profile: Sports & Leisure

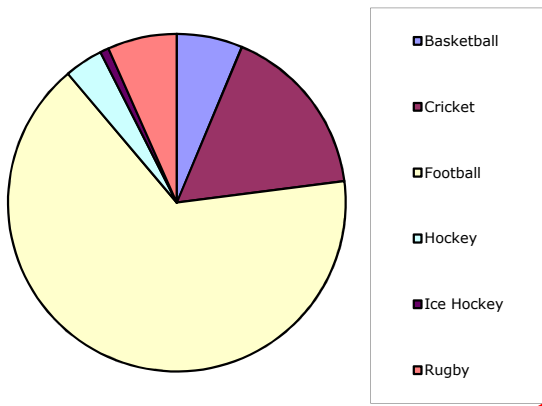
Report for:
 Area: Ipswich
 Base: Great Britain
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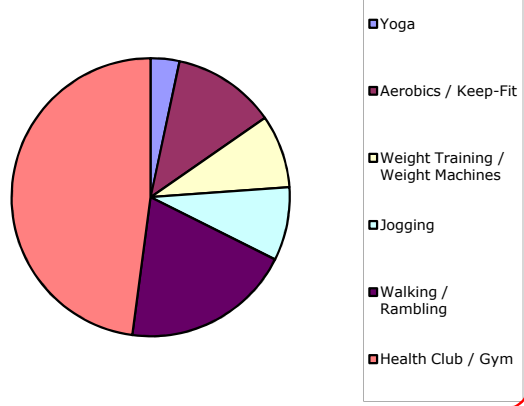
Outings in last 12 months



Team Sports



Health and Fitness



APPENDIX 13: CINEMA CAPACITY ASSESSMENT

IPSWICH RETAIL & LEISURE STUDY: CINEMA CAPACITY ASSESSMENT

Stage 1: Cinema Penetration Rates and Population Catchment (2010)

	INNER CATCHMENT AREA (Zones 1-4)	EASTERN CATCHMENT AREA (Zones 5-7)	NORTHERN CATCHMENT AREA (Zones 8-9)	SOUTHERN CATCHMENT AREA (Zone 10)	TOTAL
Population @ 2010	150,582	97,772	90,999	84,621	423,974
Responses from Household Survey					
Ipswich Borough	%	%	%	%	
Cineworld, Cardinal Park, Ipswich	91.7%	44.9%	58.5%	53.5%	
Sub-total	91.7%	44.9%	58.5%	53.5%	
Other Centres					
The Regal, Stowmarket	0.0%	0.8%	10.8%	0.0%	
The Palace, Felixstowe	0.4%	12.2%	0.0%	0.0%	
Riverside Centre, Woodbridge	6.4%	22.7%	4.2%	5.3%	
Odeon, Head Street, Colchester	0.0%	0.0%	0.0%	26.5%	
Film Theatre, Leiston	0.0%	8.8%	0.0%	0.0%	
Cineworld, Parkway, Bury St Edmunds	0.0%	0.0%	21.9%	5.4%	
All Other Responses	1.5%	10.6%	4.6%	9.3%	
Sub-total	8.3%	55.1%	41.5%	46.5%	
Grand Total	100.00%	100.00%	100.00%	100.00%	

Stage 2: Market Share Retention of Existing Cinema Trips

Potential Cinema Catchment Population (from Inner Catchment Area) (market share within borough multiplied by zonal population)	138,084	43,900	53,234	45,272
Sum of Potential Catchment Population	280,490			
Market Share (sum of Potential Catchment Population as a % of Total Population in Study Area)	66 %			

Stage 3: Potential for Cinema Screens and Seats (2010 - 2031)

		2010	2016	2021	2026	2031
Study Area Population ('000s)	A	423,974	445,897	465,230	485,243	513,432
Market Share (%)	B	66	66	66	66	66
Potential Catchment Population	C = A x B	280,490	294,994	307,784	321,024	339,673
Visits per annum ⁽¹⁾⁽²⁾	D	2.90	3.32	3.72	4.17	4.68
Total Visits Per Annum	E = C x D	813,421	980,538	1,146,241	1,339,509	1,587,988
Optimum Visits per Screen ⁽¹⁾	F	75,000	75,000	75,000	75,000	75,000
Optimum Visits per Seat ⁽¹⁾	G	300	300	300	300	300
Screen Potential	H = E / F	11	13	15	18	21
Seat Potential	I = E / G	2,711	3,268	3,821	4,465	5,293
Existing number of seats						
Cineworld, Cardinal Park, Ipswich	J	2543	2543	2543	2543	2543
	K = J - I	168	725	1,278	1,922	2,750

(1) Source: Dodona Research - Cinemagoing 14 Report (March 2005)

(2) Derived from Dodona Research (UK Forecasts). The baseline 2009 figure for visits per person figure is a conservative assumption reflecting the current state of the UK economy. It is based on the average rate as at 2005 which is increasingly being used by most consultants as a starting point. The projection from 2009 onwards is at a rate of 2.3% per annum based on a continuation of Dodona's annualised growth rate between 2005 and 2009.

APPENDIX 14: ON-LINE SURVEY RESULTS

IPSWICH ONLINE BUSINESS SURVEY - RESULTS

Q01 What is the name and address of your business

N/A - Data Anonymised

Q02 How would you describe your business

(one answer only)

1 Food Retailer		3%
2 Non-Food Retailer (e.g. clothing, footwear, DIY, Books, jewellery etc)		36%
3 Retail service (e.g. hairdresser, beauty parlour, dry cleaner, optician, travel agent, repairs & alteration, photo processing)		0%
4 Leisure Service (e.g. public houses, wine bars, cafes, betting offices, takeaways, fast food, sports & leisure facilities)		12%
5 Professional Service (e.g. Estate Agent, Insurance Broker, Bank, Building Society, Financial Services, Legal Services)		15%
6 Other		33%
	Refer to 'comments' and 'other' responses overleaf.	100%

Q03 Approximately, how long has the business been trading in Ipswich

(one answer only)

1 Under six months	(0 - 6 months)	3%
2 Under one Year	(7 - 12 months)	3%
3 Under three years	(1 - 3 Years)	15%
4 Between three and five years	(3 - 5 Years)	3%
5 Between five and ten years	(5 - 10 Years)	9%
6 Between ten and twenty years	(10 - 20 Years)	33%
7 Over twenty years	(20+ Years)	33%
		100%

Q04 Is your business:

(one answer only)

1 A local independent / individual business (i.e. 1 store)		76%
2 Part of a regional multiple chain (i.e. up to 5 stores in East Anglia)		9%
3 Part of a national multiple chain (over 10 stores nationally)		15%
		100%

Q05 How many staff does the business employ?

1 Full Time	(Average)	57
2 Part Time	(Average)	18

Q06(a) Has your business always operated from Ipswich ?

1 Yes	(Go to Q07)	85%
2 No	(Go to Q06b)	15%
		100%

Q06(b) If 'no' have you relocated from elsewhere or do you operate more than one business - please explain below:

Refer to 'comments' and 'other' responses overleaf.

Q07 Over the last five years, would you say broadly that your business turnover/sales performance has.....

(one answer only)

1 Increased by 100%+		9%
2 Increased by 75-100%		0%
3 Increased by 50-74%		6%
4 Increased by 25-49%		6%
5 Increased by 11-24%		18%
6 Increased by 1-10%		21%
7 No change		15%
8 Decreased by 1-10%		6%
9 Decreased by 11-24%		15%
10 Decreased by 25-49%		0%
11 Decreased by 50-74%		3%
12 Decreased by 75-100%		0%
13 Decreased by 100%+		0%
		100%

Q08 In general terms, how would you say your business has performed over the last 12 months?

(one answer only)

1 Increased by 100%+		0%
2 Increased by 75-100%		0%
3 Increased by 50-74%		3%
4 Increased by 25-49%		3%
5 Increased by 11-24%		18%
6 Increased by 1-10%		30%
7 No change		15%
8 Decreased by 1-10%		15%
9 Decreased by 11-24%		6%
10 Decreased by 25-49%		3%
11 Decreased by 50-74%		3%
12 Decreased by 75-100%		0%
13 Decreased by 100%+		3%
		100%

Q09 From where do you estimate the majority of your turnover comes from?

(one answer only)

1 Local residents		30%
2 Other residents within the Borough		21%
3 Office employees / People working locally		9%
4 Tourist visitors		0%
5 Commuters		0%
6 Residents from rural areas around Ipswich		9%
7 Other	Refer to 'comments' and 'other' responses overleaf.	30%
		100%

Q10 What, if anything, do you consider are the main barriers to the trading performance of your business?

	Very Important	Important	Neither important or unimportant	Unimportant	Very Unimportant	Total
1 Anti-social behaviour	18%	30%	36%	9%	6%	100%
2 Competition from other centres	18%	33%	21%	18%	9%	100%
3 Competition from other traders in Ipswich	21%	30%	18%	18%	12%	100%
4 Current economic climate	61%	36%	3%	0%	0%	100%
5 High Rents / Overheads incl. rates	39%	42%	9%	6%	3%	100%
6 Inadequacy of your current premises	12%	15%	24%	27%	21%	100%
7 Inadequate car parking	30%	24%	21%	15%	9%	100%
8 Lack of day visitors / tourists to the town	15%	42%	24%	12%	6%	100%
9 Lack of passing trade outside your business	30%	24%	18%	18%	9%	100%
10 Poor location of your premises	12%	18%	30%	24%	15%	100%
11 Poor quality of the shopping environment	48%	21%	18%	9%	3%	100%
12 Poor security	15%	12%	52%	12%	9%	100%
13 Competition from out-of-centre stores and retail parks	15%	21%	30%	18%	15%	100%
14 Poor quality shops	39%	30%	18%	9%	3%	100%
15 Too many discount and charity shops	42%	15%	27%	6%	9%	100%
16 Staff recruitment and retention problems	0%	24%	45%	21%	9%	100%
17 Other	Refer to 'comments' and 'other' responses overleaf.					

Q11 In your opinion are there any recent changes or developments in the town centre, or elsewhere, that you consider have impacted (positively or negatively) on your business (e.g. Closure of Crown Car Park; closure of Vergo Department Store; Closure of Woolworths; Competition from the Arc shopping centre in Bury St Edmunds). Please describe change and resulting impact.

Refer to 'comments' and 'other' responses overleaf.

Q12 If you have any further comments on the performance of your business then please feel free to express your view below.

Refer to 'comments' and 'other' responses overleaf.

Questions on your business premises

Q13 Regarding the premises from which you operate, are they leased or owned by you?

(one answer only)

1 Leased	67%
2 Owner Occupier	33%
	<u>100%</u>

Q14a Are you satisfied with the premises?

(one answer only)

1 Satisfied	79%
2 Not Satisfied	21%
	<u>100%</u>

Q14b Reason if not satisfied

(one answer only)

1 Too large	0%
2 Too small	29%
3 Poor conditions	14%
4 Other	57%
	<u>100%</u>

Refer to 'comments' and 'other' responses overleaf.

Your future plans

Q15a Do you have any plans to change your business in any way over the next twelve months?

(one answer only, please tick)

1 No	52%
2 Yes - Close down	6%
3 Yes - Relocate elsewhere in Ipswich	0%
4 Yes - Relocate outside Ipswich	3%
5 Yes - Refurbish existing floorspace	9%
6 Yes - Extend Floorspace	6%
7 Yes - Invest further	12%
8 Yes - Reduce Floorspace	0%
9 Yes - Change trading type / format	0%
10 Other Refer to 'comments' and 'other' responses overleaf.	12%
	100%

Q15b What is the main reason for closing down?

Refer to 'comments' and 'other' responses overleaf.

Q15c If you are relocating, where are you considering moving to?

Refer to 'comments' and 'other' responses overleaf.

Q15d If you are relocating, what is the main reason for this decision.

Refer to 'comments' and 'other' responses overleaf.

Q15e What is influencing this decision?

Refer to 'comments' and 'other' responses overleaf.

Q15f. Could you expand on your answer?

Refer to 'comments' and 'other' responses overleaf.

Q16 What specific support would help your business?

Refer to 'comments' and 'other' responses overleaf.

Q17a Do you have any plans to change your business in any way over the next 2 to 5 years?

(one answer only, please tick)

1 No	44%
2 Yes - Close down	0%
3 Yes - Relocate elsewhere in Ipswich	8%
4 Yes - Relocate outside Ipswich	0%
5 Yes - Refurbish existing floorspace	4%
6 Yes - Extend Floorspace	8%
7 Yes - Invest further	24%
8 Yes - Reduce Floorspace	0%
9 Yes - Change trading type / format	4%
10 Other Refer to 'comments' and 'other' responses overleaf.	8%
	100%

Q17b What is the main reason for closing down?

None

Q17c If you are relocating, where are you considering moving to?

Refer to 'comments' and 'other' responses overleaf.

Q17d If you are relocating, what is the main reason for this decision.

Refer to 'comments' and 'other' responses overleaf.

Q17e What is influencing this decision?

Refer to 'comments' and 'other' responses overleaf.

Q18 What specific support would help your business?

Refer to 'comments' and 'other' responses overleaf.

Your views on Ipswich Town Centre

Q19 How do you rate the following aspects of the Town Centre

A. TRANSPORT AND ACCESS

- Location and quality of car parks
- Amount of car parking
- Cost of car parking
- Access by public transport
- Access by foot and bicycle
- Park & Ride Provision
- Any further comments?

Refer to 'comments' and 'other' responses overleaf.

Very Good	Good	Fair	Poor	Very Poor	Total
3%	33%	30%	18%	15%	100%
3%	24%	33%	21%	18%	100%
3%	3%	30%	30%	33%	100%
9%	39%	36%	12%	3%	100%
12%	39%	30%	15%	3%	100%
21%	48%	30%	0%	0%	100%

B. SECURITY AND ENVIRONMENT

- Quality of the built environment
- Pedestrian environment
- Security (CCTV / policing)
- Personal Safety
- Signposting and information
- Cleanliness
- Public toilets
- Daytime safety
- Nighttime safety
- Lighting, landscaping and planting
- Any further comments?

Refer to 'comments' and 'other' responses overleaf.

Very Good	Good	Fair	Poor	Very Poor	Total
3%	27%	39%	21%	9%	100%
0%	61%	24%	12%	3%	100%
0%	36%	39%	15%	9%	100%
3%	36%	27%	18%	15%	100%
0%	27%	45%	24%	3%	100%
9%	30%	30%	24%	6%	100%
0%	6%	33%	39%	21%	100%
15%	55%	24%	6%	0%	100%
0%	21%	30%	24%	24%	100%
0%	21%	48%	21%	9%	100%

C. SHOPPING

- Promotion of the centre
- Shopping environment
- Range of shops & services
- Foodstore provision
- Quality / frequency of market
- Level of vacant units
- Any further comments?

Refer to 'comments' and 'other' responses overleaf.

Very Good	Good	Fair	Poor	Very Poor	Total
0%	15%	33%	36%	15%	100%
0%	12%	33%	33%	21%	100%
0%	15%	15%	36%	33%	100%
3%	39%	33%	15%	9%	100%
12%	33%	27%	18%	9%	100%
3%	6%	15%	30%	45%	100%

D. LEISURE

- 26 Entertainment/Leisure Facilities
- 27 Events and festivals
- 28 Any further comments?

Very Good	Good	Fair	Poor	Very Poor	Total
3%	42%	33%	18%	3%	100%
12%	36%	36%	15%	0%	100%

Refer to 'comments' and 'other' responses overleaf.

Q20 What are the main improvements would you like to see in Ipswich Town Centre .

A. ACCESS improvements

- 1 Improved access by foot and cycle
- 2 Improved public transport
- 3 More / better car parking
- 4 More / better disabled access
- 5 Any further comments?

Very Important	Important	Moderately Important	Little Importance	Unimportant	Total
15%	27%	24%	27%	6%	100%
18%	27%	36%	15%	3%	100%
45%	33%	12%	6%	3%	100%
6%	27%	36%	24%	6%	100%

Refer to 'comments' and 'other' responses overleaf.

B. SECURITY AND ENVIRONMENTAL improvements

- 6 Improved security / CCTV
- 7 More / better policing
- 8 More street cleaning
- 9 Improvements in the built environment
- 10 More / better signposting and information
- 11 More better parks / green spaces
- 12 Provision of public toilets
- 13 Improved street furniture
- 14 More / better seats
- 15 Any further comments?

Very Important	Important	Moderately Important	Little Importance	Unimportant	Total
12%	42%	30%	12%	3%	100%
33%	39%	24%	3%	0%	100%
24%	42%	24%	6%	3%	100%
27%	45%	18%	9%	0%	100%
21%	36%	33%	6%	3%	100%
9%	33%	42%	9%	6%	100%
12%	64%	24%	0%	0%	100%
15%	61%	12%	12%	0%	100%
15%	33%	42%	6%	3%	100%

Refer to 'comments' and 'other' responses overleaf.

C. SHOPPING improvements

- 16 Greater promotion of the town centre
- 17 More / better range of multiple retailers
- 18 More / better smaller independent & specialist shops
- 19 More / better choice of food shops
- 20 More / better choice of non-food shops
- 21 More / better clothing & fashion shops
- 22 More specialist street markets
- 23 Any further comments?

Very Important	Important	Moderately Important	Little Importance	Unimportant	Total
61%	27%	9%	3%	0%	100%
52%	30%	9%	3%	6%	100%
70%	24%	6%	0%	0%	100%
24%	30%	30%	12%	3%	100%
42%	39%	18%	0%	0%	100%
45%	33%	12%	6%	3%	100%
21%	33%	21%	21%	3%	100%

Refer to 'comments' and 'other' responses overleaf.

D. LEISURE improvements

- 24 More / better cultural facilities
- 25 More / better entertainment & leisure facilities
- 26 More / better public houses
- 27 More quality restaurants /pavement cafes
- 28 Any further comments?

Very Important	Important	Moderately Important	Little Importance	Unimportant	Total
12%	45%	15%	21%	6%	100%
21%	52%	15%	12%	0%	100%
6%	15%	36%	24%	18%	100%
24%	36%	30%	3%	6%	100%

Refer to 'comments' and 'other' responses overleaf.

Q21 Do you have any further comments to make about Ipswich Town Centre?

Refer to 'comments' and 'other' responses overleaf.

Q22 Which three centres do you view as the most serious competitors to Ipswich Town Centre?

Location	Responses	Rank
1 Norwich	25%	1
2 Bury St. Edmunds	17%	2
3 Cambridge	13%	3
4 Colchester	11%	
5 Internet	6%	
6 Woodbridge	5%	
7 Bluewater Shopping Centre	5%	
8 Thurrock - Lakeside Shopping Centr	4%	
9 Catalogue / Mail order	3%	
10 Braintree - Freeport	3%	
11 Aldeburgh	2%	
12 Ipswich - Euro Retail Park	2%	
13 Thurrock - Lakeside Retail Park	1%	
14 Stowmarket	1%	
15 Ipswich - Suffolk Retail Park	1%	
16 Ipswich - Anglia Retail Park	1%	
17 Braintree	1%	
18 Warren Heath Retail Park	0%	
19 Sudbury - Shawlands Retail Park	0%	
20 Sudbury	0%	
21 Southwold	0%	
22 Other	0%	
23 Newmarket - Studlands Retail Park	0%	
24 Martlesham Heath - Martlesham Ret	0%	
25 Manningtree	0%	
26 Lowestoft - Tower Retail Park	0%	
27 Lowestoft	0%	
28 Leiston	0%	
29 Ipswich - Orwell Retail Park	0%	
30 Interchange Retail Park	0%	
31 Halesworth	0%	
32 Framlingham	0%	
33 Felixstowe	0%	
34 Copdock - Copdock Retail Park	0%	
35 Clacton	0%	
36 Bury St. Edmunds - St Edmundsbury	0%	
37 Bury St. Edmunds - Robert Bobby Wa	0%	
38 Braintree - Braintree Retail Park	0%	

Q23 Focussing on the centres identified by you in Q23, in your opinion, what are the relative advantages these have over Ipswich town centre. Please state below.

Refer to 'comments' and 'other' responses overleaf.

Q24 Do you have any further comments on Ipswich as a trading centre then please feel free to express your view below.

Refer to 'comments' and 'other' responses overleaf.

IPSWICH ONLINE BUSINESS SURVEY - 'COMMENTS' AND 'OTHER' RESPONSES

Q02 How would you describe your business

'Other' Responses

- > Other: arts facility
- > Other: charity shop
- > Other: Healthcare service
- > Other: Hotel restaurant
- > Other: manufacturer
- > Other: Passenger Transport
- > Other: Private Members Club
- > Other: property
- > Other: SHOPPING CENTRE
- > Other: specialist foods
- > Other: transport

Q06(b) If 'no' have you relocated from elsewhere or do you operate more than one business - please explain below:

- > more than 1 business
- > Relocated from Brantham Nr Manningtree to move Internet only business into retail premises
- > Relocated from Colchester
- > We have another shop.

Q09 From where do you estimate the majority of your turnover comes from?

'Other' Responses

- > Other: all of the above and on line
- > Other: Corporate / visitors
- > Other: Corporates
- > Other: Internet Sales
- > Other: Local Businesses
- > Other: National and international sales
- > Other: Our old Colchester customers
- > Other: Outside Ipswich
- > Other: students
- > Other: worldwide clients

Q10 What, if anything, do you consider are the main barriers to the trading performance of your business?

'Other' Responses

- > Banks lack of investment in SMEs
- > Cleanliness of the paths around our place of business
- > Council lack of awareness of retail in the Town-in particular unrealistic, isolated planning department
- > derelict buildings on waterfront and lack of lighting at Stoke Bridge end
- > Expensive car parking
- > Lack of decision making as to whether the'Mint Quarter' will be developed
- > PERCEPTION THAT IPSWICH IS A VALUE TOWN FULL OF CHEAP SHOPS
- > Residents perception of the town is generally poor...lack of civic pride.
- > run down road, with many shops boarded up
- > street drinkers
- > The whole of Ipswich Town Centre needs a facelift; there is very little in the town to attract visitors.
Compared to Norwich, we are 20 years behind.

Q11. Are there any recent changes or developments in the town centre, or elsewhere, that you consider have impacted positively or negatively on your business? Please describe change and resulting impact?

- > 9 small shops closing down within a 100 yard radius since we opened for business last August. The appalling neglect of the empty shops in Upper Orwell Street owned By NCP.
- > Arrival of UCS and development of waterfront are impacting us on a positive way.
- > Business moving out of town due to high rates and lack of parking for their clients. Its a trial when one has to enter the town for business purposes. Clients complain and then the business decides to move out of town center.
- > By taking away the disabled parking outside our premises when the one way system changed we lost many patients who cannot walk from the nearest disabled parking in Great Colman Street. Also the loss of any decent shops at this end of town has resulted in less passing trade. On the plus side the pavements in Northgate Street are much better.
- > Closure of Crown Park
- > Closure of shops nearby. You mentioned Woolworths and Vergo and also the closure of the Crown Car Park.
- > Closure of Vergo and Woolworths, lack of parking in Crown St, inadequate policing of drunks and drug takers in local area have all impacted negatively.
- > far to many immigrants who have no jobs and encourage the local drop outs.
- > Improvements to the Waterfront esp. university and Dance East has broadened the visitor base...with a more intellectual element certainly visiting our part of town, on a positive note. However on a negative note the decision to allow a very large Tesco to be built on the old B&Q site is in my opinion crazy.I feel that it will have a negative effect on the town centre and many small independent businesses.
- > Loss of 2 major shops - Woolworths & Co-op/Vergo have meant the town is seen as a ghost town. We need better quality shops. Need to try and fill the 2 shopping malls before even contemplating building another. Council keep pushing the Waterfront area as the place to be but what about us in the town centre. Car parking is far too expensive. No use having a Â£1 rate on a sunday when many independent traders are closed.The amount of litter in the town is a disgrace. I know it is cleaner within the bid area but walk a few yards outside and it is embarassing. McDondald near us need to keep the area cleaner. The seats outside our shop are littered with their packaging - somehow we need to educate people to put their rubbish in the bins. Tavern Street consist of little else than mobile phone shops - what is there to attract people outside the town?
- > Loss of Woolworth, Vergo and other shops at Major's Corner end of Carr Street - empty shops create a bad impression - that there is nothing to see at that end of the street. There needs to be a strong "player" recruited to the old Co-Op building to draw people along the street.
- > Loss of Woolworths & Coop/Vergo stores. Amount of off licence premises in the surrounding area causing increase in street drinkers in the area. Our area is not treated as part of the town centre by Ipswich Central & other bodies.
- > Minor but positive - the Waterfront development - it helps to reposition Ipswich positively
- > More shops closing. No new shops to interest the public. The mint quarter development does not seem to be starting. The closed shops on upper orwell street are falling apart, Making the town look a disgrace.
- > negative-a new superstore opening on the edge of Town Car park out of action Obsession with food markets counteracting our business Councils moving out of Town Never see any councillors..who are they Other regional centres have invested heavily over the past few years and appear to have taken the quality shopper away from Ipswich BID is not performing especially on marketing.

- > Obviously, the recession. Many shops have closed, i.e. the Co-op and there are no real traffic generators to help customers find our business. The shopping centres are half empty, with no real "anchor" stores apart from Debenhams. Safety is an issue, with many tramps and young people projecting threatening behaviour. Finally, the buses are too expensive compared to other towns and cities, again offering limited incentive to visit the town - it is cheaper to drive; the car parking is significantly more versus Colchester. The regeneration of the Ipswich docks area is a positive sign for the town - but is this the town's only focus? The activities run throughout the summer in Christchurch Park have done a lot for the businesses in the town. Ipswich has some beautiful buildings that are often missed through the negative impact of the closed and run-down shops - it's a real shame. Upper Orwell Street is in a very poor state.
- > PEOPLE ALWAYS COMPLAIN ABOUT PARKING - BUT IT IS ABOUT THE SAME AS EVER - ALTHOUGH TOO EXPENSIVE AND THE PAY AND DISPLAY MEANS THAT PEOPLE HAVE A TIME LIMIT ON THEIR TIME IN TOWN. VERGO AND WOOWORTHS CLOSING MAKE CARR STREET A DESERT INHABITED TO A CERTAIN EXTENT BY THE UNEMPLOYED AND UNEMPLOYABLE. THERE IS CERTAINLY NOTHING TO LURE CASUAL SHOPPERS BEYOND THE WHITE HORSE JUNCTION. UPPER ORWELL STREET IS A BLIGHT ON THE WHOLE TOWN, A VERY POOR ADVERT FOR THE PEOPLE WHO ARRIVE ON BOATS AT THE DOCKS AND HEAD INTO TOWN THIS WAY. IT REALLY IS A DISGRACE THAT SUCCESSIVE COUNCILS HAVE ALLOWED IT TO REMAIN THE SAME FOR ALMOST TWENTY YEARS. RECENT ATTEMPTS TO BRIGHTEN UP THE OLD BARNES BUILDING WITH "COMMERCIAL GRAFFITI" ARE, IN OUR OPINION, LAUGHABLE. THE SEATING AREA OPPOSITE TO IT HAS BEEN TIDIED UP RECENTLY BUT I CAN ONLY SEE OUR RESIDENT DRUNKS BEING ABLE TO GAZE UPON IT FOR ANY LENGTH OF TIME WITHOUT BEING EVEN MORE DEPRESSED BY THE AREA. WE HAVE AT LEAST TWO PREMISES SELLING ALCOHOL WITHIN TWENTY YARDS OF OUR SHOP AND MORE IN UPPER ORWELL STREET AND EAGLE STREET. WE ARE ONLY TOO AWARE OF THE CLIENTELE WHO USE THEM. WE KNOW THIS IS A PROBLEM FOR ALL EXTREMITIES OF THE TOWN BUT IT SEEMS THE AUTHORITIES ARE FIGHTING A LOSING BATTLE - PARTLY OF THEIR OWN MAKING BY ALLOWING SO MANY OFF LICENCES.
- > planning permission given to tesco development on grafton way
- > THE APPROVAL FOR THE TESCO DEVELOPMENT HAS CONDEMNED THE TOWN TO RETAINING THE AFOREMENTIONED VALUE IMAGE AND WILL RESULT IN CLOSED SHOPS AND A RELUCTANCE TO INVEST BY MANY OTHER BUSINESSES
- > The development of the University is and will have a positive impact to the night economy. As this develops it will bring additional non-uni persons to the town for an evening out generating trade for my business.
- > the re development of giles circus king street has been closed to traffic since january competition from bury st edmunds and norwich for shopping
- > The slow decline and death of retail overall in Ipswich, and the massively superior shopping experience in Bury st Edmunds have had a huge impact
- > the waterfront is a fantastic improvement and we can't lose momentum and need to use this as a tourist destination.
- > too early for us to say
- > We thought that the docks and the new shopping centre would bring more business to this side of town. Ipswich is in a shocking state at the moment and I personally will travel to Norwich or London to shop

Q12 Do you have any further comments on the performance of your business?

- > Being a new business it is hard for us to comment. our business is increasing more or less in line with expectations
- > economic downturn caused by banks and the previous government
- > I do feel as a small business that more promotion of the town to both residents and visitors is vitally important. Ipswich Central are doing a great job in this respect but engaging with media partners to increase awareness and instill a sense of civic pride must be an ongoing project. It is also important that support is offered to small businesses should they be affected by Tesco...a town needs its small businesses!!!
- > Independent Retailers are the life and soul of a town centre, bring an individuality to each town, they should be encouraged and supported more so than the big multi nationals. We are coming out of the downturn by a small margin but how many like us have gone under for the sake of a little support (rate reduction).
- > Ipswich buses are my main competitor, but they have the advantage of using the bus lane and being able to get passengers from A - B much quicker. As my business is mainly Private-hire we have to sit in the traffic during rush periods and look at the empty bus lanes.
- > Need better marketing on Ipswich in a positive light Local people to shop locally Need a complimentary anchor store to recover the quality shopper Stop the pseudo continental markets in Buttermarket
- > Our business has noticed a dramatic decline in white collar service companies in the town center due to the lack of easy access for clients.
- > Our continued success is due solely to our own efforts. With little or no help from the local borough.
- > Our business profitability rides on sales - without the sales, there will be no business. We struggle with signage as we are positioned within a listed building. However, we have applied on more than 3 occasions for portable barriers and umbrellas for comfort and display on our 3 outside tables (only 3 outside tables - why can't we have more?). There is another coffee shop, Jaceys Coffee House that offers their customers such facilities. Hasn't Ipswich Borough Council set a precedent? This shortsighted approach does not help us to compete and how do other towns and cities approve such small changes to their shopping environments (Colchester, Norwich, Chelmsford etc)?
- > Performance is generally dependant on the economic environment in a variety of industry sector in Ipswich and surrounding areas.
- > Sales in 2010 had been improving until the loss of the Vergo store - sales on July have dropped away steeply. The closing down sale also badly hit June's figures, along with the World Cup, et al.
- > Some of our problems are due to the Government putting tax up on the alcohol that we sell and our having to constantly increase our prices to meet these costs. We are next to a supermarket that has many discounts on alcohol and this affects our trade. This was very noticeable during the World Cup. Something else that indirectly affects our business is the rates that Sky TV charge us. These are based on the rateable value that the Council places on these premises.
- > Thankfully my internet sales keep me afloat - if it was just based on my Ipswich trade I would have been out of business ages ago
- > WE ARE FORTUNATE IN THAT WE ARE A DESTINATION SHOP. PEOPLE COME TO US FOR PICTURE FRAMING AND, DESPITE ALL THE ABOVE, WE ARE GAINING NEW CUSTOMERS ALL THE TIME. HOWEVER, THIS IS CERTAINLY NOT THE STREET THAT WE STARTED OUT IN 25 YEARS AGO AND THE APPEARANCE OF OUR NEIGHBOURS PROPERTIES, THE SORT OF SHOPS AND CLIENTELE AND GENERAL AIR OF DECAY DO NOT DO US ANY FAVOURS. FREE PARKING IN THE CAR PARK IN BOND STREET WOULD BE A HELP!
- > We are holding up reasonably well but we need to attract people into the town from outside.
- > We are seriously concerned about the current economic climate and how it will impact on new buildings like ours that are just finding their feet, drawing new audiences and offering culture/leisure to the community, this cannot be jeopardized otherwise we will not be an attractive community to attract businesses and families to live and work.
- > We need some development on upper Orwell street. At least have the old building knocked down and turned to car parking. This will at least open up the area!
- > With increased competition and more scheduled, we are worried that not enough is being done to attract new businesses and visitors.

Q14b Reason if not satisfied

'Other' Responses

- > Other: bad location
- > Other: Lack of signage
- > Other: rent to high
- > Other: too small & poor access for deliveries

Q15a Do you have any plans to change your business in any way over the next twelve months?

'Other' Responses

- > Other: improve window displays
- > Other: Review direction
- > Other: SELL IT
- > Other: The continues operation of our store depends on our sales.

Q15b What is the main reason for closing down?

- > Lack of support by the council in the Town
- > The road is so run down. Business rates does not reflect this at all. On top of that the BID have threatened to take us to court. BID are supposed to be there to support local businesses but instead are threatening to close down places if they cant afford to pay the BID levy.

Q15c If you are relocating, where are you considering moving to?

- > Woodbridge

Q15d If you are relocating, what is the main reason for this decision.

- > To increase quality customers - Ipswich High Streets are too expensive and the calibre of customer is not there

Q15e What is influencing this decision?

- > conversion to care home
- > customer demand
- > I beleive that IPswich is a town on the change.....and there is a need for small independent business, to create a vibrant and interesting destination for shopping. So long we have been the poor relation to our neighbours.
- > Increased competition, changing needs of customers
- > need more space
- > Some of the Club has not been refurbished for several years and is looking tired. The carpets are showing signs of wear and tear so will need replacing and possibly some of the furnishings.
- > the need to increase turnover
- > Whilst my company is developping well, I fully understand there are areas that could be improved and I intend to improve them, ensuring the customer gets a service I would like to recieve. To improve you need to change, to change you need to identify areas that need to improve.

Q15f Could you expand on your answer?

- > Our lease does not finish until Feb 2012, so we have to make the best of what we have. We need to focus on creating eye catching windows to draw passing people into the shop, and have lots of good stock to sell them when they do.
- > Unfortunately, I cannot comment any further.
- > WE ARE NEARING RETIREMENT AND ARE LOOKING TO BRING SOMEBODY NEW INTO THE BUSINESS SO THAT WE CAN COME OUT WITHIN THE NEXT TWO YEARS. WE HAVE SOME INTERESTED PARTIES.

Q16 What specific support would help your business?

- > a better town centre, better perceived access to the town
- > cheaper parking , lower rates,
- > consent by planners and more policing
- > grants for historic buildings when refurbishment and energy saving nessasary
- > I am all for customer safety, and identifying safe waiting & collection areas for passengers late at nighth would benifit all.
- > Making sure that the path outside is kept clean and free from urine. Quality shops to attract more people to the town centre.
We may have to replace our roof in the next couple of years. The restrictions on placing scaffolding being eased would help.
This building has been here longer than many of the surrounding businesses yet I feel we will be penalised because of our location when we have to do any structural work on the premises.
- > Promotion of the town and its offer, highlighting its unique qualities. More parking , maybe slightly cheaper parking.
- > Selling the town of Ipswich, changing the image of the town as it has a lot more to offer than people believe. Getting new companies to use Ipswich as a base and a clear tourism strategy to develop visitor numbers.

Q17c If you are relocating, where are you considering moving to?

- > Woodbridge
- > Between town centre and railway station
- > Edge of town
- > Undecided.

Q17d If you are relocating, what is the main reason for this decision.

- > To increase quality customers - Ipswich High Streets are too expensive and the callibre of customer is not there
- > better facilities
- > Lack of space in current premises
- > Lease expires. Overheads. Competition.

Q17e What is influencing this decision?

- > customer demand for better facilities
- > Customers changing needs
- > economic climate
- > Hopefully increasing turnover and customer numbers
- > need for artist accommodation, need for additional studio space
- > over time we will need extra shelf space
- > Same as above
- > see more potential trade to win
- > To keep up with current trends / modernisation

Q17f Could you expand on your answer?

- > I am hoping in the coming years I can use my experiance and expand in another town like Colchester or Norwich.
- > if the turnover does not increase i will consider changing the formatof the business on selling the business.

Q18 What specific support would help your business?

- > A bank account would be nice, they are not supportive in any way for small retail businesses, in fact it is more expensive to have a bank account than it is to rent a small shop premises.
- > advertising our side of the town centre
- > help with a grant for historic building
- > Maintain promotion....strive to make it an interesting destination...keep up investment on the Waterfront.
- > planners cooperation
- > the regeneration of the buildings at the stoke bridge end of the waterfront; more retail and cafes in the Mill at the waterfront and create a waterfront that extends from east to west as we are at a very difficult end of it that is drawing drug dealers and unsavory types to the courtyard due to lack of lighting and lack of businesses operating in this area which makes our customers very vulnerable especially in the winter months.
- > Selling the town of Ipswich, changing the image of the town as it has a lot more to offer than people believe. Getting new companies to use Ipswich as a base and a clear tourism strategy to develop visitor numbers.

Q19 How do you rate the following aspects of the Town Centre**A. TRANSPORT AND ACCESS - Further Comments**

- > Because of the one way systems and because I live within walking distance of the town centre, I rarely drive into town. From what I have seen of the car parks they are worn out. The pavements are in poor condition and I wonder about the security aspect. Crown Pools Car Park has been closed for quite some time now and is very much missed by the residents. I recently parked in a car park near the docks to go out to dinner and was very worried that I would fall as the ground was covered in broken cement and dirt.
- > Car Parking in Ipswich is an unmitigated disaster. Not only is it poor and expensive for shoppers it is a total failure for those business people who have an office in the town centre but who also need convenient and quick access to their car during the working day e.g. Estate Agents, Employment Agencies etc.
- > In 2005, a monthly bus pass for First Bus Zone 1 was Â£24.00; it is now Â£57.00. It costs Â£5.20 to get from Kegrave Zone 1 to Ipswich Town centre - how can this be?
- > Just make parking more reasonable.
- > My business has a green transport policy and we try to encourage our staff to use other means of transport rather than their cars. Unfortunately public transport within Ipswich is disjointed and buses do not run at appropriate times or frequencies that would attract my staff to use them. Bike lanes are a joke in the town centre and need a radical review to make travel by bike sensible and safe.
- > Needs to be a safe cycling / walking access from Town Centre to Waterfront and back. Needs to be a cycling first outlook on all road developments. investment in public transport needed or at least reprioritisation.
- > Not enough car parking spaces and very expensive
- > park and ride is a good idea but no one wants to use it and people tend to forget that we live in a county town that is accessed by people from rural communities that have no public transport to the town. We need to attract these people to our town as they live in rural suffolk and make parking and access easy for them and not ignore them as they bring wealth, spending power etc.. to the town!
- > Public transport (i.e. buses) are my main competitor. I am reliably told they are 3-4% down this year, while I am 9 - 10% up. Something is being said here.
- > The lack of car parks and exhorbitant costs mean many of our patients ask us to post them contact lenses and glasses rather than have to collect them and park in Ipswich!
- > The town has lost its center of life. It lacks quality retail. The charges on town center business is too high given that in order to get custom the customer has to go to great trouble to get into town. Most customers live outskirts of ipswich and its so easy to shop just down the ring road.
- > Turn the boarded building on upper orwell street to a car park!

B. SECURITY AND ENVIRONMENT - Further Comments

- > Again are area around upper orwell street is very run down, does not feel safe. Hardly any pedestrians walk past this road at night/evening
- > As a 55 year old male I do not enter Ipswich after 8.30 at night. Leaving work at night I have to navigate past vagrants in Tower St and all the drunks with piles of rubbish that I HAVE TO CLEAN UP THE NEXT MORNING IN MY CAR PARK.
- > Have recently had squatters and at night time the area is a no go area with the amount of alcohol and drugs overtly being consumed by the under classes.
- > Huge number of Shop Burglaries around June 2010...lack of information from police and BID. it took shop keepers to spread the word.
- > I do not feel safe in Ipswich at night other than on the waterfont
- > Ipswich is a very pleasant town centre which is what drew us to it in the first place.
- > Lighting could be better in certain areas for the night economy.
- > The only public toilet that I have used is in Tower Ramparts and I only used it because I was desperate. It was filthy and I felt dirty after leaving it. The others may be different so I can't comment on them. I do not go into town at night because I do not feel safe. Last winter I reported several lights that were out and it was months before anything was done about it. Landscaping and planting is very nice and I can find no fault with any of that. It does make a difference to how the town looks but still there is lots of litter on the streets and paths mainly due to the youth culture. I have been to Denmark and Sweden, Australia and New Zealand and San Francisco and you don't see litter like we have here. I don't know what the schools do to teach children to put litter in the bins but perhaps more needs to be done there.
- > the town centre at night is dead and sinister except for St. Nicholas street and the waterfront. it feels very dnagerous and their are unsavory types lurking, no security, no cafes or restaurants open.. very odd and thank goodness for the life at the waterfront..
- > There are no town CCTV cameras that cover the corner of Carr St and Northgate St (by the Great White Horse and Santander bank). We have been victims of crime on more than several occasions and the police are powerless wihout evidence.
- > What public toilets? Other than those in the shopping precincts (for which there is no access after the precincts are shut) I am not aware of any public toilets. I find that "revellers" use my office driveway or car-park as a urinal and, because it is private property, the council do not get the cleaning bill!
- > You need more CCTV in places like Oak Lane

C. SHOPPING - Further Comments

- > Demolish buildings in Upper Orwell Street and use space created for car parking.
- > IPSWICH DOES NOT ATTRACT QUALITY SHOPS.
- > large numbers of vacant shops and offices reflecting the current economic climate.
- > Living in Ipswich, I see very little promotion of the town centre. I think the market is good for food & veg, but needs more variety (better quality non food stalls) and to be bigger. Too many empty shops, all through the town - many have been empty for a long time.
- > Shopping should be a pleasure, unfortunately Ipswich is to spread out and you are exhausted before you have done anything. Having a electric tram or something free to transport passengers around the town centre is a start.
- > The "market" is a joke, it provides little and of no quality.
- > The amount of empty units has a detrimental affect on the surrounding outlets (Carr Street), the main focus of the promotional activities seems to be the two shopping centres rather than the whole town.
- > The town centre seems to be full of charity shops and discount stores. There is very little in the way of quality shops/department stores.
- > There are too many vacant units and not enough individual stores , all town centres are now exactly the same.
- > There are too many vacant units. Ipswich Market is fantastic.
- > There has been too much infiltration of the town centre by the big supermarkets (especially tesco) and this has proved detrimental to the small trader. Without these small traders the character of Ipswich becomes bland and people based in the villages will travel to Bury St Edmunds, Woodbridge, Colchester etc. to shop where they have greater choice. I cannot believe that the council have approved the Tesco application to put yet another store in Ipswich. This will simply reduce the need for people to shop in the town centre and reduce passing trade yet further.
- > Too many empty shops
- > Trying to encourage creative use of vacant units and/or smarten up long term empty units. develop links with local artists to paint murals etc.
- > Unless you get a major store like John Lewis into the town less and less people will come to Ipswich. The town now looks like the 'poor relative' of Bury St Edmunds and Norwich with a plethora of charity and pound shops. Why has the old Littlewoods site in Tower Ramparts been empty for so long it looks appalling when people arrive and they're greeted with boarded up shops?

D. LEISURE - Further Comments

- > Communication is key - so much is happening but no one knows about it.
- > Crown pools is grotty and hasn't had any improvements in the last 15 years from what I can see. We should have a town centre cinema, the Odean site is still empty and the Corn Exchange cinema is struggling to survive due to lack of council support from what I can gather its run entirely by volunteers.
- > I live next to Christchurch Park and was very happy to see the park used so much this summer for films, theatre and music events.
- > IPart this year was great...again!
- > No rollerskating rink, no iceskating rink, only 2 nightclubs - businesses don't want to invest here.
- > Should be more events. If Christchurch Park included then I would rate events as good.
- > The night industry is poor. Night clubs and pubs are nothing like other towns. We need areas that is totally entertainment. With free transport laid on to transport passengers to and from these areas.
- > Too many night clubs. I work with Brownies and Guides and there is nothing in the town centre for the 7 - 15 year olds and their families. How about making the old odean into an iceskating rink (we have to go to Chelmsford), Rollerskating (Bury or Colchester) childrens play centre but NO MORE pubs and nightclubs?

Q20 What are the main improvements would you like to see in Ipswich Town Centre .

A. ACCESS improvements - Further Comments

- > Disabled parking is very limited and what there is seems to be used by very able bodied people with blue badges or taxi drivers.
- > I don't think it's so much to do with how people come to the centre, but why. ie is there enough interest to bring people in?
- > the average resident has a poor perception of parking in Ipswich ...mainly cost.
- > Whilst public transport is a great idea in principle, I believe it is far easier for families and people making bulking / numerous purchases to be able to park close to the town centre.

B. SECURITY AND ENVIRONMENTAL improvements - Further Comments

- > I believe that if you provide a facility you should continue to maintain it and that is more important than putting in new or additional facilities. Why are there benches on the Cornhill that are decrepit and falling apart? Why were public toilets removed from Electric house and Cattle Market without a satisfactory alternative being put in place? Where is the pride in the town? While none of these things have any direct impact on my business, they do affect the attitude towards the town by potential employees and this indirectly affects my ability to recruit.
- > Improvements in street cleaning would be unimportant because it is already well done.
- > MORE SEATS, MORE DRUNKS
- > more seats= more vagrants. No police=more vagrants
- > Stopping begging and pestering from drunks / and or homeless people would make Ipswich a more pleasurable place to shop. Limiting the number of people collecting for charities or questioning for surveys would also help. Maybe have a central charity point, where all registered charities could have a stall, thereby making it easier for those who want to donate to do so, rather than everybody being regularly pestered, even though you may have already donated something to the same cause a few yards up the road.
- > Too much crime going on in town centre and far to much begging and people sitting in shop doorways.
- > we have some of the best parks in the country so this is the least of our problems but do need sign posting to them!
- > When improvements were made to Christchurch Park and the Arboretum the benches outside the park entrance were removed. I was sorry to see them go as I frequently used them to have a resting place either going to work or returning home. Some of the benches in the town centre are dirty. I think we have the right amount of parks and green spaces at present. I was happy to see that the Northern Fringe development has been stopped. We don't need any more houses. I feel that the vacant shops in parts of the town centre could be revamped for businesses or turned into housing.

C. SHOPPING improvements - Further Comments

- > Ipswich centre needs to offer what people can't get anywhere else. For example, I travel to Norwich to go to John Lewis. Ipswich needs to offer an exciting mix of big names and unusual, independent shops.
- > Ipswich is in desperate need of a high quality department store such as John Lewis
- > It is the small independents that create the character of the town, but you also need anchor stores. A healthy blend is required.
- > Need complimentary shops to support one another ..there is a need to build up quality trade not scrap for the precious amount available...
- > The promotion needs to include the whole town shopping area where the more specialist shops are situated and attract more people into Ipswich rather than the multiple retailers who are in every town (although a retailer like John Lewis going into the Coop unit would benefit).
- > The retail composition is very poor - we need a strategic approach to our retail offering not a first come first served approach. There seems to have been little joined up thinking about the retail offer over the past 20 years and we are now suffering as a consequence!
- > The Street markets are okay but block access to the existing shops making deliveries to our businesses impossible. we are here all year!
- > WE HAVE A FANTASTIC MARKET ALREADY
- > We need waitrose and john lewis as this will have a ripple effect on smaller businesses opening up and attracting the county set to shop in the town. the new university will in the next decade create second hand record, book and clothes shops and no doubt add some characterful cafes.

D. LEISURE improvements - Further Comments

- > As mentioned earlier something for families - iceskating, rollerskating, play centre Soft play etc) Things for the under 18's
- > Ipswich does not need anymore fast food premises.
- > NO MORE PUBS AND NIGHT CLUBS REQUIRED PLEASE!!!!
- > Pavement cafes provide more vibrancy...more please.

Q21 Do you have any further comments to make about Ipswich Town Centre?

- > During this difficult period of trading, and with my restaurant being on one of the worst streets of Ipswich, can someone please let me know if there are any plans for this area. This will help me decide whether I should close down or wait for potential growth in the area.
- > Everything seems to be done for the very centre of the town and nothing for the periphery, as the town expands not doing more in these areas is shortsighted. Promotion of smaller independent businesses is vitally important to keep bringing new people to the town.
- > I think there is a need for more public bins and for them to be emptied every day. The ones outside of Sainsburys were overflowing on Sunday. There is a rat problem in Ipswich and this could partly be attributed to the amount of rubbish/litter.
- > Ipswich has huge potential but there needs to be strategic investment and we need to remember it is not just about retail but a mix of retail, good food and good things to see and do that make us a destination.
- > Ipswich town centre is not just the area around the market - many events, markets etc are focused in that area. Looking at it from the outer end of Carr Street, it would be good to have activities that drew people beyond the Tavern Street area.
- > it is currently a very untidy area with a lot of undesirable people frequenting the area and causing a nuisance and being anti social.
- > Look at Colchester to see what not to do and look at Bury St Edmunds to see what will work then spend our taxes wisely!
- > Please do not let it suffer at the hand of Tesco's monitor the impact that the new store has + and -.
- > The council need to be seen to be helping the existing traders as well as encouraging new ones. Please NO MORE mobile phone shops, cheap shops. Where are the good quality stores - House of Fraser, John Lewis? and more independent stores.
- > The Ipswich Central initiative has been very good for the town but it needs additional support from the Borough and County Councils and a joined up strategic approach from all stakeholders. The Vision is now being put in place so let's get behind it and deliver on it. We have huge potential in Ipswich with many natural assets and its about time we turned that potential into reality.
- > The potential of Ipswich town centre has been ignored by current bodies charged with running the town centre.
- > UNTIL IT CAN ATTRACT THE SORT OF PEOPLE WHO ARE GOING TO BURY ST EDMUNDS AND NORWICH, NOTHING WILL CHANGE. ALLOWING TESCO ON TO THE GRAFTON ROAD SITE IS A SLAP IN THE FACE FOR EVERY RETAILER IN THE TOWN, A POOR USE OF WHAT COULD BE AN ATTRACTIVE RIVERSIDE SITE AND WILL SURELY LEAD TO MORE CONGESTION.
- > Visit Bury or Woodbridge and you'll come back feeling ashamed at how poor Ipswich is.
- > Yes. The planning authorities need to make up their mind where the "centre" is and stop approving planning applications that divert attention from the "centre". Having separate restaurant and leisure districts from the main shopping area is OK and works in many cities. The Waterfront area is lovely but what about the wasteground between it and the leisure/shopping districts? Lets have some joined up thinking about how to improve the interconnectivity between the areas that were previously industrial, and are now becoming residential/leisure, with the traditional town centre.

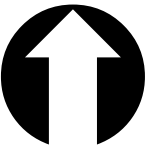
Q23 Focussing on the centres identified, in your opinion, what are the relative advantages these have over Ipswich town centre. Please state below.

- > Access
- > All have better access and easier parking and a bigger variety of shops
- > Awareness and image - people are able to recognise them as nice places to go.
- > Better and free parking at Bluewater....good variety of quality stores and small boutiques under 1 roof. For Cambridge and Norwich both have an intellectual draw which translates into having more variety of small independent shops and cafes that are often very quirky. A sense of providing a good day out.
- > Braintree Freeport - bargains all year round. Bury St Edmunds - new shopping areas with interesting shops. Norwich - big names, incl John Lewis.
- > Bury - cheap parking - new shops plus independent ones Freeport - free parking - bargains, pleasant surroundings with no groups of young people hanging around. Family restaurants, cinema all in the area Norwich - bigger choice of shops - good market - reasonable parking
- > Bury St Eds - Better range of shops than Ipswich, including good quality independents which are easily accessible. Norwich - a superb selection of large department stores and multi-national stores. Excellent access by public transport, park and ride etc. Internet - convenient.
- > Catalog/mail order and internet shopping do not require parking or carrying of packages. You place your order and it is delivered to your home or business. I put Euro Retail Park but only because I needed to put down a third place. I do not know for sure where any of the Ipswich Retail Parks are by name. Most have only one or two shops of interest to me but all have adequate parking so you can go into the shops and browse/shop without having to pay for parking and not having far to go to put your purchase(s) in your car.
- > Chapelfields in Norwich, The Arc in Bury St Edmunds and Lion Walk in Colchester. All the public transport and car parking is cheaper.
- > cleaner, safer and better range of shops and malls
- > Ease of access in case of internet. Ease of parking in case of Woodbridge Better quality shops (e.g. John Lewis and House of Fraser) in terms of Norwich
- > In our opinion there aren't any it is in the minds of the people of Ipswich that their town centre is lacking.
- > Internet - massive range, easy to compare prices, home delivery so no fuel and parking costs. Norwich great range of shops and attractive shopping centres and cultural sites like the castle for families to visit, good places to eat. Bury St Edmunds the same since the new shopping centre which has transformed it and lots of cheap central parking
- > More choice. more designer wear
- > More shopping choice
- > Norwich has a much wider choice of individual shops and cultural events. Colchester has a Waitrose which many people go for. Thurrock has easy access and parking.
- > Norwich has good shops and John Lewis; Woodbridge has independent shops, easy parking and is charming and accessible and mail order/Internet is just easy because we just don't have shops here!
- > They all have a vastly better range of small independent traders.
- > THEY ALL HAVE A WIDE VARIETY OF SHOPS - QUALITY MULTIPLES AS WELL AS SMALL INDEPENDENT RETAILERS. THEIR LAYOUT IS SUCH THAT THE SHOPPER IS CONTAINED WITHIN A WEB OF STREETS - IPSWICH CANNOT HELP ITS RIBBON LAYOUT BUT IT DOESN'T HELP.
- > They each have well known competitive advantages. Even Bury St Edmunds is fast becoming a preferred alternative to Ipswich with Braintree and Blue Water also major threats. A choice of three isn't enough - that's how far behind we are slipping.
- > They have ensured a good combination of larger and independent stores and have reinvested well for the future. (Norwich and Cambridge) Woodbridge has successfully created an image of quality and wealth.
- > variety of shops, and character of the town.

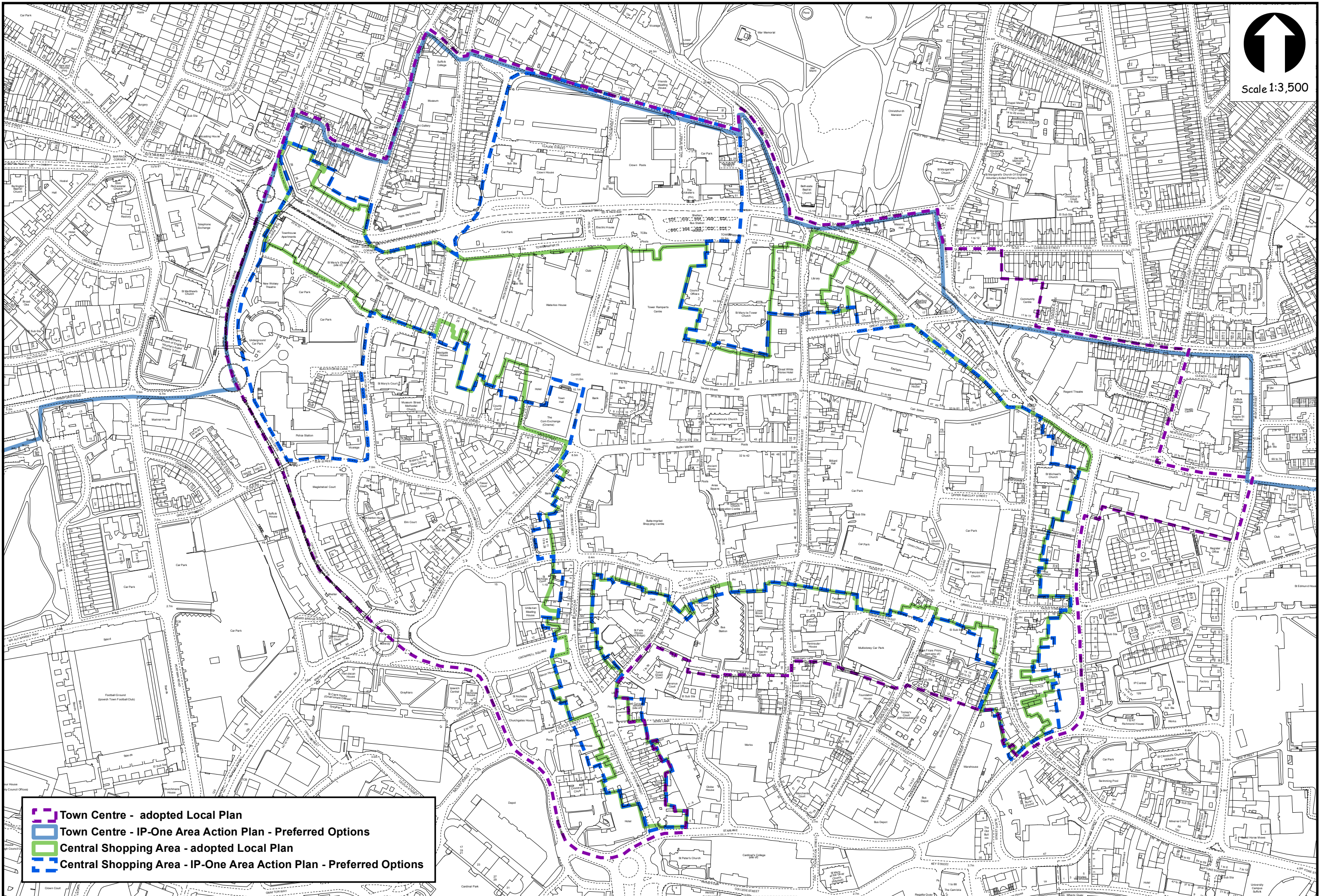
Q24 Do you have any further comments on Ipswich as a trading centre then please feel free to express your view below.





- > I consider that compared to other main town centres in this area, it is rapidly sliding into oblivion !
- > Improve the pedestrian area all the way down St Nicholas Street to the waterfront with outside cafe style seating. this will form a link between Town Centre and the Waterfront as well as a vibrant cafe/bar style quarter that we can legitimately begin to market as such.
- > Ipswich seems to be struggling during the recession. Worse than other towns!
- > It could be brilliant but there seems to be no imagination going into its planning, all decisions are done like the squeek of a mouse rather than the roar of a lion. There seems to be little long term planning and everything seems to be very short term.
- > It has all the potential to be as good as its neighbours...why has it been overlooked all these years. Encourage a wider retail offer and the residents will come back.
- > It is run down and tired. Full of second rate shops and charity shops. It desperately needs a flagship department store such as John Lewis or House of Fraser and it needs a food retailer of the quality of Waitrose.
- > It is slowly deteriorating every year.
- > It just needs to be given a good kick up the backside to get it moving in the right direction
- > its declining
- > tacky and poor quality on the way down like thetford
- > terrible shopping!! I go to London
- > The number of "quality" retailers seems to reduce year on year, only to be replaced by more and more charity and discount shops.
- > THE TOWN CENTRE IS ATTRACTIVE, AND WELL LAID OUT FOR PEDESTRIANS. IPSWICH HAS SOME FANTASTIC BUILDINGS, MEDIEVAL CHURCHES AND A FASCINATING HISTORY. THE DOCKSIDE IS COMING ON WELL AND, ONCE THERE, THE ATMOSPHERE IS GOOD. PITY WE CAN'T DRAG THE TWO CLOSER TOGETHER! WHILST STAR LANE EXISTS THIS WILL ALWAYS BE A PROBLEM AND WITH THE RECESSION CHANGES ARE UNLIKELY TO HAPPEN IN FINISHING OFF THE DOCK AREA. ALL IN ALL, I CAN'T SEE ANY GREAT CHANGES TO PERIPHERAL SHOPS LIKE OURS FOR ANOTHER 25 YEARS, EXCEPT TO BECOME EVEN MORE CULTURALLY DIVERSE.

APPENDIX 15: TOWN CENTRE & CSA BOUNDARY



Scale 1:3,500



-  Town Centre - adopted Local Plan
-  Town Centre - IP-One Area Action Plan - Preferred Options
-  Central Shopping Area - adopted Local Plan
-  Central Shopping Area - IP-One Area Action Plan - Preferred Options

APPENDIX 16: BUS ROUTE MAP

IPSWICH BUSES GUIDE

January 2010

Key

Ipswich Buses Daytime Routes
Service Numbers:

- 1.3
- 3 peak hours
- 2
- 2 off peak hours
- 5.7.11.15
- 6
- 8
- 88
- 9.10
- 12
- 13
- 14,14A,22
- 14A,22 peak hours
- 16
- 19

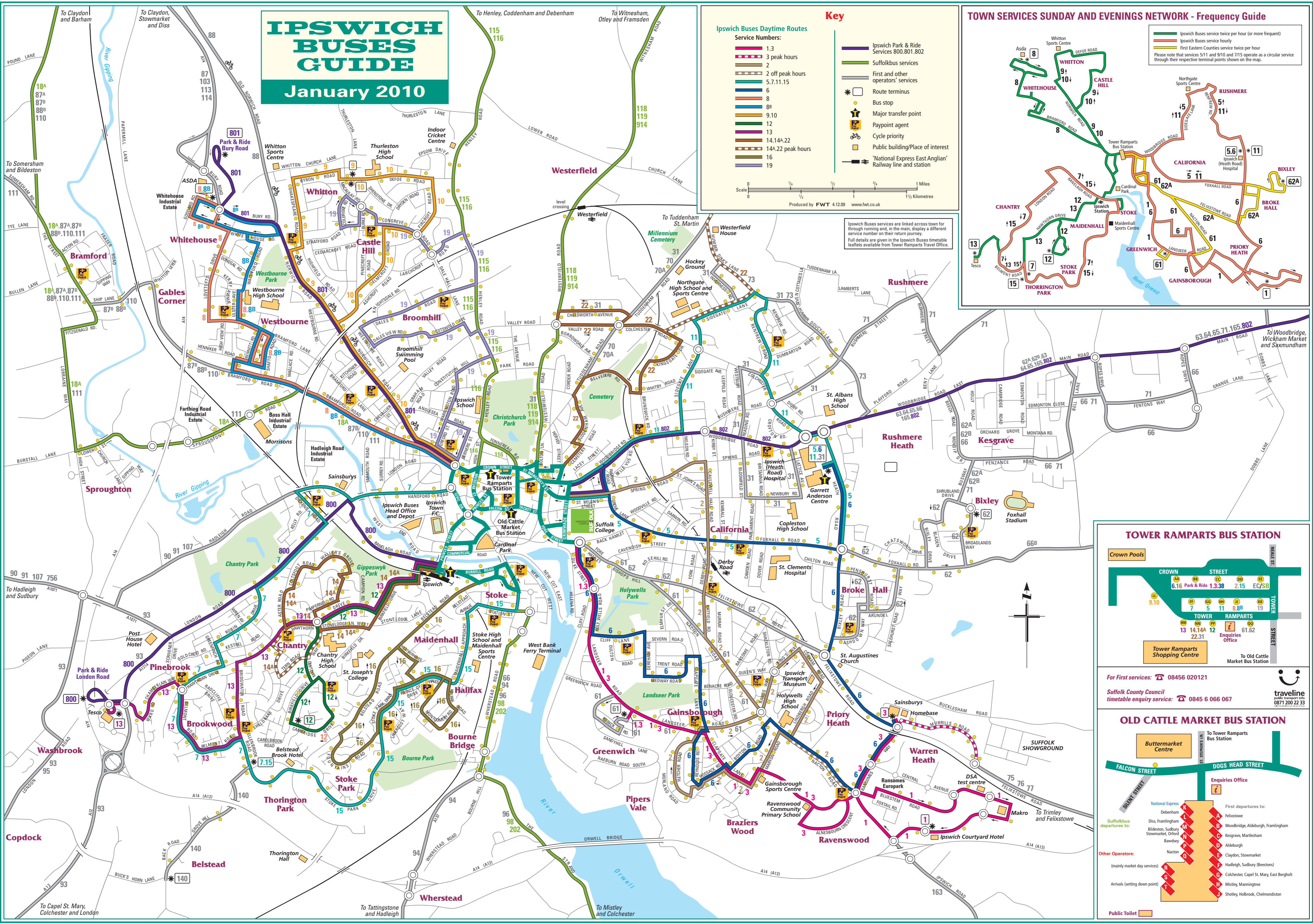
- Ipswich Park & Ride Services 800.801.802
- Suffolkbus services
- First and other operators' services
- Route terminus
- Bus stop
- Major transfer point
- Paypoint agent
- Cycle priority
- Public building/Place of interest
- 'National Express East Anglian' Railway line and station

Scale 0 1/4 1/2 3/4 1 Miles
 0 1/4 1/2 3/4 1 1/2 Kilometres

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TOWN SERVICES SUNDAY AND EVENINGS NETWORK - Frequency Guide

Ipswich Buses service twice per hour (or more frequent)
 Ipswich Buses service hourly
 First Eastern Counties service twice per hour
 Please note that services 5/11 and 9/10 and 7/15 operate as a circular service through their respective terminal points shown on the map.



TOWER RAMPARTS BUS STATION

Crown Pools

CROWN STREET

6.16 Park & Ride 1.3.38 2.15 EC/SB

TOWER RAMPARTS

7 5 11 8.88 19

13 14.14A 12 22.31

Tower Ramparts Shopping Centre

To Old Cattle Market Bus Station

For First services: ☎ 08456 020121
 Suffolk County Council
 timetable enquiry service: ☎ 0845 6 066 067

traveline
 public transport enq. 0871 200 22 33

OLD CATTLE MARKET BUS STATION

Buttermarket Centre

FALCON STREET

DOGS HEAD STREET

Enquiries Office

National Express

First departures to:

- Dedenham
- Dis, Framlingham
- Woodbridge, Aldeburgh, Framlingham
- Bilderton, Sudbury
- Stowmarket, Oxford
- Bawdsey
- Nacton

Suffolkbus departures to:

- Woodbridge, Aldeburgh, Framlingham
- Kesgrave, Martlesham
- Aldeburgh
- Claydon, Stowmarket
- Hadleigh, Sudbury (Beestons)
- Colchester, Capel St. Mary, East Bergholt
- Mistley, Manningtree
- Shotley, Holbrook, Chelmondston

Other Operators: (mainly market day services)

Arrivals (setting down point)

Public Toilet